

Title	Using Environmental Grey Literature to Engage Public Participation in Decision Making: Government Transparency in Coastal Policy Development
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Coastal zones worldwide are vulnerable to climate change and in response to these threats governments are producing numerous environmental reports. The circumstances under which these reports are received and used vary widely depending on the transparency of consultation with stakeholders. Many governments rely on grey literature to reach stakeholders during policy development stages. In 2009, the province of Nova Scotia released the 2009 State of the Nova Scotia's Coast Report, an important source of information for understanding coastal issues designed to lead to coastal management policy. Since its release, the government has been seeking public input in the development of its coastal strategy by actively promoting public awareness and access to the Report. Our study aims to determine the use and influence of grey literature in policy and decision making by following this government-led initiative. Conducted in collaboration with the provincial government, this study is tracking the Report from its initial release to its use in policy development.

The Report was published as a detailed technical document, a multi-page summary, and six fact sheets in print and Web-based formats. Comprehensive understanding of the use and influence of this Report is being built with a variety of research methodologies to determine levels of awareness and types of usage. Our research is aided by the provincial government's techniques to promote awareness including: questionnaires and direct observations at public consultations; interviews of key persons at multi-stakeholder meetings; an online survey of recipients of notices and copies of the Report; a telephone survey of the general public; and a review of media coverage. Evidence of usage of the Report is based on analysis of tracking data from the official government Web site, citation analysis, and content analysis of selected documents. Data from a wide range of stakeholders, including the general public, research community, industry, government and non-governmental organizations, informs this study.

This paper will present findings of research which has uniquely allowed examination of the awareness and influence of a major report on the general public and specific stakeholder groups coupled with their input into policy development from the initial inception of the report. Based on insights drawn from the study the paper will outline conclusions about methods to promote awareness and use of grey literature publications in a scenario where a government is deliberately seeking wide stakeholder involvement. This paper will also offer a strategy model for using publications to engage the public in decision making on coastal zone management matters.

Bionote(s)

Bertrum H. MacDonald is the Associate Dean (Research) in the Faculty of Management at Dalhousie University, Halifax, Canada. He holds a BSc (Biology) from Acadia University, and an MA (History of Science), MLS, and PhD (Information Science) from the University of Western Ontario. He is the Editor of Electronic Resources for the History of the Book in Canada / Histoire du livre et de l'imprimé au Canada project, funded by a \$2.3 million grant from the Social Sciences and Humanities Research Council of Canada. His research focuses primarily on the dissemination of scientific information among Canadian scientists and engineers (both historically and currently) and on the history of scientific and technical publishing in Canada. In 2001 he was named a Dibner Library Research Scholar at the Smithsonian Institution in Washington DC. In recognition of his significant contributions to the bibliography of Canadian science and technology he was awarded the Marie Tremaine Medal by the Bibliographical Society of Canada in 2000 and is the GreyNet Award Recipient in 2004. Email: bertrum.macdonald@dal.ca

Peter G. Wells has recently retired from Environment Canada, though he is still there as a volunteer research scientist. His main affiliations are Professor and Adjunct Professor, Marine Affairs and Environmental and Resource Studies, Dalhousie University, Halifax, NS., and Adjunct Professor, Environmental Programs and the Acadia Centre for Estuarine Research, Acadia University, Wolfville, NS. He has been very involved in a recent study on the grey literature of the Gulf of Maine Council on the Marine Environment (GOMC), comparing it to the previous study of GESAMP literature. The primary focus of the research team at Dalhousie is to examine the output, distribution, use and influence in policy and decision making of the grey literature of marine environmental intergovernmental groups,