



I'm Mary-Frances Lynch and I am dedicated to engaging organizations and people on issues that create positive change for our community and environment. Here is a glimpse at some of the exciting projects I've been a part of and the affordable offerings that I can provide your team.

a WOVEN Portfolio of offerings

Stakeholder Engagement



Engagement is the backbone to successful projects. I bring people to the table, host conversations, listen carefully, and work with stakeholders to understand their needs and create mutual benefit.

Writing



I put pen to paper in many forms, matching your voice to your audience in a clear and effective manner.

- ▶ Community newsletters
- ▶ Website content
- ▶ Project proposals
- ▶ Funding applications
- ▶ Regulatory documents
- ▶ Research reports
- ▶ Course content
- ▶ Video scripts
- ▶ Newspaper & magazine articles

Event Planning



I pay attention to every detail to make sure events are a success - tours, conferences, public meetings, open-houses, lectures, workshops, and fundraising events.

Communications & Outreach

I can help you develop your communications plan and manage your message to community. Social media, website, email, flyers, videos, voice-to-voice, person-to-person, I can help you plan how to share your message.



Indigenous Research & Engagement

I first came to Nova Scotia to study Mi'kmaw cultural tourism and since graduating, have respectfully engaged with Mi'kmaw communities on various renewable energy projects. I have also worked with the Atlantic Policy Congress of First Nations Chiefs in planning various events, gatherings, and research projects. With trust and respect at the core, I can help you engage with the region's First Nations community.



Media Relations

With experience answering questions in front of the camera, on radio and for print media, I can be your media voice. Let me pitch your stories, share the facts, and shine a light on your project.



Community & Stakeholder Engagement

For me, it's always been about people. This passion has led me to engage communities, government, and project partners in developing countries, rural Nova Scotia, and my own backyard.

I interned with NGO Societe de Partage in Telangana, India learning about issues facing rural women, widows and orphans and about grass-roots development approaches. My love of India took me back in 2015 to volunteer, teaching English to Tibetan refugees.

With Minas Energy, I engaged communities, First Nations, and multiple levels of government on a variety of renewable energy projects, notably the \$200 million South Canoe Wind Farm, securing environmental and municipal permits while building community trust. At South Canoe, I developed local a business directory to encourage local procurement, held community meetings, managed a Community Liaison Committee, and spearheaded a local sponsorship program. As part of a multi-partner team, I built and executed an engagement and communications plan that satisfied community, regulators, team executives, and the project budget.

In addition to consulting, I currently serve as Community Development Officer with the office of MLA Brendan Maguire in Spryfield working on initiatives related to food security, mental health, and poverty reduction.



Writing

Grant Funding

I have written successful funding applications on behalf of clients including applications to the Federation of Canadian Municipalities, Sustainable Development Technology Canada, the Atlantic Canada Opportunities Agency, and the Nova Scotia Department of Communities Culture and Heritage.

Environmental Assessment

Working alongside a team of consultants, I researched and wrote the socio-economic chapters for the [South Canoe](#) and [Kaizer Meadow](#) Wind Farm Environmental Assessments, both receiving Ministerial Approval.

Community Newsletters

I have composed monthly newsletters for the South Canoe Wind Farm sharing information on project progress, engagement in the community, and Community Liaison Committee updates. [Have a read.](#)

Course Content Development

I served as lead author for Minas Energy's Renewable Energy Development Toolkit, researching and writing a dozen course modules geared for both local and international learners.

Video Script Writing

I have written scripts for various short videos including the [Ecology Action Centre](#), the [Ellerhouse Wind Farm](#), and an introductory video for Minas Energy's Renewable Energy Toolkit.

Published Writing - Healing Roots (Saltscapes Magazine, 2015)

Silver Award for Best Magazine Article 2015, Atlantic Journalism Awards

Chamomile to calm, echinacea to ward off colds, and bitter young dandelion leaves to aid digestion. These are but a few herbal remedies that were commonly found in our grandmother's cupboards, and even longer ago in ancient apothecaries, when we were more in tune with the medicinal qualities of plants. Today, a walk in the woods, on the beach, or in our own yard can still reveal a bounty of herbal medicines ready for the picking. Click [here](#) to read more of my published work.



Event Planning

Engaging the community means that you wear many hats - one of them being *Event Planner*. Whether it is a meeting with local business or a large open house, I've taken care of a variety of event logistics.

Here are a few examples:

Coordinator for the [Climate and Clean Tech Conference](#) hosted by the APCFNC in Moncton in 2016. Over 150 First Nations youth, Elders, employment and education officers as well as university staff attended the event.

Coordinator for the 2016, 2017, and 2018 [Community Based Water Monitor/Operator Training](#) hosted by the APCFNC annually in Dartmouth. The event brings together 70 First Nations water monitors and operators from the four Atlantic provinces.

Co-organizer of the [Spryfield Summer BBQ](#) from 2016-present. Annually, over 500 people attend and enjoy food, music, games and community.

Served as Publicity Coordinator for Contra Fest 2015, a week-long contra dance festival held in Nova Scotia offering a variety of workshops and dances.

At the [South Canoe Wind Farm](#), I planned over twenty Community Liaison Committee meetings, over a dozen open houses, a 300+ person community pig roast, a 500+ student tour of the wind farm, and a 1,000 person grand opening event in June 2015.



Photo by Fitehlab.com

My event planning tasks for the grand opening included:

- ▶ Compiling RSVPs for over 1,000 attendees
- ▶ Preparing promotional materials
- ▶ Co-authoring the wind farm's story-book
- ▶ Coordinating catering with local restaurants
- ▶ Recruiting local musicians for the event
- ▶ Developing info-boards for the walking tour
- ▶ Serving as event MC
- ▶ Conducting media interviews during the event
- ▶ Managing and remaining on-budget for the event

Communications & Outreach



The Maritimes Energy Association - CORE Energy Conference 2014 - photo by Matthew Healey

I have been the voice for project communications & outreach:

- ▶ sharing project stories and milestones,
- ▶ composing monthly community newsletters,
- ▶ creating attractive outreach documents using Microsoft and Adobe InDesign (just like this document),
- ▶ managing and updating project websites and social media,
- ▶ creating short informative videos (using Magisto software),
- ▶ delivering presentations at major conferences and public hearings, and
- ▶ serving as the 24/7 community hotline answering calls and emails from local residents.

I have experience communicating with a variety of audiences so let me help your team tell your story in a clear and engaging way to those who matter most to you.

Indigenous Research & Engagement



Photo by Mary-Frances Lynch

In 2007, I moved to Halifax to pursue a Master's of Environmental Studies at Dalhousie University on the topic of Mi'kmaw cultural tourism. I immersed myself in the region's rich culture visiting Mi'kmaw tourism sites - Glooscap Heritage Centre, Bear River Cultural Centre, Millbrook PowWow and Kejimikujik National Park - where I interviewed Mi'kmaw hosts and surveyed hundreds of tourists to gauge interest in Aboriginal tourism. You can [read my thesis here](#).

Developing wind farms with Minas Energy, I led consultations and engagement with the Glooscap First Nation, Mi'kmaw Conservation Group, Mi'kmaw Employment Benefits Office, Mi'kmaw Employment and Training Secretariat, the Office of Aboriginal Affairs, and the Mi'kmaq Rights Initiative.

Since 2016 I have worked closely with staff at the Atlantic Policy Congress of First Nations Chiefs Secretariat (APCFNC) in their Departments of Fisheries and Housing & Infrastructure. For the APCFNC, I have led research into renewable energy opportunities for Atlantic First Nations and served as coordinator for several conferences and trainings. Further, I have facilitated an internal multi-day session for Indigenous Services Canada and the Circuit Rider Training Program that trains First Nations water monitors and operators.

Media Relations

As the spokeswoman for the Ellershouse Wind Farm and South Canoe Wind Farm, I stayed on message while communicating confidently and clearly on project progress, major milestones, perceived impacts, and renewable energy 101.

I have conducted interviews for print journalism, radio and television:

- ▶ Print & Online - Hants Journal, Progress Bulletin, Chronicle Herald, All Nova Scotia, RENews
- ▶ Radio - CBC, CKBW
- ▶ TV - CBC, Global News, The Weather Network, Eastlink TV

[Watch a short Eastlink TV episode](#) where I speak about the South Canoe Wind Farm story along with Project Manager Sean Brennan (NSPI).

