

# The Regulatory Craft in Nova Scotia 2007

November 20 & 21, Westin Nova Scotian Hotel



  
**NOVA SCOTIA**

Environment and Labour  
Competitiveness and Compliance Initiative





## What is the Regulatory Craft in Nova Scotia 2007 conference?

Nova Scotia Environment and Labour is hosting the Regulatory Craft in Nova Scotia 2007 conference this November as part of its commitment to the Better Regulation Initiative.

The purpose of the conference is to allow provincial public servants to share best regulatory practices across departments and learn from other jurisdictions. By improving our regulatory practices, we can ensure a brighter future for our people, our economy, our environment and our community.

Join us on November 20 and 21, 2007 at the Atlantic Ballroom, Westin Nova Scotian Hotel, 1181 Hollis Street, Halifax.

## What is the conference about?

The themes for this year's conference will be in line with the strategic objectives of the Better Regulation and Competitiveness and Compliance Initiatives. Focus will be on how government can:

- 1 Choose and design quality regulatory tools
- 2 Make it easier for business to achieve compliance
- 3 Increase compliance with our regulatory programs
- 4 Continuously improve our regulatory programs

Keynote addresses are: **Professor Malcolm K. Sparrow** - "Unravelling Risk"  
**Doug McKenzie-Mohr, Ph.D.** - "Changing Behaviour: An Introduction to Community-Based Social Marketing"

In addition to our keynote speakers, we will be featuring local, national and international speakers on a variety of topics, including:

- ▶ **Creating good regulation in the European Union** - England and Wales
- ▶ **How to set performance measures** - Steve Montague, Performance Management Network
- ▶ **Tackling a regulatory challenge—Ergonomics** - NS Workers Compensation Board and WorkSafe BC
- ▶ **Education: the golden road to risk management solutions** - Bob Cormier, NSEL
- ▶ **Public and stakeholder engagement**
- ▶ **Compliance strategies across Canada** (Ontario, British Columbia and Alberta)
- ▶ **Challenges of inter-jurisdictional harmonization**
- ▶ **Promoting compliance**

**One Wednesday, Nov. 21, conference participants have the option to attend a workshop** led by keynote Doug McKenzie-Mohr titled **Fostering Sustainable Behaviour**. This half-day workshop provides a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster sustainable behaviour. Those who attend the introductory workshop will learn the five steps of community-based social marketing (selecting behaviours, identifying barriers & benefits, developing strategies, conducting a pilot, and broad scale implementation) and be exposed to numerous case studies (primarily from the environmental field) illustrating its use.

## Who should attend?

The primary audience for this conference is provincial government staff involved in the design, implementation, communication or evaluation of regulation or policy. Other governments, businesses, academics, non-government organizations, students and others may also be interested in hearing about how the Nova Scotia Government is improving how it regulates!

## Keynote Speakers

### Malcolm Sparrow

Malcolm K. Sparrow is an expert on regulation and risk management and a professor at Harvard University. He specializes in the examination of managerial challenges that confront the compliance side of government, the development of new models of information and analytical support for strategies to improve compliance, fraud control, and the application of network-analysis techniques to criminal intelligence analysis. In one of his most recent publications, *The Regulatory Craft: Controlling Risks, Solving Problems, and Managing Compliance*, Sparrow provides an approach to the reform of regulatory and enforcement practices focusing as much on changing the behaviour of regulators as on changing the law.



### Doug McKenzie-Mohr

For more than two decades, Doug McKenzie-Mohr has been working to incorporate scientific knowledge on behaviour change into the design and delivery of community programs. He is the founder of community-based social marketing, and his book, *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing*, has become requisite reading for those who deliver programs to promote sustainable behaviour. McKenzie-Mohr has worked internationally with government and non-government agencies, assisting them in identifying the barriers to behaviour change and in developing and evaluating community-based social-marketing initiatives to overcome these barriers. He has delivered workshops internationally for more than 30,000 environmental program managers.



For more information visit [www.gov.ns.ca/enla/regulatorycraftconference/](http://www.gov.ns.ca/enla/regulatorycraftconference/)

The Regulatory Craft in Nova Scotia 2007 conference is sponsored by the Nova Scotia Environment and Labour Competitiveness and Compliance Initiative (CCI) – Achieving excellence in regulatory practice across Environment and Labour.

## Registration Form

### The Regulatory Craft in Nova Scotia 2007 Conference

Halifax, N.S., November 20 and 21, 2007

There will be a \$125 registration fee to attend The Regulatory Craft in Nova Scotia 2007 conference. The conference will be held on Tuesday, November 20, and Wednesday, November 21, at the Westin Nova Scotian (Atlantic Ballroom).

Those attending the conference can also register for a workshop led by keynote speaker Doug McKenzie-Mohr on the afternoon of Wednesday, November 21. There is an additional fee of \$50.00 for the workshop.

#### Government of Nova Scotia Employees

We will process your Registration Fee by Journal Voucher using your Cost Centre, Business Centre and General Ledger numbers. Please provide this information as indicated.

#### Other Attendees

The Registration Fee of \$142.50 (\$125 + 14% HST) and Workshop Fee of \$57.00 (\$50 + 14% HST) should be made payable to: The Minister of Finance, Province of Nova Scotia, Order No. 49001462.

#### Your payment should be sent to the

Information Coordinator, Competitiveness and Compliance Initiative, Nova Scotia Environment & Labour, 5151 Terminal Rd., 5th Floor P.O. Box 697, Halifax, N.S. B3J 2T8.

**The completed Registration Form can be forwarded to the Information Coordinator by e-mail [cci@gov.ns.ca](mailto:cci@gov.ns.ca); FAX 902-428-3139 or mail.**

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#### Please indicate below how you wish to make payment:

Cheque                       Money Order                       Banker's Draft                       Invoice

Credit cards are not accepted.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Cost Centre: \_\_\_\_\_ Business Centre: \_\_\_\_\_

GL: \_\_\_\_\_ I am attending workshop:

Deadline for registration is Friday, November 9, 2007.  
**Session registration will follow as soon as Agenda is finalized.**  
Questions? Please call 902-424-3081

