

The unconscious bias hidden within a 'social license to operate' narrative

All over the world, the sustainability, economic and social impact of mining operations are being scrutinised in detail by lobby groups, environmental activists and investment firms. Not to mention society in general. Mining companies are beginning to navigate the world "ethical investment" portfolios who want to explore hot-button issues like "emissions", "waste", "land use", "fossil fuels", "fracking", "renewable energy" and "social dividend".

Mining's narrative around its value to society is failing to land with the average consumer, in general.

This paper explores the issues of why the current narrative provided by the mining industry is not impacting societies view and explores what an alternative narrative might look like. Specifically dealing with the impact of western nationalism, capitalism, white privilege and colonialism on "social license to operate".