2018 CEPA Pipeline Dialogue

Participants Report Executive Summary

Strategies to Sustainability

Our Vision

A healthy planet. Engaged communities. A sustainable economy.

Our Mission

We work collaboratively with governments, business and civil society to address complex natural resource management and sustainability challenges.

Stratos runs its business in an environmentally and socially sustainable way, one that contributes to the well-being of our stakeholders – clients, employees and the communities in which we operate. Reflecting this commitment, we have an active Corporate Social Responsibility program. For more information about our commitments and initiatives, please visit our Web page: www.stratos-sts.com/about/

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Executive Summary

The Canadian Energy Pipeline Association (CEPA) convened the first of a series of "Pipeline Dialogues". These Dialogues serve as a platform for CEPA and interested parties to engage openly to build mutual understanding of perspectives and expectations. The focus of this inaugural Dialogue was on trust and transparency in the pipeline industry.

Participants included individuals from Indigenous peoples' organizations, municipal organizations, landowner groups, labour unions, non-governmental organizations (NGOs), academic/research institutions, regulators, and young professionals. A panel of five distinguished individuals representing a cross-section of interests and experience brought unique perspectives to the conversation, with panelists speaking to such matters as community collaboration, respectful and meaningful engagement with Indigenous peoples, public confidence, and energy policy and regulation.

At the end of the Dialogue session, CEPA said that it plans to continue with further Dialogues.

Threads of the Conversation

Be Brutally Honest: This must come from the industry leadership who need to become comfortable being uncomfortable.

Trust in Others to Gain Trust: Trusting in others requires building and maintaining strong relationships. It means humbly asking why interested parties have specific concerns and listening to and responding to what they say. In this regard, it requires authenticity.

Own a Cohesive Narrative: Story telling matters. Building public understanding of why the industry exists and what is behind how it performs are important. Facts in a credible story line can counter emotions.

Engage with Youth: Youth and young professionals hold the key to Canada's energy future. Engaging with youth is a form of education that can contribute to a more depolarized discussion of what Canada's energy system will be, and the role of the pipeline industry within it.

TRUST

Expectations of Industry to Gain Trust

Participate in Policy: The focus on pipeline safety is important but not sufficient. The industry needs to engage and collaborate around broader policy issues of concern to Canadians, including reconciliation with Indigenous peoples, cumulative effects of energy development, and climate change. It needs to articulate a long-term vision for the industry in Canada's energy transition.

Treat Indigenous Peoples Fairly and with Respect: The industry needs to recognize that many Indigenous communities want to be involved on their terms. Companies need to recognize Indigenous title and rights and support and empower Indigenous peoples' communities. In turn, communities will be able to participate through revenue streams and realize benefits from pipeline projects.

Understand Interested Parties' Concerns: Companies need to understand the concerns of local communities, landowners, Indigenous peoples, and other interested parties. Consider what these mean for the industry and communicate what companies are doing to address them.

Go Beyond Compliance: The industry needs to work to and perform beyond compliance to address issues that matter to Indigenous peoples, communities, land owners, and interested parties.

Actions that Contribute to Trust (industry, regulators, interested parties)

Build Relationships: Engage early and often, spend time in local communities, negotiate agreements, and create partnerships.

Build Community Capacity: Work with communities to build local capacities including for response to incidents.

Support Ownership by Indigenous Peoples: Work with Indigenous peoples and communities from a place of respect and support their efforts to participate in projects through ownership and other means.

Change Industry Culture: Create a culture of transparency parallel to the industry safety culture.

Educate the Public and Interested Parties: Disclose and discuss potential environmental impacts and emergency response plans with communities.

Transparency

Approach to Reporting

Brutal Honesty: This requires the industry, companies and regulators to share the good with the bad, to report openly and honestly, and to use such vehicles as an industry report card to show the range of performances across companies. Participants appreciated the open responses by CEPA and member companies to the difficult questions they posed.

Tiered and Audience Segmented Reporting: Industry and regulators need to move toward more targeted and segmented reporting to Indigenous and other communities, landowners, interested parties and the public. This requires understanding the specific concerns which vary across communities and interests and providing information that responds to these different interests.

Life-cycle and Value Chain Reporting: Take a full cycle approach. For example, in the case of incidents, disclose the cause, its impact, industry's response, recovery and restoration efforts, their result, and what has been learned to perform better. Further, broaden the conversation to include upstream oil and gas production, midstream transmission pipelines, and downstream distribution.

Common Performance Information and Messaging: Industry, regulators, and governments need to work together to present consistent information to the public, including common indicators and messaging. This conveys greater levels of confidence to the public.

Interpretation of Industry's Safe Delivery Metric: The public, landowners, Indigenous peoples, and other communities need clarity on the safety record of 99.999% safe delivery of product shipped. This means industry explanation of the result and impact of the 0.001% material that leaves the pipe and what monitoring, inspection, and maintenance procedures industry uses.

What to Measure and Report

Common Definitions and Performance Indicators: There is a need for consensus around a common set of standardized definitions (e.g., what is an incident), and associated indicators that can be used by industry, regulators, and governments when measuring and reporting pipeline performance data. These need to go beyond incidents and safety to environmental and socio-economic performance.

Socio-economic Information and Indicators: There is a strong expectation for the industry to include more data on socio-economic matters and to explain how money put into communities is being used. Useful indicators include local employment, local procurement, skills training, graduation rates, and more broadly, community well-being.

Vehicles for Communication

Nimble Communication: When to communicate is critical. For example, in the case of incidents communities expect information to be provided in a timely way. While recognizing that accurate data is important to company credibility, communities expect to know quickly the size of a release.

Communication Channels: A transformation is happening in communication styles. There is a stark difference between social media and print media, with social media seeming to be more effective. The industry needs to pay closer attention to what is most meaningful and effective, including the communications channels it uses (e.g., Facebook for First Nation and other communities) and the types and forms of information it provides (e.g., data visualization and maps).