Outline

- Relevance & Background
- CEPA – Who are we & What do we stand for?
- Defining Moments – Catalyst for Change
- How CEPA / Industry is responding
- Social License and Trust
- Concluding Thoughts
CEPA – Who we Are & What we Stand For

CEPA – Canadian Energy Pipeline Association

- Funded by Industry
- Quasi-Independent, Credible and Trusted Voice
- Not a Lobby Group
- Focused very directly on:

A Safe, Socially and Environmentally Sustainable Energy Pipeline Industry for Canadians.
CEPA – Who we Are & What we Stand For

Integrity First Principles - We are committed to:

**Safety**
- Ensuring safe communities and workplaces

**The Environment**
- Minimizing the impact of our operations on the environment and biodiversity throughout every phase of pipeline operations (design, construction, operations and retirement)

**Socio-Economic Benefits**
- Creating lasting social and economic benefits to communities, regions and countries where we operate
CEPA is Committed to:

We are committed to advancing a safety culture throughout our industry based on a strong foundation of leadership and continual improvement leading to zero incidents.
CEPA is Committed to:

We are committed to *advancing a safety culture* throughout our industry based on a strong foundation of leadership and continual improvement *leading to zero incidents.*

Prevention, Preparedness, Response
Pipeline Industry Vitals

- Over 60 years of operating history in Canada
- Safety record that is enviable around the world & which continues to improve
- Highly regulated industry with strict federal and provincial requirements
- Operate 115,000 kilometres of pipeline in Canada
- Transport 97% of the natural gas and onshore crude oil produced in Canada
- Substantial economic benefits across Canada
- Pipelines are a safe and environmentally sound way to transport large volumes of oil and gas over land
Canadian Crude Oil Facts*

- Production: 3.2 million barrels/day
- Exports: 2.3 million barrels/day
- Value of Exports: $73.0 billion

*2012
Canadian Natural Gas Facts*
- Production: 13.9 billion cubic feet/day
- Exports: 8.4 billion cubic feet/day
- Value of Exports: $8.7 billion

*2012
CEPA Members
Defining Moments
Catalyst for Change -
What did these occurrences all have in common?
Why Safety Culture -
What did these occurrences all have in common?

- Great Technology.....
- Strong Management Systems..........
  &
- Flawed or Absent Safety Cultures!!!
Industry Response – Raising the Bar
Getting to Zero
Accountability, Performance & Execution

Leadership & Governance

Integrity First
Management Systems & Operating Practices

Safety Culture

Technology & Innovation

Continual Improvement
Leading to Zero Incidents
CEPA Board / Governance Structure
Accountability, Performance & Execution

Key Changes in Governance Structures

- External Advisory Panel; and
- Integrity First Steering Committee
CEPA Integrity First®
CEPA Integrity First®
Priority Issues

**Pipeline performance:** Ensure pipelines are designed, constructed and operated reliably; well-maintained; and closely monitored.

**Safety**
Ensuring safe communities and workplaces

- Employee safety
- Pipeline integrity
- Emergency management
- Control room management
- Damage prevention

**The Environment**
Minimizing the impact of our operations on the environment and biodiversity throughout every phase of pipeline operations (design, construction, operations and shutdown)

- Land management
- Air emissions
- Water impacts
- Wildlife
- Noise

**Socio-Economic Benefits**
Creating lasting social and economic benefits to communities, regions and countries where we operate

- Land use and access
- Economic benefits
- Aboriginal relations
- Workforce

Driven by Continual Improvement – Management Systems Approach
Essential Factors

CEPA Integrity First® ...growing forward...

- Materiality Analysis – Stakeholder driven, focused priority areas
- Accountability – Common Metrics & Industry Recommended Practices (IRPs)
- Components - Management Systems, Self-Assessment & 3rd Party Verification
- Transparency – Evolution towards Dis-Aggregated Reporting
- Condition of Membership
Safety Culture – Rationale & Approach

- Leadership – consistent, mindful and focused
- Reward success, investigate failure
- Information is actively communicated
- New ideas are sought, welcomed and, where appropriate, implemented promptly
- Learning and training is ongoing and continuous
- All employees are empowered and accountable for safety, and every supervisor is personally involved

Mindset - The Goal is beyond compliance...
Pipeline Technology

Technology Roadmap & Focused Research to Increase Innovation and Technology
The Essential Foundation - TRUST

Trust = **Credibility** + **Reliability** + **Intimacy**

Self-Interest

- **Credibility** ~ Technical Competence / Expertise +
- **Reliability** ~ Perceptions of Dependability, Consistency & Predictability +
- **Intimacy** ~ Closeness & Depth of the Relationship / Mutual Understanding

**Self-Interest** ~ Perceived or Real - focus on Personal Gain / Power
Recent Progress - CEPA Board Task Forces

Emergency Management – Task Force
- Mutual Emergency Aid Agreement
- BC Land Based Spill Response

Prevention Technology – Task Force
- Technology Roadmap – now positioned to focus
Current Progress

- Guidance Documents & Practices completed / underway:
  - Pipeline Integrity ✅
  - Emergency Management ✅
  - Control Room Management (piloted)
  - Land Agent Code of Conduct ✅
  - Pipeline Watercourse Management ✅
Concluding Thoughts:

- CEPA members have always worked to deliver the strongest possible performance to Canadians ~ we continue to step up & raise the bar!

- CEPA believes in and supports strong regulatory oversight;

- We are committed to working with First Nations, governments and regulators; and

- CEPA is committed to listening and to sustaining your Trust.
Pipeline Performance: Raising the Bar

Questions

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