



OIL SANDS: THE PRINCIPLES AND RELATIONSHIPS BEHIND THE RESOURCE



Photo courtesy of June Warren Publishing

Chris Jones, former operations manager at Shell's Albion Sands Muskeg River Mine and Richard Hanna, Trainer at Shell's Jackpine Mine Expansion 1 survey the Athabasca Oil Sands site.

Tapping Canada's vast oil sands is a complex endeavour involving far more than equipment and technology, experience and expertise. Underpinning every step in the process are policies, procedures, and programs geared to cultivating effective relationships while safeguarding the people we work with, and the people who are affected by our work.

Keeping Employees Safe

We strive to ensure that every person at every job site arrives home safe at the end of each workday. Safety is strongly emphasized, and we require that all our employees have the training they need to remain safe on the job.

Oil sands work sites are inherently dangerous, because much of the work involves heavy equipment – much of it in motion – in a setting that is constantly changing. Industry employees and the many contractors who work with us are at risk if they are inexperienced, untrained, or inadequately supervised.

A number of elements are in place to create and maintain a safe work environment:

- We regularly run programs that provide new employees with practical, on-site mentorship from more experienced staff members.
- We work towards ensuring that our people are ready for the job every day by helping them manage their fatigue. We also emphasize driving safety. And we conduct regular drug and alcohol testing and offer treatment programs to make sure workers are never impaired on the job.
- CAPP member company and senior service-sector officers participate in Safety Stand-down Week, which gives front-line workers the opportunity to discuss safety issues directly with executive managers and CEOs.
- CAPP works closely with ENFORM, an independent organization that keeps the industry apprised of safety concerns, assists in the development of industry-recommended practices, and provides ongoing training towards a better and safer workplace.

WE WILL CONSULT WITH DIRECTLY AFFECTED STAKEHOLDERS THROUGH ALL STAGES OF OUR OPERATIONS.

WE WILL PROVIDE EMPLOYMENT AND BUSINESS OPPORTUNITIES FOR REGIONAL COMMUNITIES, INCLUDING ABORIGINAL PEOPLES.

Safeguarding the Public

We understand that people have concerns and questions about oil and gas development, and we are committed to talking openly and honestly about the safety issues that affect the communities in which we live and operate.

There is a comprehensive Emergency Response Plan in place in every oil sands community. Meticulously developed and maintained, Emergency Response Plans provide all emergency responders with a clear plan of action that puts public health and safety first.

Fostering Effective Aboriginal Relationships

The development of any resource can generate shared interests – and potentially conflicting interests – between industry and stakeholders such as Aboriginal peoples. Experience has taught us that ongoing communication and mutual respect and understanding are the foundation for effective Aboriginal partnerships and solutions that benefit all parties.

Solid relationships with Aboriginal communities have allowed us to create employment and service opportunities, while identifying and being sensitive to community concerns such as culturally or ecologically significant regions.

Many of the companies developing Canada's oil sands share a long history of strong Aboriginal relations and successful working relationships with Aboriginal communities. For example:

In 2008, Suncor Energy Inc. surpassed a \$1 billion goods and services spending milestone with Aboriginal companies. Aboriginal owned and operated businesses range in scope and scale, and include fuel distribution, maintenance, reclamation, heavy equipment operation, manufacturing, and hotel and airlines services.

Syncrude Canada Ltd. is one of only eight companies in Canada to be accredited at the Gold level in the Canadian Council for Aboriginal Business's Progressive Aboriginal Relations (PAR) program. PAR measures corporate performance in Aboriginal employment, business development, capacity development, and community relations.

Maintaining Positive Community Relations

The oil sands industry recognizes many landowners have questions and concerns about the effects of operations on human and animal health.

Industry is committed to being good neighbours by listening and responding to landowner concerns. One example of this commitment is the industry's participation in Synergy Alberta, a non-profit society that provides Alberta residents, landowners, and stakeholders who share their land base with industry activities with an opportunity to learn, network, and share information.

We work closely with the people whose land is affected by oil sands development. We hold open houses and gather feedback, and use this information to make important development decisions. We also give back to the communities in which we work and operate by providing funding support to many local charitable and community-based organizations.

Industry is committed to the responsible development of the oil sands. We are focused on meeting or exceeding environmental and regulatory standards while creating jobs and developing this strategic energy supply.



Conoco Phillips' Conversation on Energy panel in Ft. McMurray invited members of the public to join them in a candid discussion on oil sands development and its impact on the local community.

WE WILL PROVIDE A SAFE ENVIRONMENT FOR OUR EMPLOYEES, CONTRACTORS, AND THE COMMUNITIES WHERE WE OPERATE.