



# Foundation Member Communication

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# Member Communication Strategy

- Members should be:
  - Leading the energy pipeline conversation
  - Voices in public discussion
  - Providing an informed perspective

# Member Communication Strategy

- Two main program elements:
  - Internal – member communication strategy
  - External – member speakers program

# Internal Member Communication Strategy

- Consistent
- Contextual
- Audience-specific
- Sustainable

# Internal Member Communication Strategy

- Quarterly member information e-blast
  - Highlighting:
    - Current activities
    - Project information and updates
    - Regulatory information and updates
    - Learning/training opportunities
    - Milestone, achievements and upcoming events

# Member Speakers Program

- Components:
  - Key messages
  - CEPA fact sheets
  - Foundation information presentation

# Key Messages

- The CEPA Foundation represents all businesses and organizations involved in each aspect of Canada's energy pipeline industry.
- The CEPA Foundation acts as an incubator for collaboration between member companies.
- This commitment to improvement has led to the creation of several project committees that focus on individual issues facing the energy pipeline industry.
- Our members work together and with CEPA to ensure that Canada's energy pipeline industry operates at the highest levels of safety and the most rigorous levels of quality.

# Key Messages

- Canada's energy pipeline industry has an established commitment to performance, zero operational incidents and accountability.
- Canada's energy pipeline industry makes a significant economic impact – through employment, taxes and community investment.
- Canada's energy pipelines are our country's energy highways and like our highway system, they are overseen by a robust regulatory system that ensures their safety.



# CEPA Fact Sheets

Safety | Environment | Tech | Industry Insights | Integrity First

About Pipelines Stakeholder Involvement

No. 02

## How are stakeholders involved in pipeline projects?

**1** **FAST FACTS**  
The spectrum of stakeholder involvement

**2** **INVOLVE AND CONSULT**  
The pipeline operator communicates with stakeholders about the proposed pipeline project and/or asks for feedback.

**3** **COLLABORATE**  
The operator works with stakeholders throughout the process to ensure their concerns are understood and incorporated.

Over 65 per cent of Canadians have a strong sense of belonging to their community, according to Statistics Canada. Feeling connected to our communities means we are more likely to participate in local events, help with neighborhood improvements and be aware of changes in our area.

It also means that when we hear about infrastructure projects in our area, like pipeline proposals, we want to be involved in the conversation.

Pipelines are an important part of our energy network – transporting 97 per cent of Canada's daily natural gas and another crucial part of production. But the industry also recognizes it's a privilege to operate within local communities, which is why it's essential for operators and stakeholders to have honest conversations about pipeline projects.

There are two key ways stakeholders can participate in discussions about pipeline projects – through industry-led consultation in the energy regulator's formal hearing process.

Meaningful conversations When operators want to put in a new pipeline or expand an existing one, they gather information about potential needs and opportunities by talking to a variety of stakeholders.

By discussing and sharing information about a project, stakeholders and project proponents gain a better understanding of the specific issues and opportunities a project may generate for individuals or communities.

While pipeline operators may use different ways to communicate with stakeholders, the

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## natural gas pipelines

**Zoom in (Ctir+Plus)**  
Sécurité | Environnement | Technologie | Comprendre l'industrie | Priorité intégrité

## Comment les règlements sur les pipelines protègent-ils les Canadiens et l'environnement?

**1** **QUELQUES FAITS EN BREF**  
Les organismes de réglementation pipeline s'intéressent à :

**2** **L'INTÉRÊT DU PUBLIC**  
Ils évaluent si un projet de pipeline sert l'intérêt général.

**3** **LA RÉGLEMENTATION**  
Ils tiennent les sociétés de pipelines responsables de la sécurité de leur exploitation, pour toute la durée du cycle de vie du pipeline.

**4** **LA CONFORMITÉ**  
Ils inspectent et contrôlent les pipelines au cours de toute la durée de leur cycle de vie.

**1959**  
LE RESTE AMÉRICAIN À L'HISTOIRE  
L'environnement, réglementaire qui régit les pipelines canadiens n'a jamais cessé d'évoluer au cours des 55 années d'existence du secteur.

**Au-delà des organismes de réglementation**  
L'exploitation de pipelines est réglementée par les organismes de réglementation, mais les régulateurs doivent aussi parfois obtenir des permis auprès d'autres organismes fédéraux, provinciaux et municipaux, comme le Bureau de la sécurité des transports en matière de sécurité des pipelines en amont des recommandations en vue d'approuver des améliorations.

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# Foundation Presentation

## The CEPA Foundation Commitment



[aboutpipelines.com](http://aboutpipelines.com)

## Our Initiatives

- Our focus is on the following projects:

Quality	Pipeline Inspector Certification	Pipeline Construction Safety Roundtable
Supply and Demand Outlook	Construction Best Practices	Knowledge Transfer
Mentorship	Employee Attraction and Retention	Pipeline Innovation Roadmap



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# We need you

- Become a story teller
- Become an ambassador
- Lead the energy pipeline conversation
- Be a voice in public discussion
- Provide an informed perspective