

# CEPA Integrity First®

Pipelines are a crucial part of our everyday lives and Canadians have the right to know what operators are doing to keep pipelines safe and communities protected. Integrity First works with both the pipeline industry and the public to ensure industry leading practices are applied, communicated openly and remain focused on what matters most to Canadians.



### Safety

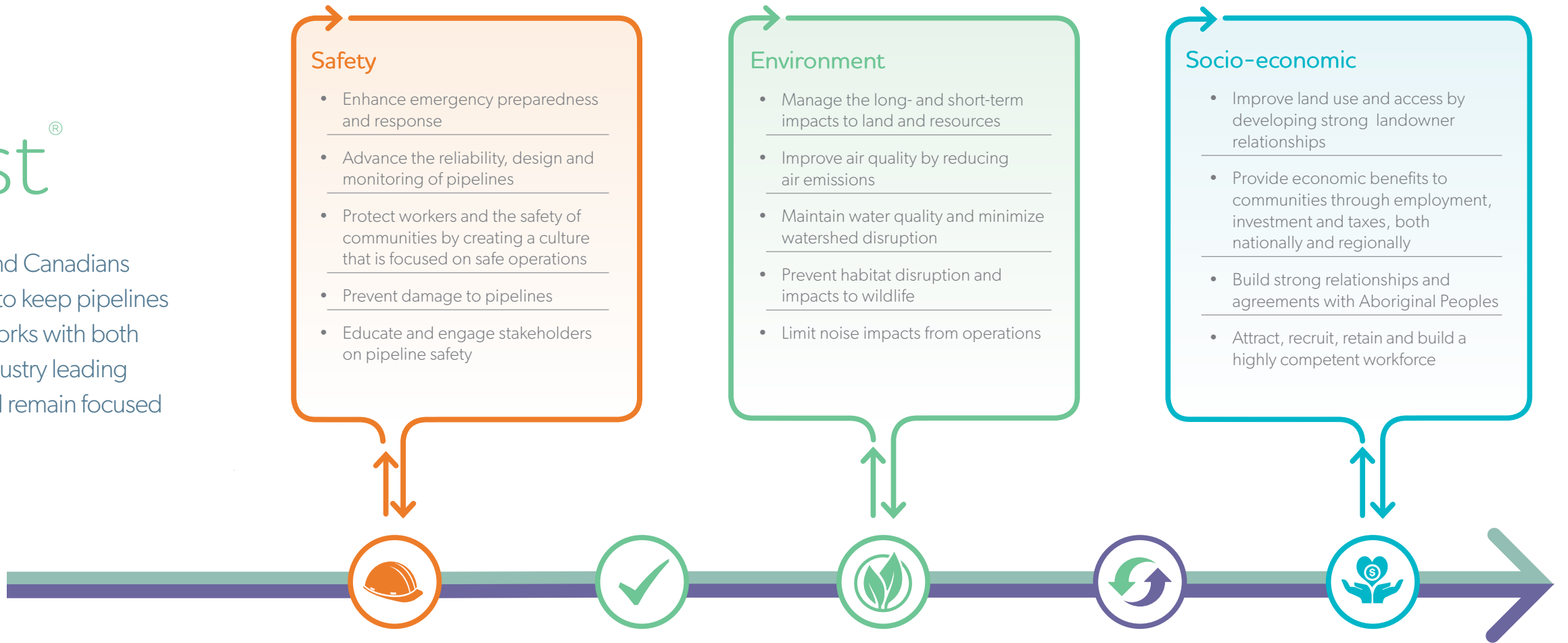
- Enhance emergency preparedness and response
- Advance the reliability, design and monitoring of pipelines
- Protect workers and the safety of communities by creating a culture that is focused on safe operations
- Prevent damage to pipelines
- Educate and engage stakeholders on pipeline safety

### Environment

- Manage the long- and short-term impacts to land and resources
- Improve air quality by reducing air emissions
- Maintain water quality and minimize watershed disruption
- Prevent habitat disruption and impacts to wildlife
- Limit noise impacts from operations

### Socio-economic

- Improve land use and access by developing strong landowner relationships
- Provide economic benefits to communities through employment, investment and taxes, both nationally and regionally
- Build strong relationships and agreements with Aboriginal Peoples
- Attract, recruit, retain and build a highly competent workforce



### Ongoing support

- Integrity First engages with stakeholders, the public and industry experts to determine where we can make the most impact
- Integrity First works diligently with our External Advisory Panel to obtain an uncensored view of the communities we serve
- CEPA member companies and Integrity First knowledge groups recommend and develop opportunities to improve

### Continuous improvement

- Respond promptly to regulatory guidance and continue to work collaboratively and proactively
- Be transparent and above reproach in our actions
- Demonstrate measurable improvements in key areas
- Drive continuous safety improvements as an industry
- Review performance regularly to help drive future improvements

## Integrity First's promise

We're focused on building the public's trust and confidence in the pipeline industry. Our ongoing mission is to ensure our member companies are equipped to understand what the public needs and expects, and then use our expertise to provide the best solution.

As an industry, we collaborate to improve together through a commitment to promote and facilitate a culture of safety, protect and respect the environment, and provide socio-economic benefits where we work.

