



An Industry United

CEPA Integrity First® demonstrates the pipeline industry’s proactive commitment to Canadians to continuously improve in the areas of safety, environment and socio-economics.

Pipelines are an important part of our everyday lives, and Canadians have the right to know what operators are doing to keep pipelines safe and communities protected. Nothing is more important to CEPA members than the safety of those who live and work around pipelines while protecting the environment.

Integrity First brings together the transmission industry, to share, measure and implement leading practices proactively. It focuses on continuous improvement and works to build Canadians’ trust and confidence in industry’s ability to safely transport the oil and gas products we depend on every day.

A brief history

In the past, pipelines were constructed and operated without significant public involvement or attention. This has shifted in recent years. Public perception and expectation has changed due to the prominence of high-profile pipeline incidents like PG&E’s explosion in San Bruno and Enbridge’s Marshall incident, which brought with it heightened international attention and increased scrutiny that comes with the growing use of social media.

Recognizing industry changes were required, the Canadian Energy Pipeline

Association (CEPA), representing the major Canadian transmission pipeline companies began to define the industry’s vision for change.

CEPA member companies and other industry stakeholder groups initiated a collaborative consultation process to ensure both individual companies and the industry as a whole were united in purpose; focused on collaboration, continuous improvement and achieving measurable safety improvements to help our industry regain the public’s trust and confidence in the pipeline industry.

In 2012, CEPA launched Integrity First to drive necessary industry improvements. Integrity First is a program that follows a plan-do-check-act model to continually improve companies’ systems and operations. It enables companies to assess their own systems in a consistent manner, providing a platform for comparison and improvement in the industry.

No incident is acceptable and our industry’s commitment to Canadians is to work collectively to continuously improve industry safety and performance in the transmission pipeline industry.



High-profile pipeline incidents have shifted public perceptions



Vision for change by CEPA and member companies led to the launch of Integrity First



No incident is acceptable – it’s our commitment to continuously improve

Committed to continuous improvement

Integrity First brings together some of our industry's greatest minds and most influential leaders, all of whom have put competition aside to focus on defining, sharing and implementing leading practices capable of improving operational performance.

Participation of Integrity First is a condition of CEPA membership and operates with the understanding that our industry's goal of reaching zero incidents will only be achieved by working together in the true spirit of collaboration. Only by committing to work together can we ensure our actions lead to measurable industry-wide improvements, as anyone's incident is everyone's incident.



What our members are saying...

"enables sharing of lessons learned and pitfalls to avoid"

"supports forward planning and documentation"

"helps to increase regulator and public confidence"

"provides a consistent approach"

"facilitates industry collaboration"

"allows members to focus on meaningful priorities"

How does Integrity First work?

Integrity First promotes continuous improvement through its plan-do-check-act cycle.

First, priority areas are identified through internal and external research. Based on the research, CEPA members develop guidance documents which help member companies assess their systems, processes and practices.

Through self-assessment and third-party verification, member companies are able to identify areas of improvement and work together to share and implement leading practices so industry improves overall. Additionally, a third-party verifier evaluates a member company's self-assessment results for a specific priority and assesses the company's adoption to Integrity First.

By working together, we can achieve improvement, accountability and transparency.

What is CEPA's role in Integrity First?

CEPA's role is to guide the participation of our members and ensure that companies follow the system in place. CEPA facilitates our members coming together, respectfully challenging each other to constantly raise the bar on performance.



Find us at 'about pipelines' on the following media:



For more information, please visit: aboutpipelines.com | aboutpipelines@cepa.com