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CEPA LAND REPRESENTATIVES INDUSTRY ORIENTATION FOR FEDERALLY REGULATED PIPELINES



Image courtesy of Alliance Pipeline Inc.

The Canadian Energy Pipeline Association (CEPA) represents Canada's transmission pipeline companies. Our members transport 97% of Canada's daily natural gas and onshore crude oil production from producing regions to markets throughout Canada and the United States.

BACKGROUND

In the fall of 2007, the National Energy Board (NEB) established the Land Matters Consultation Initiative, as part of the NEB's desire to support continual improvement related to land matters. The purpose of this initiative was to confirm the NEB's belief that constructively engaging interested people and organizations on land matters would be an effective approach to communicating effectively with interested parties.

As a result, the NEB identified four topics or streams to address land matter issues and the NEB held meetings and workshops across the country to capture feedback from various stakeholders. The feedback they received during this process included, among other things, landowners request for more respectful, consistent and transparent interactions with company representatives.

Since then, the Canadian Energy Pipeline Association (CEPA) and its member companies have worked hard to develop a collaborative and cohesive Canadian Land Representative Industry Orientation. This program includes tools and documents that a Land Agent/ Representative within the CEPA membership will be required to read, accept and understand before engaging with landowners. These documents include a Code of Conduct, an Industry Orientation Module and an Acceptance Agreement. As part of the Acceptance Agreement, CEPA member companies will be required to complete a professional ethics course and company specific training.

WHAT IS THE LAND REPRESENTATIVES INDUSTRY ORIENTATION?

As the demand for oil and natural gas products continues to increase, construction of new pipelines and facilities will also increase. As a result, more professionals, such as land agents, community relations personnel, stakeholder engagement, and others, will be interacting with landowners. Positive communication and open dialogue is critical to ensuring good relationships within the industry. The Land Representation Industry Orientation provides the appropriate tools and documents for this purpose. This program consists of the following key documents:

- 1) The Land Representatives Industry Code of Conduct
- 2) The Land Representatives Industry Orientation Module
- 3) The Land Representatives Acceptance Agreement
 - a) Completion of a professional ethics course



WHO DOES THIS APPLY TO?

The Land Representatives Industry Orientation package will apply to any land representative who negotiates with a landowner for all interests or compensation matters are subject to this program.

WHAT IS THE CODE OF CONDUCT?

CEPA and its member companies firmly believe that with a mutual understanding and responsibility between landowners and companies, many issues can be avoided. The Code of Conduct is a document which publically provides a common set of principles and values. These principles are taken very seriously by CEPA and its member companies. As such, all employees who engage with landowners and other stakeholders, on behalf of the CEPA member company, will follow and agree to the principles set out in this Code of Conduct.

WHAT IS THE INDUSTRY ORIENTATION MODULE?

CEPA member companies have chosen to take additional steps to ensure that land representatives are familiar with our industry and able to present information to the public in a consistent and accurate manner during the lifecycle of a project. The Industry Orientation Module is designed to provide individuals with the proper background and a clear understanding of the information that they are providing to the public. The module is based on the NEB's filing manuals, guidelines for landowners, and other pamphlets and information tools used by the NEB during federal regulatory process.

WHAT IS THE ACCEPTANCE AGREEMENT?

The Acceptance Agreement is a document that verifies that the land representative has read, understood and willing to employ the steps and information contained within the CEPA Land Representative Industry Orientation program, as well as, abide by the Code of Conduct. Once this document is issued, the land representative should retain a copy as proof of completing the CEPA Land Representatives Industry Orientation.

WHICH COMPANIES DOES THIS APPLY TO?

This orientation program only applies to CEPA member companies that are federally regulated. It is important to remember that not all land representatives will have had this orientation program.

CEPA member companies will implement this Land Representative Industry Orientation by December 31, 2014.

WHERE CAN I FIND MORE INFORMATION?

Copies of these documents can be found on CEPA's website at www.aboutpipelines.com. For more information on the NEB's regulatory process, please visit their website at www.neb-one.gc.ca.

For land representatives – please contact the respective employer for more information. For landowners and stakeholders – please contact the pipeline company for more information.



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Enbridge Pipelines Inc.

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