How can I trust pipeline companies are working in Canadians’ best interests?

Like the roads we travel every day, pipelines are essential in Canadians’ lives. And just like our roads, they have to be extraordinarily safe for us to feel confident about their presence in our communities.

Because pipeline companies take safety, the environment and community interests so seriously, they’ve established their own program to take their practices to their highest level.

CEPA Integrity First is led by the industry and facilitated by the Canadian Energy Pipeline Association (CEPA).

The program formally started in 2012 because pipeline companies felt it was their duty to go beyond regulation and come together as an industry to demonstrate their unwavering focus on acting responsibly and in Canadians’ best interests. The program focuses on three main areas: safety, environment and socio-economic practices.

Reaching the safety goal
When it comes to safety, the industry has one goal: zero pipeline incidents.

There are many aspects to pipeline safety – prioritizing safety within organizations and every community, preventing damage on pipelines and responding to emergencies. For the pipeline industry to reach its goal, there needs to be a true commitment to collaborate in all areas of safety and best practices.

That’s why every CEPA member company is actively working together, through CEPA Integrity First, to discuss safety requirements and technology options, analyze company and industry practices and report on safety measures and operations, in an effort to define and implement the best practices for the industry.

Pipeline companies must do everything they can to make the industry as safe as possible, limit the impact to the environment and build strong relationships with local communities.
In fact, CEPA members are developing strict requirements in specific areas, such as pipeline integrity, emergency management and control room management, which they will rate their own operations against. These ratings, once verified by a third-party organization, will be used to help companies see how they can advance their practices and increase accountability to Canadians.

Putting Canadians first
CEPA Integrity First also aims to advance the industry’s environmental and socio-economic practices. Like safety, these areas are critical to the well-being, protection and prosperity of Canadians. CEPA Integrity First enables the industry to work together to strengthen its performance and improve communication and engagement with local communities. For example, pipeline companies are working together to improve areas like land management, air emissions, aboriginal relations and workforce standards.

Canada’s pipeline industry is one of the most environmentally sound and safest in the world and through CEPA Integrity First, the industry will demonstrate its commitment to keeping that standard.

cepa.com/cepa-integrity-first

CEPA Integrity First is not a response to current regulatory expectations but a formal approach to the future of our industry and its ongoing commitment to continuous improvement. This program was developed not because industry was asked to, but because we wanted to.”

BREND A. KENNY,
PRESIDENT + CEO,
CANADIAN ENERGY PIPELINE ASSOCIATION

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