

# ACR Aboriginal Programs Project Program Template

<b>Program Area:</b>	1.0	Corporate Policy
<b>Sub Program:</b>	1.1	Building Commitment to Corporate Aboriginal Policies
<b>Template:</b>	1.1.5	Aboriginal Relations Framework
<b>Sponsor(s):</b>	<i>Petro-Canada Ltd.</i>	

## 1. Objective

To provide employees, management, the Aboriginal community, principal contractors and other stakeholder and community groups with a practical understanding of Petro-Canada's commitment to Aboriginal relations and the principles and strategy for delivering on this commitment.

## 2. Description

The Aboriginal Relations Framework sets out the guiding principles, Aboriginal policy and strategy of Petro-Canada. The development of the framework was based on:

- Petro-Canada's desire to ensure that its relationships with Canada's Aboriginal peoples are developed with the same discipline and rigour that the company applies to all its business, reputation management and stakeholder activities
- The aspirations and needs of Aboriginal communities
- Colleague and competitor strategies
- Regulatory requirements, where applicable

The Aboriginal Relations Framework has the following components:

- **Guiding principles.** Petro-Canada takes great pride in its reputation as a highly principled business operator and contributor to Canadian communities. In pursuing its commitment to Aboriginal peoples, Petro-Canada has developed a set of guiding principles that encompasses many aspects of its consultative approach. These principles include respecting the unique cultural and historical characteristics of Aboriginal peoples, understanding their aspirations and concerns, and operating in a consultative manner through all stages of a project.
- **Policy.** Petro-Canada is committed to establishing and fostering open, supportive, mutually beneficial relationships with Aboriginal peoples in the vicinity of its operations as well as in the broader Canadian context. Petro-Canada sustains these relationships through communication, cooperation, mutual trust and respect.
- **Strategy.** To support business objectives cost-effectively, Petro-Canada contributes to improving the capability of Aboriginal peoples to participate in the short- and long-term benefits created by business activities by focusing on five core strategic areas:
  - Building relationships

- Training and education
- Employment
- Business development
- Community investment

### 3. Implementation

The key objectives, action commitments, in the five core strategic areas are:

- **Building relationships.** The key objectives are to develop sustainable and positive working relationships with Aboriginal communities where the Company operates or proposes to operate; and engage in a consistent stakeholder consultation process aligned with the Aboriginal relations guiding principles.
- **Training and education.** The key objectives are to encourage Aboriginal students to graduate from high school and to continue their education at post-secondary institutions; support the development of specific training and academic program that enable Aboriginal people to meet entry-level requirements for employment and business; participate in partnerships that contribute to increasing the number of Aboriginal graduates able to work and assume leadership roles in their communities; align our initiatives with Petro-Canada's social vision and community investment activities.
- **Employment.** The key objectives are: to ensure equal access to employment at Petro-Canada; increase the participation rate of Aboriginal people in the workplace; encourage principal contractors and/or alliance partners to meet or exceed mutually determined employment commitments.
- **Business development.** The key objectives are: to seek out and participate in business development opportunities and partnerships with Aboriginal service providers when they are mutually beneficial and comply with the Code of Business Conduct; work with Aboriginal business partners to develop their business capability.
- **Community investment.** The key objective is to strengthen Aboriginal community capacity by supporting initiatives that fit Petro-Canada's community investment policy and strategy.

### 4. Timeframe for Results

Petro-Canada regularly meets with stakeholders and industry partners to review the programs we support. Most programs are funded at three-year intervals with annual reporting by the administrating body. At the end of the three years, the company determines the need for increased or decreased participation. In some cases Petro-Canada meets with the stakeholders and the administrating body quarterly, to assess the level of success and ensure all parties are aware of the progress of the programs. In most cases Petro-Canada is looking for success over the long term as we fund a number of literacy programs from infancy to high school level.

## **5. Measurable Criteria**

Under internal review, we evaluate stewardship measures for each of the five strategic areas: building relationships; training and education; employment; business development; and community investment.

## **6. Budget**

The Aboriginal Relations Framework reflects only the long-term objectives and key measures for each focus area. Specific commitments to action, processes, practices, and projects or tactics to meet these objectives will be determined on a regional, business or annual budget cycle basis.

## **7. Partners and Sponsors**

Petro-Canada is the sole sponsor.

## **8. Experience with the Program**

Petro-Canada's commitment is aligned to its values, business strategies and standards and is reinforced by its executive leadership.

The Aboriginal Relations Framework has been developed over an extensive period of time with input from stakeholders and Petro-Canada employees. It was adopted in 2002. Petro-Canada believes that it is a successful program.

## **9. General Applicability**

This program may be of interest to companies and industries looking at an overall Aboriginal policy and strategy framework.

## **10. Additional Information or Support**

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