

GUIDING PRINCIPLES FOR OIL SANDS DEVELOPMENT

INDUSTRY CHARACTER

Canada's oil sands industry provides a secure source of energy, is committed to improving environmental performance and provides economic benefits to society while developing this globally significant resource. We achieve this through continuous improvement, by developing new technologies and by committing to these guiding principles:

PEOPLE



- We provide a safe environment for our employees, contractors, and the communities where we operate.
- We provide employment and business opportunities for regional communities, including Aboriginal Peoples.
- We respectfully engage directly-affected stakeholders through all stages of our operations.

AIR



- We design and operate our facilities to be better than provincial air quality objectives.
- We continue to reduce greenhouse gas emissions per barrel equivalent of production by improving our energy efficiency and by developing new technologies.

WATER



- We continue to reduce the amount of fresh water required per barrel equivalent of production by improving water recycle rates, using low quality (e.g. saline) water sources where feasible, and by developing new technologies.
- We safeguard the quality of regional surface and groundwater resources.

LAND



- We mitigate our impact on the land while maintaining regional ecosystems and biodiversity.
- We progressively reclaim all lands affected by our operations, returning them to self-sustaining landscapes.



● Water ● Sand ● Bitumen

WHAT ARE OIL SANDS?

Oil sands are a mixture of sand, water and bitumen – a thick, heavy oil that must be heated to be extracted.