Oilsands Performance Metrics

Audiences and Design Principles

Oilsands Metrics
THOUGHT LEADER FORUM

"Across the spectrum of stakeholders engaged in the oil sands conversation, there will be those who are fundamentally opposed, those who uncritically advocate, and those who act as watchdogs, commentators or consensus-builders. To move past entrenched positions in the oil sands conversation, democratic decision making requires good-faith and fact-based dialogue, grounded in quality information that has the trust of those engaged in the debate. The purpose of this Thought Leaders Forum is to arrive at an agreed minimum set of principles for design of trust-worthy and appropriate performance metric system for oil sands development, that meet the needs of the interested and affected stakeholders – its audience. The results will provide a useful yardstick for the assessment of whether a proposed metrics system meets the challenge posed by the diverse set of interests associated with oil sands production, in the broader context of sustainable and responsible development."

~ Jason Switzer, The Pembina Institute

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Today's Objective

- To share the results of the forum and our conclusions

- To seek input and reactions from those who couldn't attend the forum

Today's Agenda

- Background
- Primary conclusions
  - Audiences
  - Principles
- Checklist for metric designers and critique's

Definitions

- **Oilsands:** Full fuel cycle.

- **Oilsands Performance Metrics:** environmental, social and economic.

- **Oilsands Metrics System:** The design, implementation and operation of a standardized process for the identification, collection and reporting of environmental, social and economic performance metrics

- **Principles:** Essential characteristics of the system.

Vote!

- Ready to move forward?
  - Yes, let's get into it
  - No, I don't understand what we'll be talking about

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Background

- Why a Thought Leaders Forum?
- Who organized, hosted and attended the forum?
- When was the forum?
- What did we discuss at the forum and what was the process?

Process

- **Audiences for Metrics:** Who are the various audiences for oilsands performance metrics? How will different audiences use the metrics?

- **Principles for Metrics:** What guiding principles should metric developers use? How would we recognize if those principles were being met?

A Shared Set of Guiding Principles!

- **Principles for Metrics:** What guiding principles should metric developers use? How would we recognize if those principles were being met?

Principle
- Definition
- Success

A Shared Set of Guiding Principles (Organizers Summary)

Relevant

- Meaningful to the intended audiences
- Widely used, drives performance, and is developed with stakeholders

Accurate

- Precise, repeatable, scientifically and statistically valid
- Withstands rigorous audits and reviews; adapts

Credible

- Open to public scrutiny, transparent and independent
- Trusted, accessible and perceived as un-biased

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Vote!

- Do you agree with the top three list? (Relevant, Accurate and Credible)
  - Yes, I completely agree
  - No, I'd make significant changes
  - Maybe, they're good but I'd make some changes

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Vote!

Do you agree with *Relevant* as a guiding principle

- Relevant
  - Meaningful to the intended audiences
  - Widely used, drives performance, and developed with stakeholders

  - Yes, I completely agree
  - No, I'd make significant changes
  - Maybe, I'd modify the language a bit

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Vote!

Do you agree with *Accurate* as a guiding principle

- Accurate
  - Precise, repeatable, scientifically and statistically valid
  - Withstands rigorous audits/verification and reviews; adapts

  - Yes, I completely agree
  - No, I'd make significant changes
  - Maybe, I'd modify the language a bit

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Vote!

Do you agree with *Credible* as a guiding principle

- Credible
  - Open to public scrutiny, transparent and independent
  - Trusted, accessible and perceived as unbiased

  - Yes, I completely agree
  - No, I'd make significant changes
  - Maybe, I'd modify the language a bit

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Vote!

- Is there an audience or audiences missing from the list?
  - Yes
  - No
  - No, but I'd retitle some
- Is there an audience that should be removed from the list?
  - Yes
  - No

Conclusions of the forum organizers – from the audience section

A successful metrics system will

- cover environmental, social and economic aspects;

- allow for benchmarking across companies, projects and regions;

- allow companies and governments to be held accountable to compliance and performance targets, and

- allow independently-verifiable demonstration of a company's efforts to maintain or enhance its social license to operate.

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Vote!

- Do you feel these should be the key measures of success for an oilsands metrics system?
  - Yes, these resonate with me
  - No, I'd make significant changes
  - Maybe, I'd reword a bit

Next Steps

- **Providing information:**

  - **Summary report:** Look for a summary report in mid-June

  - **Eight Interviews Online**: Clive Mather, Jamie Bonham, Barry Worbets, Jennifer Grant, Peter MacConnachie, Brad Stelfox, Chris Powter and Kim Sturgess. www.oilsandsmetrics.ca

- **Engaging a broader audience:**
  - **Webinars**: Three webinars in early and late June.

  - **Follow-up conversations**: The forum organizers are actively pursuing conversations with the Government of Alberta, OSLI, CAPP and oilsands companies interested in oilsands performance metrics.

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Checklist of conditions for Success!

Consider Audiences

Can audiences use the metrics to benchmark between company and project performance and between different oil sources?

Can audiences use the metrics to assess and communicate compliance/performance and hold companies and governments accountable to commitments?

Can audiences use the metrics to establish, sustain and evaluate a company or project's social license to operate?

Do the metrics cover economic, social and environmental metrics?

Consider Principles – Relevant, Accurate and Credible

Are or were the metrics developed using a set of well-defined guiding principles?

Relevant

Are the metrics relevant?

- What stakeholder engagement process will be used during metric selection and design as well as during long-term management of the metrics system?

- Are the metrics aligned with local, regional, provincial and federal issues/objectives and goals?

- Are the metrics comparable between companies and across sectors?

- Is there a process for reviewing and modifying metrics in line with evolving expectations of what is "relevant"?

Accurate

Are the metrics accurate?

- Are the metrics audited? By whom and how often?

- Is there a process for determining scientific and statistical validity?

Credible

Are the metrics credible?

- Are the metrics and their development process transparent to the extent possible?

- Is the compiler and host of the metrics trustworthy?

Thank you again:

Thank you

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