

## **Stakeholder Awareness - A Petro-Canada Perspective**

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### **ABSTRACT**

Petro-Canada maintains a policy on Total Loss Management Standards which includes an external relations element. Within external relations is a sub-component of community relations and a prescribed process for dealing with the public.

The presentation will highlight some of the key components of this process. In addition, it will identify stakeholders dealt with throughout Western Canada as well as relevant issues and strategic responses.

Examples will be given of resources developed to deal with the management of the issues and the interaction with the respective stakeholders.