

Communication/Education/Liaison Team Report

Team 1 (Communications/Education/Promotion) is one of four teams within the C2C Task Force. Team 1's initial objectives were to raise the level of awareness in the industry of this initiative and to create a sense of urgency and need for the end product. These objectives were achieved through many different routes:

- Presentations to Regulatory and Association Boards, Association luncheons, breakfast sessions
- Skills demonstrations for PJVA, PASC and CAPLA
- Presentation at joint CGPA/PJVA conference
- Articles in associations newsletters (many of which are included in this Handbook)
- Interviews and subsequent articles in the DOB and Oilweek (again included as reference materials)
- Presentations to individual companies of C2C recommendations
- Creation of C2C logo (many thanks to our designer - Phil Hendy of the AEUB)
- Creation of C2C website (many thanks to Teresa Leavitt and Encana)
- Helping with the design of and the terms of reference for the C2C Council (standing committee)
- Working with the 13 organizations to get their written endorsement of C2C
- Planning and carrying out of the C2C Industry Executive Event on January 21, 2004 (many thanks to John Curran and Bennett Jones for sponsoring this event)
- Putting together this final report – which was a labor of love in itself (many thanks to EUB and NEB for their donation of the binders and the labour to publish the initial set of reports)
- Public recognition of the many volunteers and the thousands of hours they supplied in their support of this project (many thanks to CAPL for being the initial donor for our volunteer recognition plan).

We have come to end of this phase of C2C and are in the final stages of completion of these tasks. We are now moving on to the next phase. Those volunteers who wish to continue working with the C2C initiative in the area of education, training and promotion are stepping forward to provide support to the C2C Council in their efforts to maximize industry review and buy-in as the final report is published. The products from this task force (tool box, JP-95 recommendations, proposed changes to regulatory processes, expanded ADR clauses) need to be promoted in such a way that companies and individuals will better understand the complete ADR process and choose to use it for resolving disputes. More critically, it is key to Team 1's objectives that negotiators are empowered from the beginning to use interest based methods to create more collaborative resolutions thereby reducing the number of situations that require "extreme" ADR. It is also key to recognize that we are all "negotiators" regardless of our professional affiliation or training and that these skills are of benefit to everyone in our industry.

There will continue to be challenges ahead but I am confident that the coming years will be as rewarding as the last two. A joint industry education committee for C2C and ADR generally is being setup and it will work in conjunction with the C2C Council. Identification and recognition of corporate sponsors (companies

who support, practice and truly believe in the recommendations and guidelines presented by C2C) will be an ongoing process. We will need to ensure that there is support for industry as they try out these new processes. We will also need to continually assess how the tools are working, what needs to change and what path do we want to go down in the future.

Thank you to all of the people who have worked not only on this team but the whole task force the last two years. We continue to attract great people to help us. A list of all the participants is included in this report, however, the amazing success of this task force would not have been accomplished without the incredible drive and energy and focus of our Task Force Chair, Dave Savage. I know I speak for all of the members when I extend our sincerest thanks to Dave for the incredible amount of hours dedicated to C2C. C2C has been so successful to date in large part of his commitment, collaboration and contacts (I don't think there is a person in the industry that he does not know). Thank you Dave!

Pat Forrest, Chair Team 1

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