ACR Aboriginal Programs Project
Program Template

Program Area:	1.0	Corporate Policy
Sub Program:	1.1	Building Commitment to Corporate Aboriginal Policies
Template:	**1.1.6**	**Aboriginal Relations Internal Website**
Sponsor(s):	*EnCana Corporation*	

1. Objective

To provide a greater awareness and more effective engagement of EnCana's employees and contractors with Aboriginal peoples and communities.

2. Description

EnCana Corporation has developed an intranet website for company employees to have quick and easy electronic access to information regarding corporate relations with First Nations and Aboriginal communities in proximity to the company's operations. The intranet site is designed to raise employees' awareness of the opportunities for employment, education, business development and joint ventures in Aboriginal communities.

The website includes:

- **Mission statement:** To provide best-in-class Aboriginal and landowner relationships within EnCana's operating communities, creating value by facilitating sustainable operations and enhancing EnCana's reputation.
- **Our values:** EnCana values, embraced by all staff, will guide our day-to-day relations with the Aboriginal community. These values include open communication, integrity, mutual respect, trust and making a positive difference through community capacity building.
- **What's new**
- **A look ahead**
- **Who we are** (introduction to the Aboriginal relations team)
- **Aboriginal guidelines**
- **Press clippings**
- **Band information** (Alberta, British Columbia, Saskatchewan, NWT)
- **Photo album**
- **Myths and truths**
- **Aboriginal scholarship information**
- **Aboriginal links** (federal government, provinces, territories, Aboriginal organizations)
- **Internal Aboriginal contractor database**

3. Implementation

Administration time to design is a key element for implementation and management of this program.

4. Timeframe for Results

Immediate increased awareness.

5. Measurable Criteria

- Increase in employment and business opportunities in communities in proximity to EnCana's operations
- Easily accessible information
- Enhanced Aboriginal relations departmental communication and awareness across the company
- Internal feedback provided through website

6. Budget

Approximately $20,000 to set up website and $10,000 per year to maintain.

7. Partners and Sponsors

EnCana Corporation is the sole sponsor.

8. Experience with the Program

Website has been functioning since 2002.

9. General Applicability

This program is generally transferable to other companies and industry sectors interested in raising internal corporate awareness of Aboriginal relations.

10. Additional Information or Support

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Date Entered or Updated: October 10, 2005