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A REPORT ON THE PUBLIC'S PERCEPTION OF ENVIRONMENTAL ISSUES

OPERATIONS PLANNING AND COORDINATION
NOVEMBER 1984

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1984

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AN UPDATE OF ORGANISED SPECIAL INTEREST ISSUES AND CONCERNS

Challenging because the majority of influential, higher educated Canadians were an active part of campus life, leaving a legacy that will probably influence the so called baby-boomers all their lives.

IN ENVIRONMENTAL AREAS.

Challenging because the largest number of organized special interest groups fall into the environmental issue category and this category has, without question, the best research, most skilled staff and volunteers and the most organized approach to both their own operations and the issues themselves.

PREPARED FOR IMPERIAL OIL

Challenging because the federal government is seen as having the most significant political and visible role, plays a pivotal role in the relationship with and use of organized special interests.

BY PAT DELBRIDGE ASSOCIATES INC.

OCTOBER 10TH 1984

Challenging because there are more opportunities and more advantages for a corporation to become proactive in the environmental area than probably in any other active public issue in Canada today.

We set out these six points because, in our opinion, they, rather than the actual specific issues themselves, are fundamental to an understanding of public and special interest concerns in the environmental area.

Effectively managing environmental issues not only requires information and understanding but also an ability to recognize the complex values and perceptions that influence public and government priorities, decisions making and regulation.

This environmental scan focuses on the issues and concerns of organized special interests. Our presentation identifies broad environmental concerns; the leading groups working on environmental issues; major trends which presently influence their priorities and strategies; and concludes with some recommendations of which approaches to a more pro-active orientation to environmental issues.

INTRODUCTION

Environmental issues are one of the most challenging of issue areas to work in today.

Challenging because of the high public interest and concern for nearly 30 years since Silent Spring became a runaway best seller.

Challenging because an environmental accident, more than any other unexpected event, can have serious long term results on a corporation's image, activities and bottom line.

Challenging because the majority of influential, higher educated Canadians attended university at a time when environmental concerns were an active part of campus life, leaving a legacy that will probably influence the so called baby-boomers all their lives.

Challenging because the largest number of organised special interest groups fall into the environmental issues category and this category has, without question, the best research, most skilled staff and volunteers and the most organised approach to both their own operations and the issues themselves.

Challenging because environmental issues are "managed" at the federal government level by a department that is seen as having the most "activist" orientation of all government departments and, as part of this highly political and visible role, plays a pacesetter role in its close relationship with and use of organised special interests.

Challenging because there are more opportunities and more advantages for a corporation to become proactive in the environmental area than probably in any other active public issue in Canada today.

We set out these six points because, in our opinion, they, rather than the actual specific issues themselves, are fundamental to an understanding of public and special interest concern in the environmental area.

Effectively managing environmental issues not only requires information and understanding but also an ability to recognise the complex values and perceptions that influence public and government priorities, decision making and regulation.

This environmental scan focuses on the issues and concerns of organised special interests. Our presentation identifies broad environmental concerns; the leading groups working on environmental issues; major trends which presently influence their priorities and strategies; and concludes with some recommendations of action approaches to a more pro-active orientation to environmental issues.

ORGANISED SPECIAL INTEREST GROUP GROWTH

The first of the active organised special interest groups working in the environmental issue area came into being in the early '60's. Broad conservation oriented groups such as The Nature Conservancy of Canada, and World Wildlife Fund and groups concerned with recreational interests such as the Federation of Ontario Cottagers, and Ontario Federation of Anglers and Hunters, formed traditional representor organizations seeking to provide a focal point for membership concerns. The more active advocacy organizations started in Canada with Pollution Probe in 1969, followed closely by the first public interest law organizations in the Nader model (e.g. The Canadian Environmental Law Association in 1970).

The more militant environmental groups came into being in the early and mid '70's; their increasing concern with the lack of government and industry responsiveness was reflected in their names: STOP (Save Tommorrow Oppose Pollution); THINK (Total Honesty in Nuclear Knowledge); and the Ecology Action Centre. The end of the 1970's saw a rapid rise in small single issue groups and community organizations with a vocal and organised concern with specific environmental issues. Groups such as CRAW (Citizens Rebelling Against Waste), CRAP (Citizens Reacting Against Pollution), TRAP (Tiny Ratepayers Against Pollution) were followed by at least 300 small organizations that sprang up to fight a specific issue and often by petition, media pressure and political savvy achieved project postponement, cancellation or adjustment.

From the Beaufort Sea to Point Pelee, business and industry became aware that a new operating style became imperative. This style involved early involvement of stakeholders in the planning process, recognition of stakeholder concerns in discussion with government, and acceptance that most projects and programs were likely to involve some trade-offs between corporate and community interests.

In many instances this negotiating process ended up in a stand-off or confrontational exercise with none of the parties feeling comfortable or satisfied with the process or outcome.

Both business and organised special interests feel that much of the inappropriate legislation came about because of government recognition of the inadequacies of existing decision making process.

Today's environment continues to change with new strategies and trends emerging from all three partners in environmental planning - government, business and organised special interests. Unfortunately the public, through media reporting of disasters and reactions, may still continue to feel that business is the weak link in the partnership that always puts profit before people and short term necessity before long term survival.

We experience considerable frustration in observing the environmental partnership in action. With few exceptions business seems content to continue to play a reactive role, at least in the public forum, allowing government and special interests to define the issues, suggest solutions, discuss and dialogue. This reinforces both public and special interest perceptions that only they are aware of, and deeply concerned, about the issues.

A. The Issues Identified. Environmental Issues Relating to Imperial Oil

In general, the broad environmental concerns for the '80s as they relate specifically to Imperial Oil may be categorized as:

- o Water and Air Quality
- o Land Use
- o Hazardous Waste Disposal/Transportation
- o Energy Production
- o Depletion of Resources
- o Environmental and Occupational Health

In each category there are issues which, in actuality or public perception, are seen to be potential disaster scenarios. Environmental issues should also be recognised as constantly shifting in priority as solutions are found. For example, although sour gas emissions will decrease as better controls are put in place, concern will grow over the development of tar sands plants and the coal-fired industry. Therefore, any approach to environmental issue management requires early warning of emerging issues of potential public concern, as well as a plan of action for resolution of existing priorities and integration of future prevention programs in new projects and developments.

It is also important to recognise a subtle redefinition of terms is occurring that will result in changing accepted values.

For example, "non-renewable resources" are gradually being redefined as anything that cannot be replaced as quickly as it is used, thereby increasing the kinds of resources in the spectrum of concern, as well as placing a more immediate onus on provision for the more tangible future. Similarly, "hazardous wastes" may be identified as any industrial waste that may have a potentially deleterious effect on the environment, as opposed to those which are empirically "toxic".

Environmental Group Trends relating to Imperial Oil

There are seven new trends that are important to recognise in the changing special interest environment:

- o The increasing use by government (political and bureaucratic) of organised special interests as both a constituency and counter lobby support to government initiatives;
- o Use of Courts to prosecute/win injunctions/bring attention to concerns/receive restitution and/or compensation;
- o Specialization of Groups - breakdown into specialized areas of concern, then form coalitions;
- o Increasing emphasis on access to information/right to know;
- o Increasing politization of groups - Green Party, Sierra Club in U.S.;
- o Increased participation/concern with public consultation process - hiring of experts, compensation for

interventions;

- o Increasing pressure on government to regulate, legislate;
- o Increasing emphasis on reverse onus in burden of proof.

ACTION APPROACHES TO ISSUES AND TRENDS

A proactive approach to issues and trends on the part of a corporation has many facets:

- o internal problem identification, problem prioritizations, problem resolution;
- o an active government relations program to recognise government pressures and priorities;
- o consultation with organised special interests to test differences in issue perception, identify new issue priorities, and demonstrate responsiveness to public concern;
- o research and public opinion sampling to identify changing public perceptions, issues and concerns.

Organised special interest concerns can be categorized by three levels of activity:

- o **MUST DO ACTIONS:** serious problems having an immediate or long-term health or safety implications.

Key components

- plan and time-frame well defined;
 - action evident;
 - open and comprehensive communication
- o **SHOULD DO:** often "easy to do",
- e.g. - demonstration projects
 - joint industry/interest group projects

- joint industry/interest group information seminars;
- joint industry/interest group research projects

O NICE TO DO: actions that may be seen to be "anti-profit" but are construed by the public as industry going that "extra mile" for environmental benefit.

REVIEWING ENVIRONMENTAL ISSUES FROM A CORPORATE RESPONSIBILITY PERSPECTIVE

It interesting to look at what conditions those interest groups concerned with corporate responsibility issues would identify as providing a comprehensive proactive approach to issues in the environmental area.

They fall into six areas:

1. MISSION STATEMENT

- corporate responsibility relating to the environment identifying relationship to community, external stakeholder interests.

2. IDENTIFIED RESPONSIBILITY

- structured internal responsibility
- external communication of existance

3. AWARENESS OF ISSUES

- demonstrated in corporate speeches, conferences, demonstration projects.

4. ACTION RESPONSIVENESS

- programs that show IOL as responsive in community in which it operates
- involving, communicating, consulting

5. COMMUNICATION OPENNESS

- No statments that can be subsequently proven to be misleading or false. No false reassurances
- Open and comprehensive attempt to bring public up to

speed on environmental issues.

6. CORPORATE ACCOUNTABILITY

- involvement of key publics in decision making
(Board of Directors, planning groups)

7. DIALOGUE/INFORMATION OUTREACH.

- contact with special interest groups, joint research, information sharing.

SPECIFIC ISSUE APPLICATION: AUTO EMISSIONS

At this point it is perhaps helpful to pull together our main themes into one example of an issue that has particular relevance for both Imperial Oil and organised special interests. The issue of auto emissions may represent different specific concerns, depending on the objectives and focus of the special interest groups involved. Industry may have a very direct definition of auto emissions that does not take into account its connotation to the groups. Thus, there is a need for industry to avoid a narrow definition of the issue which may overlook some other areas of concern that may impact on public perception of the corporation.

Using the above framework, it is possible to identify the external issue in such a way that it could support the implementation of corporate goals and objectives, as well as enhance the external image of the company.

WHAT DOES IT MEAN?

There are two main issue thrusts associated with auto emissions.

Environmental

Issues

- Acid forming emissions
- preservation of fish, wildlife and wilderness
- forestry and agriculture
- lakes and water quality
- conservation of recreational lands
- emissions of nitrous oxide

Objectives

- reduce emissions causing acid rain
- preservation of environment
- research to de-acidify lakes

Health and Safety

Issues

- Lead in gasoline
- improvement of lifestyle and conditions
- learning disabilities in children

Objectives

- reduction of lead in gas
- "0" lead in gas
- improved well-being

- encouragement of environmentally sound policies and programs
- public education and awareness of the severity of acid rain
- regulation of auto emissions

- and future of children
- regulation of auto emissions

Groups

Cdn. Coalition on Acid Rain (and mbr.groups)
 Greenpeace, Pollution Probe, Sierra Club,
 Wildlands League, Nat'l Council of Women,
 Fed. of Ont. Cottagers, Cdn. Nature Fed,
 Society to Overcome Pollution,
 Cdn. Wildlife Fed., Fed. of Ont. Naturalists,
 Ont. Fed. of Anglers & Hunters, CELA,
 Fed. of Assns. for Protection of Env. & Lakes
 Consv. Council of N.B., Que. Assn Against
 Acid Rain

Groups

- Nat'l Council of Women
- Consumers Assn of Cda.
- Cdn. Council on Chldrn. and Youth
- Cdn. Institute of Child Health
- Cdn. Assn. for Children with Learning Disabilities

WHAT IS HAPPENING TO THE ISSUE?

O Pressure on federal government to act on Mulroney's campaign promise to tighten controls on car pollution;

O Minister responsible has indicated possibilities of new open hearings, in near future;

O Synopsis of transcripts from previous hearings being prepared for new Minister;

O International conference on acid rain held in Canada last March saw a formal commitment by 10 countries to a 30% reduction in annual sulphur dioxide emissions by 1993, and also nitrous oxide emissions.

WHAT CAN INDUSTRY DO?

MUST DO ACTIONS:

- Show evidence of awareness of issue, concern for and understanding of external stakeholder needs;
- Issue seen as a priority internally and externally;
- Comprehensive plans for action with reasonable time frame;
- "On request" openness, willingness to share information research evidence;
- Willingness to consider independent research and comprehensive communications dialogue, consultation (when appropriate);
- company seen to be self-regulated leader, responsible

SHOULD DO ACTIONS:

- Active, visible participation in government committees, hearings;
- encouragement of open hearing process;
- liaison with key groups;
- joint industry/group projects:
 - research
 - information seminars
 - public education for end-user
- Presentations/demonstrations showing action and concern

NICE TO DO ACTIONS:

- Indicate time-frame for movement towards Zero Lead in gasoline (could be a "must do" if legislated)

SPECTRUM OF ACTIVITIES FROM THE IOL PERSPECTIVE

A comprehensive list of issues together with special interest concerns are attached as Appendix B.

From this list we would identify 14 issues that could be addressed using similar processes to the emission example.

They can also be classified into our three priority categories.

- O Must Do
- O Should Do
- O Nice To Do

MUST DO (OF KEY OPERATIONAL INTEREST)

- o Acid Rain
 - automobile emissions (Federal hearings)
 - refining emissions
 - Transboundary Pollution Reciprocal Act (draft Ont. legislation)
- o Waste Disposal and Management
 - review of historical sites
 - disposal of existing waste
 - recycling of waste oil
 - site selection (consultation)
 - definition of "hazardous"
- o Disaster Response Preparation
 - tanker spills
 - sour gas emissions

o Transportation of Hazardous
Substances

SHOULD DO

o Land Use

- compensation to farmers
- environmental impact

o Water Quality

- Federal Task Force

o Resource Depletion

- alternate energy
- affordable sources

o Health and Safety

- automobile emissions (lead)
- occupational health

o Burden of Proof (Reverse Onus)

- Amoco Cadiz oil spill
(environmental liability suits)

o Native Peoples

- land claims
- rights
- way of life

o Development

- northern
- offshore
- tarsands

NICE TO DO

- o Conservation
 - protection of sea life
 - parks and wilderness

- o Recycling
 - resource recovery and pollution control

SUMMARY AND CONCLUSIONS

Environmental issues are a major focus of interest for the general public, the organised special interests that purport to represent them, and government.

To date much of the activities undertaken by business and industry have been low key or reactive in nature, leaving organised special interests and government to identify and define the issues, suggest remedial action and longer range time-frames.

A more proactive approach to organised special interests, and a more consistent communications outreach of present programs and initiatives could help position Imperial Oil with government, organised special interests, and the public, as concerned and responsive.

Building on existing programs, particularly in the areas of water and air quality, hazardous waste and public and workplace health and safety, would place Imperial Oil in a stronger position to influence new regulation and build credibility and stakeholder support for existing operations and new plans and programs.

TRADITIONAL

PARKS & WILDERNESS PROTECTION

- GREAT LAKES UNITED
- NTL. & PROV. PARKS ASSOC. OF CDA.
- CONSERVATION COUNCIL OF N.B.
- SIERRA CLUB OF W. CDA.
- HYDRO PROBE
- NATURE CONSERVANCY OF CDA.
- WILDLANDS LEAGUE
- WORLD WILDLIFE FUND
- FED. OF ONT. NATURALISTS
- CDN. NATURE FED.
- SIERRA CLUB OF ONT.
- CONSERVATION COUNCIL OF ONT.

OBJECTIVES

- CLEANING OF GREAT LAKES
- REHAB. OF GREAT LAKES SANDDUNES
- EST. OF PARKS ON S. MORESBY ISLAND & ROBSON BIGHT (B.C.) & THE BRUCE PENINSULA
- SITE OF WINTER OLYMPICS
- FOREST MGT. - LOGGING OF OLD GROWTH, MULTIPLE USES, PROTECTION OF NON-TIMBER AREAS, REGENERATION
- STOP LOGGING IN PARKS
- PROTECTION OF CROWN LAND
- PRESERVATION OF ECOLOGICALLY IMPORTANT SITES
- WETLANDS CONSERVATION (ONT.)
- PRESERVATION OF NIAGARA ESCARPMENT

POLLUTION

- TRANSPORT 2000
- NON-SMOKERS' RIGHTS ASSOC.
- CDN. NATURE FED.
- STOP
- POLLUTION PROBE
- CONS. COUNCIL OF ONT.
- OPERATION CLEAN NIAGARA
- SPEC

OBJECTIVES

- REDUCTION OF NOISE POLLUTION FROM TRANSPORTATION ETC.
- NO-SMOKING OR NO-SMOKING SECTIONS IN PUBLIC PLACES, WORKPLACE
- REDUCING AIR POLLUTION OVER CITIES
- STOPPING MERCURY POLLUTION OF LAKES & RIVERS
- PREVENTION & TREATMENT OF CHEMICAL POLLUTION OF DRINKING WATER, FRESH WATER
- RESEARCH INTO INTERIOR POLLUTION

RECYCLING

- RECYCLING COUNCIL OF ONT.
- POLLUTION PROBE
- ECOLOGY ACTION CENTRE
- SPEC

OBJECTIVES

- RE-ESTABLISHMENT OF FED. GOV. IN MUNICIPAL WASTE RECYCLING
- REDUCTION OF WASTE
- ENCOURAGING RECYCLING OF WASTE

ACID RAIN

- POLLUTION PROBE - GREENPEACE CDA.
- CONSERVATION COUNCIL OF N.B.
- DEC - CELA - STOP - FAPEL
- FED. OF ONT. NATURALISTS
- CDN. COALITION ON ACID RAIN
- WILDLANDS LEAGUE - SIERRA CLUB OF ONT.
- NTL. COUNCIL OF WOMEN OF CDA.
- FED. OF ONT. COTTAGERS ASSOC.
- CDN. NATURE FED. - CDN. WILDLIFE FED.
- ONT. FEDERATION OF ANGLERS & HUNTERS
- NTL. SURVIVAL INSTITUTE
- QUEBEC ASSOC. AGAINST ACID RAIN

OBJECTIVES

- POLLUTION CONTROL EQUIPMENT ON STACKS EMITTING SULPHUR DIOXIDE
- GOV'T FUNDING TO HELP COMPANIES IMPLEMENT POLLUTION CONTROL PROGRAMS
- REGULATION OF ACIDIC AUTOMOBILE EMISSIONS
- REAL 50% DECREASE IN ACID EMISSIONS BY 1994.

EMISSIONS

- ENVIRONMENTAL LAW CENTRE
- STOP
- CDN. COUNCIL ON CHILDREN & YOUTH
- CAC
- CDN. INSTITUTE OF CHILD HEALTH
- NTL. COUNCIL OF WOMEN OF CDA.

OBJECTIVES

- IMPROVED LAW & POLICY FOR REGULATION OF SOUR GAS & ACID FORMING EMISSIONS
- ELIMINATION OF LEAD FROM GASOLINE
- REGULATION OF AUTOMOBILE EMISSIONS

NATIVE PEOPLES

- NATIVE COUNCIL OF CDA.
- CITIZENS FOR PUBLIC JUSTICE
- COPE
- CARC
- JESUIT CENTRE FOR SOCIAL FAITH & JUSTICE
- INUIT COMMITTEE ON NTL. ISSUES
- ALLIANCE FOR NON-VIOLENT ACTION
- CDN. ASSOC. IN SUPPORT OF NATIVE PEOPLES
- CDN. RIGHTS & LIBERTIES FED.

OBJECTIVES

- SETTLEMENT OF LAND CLAIMS IN W. ARCTIC
- PROTECTION OF NATIVE RIGHTS TO CONTROL LAND, WATER & RESOURCES
- RIGHT TO EQUITY PARTICIPATION IN RESOURCE DEVELOPMENT
- PROTECTION OF THE ENVIRONMENT
- ACCESS TO AFFORDABLE ENERGY SOURCES

NORTHERN

- SIERRA CLUB OF ONT.
- CDN. NATURE FED.
- CARC
- YUKON CONSERVATION SOCIETY
- ARCTIC INT'L WILDLIFE RANGE SOCIETY
- SEA SHEPHERD CONSERVATION SOCIETY
- NTL. & PROV. PARKS ASSOC. OF CDA.
- ECOLOGY NORTH
- FED. OF ONT. NATURALISTS
- ARCTIC INST. OF N. AMERICA
- GREENPEACE

OBJECTIVES

- PLANNING & MGT. PROCESS FOR LAND, WATER & WILDLIFE RESOURCES IN NORTH
- NON-RENEWABLE RESOURCE DEV. IN NORTH
- CDN. & INT'L ARCTIC OCEAN MGT.
- FED. LAND CLAIMS POLICY & POLITICAL DEVELOPMENT N. OF 60 DEGREES
- RECONCILIATION OF CONSERV. WITH DEV. IN NORTH
- HYDRO POLICY FOR NORTH
- IMPROVED INT'L CIRCUMPOLAR RELATIONS
- BEAUFORT SEA - PARTIC. IN ASSESS. & REVIEW PROCESS
- CONTROL ON OIL & GAS EXPLORATION PLANS FOR THE ARCTIC NTL. WILDLIFE REFUGE
- INT'L MIGRATORY CARIBOU TREATY
- ESTABLISHMENT OF N. CONSERVATION LANDS

PESTICIDES/HERBICIDES

- STOP
- POLLUTION PROBE
- CONSERVATION COUNCIL OF N.B.
- CELA
- FRIENDS OF THE EARTH
- CAC
- SPEC
- ECOLOGY ACTION CENTRE
- WCELA
- CONCERNED PARENTS GROUP
- CAPE BRETON LANDOWNERS AGAINST THE SPRAY
- N.B. SPRAYERS OF DIOXIN ASSOC.

OBJECTIVES

- PESTICIDE SAFETY
- ESTABLISHING DETRIMENTAL HEALTH & ENVIRONMENTAL EFFECTS
- PROMOTION OF ALTERNATIVES TO CHEMICAL PESTICIDES
- LAW REFORM IN AREA OF PESTICIDE USE
- STOPPING AERIAL CHEMICAL SPRAY PROGRAM AGAINST SPRUCE BUDWORM
- PREVENTING USE OF PHENOXY-HERBICIDES (2,4,5-T & 2,4 D)
- COMPENSATION FOR CHEMICAL POISONING
- STUDY USE OF HERBICIDES IN FORESTRY

TOXIC SUBSTANCES

- M-TRAC
- TOXIC SUBSTANCES COALITION
- POLLUTION PROBE
- CELRF
- CELA
- ECOLOGY ACTION CENTRE
- CDN. FED. OF B'S & P'S
- CONSERVATION COUNCIL OF ONT.
- FRIENDS OF THE EARTH
- GREAT LAKES UNITED
- ENVIRONMENTAL LAW CENTRE

OBJECTIVES

- HAZARDOUS SUBSTANCES DISCLOSURE LEGISLATION
- CONTROLS ON THE TRANSPORTATION OF HAZARDOUS GOODS BY RAIL, BY TRUCK
- ESTABLISHING HEALTH & ENVIRONMENTAL EFFECTS OF TOXIC CHEMICALS
- IMPROVED LAW & POLICY FOR REGULATION OF HAZARDOUS SUBSTANCES

WASTE DISPOSAL & MGT

- CCNR - SPEC
- PANDA - SEAP
- GREENPEACE
- TNA - TCCR
- CONSERVATION COUNCIL OF N.B. & ONT.
- CONCERNED CITIZENS OF W.S.
- ENVIRONMENTAL LAW CENTRE
- CDN. FED. OF B.'S & P.'S
- O-PIRG
- SIERRA CLUB OF ONT.
- OPERATION CLEAN NIAGARA
- CRAW - TRAP

OBJECTIVES

- STOP ILLEGAL DUMPING
- CONTROLS ON TRANSPORTATION OF RADIOACTIVE WASTE
- IMPROVED LAW & POLICY FOR REGULATION OF HAZARDOUS WASTE
- ADEQUATE MONITORING OF WASTE MGT. SITES
- PROCESS OF CHOICE OF APPROPRIATE SITES FOR LANDFILL
- TREATMENT OF LANDFILL
- TESTING OF LEACHATES IN OLD DUMP SITES
- ENERGY PRODUCTION FROM WASTE

WATER

- POLLUTION PROBE
- CDN. COALITION ON ACID RAIN
- GREENPEACE
- FED. OF ONT. COTTAGERS ASSOC.
- FAPEL
- WCELA
- YUKON CONSERVATION SOCIETY
- ONT. FED. OF ANGLERS & HUNTERS
- CONCERNED CITIZENS OF W.S.
- OPERATION CLEAN NIAGARA
- GREAT LAKES UNITED

OBJECTIVES

- CONTROLS ON OCEAN DUMPING
- IMPROVE DRINKING WATER QUALITY
- LAKE DEVELOPMENT PLANNING
- PREVENTING POLLUTION OF WATERS THRU SEPTIC SYSTEMS
- WATER FILTRATION & TREATMENT
- ATTENTION TO ISSUE OF WATER DIVERSION FROM GREAT LAKES

LEGAL PROCESS

ASSESSMENT PROCESS/IMPACT

- WORLD WILDLIFE FUND
- ARCTIC INT'L WILDLIFE RANGE SOCIETY
- WILDLANDS LEAGUE
- CELA
- PIAC
- ENVIRONMENTAL LAW CENTRE
- FED. OF JUNIOR LEAGUES OF CDA.
- UNITED CHURCH OF CDA.
- WCELRF

BURDEN OF PROOF

- CELA
- PUBLIC INTEREST ADVOCACY CENTRE
- ENVIRONMENTAL LAW CENTRE
- CAPE BRETON LANDOWNERS AGAINST THE SPRAY
- YUKON CONSERVATION SOCIETY

LEGISLATION/ENFORCEMENT

- WCELA
- CELA
- ENVIRONMENTAL LAW CENTRE

PUBLIC PARTICIPATION *consultation*

- WILDLANDS LEAGUE
- WCELRF
- NTL, SURVIVAL INSTITUTE
- ENVIRONMENTAL LAW CENTRE
- CELRF

OBJECTIVES

- PUBLIC PARTICIPATION IN ASSESSMENT PROCESS
- COMMUNITY NEEDS ASSESSMENT
- REDUCING NUMBER OF PROJECTS GIVEN EXEMPTIONS FROM ENVIRONMENTAL ASSESSMENT PROCESS
- EXAMINATION OF EXEMPTIONS GRANTED UNDER ENVIRONMENTAL ASSESSMENT ACT
- REVIEW OF PRACTICE & PROCEDURE OF ADMINISTRATIVE TRIBUNALS
- IMPROVED ACCESS TO INFORMATION ON PLANNED PROJECTS

OBJECTIVES

- SHIFTING THE BURDEN OF PROOF IN ENVIRONMENTAL CASES FROM THE PUBLIC TO THE COMPANY
- GOV'T FUNDING FOR GROUPS INTERVENING IN THE PUBLIC INTEREST
- PERCENTAGE OF COMPANY'S DEVELOPMENT FUNDS GIVEN TO GROUPS WHO WISH TO INTERVENE

OBJECTIVES

- ENVIRONMENTAL LAW REFORM
- IMPROVED LAW & POLICY FOR REGULATION OF SOUR GAS, ACID FORMING EMISSIONS, HAZARDOUS WASTE, WATER QUALITY, WATER DIVERSION & AGRICULTURAL PESTICIDES
- ENFORCEMENT OF CURRENT ENVIRONMENTAL STANDARDS & LEGISLATION

OBJECTIVES

- PARTICIPATION BY AFFECTED PUBLIC IN STANDARD SETTING, ENVIRONMENTAL ASSESSMENT, DEVELOPMENT APPROVAL & RESOURCE MANAGEMENT DECISIONS
- ACCESS TO ENV. INFO

ENERGY

ALTERNATE SOURCES

- NTL, COUNCIL OF WOMEN IN CDA.
- FRIENDS OF THE EARTH
- INSTITUTE OF MAN & RESOURCES
- POLLUTION PROBE
- NTL, SURVIVAL INSTITUTE
- CCNR
- CONSERVATION COUNCIL OF ONT.

CONSERVATION

- SPEC
- POLLUTION PROBE
- FRIENDS OF THE EARTH
- CDN, NATURE FED.
- NTL, PENSIONERS & SENIOR CITIZENS FED.
- CONSERVATION COUNCIL OF ONT.
- SEAP
- NTL, SURVIVAL INSTITUTE
- QUEBEC ANTI-POVERTY FEDERATION
- CAC
- TRANSPORT 2000

DEVELOPMENT

- ARCTIC INT'L WILDLIFE RANGE SOCIETY
- WCELRF
- SIERRA CLUB OF W. CDA.
- CDN, NATURE FED.
- CDN, WILDLIFE FED.
- ENVIRONMENTAL LAW CENTRE
- ECOLOGY ACTION CENTRE
- SPEC
- YUKON CONSERVATION SOCIETY
- PIAC

NUCLEAR ENERGY

- GREENPEACE
- CDN, NATURE FEDERATION
- STOP
- THA
- CELA
- CJL
- THINK
- O-PIRG
- CONSERVATION COUNCIL OF N.B.
- CCNR
- ECOLOGY ACTION CENTRE
- ENERGY PROBE

PRICING/REGULATION

- NATIVE COUNCIL OF CDA.
- THINK
- CONSUMERS FIGHT BACK
- PIAC
- CDN, PENSIONERS CONCERNED
- YUKON CONSERVATION SOCIETY
- WCELRF
- ENERGY PROBE
- COMMITTEE FOR CANADIANIZATION OF THE PETROLEUM INDUSTRY
- CAC

OBJECTIVES

- ENERGY RESEARCH & DEVELOPMENT OF NEW RESOURCES & MONITORING OF NEW SYSTEMS
- SAFE RENEWABLE ENERGY SOURCES
- ADOPTION OF SOFT, RATHER THAN HARD, ENERGY PATH

OBJECTIVES

- RESOURCE ALLOCATION
- INCREASED USE OF PUBLIC TRANSIT
- ENERGY AUDITING
- GOV'T FINANCING OF COMMUNITY WORK COOPS BASED ON ENERGY CONS. & ENV. PROTECTION
- ENERGY EFFICIENT TRANSPORTATION

OBJECTIVES

- CONTROL ON OIL & GAS EXPLORATION PLANS FOR ARCTIC NTL. WILDLIFE REFUGE
- MORE RESEARCH INTO IMPACT OF OFFSHORE DEVELOPMENT BEFORE IT PROCEEDS FURTHER
- MONITORING OF TAR SANDS PLANT DEV.
- SEPARATION OF SURFACE RIGHTS FROM DEVELOPMENT RIGHTS

OBJECTIVES

- DECOMMISSIONING OF NUCLEAR REACTORS
- ESTABLISHMENT OF EMERGENCY PLANS FOR NUCLEAR POWER PLANTS
- PREVENTING NUCLEAR REACTOR EXPORTS
- REDUCED USE OF NUCLEAR POWER

OBJECTIVES

- NATIVE ACCESS TO AFFORDABLE ENERGY SOURCES
- REDUCED RATES FOR SENIORS
- ENFORCEMENT OF COMPETITION POLICY TO PREVENT PRICE-FIXING

OTHER

AGRICULTURE

- ECOLOGY ACTION CENTRE
- O-PIRG
- CDN. COALITION ON ACID RAIN
- ENVIRONMENTAL LAW CENTRE
- PALS
- CONSERVATION COUNCIL OF ONT.
- CONE
- WILDLANDS LEAGUE
- NATURE CONSERVANCY OF CDA.
- FED. OF ONT. NATURALISTS

OBJECTIVES

- SUSTAINABLE AGRICULTURE
- PRESERVATION OF AGRICULTURAL LAND
- PREVENTION OF SOIL DEGRADATION & EROSION

FORESTRY

- STOP
- SIERRA CLUB OF W. CDA.
- FAPEL
- WWF
- CDN. COALITION ON ACID RAIN
- CONSERVATION COUNCIL OF N.B. & ONT.
- WILDLANDS LEAGUE
- CDN. WILDLIFE FEDERATION
- SIERRA CLUB OF ONT.
- NTL. SURVIVAL INSTITUTE
- WCELA

OBJECTIVES

- FORESTRY MANAGEMENT
- REGENERATION
- NEW APPROACHES TO SILVICULTURE
- LOGGING OF OLD GROWTH
- MULTIPLE USES POLICY
- PROTECTING NON-TIMBER VALLEYS
- TREE CONSERVATION
- ENVIRONMENTAL ASSESSMENT OF FOREST MGT.

LAND USE

- CONE
- WILDLANDS LEAGUE
- STOP
- ENVIRONMENTAL LAW CENTRE
- NATURE CONSERVANCY OF CDA.
- FED. OF ONT. NATURALISTS
- CONSERVATION COUNCIL OF ONT.

OBJECTIVES

- SURFACE RIGHTS SEPARATE FROM DEVELOPMENT RIGHTS
- LAND USE PLANNING
- PRESERVATION OF NATURAL LANDS & ECOLOGICALLY IMPORTANT SITES
- LAND SEVERANCE POLICY IMPROVED

APPENDIX B. USE OF THE LEGAL SYSTEM AS A SIGNIFICANT TREND

The use of courts is likely the most significant trend in environmental group activity to date. However, most groups do acknowledge that the court process is not without drawbacks, and will often use the courts only when alternatives fail, as courts are perceived to have some disadvantages in terms of solutions:

COURT ACTION

PROS

CONS

- can provide solutions to stop action (injunctions)
 - good fallback when negotiation or other alternative don't work
 - faster to question assumptions and decisions
 - resolution can be faster
 - involves more people who can be heard and involved in key stages
- can take months or years of argument
 - overloading court system
 - can be expensive or detrimental to groups who lose (court costs on both sides)
 - courts give yes/no decision that may leave both sides dissatisfied (no examination of "grey areas")
 - group (class) action not allowed in Canadian courts

ALTERNATIVES TO COURT ACTION:

NEGOTIATION

(PUBLIC PARTICIPATION)

MEDIATION

ADVOCACY

Negotiation and public participation in the environmental planning process is most favoured by groups.

NEGOTIATION

PROS

CONS

- easier to question assumptions
- groups interact at early stages and decisions
- resolution can be faster
- involves more people who can be heard and involved in key stages

- not a substitute for court action
- expense of hiring highly-trained experts as intervenors
- public participation can fail if conflict blows up suddenly or if public brought into planning process too late

MEDIATION

PROS

- trade-offs can be made voluntarily
- parties reach consensus

CONS

- mediator has no authority to impose settlement
- in order for process to work, both sides must sit at table (i.e. leverage necessary to ensure talks continue--gov't and industry have it, but not the public)

ADVOCACY

PROS

- conflict can be avoided if groups interact at early stages
- focus on research (briefs, studies) increases expertise, credibility

CONS

- charitable registration problems
- institutionalization of organizations costs money-- requires investment in fund-raising

By recognizing and understanding the options available to groups, it is possible for Imperial Oil to take a proactive stance and participate with groups in a manner that will be mutually beneficial to both; that is, by encouraging an open and cooperative exchange based on communication and coordination.

APPENDIX (111)

DECIMA QUARTILE REPORT