



Strength to Deliver

Community

Petro-Canada

For a community to be great, it needs to have the positive participation of all its citizens. Wherever Petro-Canada employees live and work, we do our part to be good neighbours as well.

Greta Raymond, Petro-Canada's vice-president of environment, safety and social responsibility (second from left), is joined by Nolan Hildebrand (from left), Sydney Velestuk, Himmi Cheruvu and Joe Obad, representing all generations of water champions at an event announcing Petro-Canada's partnerships with the Canadian Parks and Wilderness Society, the Centre for Affordable Water and Sanitation Technology and the Alberta Ecotrust Foundation.

Petro-Canada's success as an energy company depends on the support of people in many communities. We are determined to earn that support by playing an active and meaningful role in community life.

Throughout 2008, we continued to support our focus areas of education, environment, local community support and the Olympics. The following initiatives provide just a few examples of this support.

At the start of 2008, funding from our Emerging Leaders Award Program, which supports post-secondary students in the areas of business, engineering, the earth sciences, and trades and technology, had been extended to five Canadian institutions. During the year, we also invested \$1.5 million into Women Building Futures, an Edmonton-based program that includes a training centre, scholarships and housing to encourage women into the trades workforce.

Environmental programs were also top of mind, reflected in our Water Partnerships (see page 14), as was continuing our support for local community initiatives.

Petro-Canada partnered with the Calgary Homeless Foundation to undertake Project Homeless Connect (PHC), a one-day event to be held four times in 2009, where homeless or low income individuals and families can access services from more than 50 agencies, obtain medical treatment and learn more about employment and education opportunities. Many Petro-Canada employees have participated in the first two of these events by collecting donation items and volunteering their time.

In 2008, employees were also involved in a very successful United Way campaign. Combined corporate, employee, retiree and special event contributions totalled almost \$3.5 million.

Petro-Canada is also proud to be a major partner to the Vancouver 2010 Olympic and Paralympic Winter Games. In 2008, Petro-Canada supported the Canadian Olympic and Paralympic teams in Beijing, China at the Summer Olympics. We also announced the Petro-Canada Athlete Family Program for the Vancouver 2010 Games. This pro-

gram gives family members the opportunity to watch their loved ones compete at the Games.

Now, with the 2010 Winter Games fast approaching, work is ramping up to ensure we are ready to meet our fuel commitments for more than 1,100 buses and 4,500 cars and light trucks. In addition to fuelling the games, we commissioned Aboriginal artist Klatle-Bhi to create a 25-foot traditional totem pole. This project was completed in May 2009 and the pole will be on display during the Olympics before being displayed in Calgary as an ongoing legacy. In April 2009, we announced the latest recipients of the Fuelling Athletes and Coaching Excellence (FACE) grants. Fifty of Canada's highest potential developing athletes, along with their coaches, were each awarded \$4,000 to help them achieve carded status and a place on our national teams.

In addition to community partnerships, Petro-Canada remains committed to maintaining respectful dialogue with stakeholders. In 2008, we delivered training based on the Company's Stakeholder and Community Engagement Principles to more than 130 stakeholder practitioners across all our business units. In 2009, we aim to continue broadening stakeholder capability across operational roles and with contractors, while integrating stakeholder engagement practices into North Africa/Near East development and exploration projects.

To keep our ideas and actions in step with the world authorities on corporate responsibility issues, we belong to a number of key organizations, such as the World Business Council for Sustainable Development (WBCSD) and the Canadian Business for Social Responsibility, among others. In 2008, we piloted a WBCSD framework to guide investment proposals for the Libya sustainable development program.

Whether at the grassroots level of some of our partnerships or the larger scale of our international initiatives, Petro-Canada has the strength to deliver positive and lasting contributions to communities.



More information on our community initiatives is available on our website under:

- Engaging our Stakeholders
- Commitment to Aboriginal Peoples
- Community Partnerships
- Local Community Support
- Employee Volunteerism
- Regional Priorities and Case Studies