



**Community Investment in  
Canada's Oil Sands**

June 2011

**Understanding the value**

**IFC Sustainability Exchange**

June 30 2011

# What's the issue?

Increased demands from Government

+

An increase in the sophistication of the  
general public

+

Regulatory regime

=

***Challenging and costly operating  
environment***



# Community Perspectives



- The 95 to 5 Rule

- Most cases, 5% of the issues encountered through the consultation process are related to environmental concerns, traditional land use, and local land-owner objections.
- The other 95% of the issues relate to “How can we, the community, benefit from the development”.
- Failure to recognize this results in an inversion of the rule; 95% to 100% of the issues will be focused on impeding your development with little regard for the economic consequences.

# Thank you

**Community Investment, Understanding the Value**

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