

ACR Aboriginal Programs Project Program Template

Program Area:	1.0	Corporate Policy
Sub Program:	1.1	Building Commitment to Corporate Aboriginal Policies
Template:	1.1.3	Aboriginal Cross Cultural/Business Case Awareness Training
Sponsor(s):	<i>EnCana Corporation</i>	

1. Objective

To raise internal awareness of the corporate business case for implementing effective Aboriginal relations programs and strategies and to increase the company's understanding of Aboriginal peoples.

2. Description

Aboriginal Cross Cultural/Business Case Awareness Training is provided to EnCana Corporation employees and contractors. The one- or two-day sessions focus on: the business case for Aboriginal participation including recent legal cases and how company employees can become meaningfully involved; updates on regulatory or consultation trends; the cultural and historical components of Aboriginal peoples (who is an Aboriginal person; Aboriginal rights, treaties, and land claims; the Indian Act); communicating across cultures; employment equity (rationale and application; effective employment of Aboriginal peoples; distinction between concepts of culture, race, heritage, social organization and structure of small communities, and prejudice and discrimination).

3. Implementation

Some of the key elements for implementation and management of this program are:

- Internal sessions are held two to three times a year
- Sessions are held in the field for operating staff, as well as in the corporate headquarters
- Cultural awareness external consultants in Aboriginal relations are contracted to instruct the training sessions
- Aboriginal leaders and elders are invited to participate in the field sessions

It can be difficult to reach optimum participation of employees and consultants in sessions.

4. Timeframe for Results

Immediate positive results.

5. Measurable Criteria

- Increase in Aboriginal employment
- Increase in business development initiatives
- Greater sensitivity in dealing with Aboriginal issues
- Better relationships with Aboriginal communities, people and businesses

6. Budget

Approximately \$1,500 per day during training sessions.

7. Partners and Sponsors

EnCana Corporation is the sole sponsor.

8. Experience with the Program

As of June 2005, 500 employees have taken the training sessions. While it is early to judge the overall success of the program, the company is generally satisfied with the progress and results to date.

9. General Applicability

This program is generally transferable to other companies and industry sectors interested in raising awareness and understanding of the business case for building relationships with Aboriginal communities, people and businesses.

10. Additional Information or Support

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