

API RP 1185 is a flexible and scalable framework, but what does that mean? Let's look at:

Top Management

The RP recognizes that no two companies are alike, and each company that chooses to design, develop and implement its public engagement program following the RP 1185 framework scales it to meet the needs of the organization and communities.

It starts with top management!

Every organization, regardless of size, jurisdiction, or product, would take action to demonstrate this through, for example,

- Part of the strategy seen through the vision or a goal statement or
- A separate policy or
- A management commitment statement

An API member company states on its website, **“We are committed to engaging with communities, governments and stakeholders in accordance with our core values of Integrity, Accountability, Safety and Excellence.”**

For companies that have implemented [RP 1173 Pipeline Safety Management Systems](#), Element 1 is Leadership and Commitment, and Element 2 is Stakeholder Engagement. With that, your statement likely exists and can be referenced.

Identifying the executive role(s) accountable for the engagement program and some high-level measures is best. Consider sharing this information externally.

RP 1185 further states that top management shall communicate to employees and stakeholders its commitment to engagement. Most companies likely do this through the Internet for external stakeholders and the intranet for internal stakeholders.



Other ways of communicating the commitment to the public may include but is not limited to

- Townhall or community meetings.
- Through annual or sustainability reports
- Storytelling demonstrates the commitment.
- Key messages.

Source: [2022_plains_sustainability_report_v4.pdf](https://paalp.s3.amazonaws.com/2022_plains_sustainability_report_v4.pdf)
(paalp.s3.amazonaws.com)

Shall: As used in a standard, “shall” denotes a minimum requirement in order to conform to the standard.

Should: As used in a standard, “should” denotes a recommendation or that which is advised but not required in order to conform to the standard.

4.2.1 Top Management

Top management shall lead and demonstrate its commitment to the development, implementation, continuous improvement, and evaluation of the maturity of its stakeholder engagement program.

Top management shall establish high-level performance measures.

Top management shall communicate to employees and stakeholders its commitment to engagement.

Top management should promote engagement with individual stakeholders, as well as at appropriate levels within stakeholder organizations.

Another member company shares its commitment in its sustainability report: **“Social responsibility is one of our sustainability pillars. Our commitment relies on stakeholder engagement, and our approach is based on mutual respect.”**

Internally, there are opportunities in addition to the intranet, such as

- Employee forums.
- Onboarding of new staff members.
- Annual employee training, plus specific stakeholder training for those interacting with the public.
- Tactics such as company calendars and posters.

Minimum program documents to support the responsibilities in this area include:

- Demonstration of commitment, as noted above
- Processes that show how public engagement is implemented and integrated throughout the organization and the pipeline(s) life cycle.
- An organizational chart, a RACI¹ matrix, or a roles and responsibilities table, are a few examples of sharing key public engagement personnel.
- Annual and periodic review documents that show, for example, who was involved in the review and continual improvement.

4.2.1 cont.

Top management should foster an environment where employees and contractors are receptive to and recognize stakeholders' beliefs, objectives, values, and interests.

4.3 Minimum Program Documents

Operators shall maintain several documents for monitoring (section 9.3) and evaluating (section 9.4) their engagement programs.

¹ RACI – Responsible, Accountable, Consult, Inform