

Stakeholder Engagement Best Practices Across the Pipeline Lifecycle

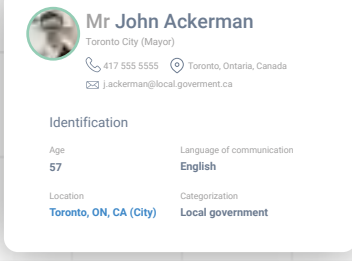
WHY IT MATTERS

Expanding faster to meet rising energy demand requires getting stakeholder engagement right. Poor engagement leads to delays, opposition, regulatory challenges, and reputational risks—barriers the industry cannot afford. Recognizing its importance, new guidelines like [API RP 1185](#) are setting best practices to help companies engage more effectively. Let's explore **key stakeholder engagement best practices** and how a **fit-for-purpose Stakeholder Relationship Management (SRM)** platform can help build trust, accelerate approvals, and ensure long-term sustainability.

1. Initial siting & design

Early engagement is key!

- ▶ **Proactively engage** with communities, environmental groups, and regulators before project plans are finalized.
- ▶ Document stakeholder concerns, feedback, and priorities to **create a foundation for engagement** throughout the project.
- ▶ **Foster two-way communication**, taking into account cultural values, historical impacts, and evolving interests.



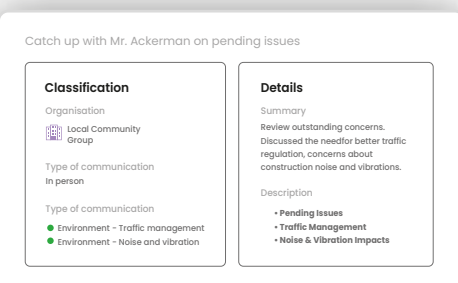
How SRM helps

- ▶ Go beyond names and locations to track relationships, historical interactions, and stakeholder priorities.
- ▶ Avoid data loss and misalignment when moving from planning to execution.
- ▶ Organise key influencers early and track engagement levels.

2. Initial ground disturbance

Laying the foundation for trust

- ▶ **Engage stakeholders across multiple channels**, including town halls, social media, and regulatory briefings.
- ▶ **Communicate clearly, transparently, and on time** about work schedules, land impacts, and mitigation measures.
- ▶ **Update stakeholder lists continuously** to prevent engagement gaps.



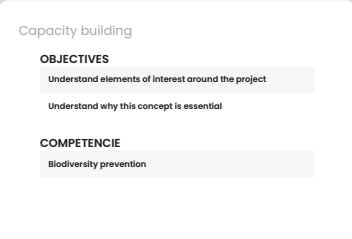
How SRM helps

- ▶ Quickly access previously collected stakeholder information.
- ▶ Access automatically updated stakeholder lists.
- ▶ Monitor responses and outreach to ensure timely follow-ups.

3. Construction

Mitigate risk associated with high engagements

- ▶ **Track commitments, concerns, and grievances** in real-time to ensure accountability.
- ▶ Provide **frequent status updates** to affected communities, regulators, and government officials.
- ▶ **Plan and execute incident responses** with clear public communication protocols to maintain trust.



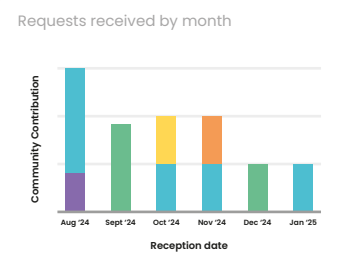
How SRM helps

- ▶ Identify key stakeholders and decision-makers, ensuring effective outreach.
- ▶ Quickly access emergency contacts and track communications.
- ▶ Maintain an up-to-date view of where stakeholders stand, preventing escalation.

4. Operation & maintenance

Sustaining trust & compliance

- ▶ **Automate** regulatory compliance tracking and engagement reporting.
- ▶ **Engage communities regularly** and check in with stakeholders to maintain goodwill.
- ▶ **Communicate transparently and promptly** during emergencies, maintenance, and inspections.
- ▶ **Collaborate with first responders** to improve emergency preparedness.



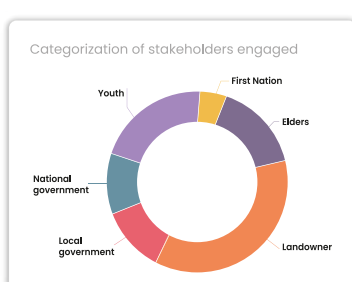
How SRM helps

- ▶ Generate line lists and affected stakeholder reports instantly.
- ▶ Ensure alignment with regulatory conditions and streamline audits.
- ▶ Track and analyze engagement trends, project risks, and compliance performance.

5. Abandonment

Ensuring a responsible exit

- ▶ **Engage** communities and Indigenous groups to discuss post-abandonment land use.
- ▶ **Document and share** regulatory information transparently to ensure compliance and avoid legal disputes.



How SRM helps

- ▶ Maintain a clear record of commitments to demonstrate compliance.
- ▶ Generate post-abandonment consultation reports with minimal effort.
- ▶ Map and track legacy commitments to affected landowners and communities.

REAL-WORLD IMPACT



Save time

- ▶ Prepare line lists in minutes instead of hours.
- ▶ Stakeholder outreach timelines dropped from weeks to days.
- ▶ Regulatory compliance reports creation are 80% faster, more accurate, and receives positive feedback.



Increase operational efficiency

- ▶ Improved data accuracy and real-time access reduced delays in field operations.
- ▶ Fewer stoppages from missing landowner notification.



Improve stakeholder relations

- ▶ Better documentation ensures commitments to landowners and Indigenous communities are honored.
- ▶ Cultural heritage procedures and agreements are easily managed.

If you are not using a centralized system for managing stakeholder commitments, grievances, and regulatory compliance, your projects might be at risks.

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