



UNDERSTANDING ENERGY

...advancing energy literacy in Alberta

+ UNDERSTANDING ENERGY



Energy Literacy - Our Vision

+ UNDERSTANDING ENERGY



Not a campaign of like-minded interests to affect public opinion

+ UNDERSTANDING ENERGY



An approach to raise the level of understanding people have of the facts surrounding energy so that they are better equipped to engage

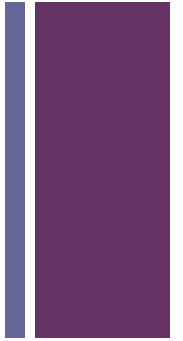
+ *Why Understanding Energy?*



Generally, Albertans are not well informed about energy and on many topics are misinformed

-- research (Angus Reid 2009, Ipsos-Reid 2010)

+ *Why Understanding Energy?*



- Alberta is the “Energy Province”
- Albertans have a deep dependence on energy - economically and socially
- Energy in Alberta is strongly related to environmental challenges
- Alberta is on the global stage because of energy

+ Why *Understanding Energy*?

4 C's

- Albertans as **citizens** are the decision makers from development to distribution
- Albertans are some of the globe's largest energy **consumers**
- Some Albertans are more directly affected and **concerned** by energy development than others
- **Careers** in the energy-related sectors are important for our youth



+ Energy in Alberta



Energy in Alberta has provided us with great wealth and opportunity...

But also great challenges

+ Energy in Alberta



To respond to the opportunities and challenges we need a population that can be *meaningfully* engaged in the discussion, the decision and the action.

+ Advancing Energy Literacy in Alberta



An attempt to help Albertans to enter the discussion at a more advanced level enabled with solid information

Planned

Cooperative

Trusted

+ Stakeholders



- Energy stakeholders in Alberta include government, industry, communities of interest
- Energy literacy stakeholders...ditto
- All energy stakeholders benefit from a public more able to be engaged

+ Situation



- Most energy stakeholders are talking to their publics
- Significant resources are being invested
- Results vary but research indicates much more work is needed

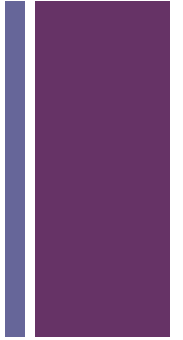
+ What needs to be done?



We need to better understand what Albertans

- need to know
- know
- want to know

+ What needs to be done?



We need to better understand how best to deliver information to Albertans

- In-reach
- Outreach
- Broad-reach
- Youth-reach

+ What needs to be done?



What are our/your priorities?

- What is the information needed?

How do we best reach those most affected?

Don't wait for the issues to heat up

+ What needs to be done?



Provide coordination and direction to energy stakeholders so that they can better support energy literacy efforts

- **We need a plan and some focus**

+ What has been done?



CEEL began working with Alberta Energy in 2009 to find ways to advance energy literacy

Two multi-stakeholder conferences were held

- 2009 identified the shared need for a more energy literate public and an interest in advancing energy literacy
- 2010 identified actions that needed to be taken to advance energy literacy

+ What has been done?



A draft *Framework for Energy Literacy* has been developed

+ What has been done?



- The *Understanding Energy* Initiative **supported**
 - *Generate 2011* - a three-day energy education summit for 20 high school teacher-student teams from across Alberta [120 participants]
 - Workshop on energy literacy research and baseline measurement

+ What has been done?

■ The *Understanding Energy* Initiative **motivated or inspired**

- *Groundwater Protection and Oil and Gas Professional Development Program - GoA and industry*
- *Remediation and Reclamation Professional Development Initiative - GoA and industry*
- *Alberta is Energy - CAPP*
- *Energy Literacy Survey - Centre for Energy*
- *Energize Alberta - JuneWarren-Nickle*
- *Powering Albertans - AESO*
- *Energy Systems Literacy - Pollution Probe*

+ What has been done?



For much of 2011 *Understanding Energy* was put on hold and its future re-assessed

- Is it a program?
- Is it a process?
- Who is responsible?
- Changing priorities

+ What is next?



CEEL will provide the governance structure to move *Understanding Energy* forward

- Foundation
- Raise and distribute funding
- Reporting
- Audit

+ What is next?



A management committee has been formed to work with CEEL

- Sandra Lambertus, Alberta Energy
- Gary Redmond, Synergy Alberta
- Steve McIsaac, Inside Education

+ What is next?



A senior level, multi-stakeholder advisory committee will be formed in the coming months

- Leaders were asked at the beginning of the initiative (2009) what was needed and similar leaders will be asked to provide advice and help to ensure direction

+ What is next?



A web-based network “portal” is being developed to support the work of stakeholders

- Online early 2012

+ What is next?



Network input into the draft Framework and into short and mid-term action plans will be sought

+ What is next?

Workshops are being considered.
They may address:

- research
- best practices
- priority audiences and topics and
- other relevant subjects with the objective of developing action plans



+ What is next?

A network conference is being considered, possibly in conjunction with the *Synergy* Conference in either 2012 or 2013

- Sharing experiences, needs and interests



+ Activity



Please share with us

- Describe your audience
- What is the main message that you would like your audience to know?
- What is the most crucial item of misinformation that you feel your audience believes?
- Who do you feel is the best/most trusted carrier of information to your audience?

+ Contact



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