

# Many Faces of Energy Literacy

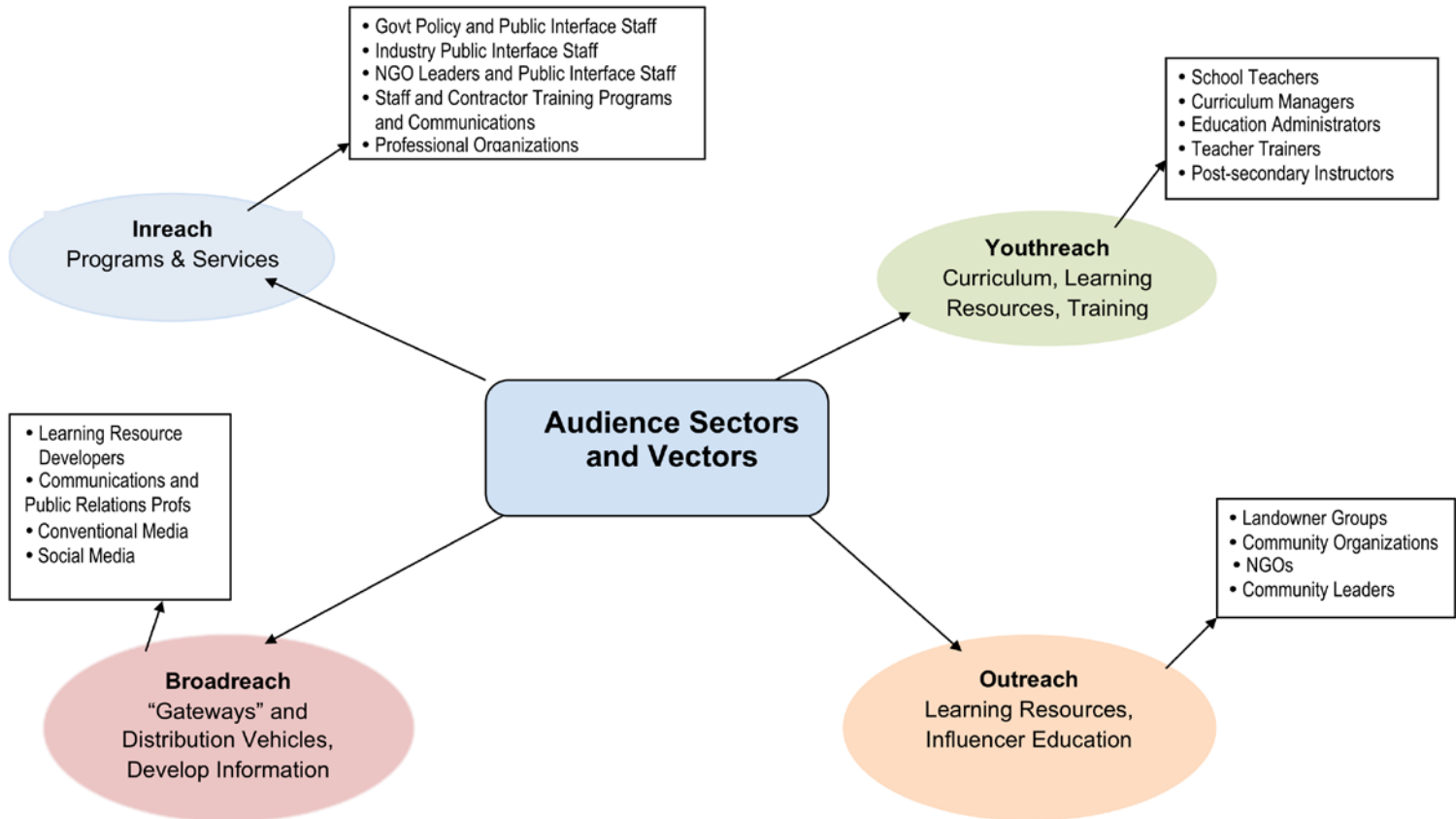
Synergy Alberta 2014 Annual Conference  
November 4, 2014



# Energy Literacy

- ...a level of achievement that indicates the individual understands and is able to make informed, responsible decisions about energy, as a citizen and consumer.
- ...a base from which lifelong learning can be used to understand and respond to future energy concerns and issues.
- ...the basis for many educational and vocational choices, business strategies, and personal decisions in everything from housing to transportation to recreation.

# Audience



# Attributes

Trust

Context

Access

# Trust

- **Source**

- Closer to the audience the better
- Platforms

- **Sustained**

- Respects the learning process

- **Open**

- Respects the learner

# Context

- Understands the learner's environment
  - What is important to the learner, not the teacher
- Tells a meaningful story
  - Connects the dots

# Access

- **Convenience**

- What is convenient to the learner, not the teacher
- Sustained not limited

- **Comfort**

- Approach
- Remove roadblocks

# Faces of Energy Literacy

- Industry
- Government/regulatory
- Non-Government Organizations
- Institutions



# Industry

- **Oil and Gas**
  - Upstream dominant...downstream non-existent
  - Upstream focused in production regions and outside province
  - Mid-stream focused outside Alberta by project
  - Significant third-party EL support
- **Electricity**
  - Generation non-existent...market/consumer dominant
  - Alternatives left to ENGOs

# Government/Regulator

- **Alberta Energy Regulator**
  - Only provincial G/R source of significant EL service
  - Focus on support for community engagement
- **Municipalities**
  - 3 Cs – consumer, conservation, climate change

# Non-Government Organizations

- **Education**
  - Focus on youth
  - Acting as trusted third-parties
  - Significant funding from upstream oil and gas
  - Significant funding to “extraprovincial organizations”
- **Environment**
  - Focus on media/events
  - Participation with some education organizations
  - Focus on “alternative” energy sources; climate change

# Institutions

- Schools
  - Access to significant energy education programming from third-parties
  - Fall back to alternative energy sources, conservation, impacts of energy use
  - Careers in energy a growing focus
- Post-secondary
  - Careers focus

# New

## Directions/Opportunities

- **Consolidation** – focus on oil and gas industry
  - More defined parameters and objectives (ROI)
- **Inreach** – audiences within energy sector
- **Community Outreach** – beyond “energy” communities
- **Formal Education** – pending revisions curriculum; greater career focus
- **Recognition** – quality and success

# Synergy Alberta and Energy Literacy??

- What!!!?????
- Who me!!!?????
- How?