



OCTOBER 2011

# PROGRESS REPORT

**Let's Talk Energy**  
Engaging ideas for Canada's future



**Parlons énergie**  
Idées d'avenir pour le Canada

**Let's Talk Energy – Engaging Ideas for Canada's Future**, is a national multi-year program exploring Canada's energy production and consumption and the implications of greening the country's energy network. Enhancing energy awareness and literacy among Canadians will help ensure a sustainable energy future for Canada.

## ONE YEAR AGO, ALREADY



**Let's Talk Energy – Engaging Ideas for Canada's Future** was officially launched at the **World Energy Congress** in Montreal, on September 15, 2010. The Honourable Christian Paradis, then Minister of Natural Resources, and the Honourable Gary Goodyear, Minister of State (Science and Technology), encouraged the development of this national multi-year initiative “to explore Canada's energy production and consumption, and the implications of greening the energy network as Canada positions itself as the world's foremost clean energy superpower.”



Several commitments were made at the Montreal **Let's Talk Energy** announcement: establish a network of institutions across Canada, create a series of exhibitions, and establish Canada-wide live and virtual public engagement programs. The main purpose of **Let's Talk Energy** is to create informed consumers, citizens and society, as well as a more prosperous energy economy.

Immense progress has been made in one year, thanks to the dedication of the staff at the Canada Science and Technology Museums Corporation, its three museums, and partners of the Pan-Canadian initiative who have generously provided advice and financial support.

# ENERGY: ONE THEME, THREE MAJOR EXHIBITIONS IN CANADA'S NATIONAL MUSEUMS

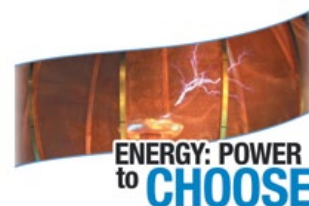


**Energy: Power to Choose** exhibition was launched officially on September 27, 2011 in the presence of The Honourable Joe Oliver, Minister of Natural Resources.

Together, the three exhibitions are the Canada Science and Technology Museums Corporation's cornerstone contribution to the **Let's Talk Energy** initiative. Altogether, they represent 1,022 m<sup>2</sup> (11,000 ft<sup>2</sup>) of exhibition floor space devoted to the topic of energy, making it the largest ever combined exhibition on energy in the country. The **Energy: Power to Choose** exhibition was opened officially at the Canada Science and Technology Museum on September 27, 2011, by The Honourable Joe Oliver, Minister of Natural Resources. **Green Skies Ahead** at the Canada Aviation and Space Museum and **Energy Park: Nature at Work** at the Canada Agriculture Museum opened officially in June and September respectively.

Visitors to the museums have been enthused about the three energy exhibitions. Reaction from the public, sectoral associations and the private sector has also been excellent. Two interactive displays at the Canada Science and Technology Museum in particular – the electricity generating human hamster (produced by students from University of Ottawa's Faculty of Engineering) and the real truck operations simulator – are proving to be very popular.

**Canada Science and  
Technology Museum**



**Canada Aviation and  
Space Museum**

**Canada Agriculture  
Museum**









## A UNIQUE NETWORK OF PARTNERS

As of October 2011, seventeen agreements have been signed with various science centres and museums in provinces from coast to coast for participation in **Let's Talk Energy** Museum Associate Partners Program. A similar networking approach is being taken to engage a variety of research centres, colleges, universities, and companies involved in innovative solutions to Canada's energy challenges or that have venues to visit. The goal of this cross promotion is to lead Canadians to the wealth of information available from the widest range possible of the myriad organizations and websites that offer energy information. Institutions themselves, can also link, learn from each other and share best practices.

### MUSEUM ASSOCIATE PARTNERS PROGRAM

- Science World, Vancouver;
- Glenbow Museum, Calgary;
- Leduc #1 Energy Discovery Centre, Devon;
- Saskatchewan Western Development Museum, Saskatoon;
- The Manitoba Museum, Winnipeg;
- Science North, Sudbury;
- Oil Museum of Canada, Oil Springs;
- THE MUSEUM, Kitchener-Waterloo;
- Ontario Science Centre, Toronto;
- Canadian Nuclear Safety Commission, Ottawa;
- Biosphère, Montréal;
- La Cité de l'énergie, Shawinigan;
- Musée de la nature et des sciences de Sherbrooke;
- Musée minéralogique et minier de Thetford Mines, Thetford Mines
- Science East, Fredericton;
- Eptek, Summerside;
- Discovery Centre, Halifax



# INFORMATION KIOSKS

Information kiosks designed to provide an overview of Canada's energy sector will be placed across the country in strategic public locations such as science centres, museums, academic institutions and airports. These twelve interactive kiosks, four of which have been sponsored, incorporate source material from **Let's Talk Energy** partners such as Pollution Probe, SEEDS Foundation, the Centre for Energy, and from the various associations or companies in the energy field. Demand for the kiosks has been high such that a total of 30 may be produced, pending funding.

Two airports have confirmed their interest to participate in **Let's Talk Energy**. In addition, a condensed version of the **Green Skies Ahead** exhibition currently on display at the Canada Aviation and Space Museum will be installed at the Trudeau Airport in Dorval.



## FOR STUDENTS AND TEACHERS

Travelling suitcase Edukits, which include bilingual information, activity plans, and materials to carry out hands-on lessons on energy subjects at both the elementary and high school levels, are available from the Canada Science and Technology Museum to schools across the country. The museum website, [www.energy.technomuses.ca](http://www.energy.technomuses.ca) also offers downloadable educational programs and videos.



A pilot **elementary teacher institute** was held this past summer to help teachers to hone their science teaching skills and to integrate energy issues into their curricula. The three-day intensive workshop attracted participants from across the country, including from as far away as Newfoundland and Yukon.



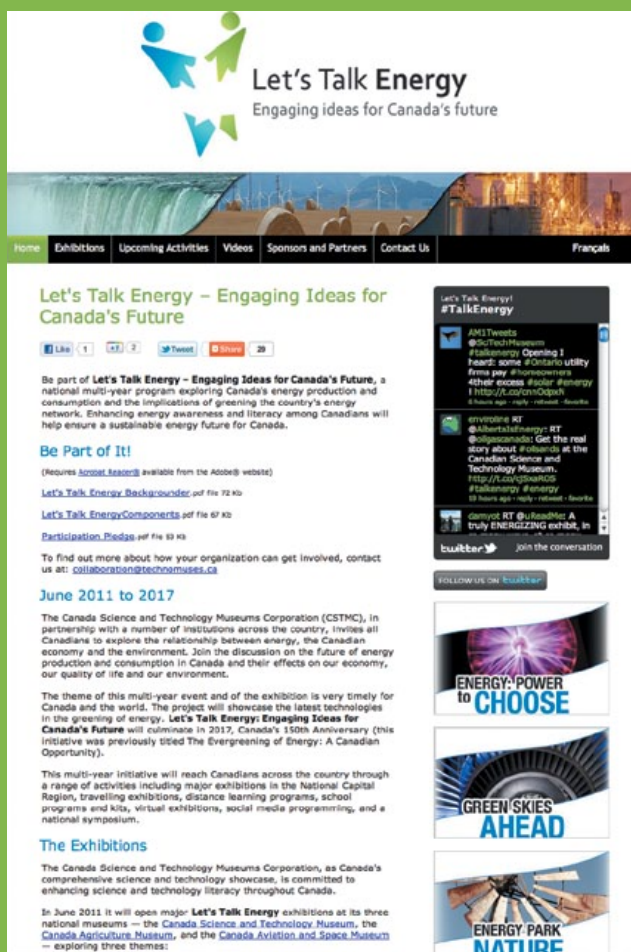
# TRAVELLING EXHIBITIONS

**Watt's Up?**, a travelling exhibition created by the Saskatchewan Science Centre, THEMUSEUM in Waterloo, Ontario, and the Sherbrooke Musée de la nature et des sciences, focuses on energy and electricity. It is showing at locations across the country and is booked extensively for the next two years. Plans are afoot, pending funding, to create two more travelling exhibitions.



# WEB AND SOCIAL MEDIA

The enhanced Let's Talk Energy – Engaging Ideas for Canada's Future website is being updated. The Museum's first live twitter wall – and possibly the first one in a museum in Canada – is located in the exhibition to collect live impressions from visitors and to engage them on energy matters (@enertweets and #talkenergy).



# GAMING AND SOCIAL GAMING

A partnership arrangement is being developed with Rocket Owl, a producer of social games such as GreenSpaces (<http://rocketowl.com/games/>) that are available on Facebook. Energy content already has been introduced in the game, and videos of the three exhibitions have been produced and posted on their YouTube channels.

# OUTREACH PARTNERSHIPS

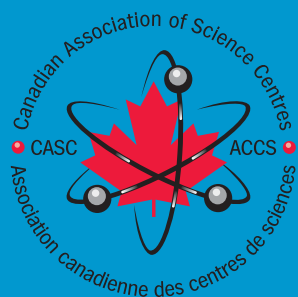
New initiatives are being developed with **Let's Talk Energy** partners:

- The Royal Canadian Geographical Society is producing a special issue on energy, and a photo contest;
- Canadian Automobile Association;
- One Change; and,
- Canadian 4-H Council to share educational materials.

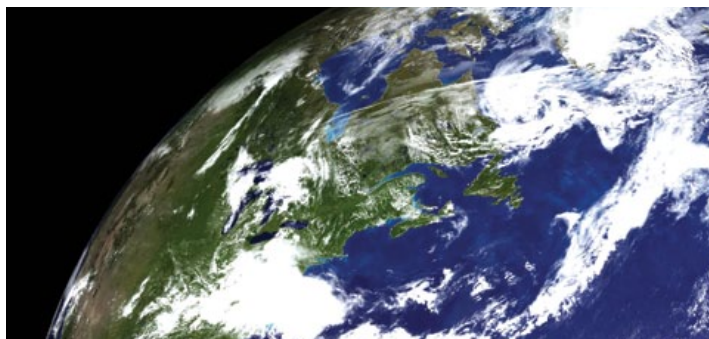


# AWARD ON ENERGY LITERACY

A national award on energy literacy is being established in partnership with the Canadian Association of Science Centres (CASC). The award will be presented for the first time at CASC's annual national conference, which will be hosted by the Canada Science and Technology Museums Corporation in April 2012.



## THINK YOUTH, GO GLOBAL



From an international perspective, the Canada Science and Technology Museums Corporation was recently selected by the Association of Science and Technology Centers to collaborate with the Chabot Space and Science Center of California and the Experimentarium of Copenhagen, Denmark, to lead an international youth dialogue on energy that will culminate in a presentation to be made at the Rio+20 summit in June 2012.



# MORE PROJECTS ON THE WORKBENCH!

The following projects for the next six years will be undertaken as funding is obtained:

- Continuation of the annual summer elementary teacher institute (three days);
- A virtual game on energy, called 'Energia', in collaboration with gameforscience.ca, who previously created a similar game called 'Forestia' which attracts 35,000 visits per month from all over Canada and abroad. This continually growing number is twice last year's traffic.
- One or two new travelling exhibitions;
- Distance learning talks and webcasts on energy literacy;
- A call-to-action engagement strategy titled '***Be part of the energy discussion***'; and,
- A virtual exhibition showing components and exhibitions from three Museums' **Let's Talk Energy** exhibitions and partners.

THANKS TO OUR SPONSORS



Thanks to our sponsors **Let's Talk Energy – Engaging ideas for Canada's future** has been made possible through the strong commitment and support of the following national sponsors.

#### Major Sponsors:



#### Supporting Sponsors:



#### Contributing Sponsors:

Canadian Association of Petroleum Producers // Canadian Gas Association // Canadian Wind Energy Association // Centre for Energy // Green Aviation Research and Development Network // Natural Resources Canada // OpenText Corporation // RBC Foundation // Transport Canada //

Content Contributors of the **Let's Talk Energy** exhibitions in the National Capital Region:

#### Energy Park: Nature at Work at the Canada Agriculture Museum:

Agriculture and Agri-Food Canada // Arntjen North America // Arntjen Solar // Big Ass Fans // Canadian Solar // Ecotay Education Centre // iSolara // Koenders Windmills //

#### Energy: Power to Choose at the Canada Science and Technology Museum:

Agriculture and Agri-Food Canada // Aqua Lung International // Argus Machine Company Ltd. // Atlas Copco // Canadian Association of Petroleum Producers // Centre for Energy // Canadian Gas Association // Choi+Shine Architects // ConocoPhillips // Cyrium Technologies // Energy Aware Technology Inc. // Enwave Energy Corporation // Fairbank Oil // K-Line Insulators Ltd. // Konarka Power Plastics // National Research Council Canada // Natural Resources Canada // Nexen Inc. // Ontario Power Generation // Opel Inc. // Packers Plus // Plasco // uOttawa/School of Electrical Engineering & Computer Science // Wenvor Technologies Inc. //

#### Green Skies Ahead at the Canada Aviation and Space Museum:

Green Aviation Research and Development Network //