



# NOVEMBER 2014 PROGRESS REPORT

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

[energy.techno-science.ca](http://energy.techno-science.ca)



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

[energie.techno-science.ca](http://energie.techno-science.ca)



**LET'S TALK ENERGY — ENGAGING IDEAS FOR CANADA'S FUTURE**, is a national multi-year program exploring Canada's energy system from production through consumption, aiming at enhancing energy awareness and literacy among Canadians to contribute to a sustainable and prosperous energy future for Canada.



MESSAGE FROM  
ALEX BENAY,  
PRESIDENT AND CEO  
CANADA SCIENCE AND  
TECHNOLOGY MUSEUMS  
CORPORATION



# AN ENERGIZING YEAR

It's been yet another busy year of fascinating activities and innovative national outreach since our last progress report on **Let's Talk Energy!** With an ever growing network of partners and initiatives, and an increasing presence from coast to coast to coast, **Let's Talk Energy** continues to grow in scope and influence.

2014 was a milestone year for the initiative. As coordinators of Canada's first-ever energy awareness week, **Let's Talk Energy** invited Canadians to discover and discuss the role of energy in their lives. It is estimated that nearly 600,000 Canadians took part either in person or online. Through a diverse array of events, demonstrations, lectures, and content on multiple social media channels, the Canada Science and Technology Museums Corporation (CSTMC) and its partners sparked dialogue amongst Canadians about the vital importance of energy systems to Canada's economic, social, and environmental future. We are looking forward to building on this success with the second annual **Talk Energy Week**, taking place from February 21 to 28, 2015. Visit our website to see how you can get involved!

This past year also saw new and refreshed partnerships with sponsors and museums across Canada. As such, we are committed to finding innovative ways to reach out to our networks across the country. From hosting our first ever Google Hangout for **Talk Energy Week** partners in October 2014, to sharing engaging content through our blogs and social media platforms, we are continuing the effort to increase energy literacy in Canada. We're excited to further these discussions through the development of the Canadian Energy Literacy Network in 2015.

These are just a few of the projects and accomplishments highlighted in this progress report. We thank you for your continued interest in energy literacy, and are looking forward to another year of education, advocacy and discussion.

## AWARDS/RECOGNITION



*Stacy Wakeford accepts the Pollution Probe Builders Room Award on behalf of Let's Talk Energy. (left to right) Nori Gowan, Bob Oliver, Jason Armstrong, Stacy Wakeford*

The efforts of **Let's Talk Energy** to promote energy literacy across Canada have been recognized by several organizations over the past few years. Past awards from the Canadian Museums Association, the Association of Science-Technology Centres, Regroupement Gens d'Affaires and Canadian Government Executive Magazine have recognized the initiative's efforts to educate and engage the public on Canada's energy systems. This year, **Let's Talk Energy** received the Builders Room Award for most engaging and educational booth at the Pollution Probe Gala in November 2013.



**2012**  
ROY L. SHAFER  
LEADING EDGE AWARD  
Recipient  
« LEADING EDGE AWARD »  
Récipiendaire



**2012**  
CMA RECIPIENT  
RÉCIPIENDAIRE AMC  
OUTSTANDING  
ACHIEVEMENT AWARD  
Exhibitions Category (Honourable Mention)  
PRIX D'EXCELLENCE  
La catégorie « exposition »  
(mention honorable)



**Canadian Government**  
**EXECUTIVE**

# FASCINATING EXHIBITIONS

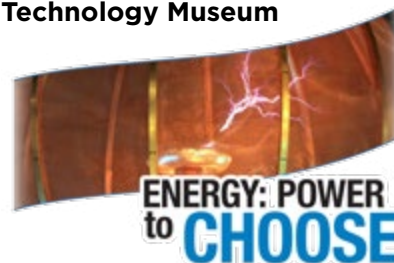
Canada Agriculture and Food Museum



Canada Aviation and Space Museum



Canada Science and Technology Museum



## THE THREE EXHIBITIONS

### Update: Canada Science and Technology Museum Renovation

On November 16, 2014, the Government of Canada announced an \$80.5 million investment to repair and upgrade the Canada Science and Technology Museum. The work will be completed during the next two years and the Museum will re-open in 2017. The closure has a small impact on Let's Talk Energy programming. The Power To Choose exhibit is temporarily closed, and energy-related school programs are being relocated.

In the meantime, **Let's Talk Energy** still has two excellent energy exhibitions open to the public at the Canada Agriculture and Food Museum and the Canada Aviation and Space Museum. Displays and programming are also available at more than 30 locations nationwide thanks to the Museum Affiliated Partners Program.

The Canada Agriculture and Food Museum's *Energy Park: Nature at Work* continues to offer visitors an opportunity to stroll through an entertaining and informative exhibition that explores energy use on Canadian farms. The exhibition shows how technologies for harvesting energy from renewable resources are changing both the consumption and the production of energy in agriculture.

*Green Skies Ahead*, at the Canada Aviation and Space Museum, continues to take visitors on a tour of the innovative energy technologies that will shape commercial aviation over the next 50 years. Visitors are encouraged to explore the fuel, cost, and carbon savings of these new technologies, as well as their impact on the future of travel.







This year, *Watt's Up? Renewable Energy* went international! The exhibit is currently on display at the Cité des Télécoms in France from January to December, 2014.

This travelling exhibition examines energy efficiency in the context of household energy consumption, sources of renewable energy, and possible future energy sources. It is sponsored by **Let's Talk Energy** and was developed in conjunction with the Saskatchewan Science Centre in Regina, THEMUSEUM in Kitchener, Ontario, and the Sherbrooke Museum of Nature and Science in Quebec. For information on *Watt's Up*, please **visit the website**.

## WATT'S UP? A POPULAR TRAVELLING EXHIBITION



## NEW BIODIGESTER AT THE CANADA AGRICULTURE AND FOOD MUSEUM

In April 2014, the Canada Agriculture and Food Museum unveiled a demonstration biodigester provided by the Saskatchewan Research Council (SRC). This piece of equipment was designed and manufactured by a team of energy and bioprocessing specialists at SRC. It demonstrates to visitors how animal waste can be processed to produce energy. **Click here** to learn how a biodigester works!



# ENERGY IN FOCUS

## ENGAGING PROGRAMMING

At the Canada Agriculture and Food Museum, more than 2,400 adults and children participated in Harvesting Energy, the Museum's annual Thanksgiving event in October 2013. Visitors explored how farms produce energy from the sun, wind, and biomass crops through a Renewable Energy tour in Energy Park. Activities such as baling demonstrations, preserve making, and building clocks out of pumpkins and corn cobs helped visitors of all ages discover foods harvested in the fall, while offering a glimpse into the many ways we can harvest energy.

Energy-themed school programs at the Canada Science and Technology Museum were also very popular, with thousands of students from grades 1 to 9 taking part in over 90 programs related to Energy in the 2013-2014 school year. The Museum will continue to offer programs at outside locations throughout their closure.

For the fourth consecutive year, the Canada Science and Technology Museum hosted the Summer Institute for Elementary Teachers (SIET) a three-day workshop that aims to enrich the science classes of elementary-level teachers. This summer, 39 teachers from across Canada explored the link between electricity and magnetism through hands-on activities like circuit building. Teachers received hand-outs on how to conduct the activities in their classroom as well as samples of the materials necessary.





## SPECIAL PROJECTS

### Let's Talk Energy Week 2014

This past year, **Let's Talk Energy** embarked on its most ambitious project to date: coordinating the first annual **Let's Talk Energy Week** in late February 2014. It was the first energy awareness week of its kind in Canada, and proved an outstanding success with tremendous support from partners and participants, and even included a mention in the House of Commons. Throughout the week, Canadians from coast to coast took part in multiple events and talks on the important role that energy plays in our lives, visited energy-themed kiosks in malls, participated in energy programming at museums, and attended energy related film screenings. One of the most innovative projects was a special, interactive **Let's Talk Energy** installation at Toronto Eaton Centre which was part of our national, multi-year partnership with Cadillac Fairview to promote energy literacy through their malls. Building on the success of our inaugural Week, **Talk Energy Week 2015**, will be held from February 21-28 next year.

**Let's Talk Energy Week 2014**, brought to you by the Canada Science and Technology Museums Corporation with support from: **Canadian Association of Petroleum Producers, Canadian Electricity Association, Canadian Energy Pipeline Association, Canadian Fuels Association, Canadian Nuclear Association.**



**Cadillac  
Fairview**

Cadillac Fairview, friend of the CSTMC, provided display space for Talk Energy Week.





## VIRTUAL TOOLS

### Twitter Milestone

**Let's Talk Energy's** virtual outreach hit an exciting milestone in July when the initiative's English-language Twitter account reached 1,000 followers! This growth reflects the informative, relevant content **Let's Talk Energy** provides to an engaged audience.

### Google+ Hangout on Air

In a first for the Canada Science and Technology Museums Corporation, the initiative launched **Talk Energy Week** using a Google+ Hangout on Air. Featuring 4 panellists from 3 provinces and moderated by **Let's Talk Energy's** Stacy Wakeford, the live broadcast was watched by more than 30 people and provided a brand new forum for **Let's Talk Energy** to garner feedback, plan events, and extend outreach to even more partners.

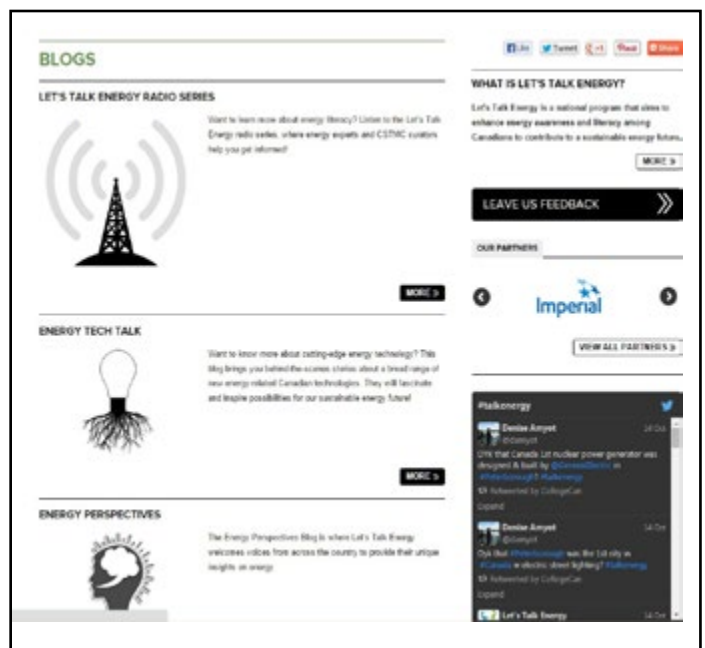
### Radio Shows Online

During **Talk Energy Week** 2014, the initiative launched the **Let's Talk Energy** Radio Series. Hosted by Ophira Horwitz, the 5-episode series provided an in-depth look into what energy literacy and sustainable living mean to Canadians across the nation. CSTMC curators discussed important energy artefacts to help illustrate how history has helped shape our energy present and future. You can check out the complete radio series on the **Let's Talk Energy website**.



### Blogs

The initiative's blogs have continued to bring cutting-edge technology, Canadian innovators, and global context to Canada's energy landscape. Energy Perspectives has featured entrepreneurs, utilities, and even curatorial interns to help shine light on the complex energy issues facing Canada today. The Energy Tech Talk series, in collaboration with Sustainable Development Technologies Canada, showcases the best and brightest of Canada's upcoming sustainable development innovations.



# UNIQUE PARTNERSHIPS

## MUSEUM AFFILIATED PARTNERS PROGRAM



The Museum Affiliated Partners Program (MAPP) is a national network of museums and science centres that collaborate and contribute to **Let's Talk Energy**. The network includes 31 partners representing 30 locations across Canada and Mexico.

- Biosphère, Environment Museum  
Montreal, Quebec
- Canada Agriculture and Food Museum  
Ottawa, Ontario
- Canada Aviation and Space Museum  
Ottawa, Ontario
- Canada Science and Technology Museum  
Ottawa, Ontario
- Canadian Nuclear Safety Commission  
Ottawa, Ontario
- Discovery Centre  
Halifax, Nova Scotia
- Eptek Art & Culture Centre  
Charlottetown, Prince Edward Island
- Glenbow Museum  
Calgary, Alberta
- Heritage Park Historical Village  
Calgary, Alberta
- Interactive Museum of Economics  
Mexico City, Mexico
- Johnson GEO Centre  
St John's, Newfoundland and Labrador
- Kitimat Museum and Archives  
Kitimat, BC
- La Cité de l'énergie  
Shawinigan, Quebec
- Leduc #1 Energy Discovery Centre  
Devon, Alberta
- Maritime Museum of the Atlantic  
Halifax, Nova Scotia
- Montreal Science Centre  
Montreal, Quebec
- North Cape Wind Energy Interpretive Centre  
North Cape, Prince Edward Island
- Okanagan Science Centre  
Vernon, BC
- Sherbrooke Nature and Science Museum  
Sherbrooke, Quebec
- Musée du Fjord  
La Baie, Quebec
- Musée minéralogique et minier de Thetford Mines  
Thetford Mines, Quebec
- Museum of Industry  
Halifax, Nova Scotia
- Oil Museum of Canada  
Oil Springs, Ontario
- Ontario Science Centre  
Toronto, Ontario
- Science East  
Fredericton, New Brunswick
- Science North  
Sudbury, Ontario
- Science World British Columbia  
Vancouver, British Columbia
- TELUS Spark  
Calgary, Alberta
- The Manitoba Museum  
Winnipeg, Manitoba
- THEMUSEUM  
Kitchener, Ontario
- Western Development Museum  
Moose Jaw, North Battleford, Saskatoon, and Yorkton, Saskatchewan



## New MAPP Partners

**Let's Talk Energy** was pleased to welcome two new Canadian MAPP Partners from British Columbia in 2014. Both the Okanagan Science Centre and the Kitimat Museum and Archives are now a part of our network. The Okanagan Science Centre offers a unique collection of hands-on exhibits that are based on scientific principles including Electricity and Magnetism. The Kitimat Museum and Archives has been encouraging energy literacy through 'Kitimat Questions: Energy', a series of lectures, film screenings and events at the museum. Welcome to the network!

[www.okscience.ca](http://www.okscience.ca)  
[www.kitimatmuseum.ca](http://www.kitimatmuseum.ca)

## LET'S TALK ENERGY Newsletters Featured MAPP Partner Achievements:

### **Green Science Workshop at The Manitoba Museum October 2013 to February 2014**

From solar energy to potato power, visitors to The Manitoba Museum's Science Gallery learned about sustainable energy with interactive displays and experiments in the Explore Science Zone. Green Science took a look at some conventional (and non-conventional!) ways that we produce and use energy in an environmentally friendly manner. With the help of an Animator, visitors created hydrogen gas (and watched it go up in flames!); used water flowing through a turbine to power different kinds of lights; watched microbes in soil make an LED light blink; and found out how electricity can be used to clean wastewater. Younger visitors also played with solar-powered toys and harnessed the power of the potato to run a small clock. Overall, the workshop proved to be an excellent avenue for getting visitors to talk about energy.



## The Latest News from MAPP Partners

### Smarter Science, Better Buildings at the Western Development Museum

The Western Development Museum hosted workshops across Saskatchewan this fall to promote their 'Smarter Science, Better Buildings' Program. This program invites Grade 7 students to explore six workstations which each have their own theme related to energy efficient buildings, followed by a tour of the Museum and a discussion about energy efficiency as it relates to the museum's exhibits. Open houses were held in Moose Jaw and North Battleford, inviting the public to see workstations and learn about ways to make buildings more energy efficient.



### Renewable Energies “Time to Decide” at The Biosphere

The Biosphere continues to engage the public in discussions of energy literacy through their exhibit Renewable Energy: “Time to Decide”. The exhibit presents global energy issues of the 21st century. Visitors are invited to discover the technologies behind today's renewable energies, as well as how they are implemented at municipal and global levels. The exhibit allows Canadians to reflect on the question: “Is it possible to have a world working 100% on renewable energy by 2050?”



## THE COLLECTION

### Art and Energy

The process of electrification, symbolized by power lines and equipment, has been depicted in European and North American art since the early 20th century. Energy companies and public institutions commissioned films, such as 1937's *Slim with Henry Fonda*; hired artists to create advertisements; and produced posters and coffee-table books to reinforce the meaning of electrification among customers. The motif of electrification has also been present in high art, especially among socially-conscious artists, in the social realism style, and New Deal art. The Canada Science and Technology Museums Corporation has many examples of art related to energy. Among the newest additions to the collection are two Canadian paintings: 1940's *Transformer Repairs* by Frank Armstrong (below) and 2014's *On the Line 4* by Alison Fowler (left).



# PARTNERS

## Major



## Supporting



## Contributing

University of Ottawa School of Electrical Engineering and Computer Science  
OpenText Corporation  
Canadian Association of Petroleum Producers  
Environment Canada  
Natural Resources Canada



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