



NOVEMBER 2015

# 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 system from production through consumption, aiming at enhancing energy awareness and literacy among Canadians to contribute to a prosperous, sustainable energy future



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

# A YEAR OF CHANGE AND OPPORTUNITY

Unexpected challenges this year at the Canada Science and Technology Museum have opened up new possibilities for **Let's Talk Energy**. In September 2014, the Museum — home to the **Energy: Power to Choose** exhibition, and to popular activities and educational programs supporting **Let's Talk Energy** — was closed, due to health and safety concerns relating to the age of the Museum building. This closure has also given the federal government the opportunity to fund a renewal of the entire Museum building from the ground up. This revival is currently underway, and the Museum is scheduled to reopen in fall 2017. Energy will continue to feature prominently in the new museum in the **Transforming Resources** gallery.

I would like to publicly thank our many **Let's Talk Energy** partners for their continued support. Energy education continues to be an important issue facing this country, and providing fact-based, engaging programming on this topic is something the Canada Science and Technology Museums Corporation (CSTMC) is proud to deliver.

**Let's Talk Energy** exhibitions and programming will continue as always at the Corporation's other two museums: the Canada Agriculture and Food Museum and the Canada Aviation and Space Museum. Closure of the Canada Science and Technology Museum has, in fact, led our creative programming staff to develop innovative new **Let's Talk Energy** outreach at various locations around Ottawa, and in cities such as Calgary, Toronto, and Montreal.

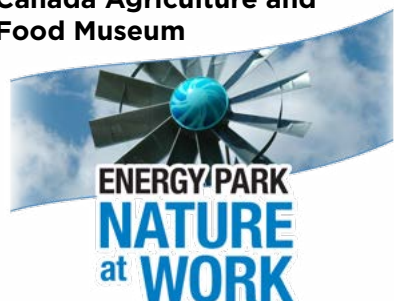
As in 2014, a significant portion of our resources were dedicated to **Talk Energy Week**, which ran from February 21 to 28, 2015. **Talk Energy Week** is a national energy-awareness initiative devoted to engaging Canadians in the energy conversation.

This year's **Talk Energy Week** involved onsite activities and programming at **Let's Talk Energy** partner museums and science centres across the country. In addition, at several busy public venues — such as Cadillac Fairview's Toronto Eaton Centre, Ottawa's Rideau Centre, Winnipeg's Polo Park, Calgary's Chinook Centre, Vancouver's Pacific Centre, and the Calgary Zoo — many people took the energy challenge on **Talk Energy Week** Power Bikes, while also trying their hand at an interactive energy quiz. Finally, our Speakers Series featured energy experts who presented short, powerful talks followed by discussions with students in major centres across the country.

These are just a few of the initiatives and successes highlighted in this progress report. We appreciate your ongoing interest in **Let's Talk Energy**, and look forward to another year of creating opportunities to promote and support energy literacy among Canadians from coast to coast.

# ENGAGING EXHIBITIONS

Canada Agriculture and Food Museum



Canada Aviation and Space Museum



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 late 2017. The new museum will feature a new and exciting energy exhibition within the **Transforming Resources** gallery.

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.

## Canada Agriculture and Food Museum

Through the addition of a pollinator's garden, the Canada Agriculture and Food Museum's **Energy Park: Nature at Work** offers visitors even more opportunities to stroll through an entertaining and informative exhibition exploring energy use on Canadian farms. The exhibition shows how technologies for harvesting energy from renewable resources are changing both the consumption and production of energy in agriculture.







## Canada Aviation and Space Museum

**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.







## Energy House

The Canada Science and Technology Museums Corporation has a new travelling exhibition that's all about the energy choices Canadians make every day. Available starting in January 2016, **Energy House** gives visitors a deeper appreciation of the balance between the economic, environmental and social dimensions of energy. This little house packs in a lot of information in a fun and dynamic way.

Originally created by Natural Resources Canada, **Energy House** was in the CSTMC workshops during September and October 2015. Electrical upgrades, audiovisual elements and final touches are now complete. An installation guide and replacement interpretive panels are in production. All of these upgrades will make the exhibit's installation simple and easy for borrowing venues. Educational activities are also available to support this national outreach initiative. If you are interested in borrowing **Energy House**, please contact Maren Hackett at [mhackett@techno-science.ca](mailto:mhackett@techno-science.ca), or 613-404-6426.





## NATIONAL COLLECTION

### Simplex Electric Co. Range, 1910

This is an early example of a commercial electric range. Its burners are reminiscent of hot plates, which were very popular at the time. The range has individual element controls and a heat gauge on the oven.

This range may have been used at a banquet organized by Sir Adam Beck to celebrate the first public delivery of electricity in Ontario. The banquet, held in Berlin (now Kitchener), showcased cooking on electric ranges like this one, to convince people to connect to the new public utility.

The range was part of Ontario Hydro's Museum of Electrical Progress collection, which was transferred to the national collection in 1992. A woman from a prominent Ontario family donated the range to Ontario Hydro.

## AWARDS/RECOGNITION



**2012**  
ROY L. SHAFER  
LEADING EDGE AWARD  
Recipient  
PRIX ROY L. SHAFER  
« LEADING EDGE AWARD »  
R  cipiendaire



**CMA RECIPIENT**  
R  CIPiendaire AMC

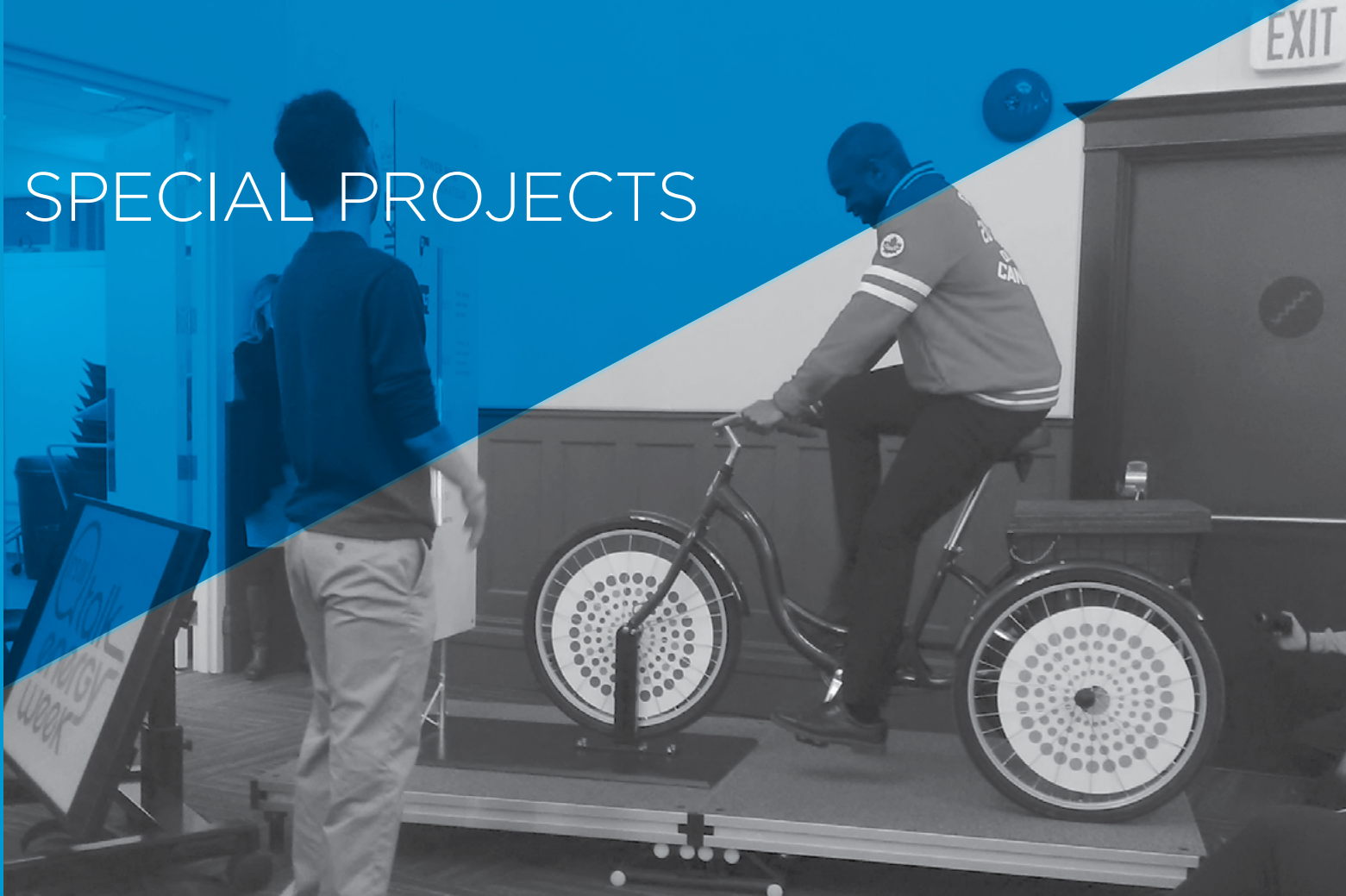
**2012**  
OUTSTANDING  
ACHIEVEMENT AWARD  
Exhibitions Category (Honourable Mention)  
PRIX D'EXCELLENCE  
La cat  gorie « exposition »  
(mention honorable)



**Canadian Government**  
**EXECUTIVE**



# SPECIAL PROJECTS



## Talk Energy Week

**Talk Energy Week (TEW) 2015**, the only energy-awareness week of its kind in Canada, was a resounding success. TEW invites Canadians to explore and discuss how energy is connected to their lives, the importance of energy systems, and the economic, social and environmental implications of energy choices. With the support and participation of 40 partners, over 1.6 million Canadians were reached through an increased online presence, national and local media coverage, a national speaker series in five major centres, and events in nine provinces and one territory — from Parliament Hill to schools and museums.







## Walk for Energy

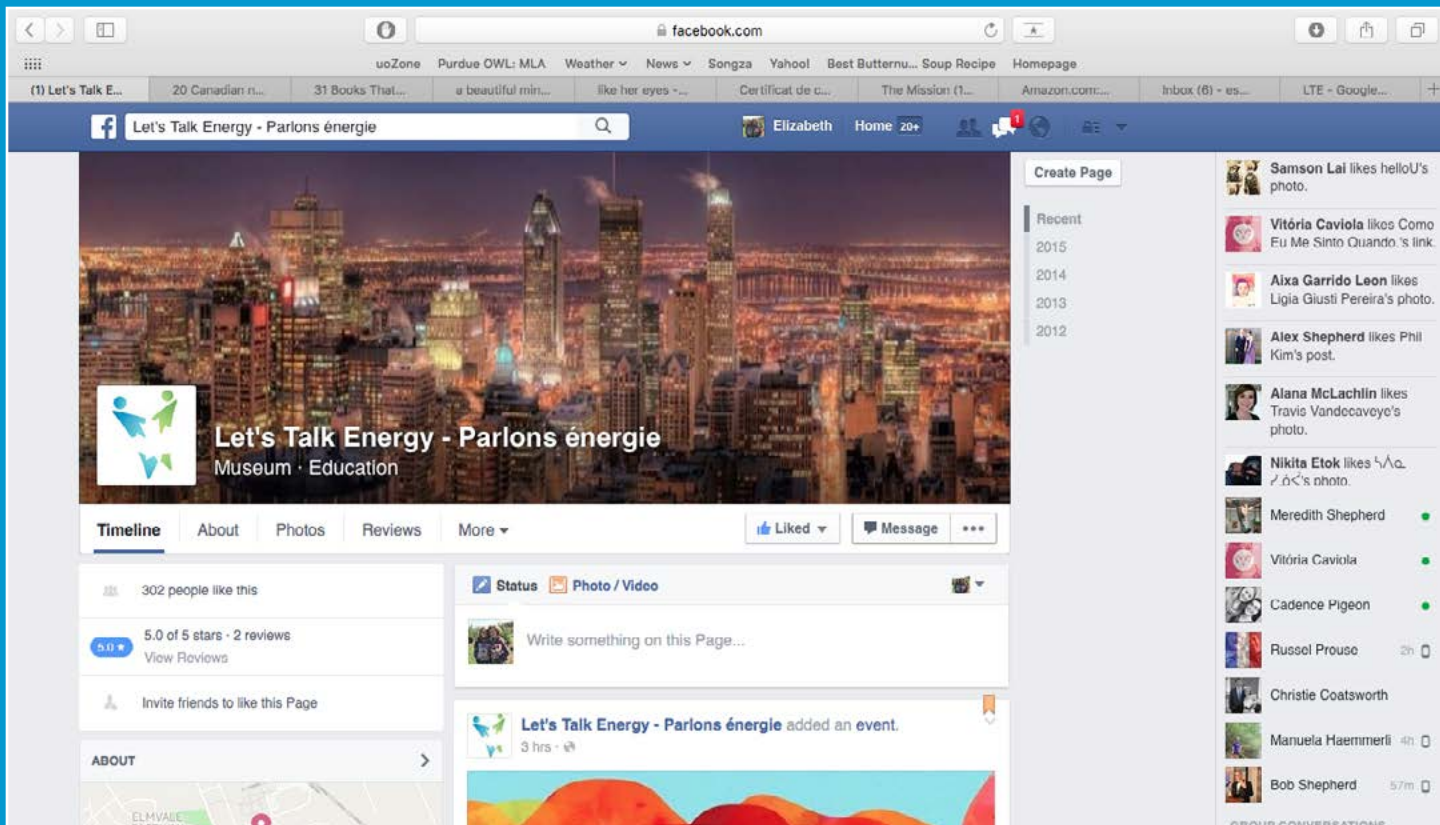
During **Talk Energy Week 2015**, one **Let's Talk Energy** employee decided to do things a little differently. Wanting to see the impact of having no access to energy, Jonathan Boutin decided to walk from Montreal to Ottawa with a tent on his back, during one of the coldest months on record. By walking and sleeping in his tent, he forewent both of Canada's major energy uses: heating and transportation. The long and chilly week emphasized to Jonathan that energy is a necessity, and that we cannot reasonably live without it.

During his walk, Jonathan also visited interesting energy sites, such as the Carillon hydroelectric dam, a Fortress Paper co-generation station, and Beau's All Natural Brewery — a brewery that uses only renewable electricity and renewable natural gas.



## Guinness World Record

This year, to formally announce **Talk Energy Week**, Jonathan Boutin and a team of three other CSTMC employees attempted a Guinness World Record for greatest distance by quadricycle in 24 hours. In addition, they set yet another world record for fastest 10km with a group of grade 11 and 12 students, and invited local and federal politicians to take a spin on the bike. Their goal was to encourage Canadians to consider the way that they use energy, and to think about changing their transportation habits. In the lead up to **Talk Energy Week**, consider modifying some of your own behaviour by biking, walking, taking public transit, or carpooling. It's good for your energy consumption and for your wallet.



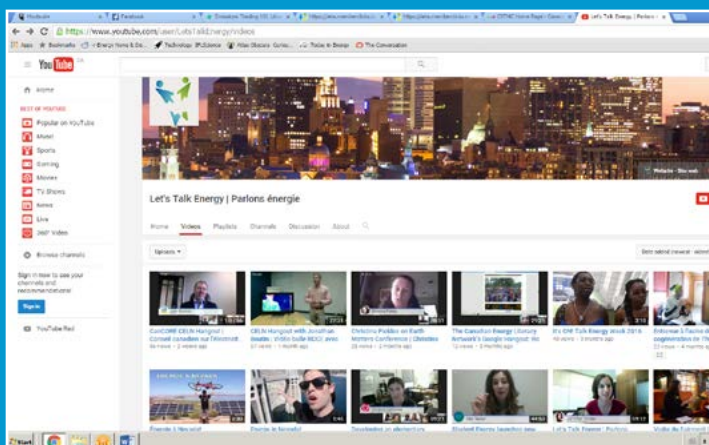
## DIGITAL TOOLS

## Social Media

**Let's Talk Energy** has an active social media presence. With Facebook, French and English Twitter feeds, YouTube, and Pinterest, **Let's Talk Energy** has a finger on the social media pulse. Daily Twitter posts (@enertweets and @tweetsenergie) bring the latest news on energy to readers, and our Facebook page gives followers updates on what the team is working on, bringing our total digital reach to over 3 million people. We have a healthy following, and are always looking to be part of conversations on the energy issues that matter most to Canadians.

## Videos

Because videos are some of the most popular forms of media available, **Let's Talk Energy** has developed its own YouTube channel. The channel features many energy-focused videos, including a recording of our monthly live Google Hangouts. We also produced a video to launch **Talk Energy Week 2016**, which will take place in February 2016. Check it out at: YouTube [www.youtube.com/watch?v=3uoi5BnGdUs](http://www.youtube.com/watch?v=3uoi5BnGdUs)





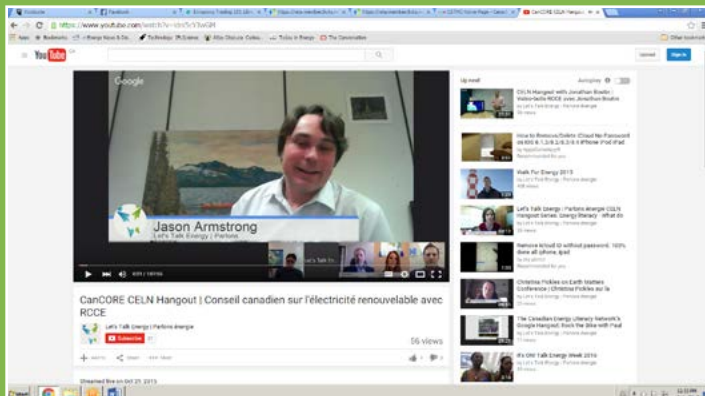
# ENGAGING PROGRAMMING

## CONNECTING WITH CANADIANS

### Canadian Energy Literacy Network

One of the big projects for **Let's Talk Energy** this year was the development and expansion of the **Canadian Energy Literacy Network (CELN)**. We recognize that there are numerous organizations working to promote energy literacy at the local, regional and national levels across Canada. These organizations include NGOs, government departments, businesses, universities and colleges, museums, and advocacy groups. Because the groups are so diverse, forming a network seemed the best way to allow all parties to connect and communicate in a productive way.

One of the ways we are connecting people is through our monthly Google Hangouts. These events offer opportunities to bring together a number of energy-education organizations, while having conversations about best practices and sharing expertise. In addition, we have developed some web-based tools to help people connect and share resources. For more information about CELN, please visit: [www.energy-techno-science.ca/en/resources/celn.php](http://www.energy-techno-science.ca/en/resources/celn.php)



### Conferences

In 2015 **Let's Talk Energy** had an opportunity to attend a number of conferences, both as presenters and to display energy artifacts and educational materials. At both the Canadian Nuclear Association and the Canadian Hydro Power Association conferences, **Let's Talk Energy** had a booth displaying artifacts related to electrical generation. At the Accelerate Conference in Toronto and the Earth Matters Conference in Canmore, **Let's Talk Energy** delivered presentations on best practices in energy education, and highlighted current program initiatives. These conferences give the program excellent opportunities to showcase the work we do across the country, while also connecting us with new audiences.







## Ontario Celebration Zone

**Let's Talk Energy** was in Toronto at the Ontario Celebration Zone during the Pan Am and Parapan Am games in July and August. In July, Let's Talk Energy was at Harbourfront with a number of hands-on energy-related activities, including a thermal camera, a plasma ball, and eddy currents. In August, **Let's Talk Energy** was back in full force, bringing Energy House to Toronto. Over the course of the two events, **Let's Talk Energy** interacted with more than 5,000 visitors and reached nearly 50,000 people. Programming and activities were very well received, and visitors appreciated having the chance to learn more about energy use in their lives.



## Comic-cons

Throughout the year, Canada Science and Technology Museum staff attended Comic-cons and other fan expos across the country, in Calgary, Ottawa, Montreal, and Quebec City. One of the showcased interactives this year was **Let's Talk Energy's** thermal camera. Staff were able to engage thousands of visitors, explaining the camera's multiple uses. As one of the more popular booths at the event, many people took photos of themselves and shared them on Twitter with the hashtag #selfheats.



# 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, British Columbia
- 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, British Columbia
- 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



## MAPP

The **Museum Affiliated Partners Program (MAPP)** is a national network of museums and science organizations that have partnered with the CSTMC to collaborate and contribute to **Let's Talk Energy**. This year, the group participated in **Talk Energy Week 2015**, and many of the partner museums and science centres are planning activities for **Talk Energy Week 2016**.

### MAPP Joint Activities

This summer, a number of MAPP participants came together in a series of conference calls and video meetings to share information related to energy-themed educational programming. By sharing activities that each partner had developed and tested, we were able to put together a broad selection of energy-related lesson plans that could be delivered in museums and science centres.

## Featured MAPP Achievements

As part of its mandate, the Canadian Nuclear Safety Commission (CNSC) disseminates objective scientific, technical and regulatory information to the public. One of their target audiences is youth. The CNSC participates in teachers' conferences, science fairs, and summer camps. In addition, they visit classrooms to help both students and educators connect the dots between simply enjoying science and pursuing a career in science.

The CNSC has developed many educational tools to help youth better understand nuclear safety and science. These include:

- Videos
- Infographics
- Guest speakers
- Mythbusters
- Career profiles

To learn more about the CNSC's wide variety of tools, please visit their website at:  
[www.cnsccsn.gc.ca/cnsconline/fl/index-eng.cfm](http://www.cnsccsn.gc.ca/cnsconline/fl/index-eng.cfm)

## NEW PARTNERSHIPS



The initiative received support from several new partners over the past year.

**Let's Talk Energy** is pleased to welcome Canadian Nuclear Revitalization Partners as a new Contributing Partner. Canadian Nuclear Revitalization Partners supported the creation of two new Energy for Tomorrow edukits, designed to teach students in Grades 4 to 6 how energy is produced.

The Canadian Electricity Association, along with **Let's Talk Energy** partner Sustainable Development Technology Canada, co-hosted an event on Parliament Hill on innovations in the Canadian Electricity sector, as part of **Talk Energy Week** in February 2015.

**Let's Talk Energy** was named a Silver Sponsor of the Canadian Nuclear Association Conference in February 2015. **Let's Talk Energy** was also named a sponsor of the Canadian Hydro Association 2015 Forum on Hydropower. Each of these conferences provided opportunities to showcase the program and artifacts from the CSTMC energy collection to delegates.

BioFuelNet and the Energy Smart Show became Friends of the **Let's Talk Energy** initiative. Speakers from BioFuelNet participated in **Talk Energy Week 2015**, educating participants on the renewable energy sector. The Energy Smart Show, launching in Toronto in May 2016, will educate consumers on how to reduce their energy consumption. The outreach team will also attend the conference, along with the **Energy House** travelling exhibit.



# PARTNERS

## Major Partners



SUNCOR  
ENERGY  
FOUNDATION



## Supporting Partners



Sustainable Development  
Technology Canada

## Contributing Partners

University of Ottawa School of Electrical Engineering and Computer Science  
Canadian Association of Petroleum Producers  
Canadian Nuclear Safety Commission



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