



Talk Energy Week 2017

Report to Partners

An initiative of

Let's Talk Energy

Engaging ideas for Canada's future



Parlons énergie

Idées d'avenir pour le Canada



CANADA SCIENCE AND TECHNOLOGY
MUSEUMS CORPORATION
SOCIÉTÉ DES MUSÉES DE SCIENCES
ET TECHNOLOGIES DU CANADA



Canada

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Talk Energy Week 2017

Executive Summary

From February 18 to 25, 2017, Canadians across the country took part in the 4th annual Talk Energy Week. Talk Energy Week is a national energy awareness week, created as part of the Canada Science and Technology Museums Corporation's Let's Talk Energy initiative. Talk Energy Week encompasses events, demonstrations, a Speaker Series and a live streamed panel, as well as dialogue through web and social media, all aimed at getting Canadians talking and learning about how energy is connected to our lives, and the importance of energy systems to our economic, social, and environmental future.

This year, Talk Energy Week focused on energy and ***climate change and its impacts on Canadians***. Online and in person, Talk Energy Week had a reach of 3 million.

This report summarizes the reach and impact of Talk Energy Week 2017.



Talk Energy Week by the Numbers

The 4th annual Talk Energy Week was a great success, with a broad range of activities and engagement with new audiences across the country. Highlights are listed below, and more details can be found on the pages that follow.

- The reach¹ of this year's Talk Energy week, **over 3 million**
- This year's Talk Energy Week activities actively **engaged¹ over 11,000** Canadians in deepening their understanding of Canada's energy system, whether by participating in hands-on demonstrations using Trekboards, engaging with energy experts during Speaker Series events, or submitting a questions to the Let's Talk Energy social media channels or Facebook live panel.
- **More than 20 communities across Canada** participated in Talk Energy Week by hosting Speaker Series talks, or demonstrations using Trekboards.
- **20 presentations** in schools from energy and climate change experts and professionals engaging over 600 students
- **1478 MPs, MPPs, and Senators** received personalized letters informing them about Talk Energy Week 2016.
- **Over 13,000 teachers and principals** received letters informing them about Talk Energy Week and various activities
- **Over 210,000 Canadians** were reached through **Let's Talk Energy's social media** channels on Facebook, Twitter, and Instagram.
- From February 18-25, **Tweets about Talk Energy Week** generated over **200,000 impressions**.
- 8 of the Let's Talk Energy MAPP (Museum Affiliated Partner Program) Museums and Science Centres offered programs using Trekboards to engage Canadians in discussions on transportation and the electrification of the grid.
- Media coverage of Talk Energy Week included multiple news stories, including on-camera and on-air interviews with coordinators.
- **3,200 students** were given programing on energy from Ottawa Hydro or Actua.

¹ See page 5 for details on how reach and engagement are defined and measured.

The Approach to Metrics

Across the Canada Science and Technology Museums Corporation, the success of each of our initiatives is now being measured using three distinct metrics: reach, connect and engage. These three measures help us distinguish between building public awareness of the programs we offer, and fostering dialogue and exploration of these important topics.

Reach: indicates the number of impressions of a given program, whether through an advertisement, traditional media, or a social media post.

Connect: indicates the number of people who are exposed to a given initiative or program, briefly or on a surface level, such as by attending a program or seeing a demonstration.

Engage: indicates the number of people who participate actively in a given initiative such as by attending a discussion-based event, asking questions, or submitting comments.

The metrics presented throughout this report will be assigned to one of these categories to indicate the type of engagement measured.

In planning Talk Energy Week 2017 we prioritized creating opportunities for engagement. Beyond simply increasing awareness, our goal was to create opportunities for Canadians to discuss, discover, and deepen their understanding of energy.

Talk Energy Week Activities

On Thin Ice Expedition Kicks Off Talk Energy Week 2017

From December 14 to 16, 2016, Jason Armstrong, Manager of Let's Talk Energy, and Jonathan Boutin, Talk Energy Week coordinator, accompanied by internationally renowned ice climber and Red Bull athlete Will Gadd, descended into Alberta's Athabasca Glacier to explore the effects of climate change on the glacier. The team was joined by Martin Sharp, a glaciologist from the University of Alberta who helped explain the impacts that climate change has had, and will have, on the area in general and the ice fields in particular.

The objective for the three day expedition was to create a video series exploring the impacts of climate change through the lens of extreme sport.

"The Canada Science and Technology Museums Corporation is a proud champion of energy and climate conversation. Our organization searches for new ways to engage Canadians in this important discussion. The On Thin Ice expedition is a great example of a creative way to highlight the impact of climate change in Canada, and provide a platform to discuss solutions."

-Alex Benay, President and CEO, Canada Science and Technology Museums Corporation

Reach: over 63,000 impressions

Engagement: over 1,500 people



Talk Energy Week Coordinator Jonathan Boutin inside the Athabasca Glacier.

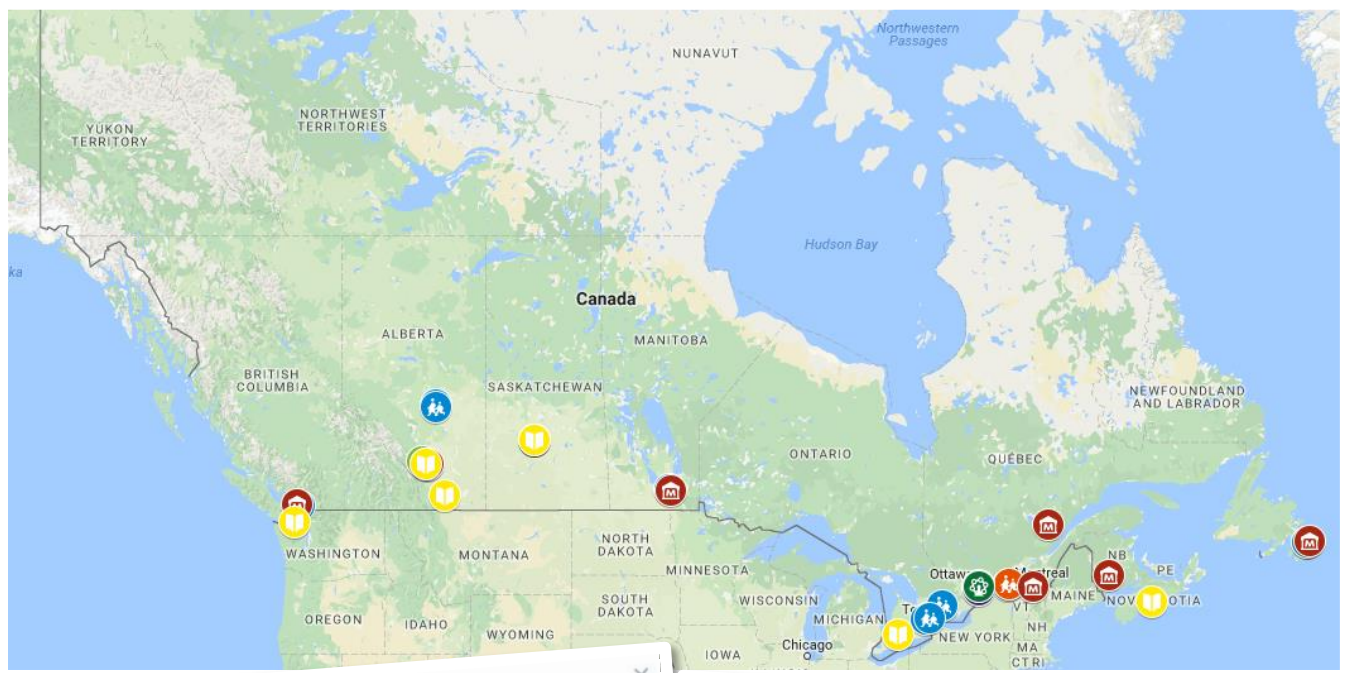


Martin Sharp, Glaciologist from the University of Alberta explains the impacts of climate change on Alberta's Athabasca glacier.

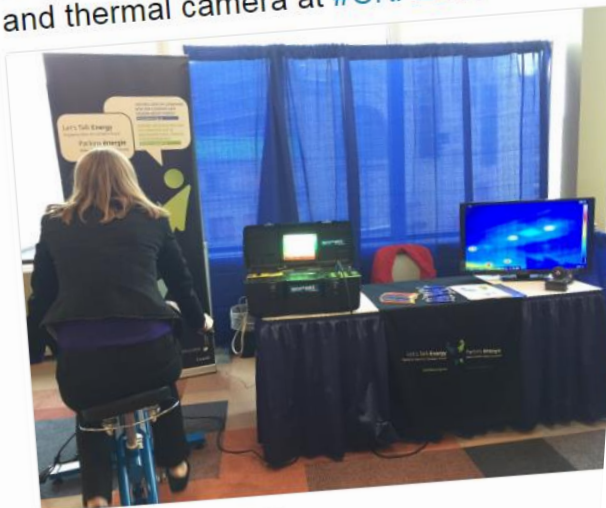


Talk Energy Week Activities across Canada

A glance at the map below shows the truly national reach of Talk Energy Week 2017. An [interactive version of the map](#) can be found on the Let's Talk Energy website. More details about the schools and communities who participated in Talk Energy Week activities this year can be found on the pages that follow.



Let's Talk Energy @enertweets · Feb 22
Come visit us to try out the energy bike and thermal camera at #CNA2017



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Let's Talk Energy Retweeted
Environment Canada @environmentca · Feb 21
Lots of student Qs coming on @enertweets's discussion panel
#talkenergy



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Speaker Series and In-Class Programming

"This is my first experience with LTE and I found it to be a positive one. We had the flexibility to present information on energy as it relates to our own mandate, but while contributing to the broader goal of energy and climate literacy. Thanks for the opportunity!"

- Stefanie Drozda, Presenter from the City of Edmonton at Millwoods Christian School, Edmonton, AB

This year's Talk Energy Week **Speakers Series and in-class programming reached more than fifteen communities across the country**, and featured a range of climate science, energy, local energy policy experts, as well as hands on activities from Actua and Ottawa Hydro. This year, the focus was on providing in depth and interactive presentations so that students were fully engaged. Many of the speakers led hands on activities and interactive presentations relating to the energy systems in the students' communities.

Reach: over 16,500

Engagement: over 3,700 participants

"Thank you for organizing for Melanie and Kaitlyn to come and speak at Lakefield for Talk Energy Week. It was a great opportunity for our students to learn more about what is happening in the Peterborough area with respect to Climate Change."

- Vicky Boomgaardt, Assistant Head: Co-curricular Programs, Lakefield College School, Lakefield, ON

"Thank you very much for organising and visiting our school for Let's Talk Energy Week - the teachers and students made sure to come back later to give me very positive feedback."

- Lorena Jones, Speaker Series Coordinator at New Westminster Secondary School, New Westminster, BC



The table below lists the details of each Speaker Series event across Canada.

Location	Date	Organizations Represented by the Speakers
St John's, Newfoundland Lakecrest School	February 23	Conservation Corps
St. John's, Newfoundland O'Donel High School	February 24	Conservation Corps, Take Charge NL
Lévis, Québec Juvenat Notre-Dame-du-St-Laurent	March 3	Zapiens
Lakefield, Ontario Lakefield College School	February 21	City of Peterborough
Toronto, Ontario Ontario International College	February 24	Climate Reality Project
Winnipeg, Manitoba Sisler High School	February 17	Climate Change Connection, Manitoba Hydro
Saskatoon, Saskatchewan Aden Bowman Collegiate	February 27-28	Saskatchewan Environmental Society
Saskatoon, Saskatchewan Evan Hardy Collegiate	March 2	Saskatchewan Environmental Society
Saskatoon, Saskatchewan Brunskill Elementary School	March 2	Canadian Network for Environmental Education and Communication
Saskatoon, Saskatchewan Brunskill Elementary School	March 30	Canadian Network for Environmental Education and Communication
Saskatoon, Saskatchewan Aden Bowman Collegiate	April 3	Canadian Network for Environmental Education and Communication
Edmonton, Alberta Queen Elizabeth High School	February 22	City of Edmonton
Edmonton, Alberta Millwoods Christian School	February 28	City of Edmonton
Calgary, Alberta Lord Shaughnessy High School	February 22	Encana
New Westminster, British Columbia New Westminster Secondary School	February 23	City of New Westminster

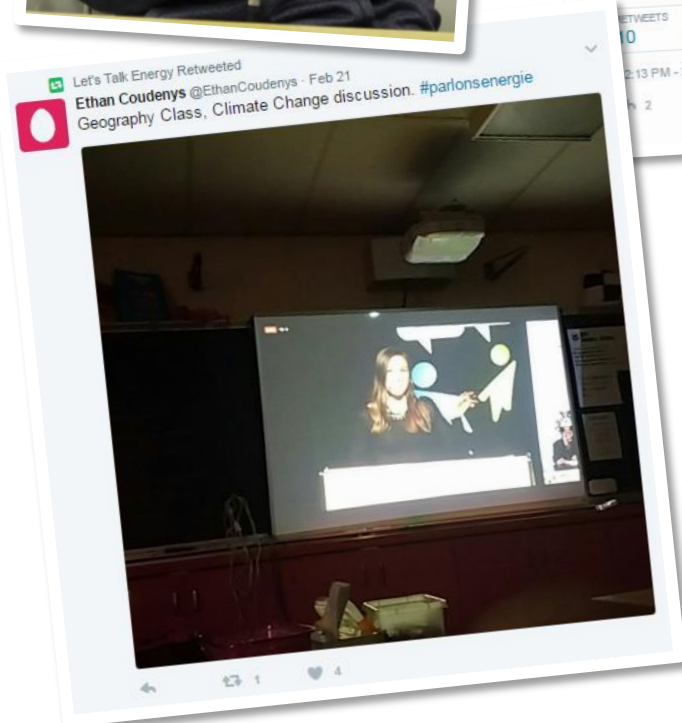
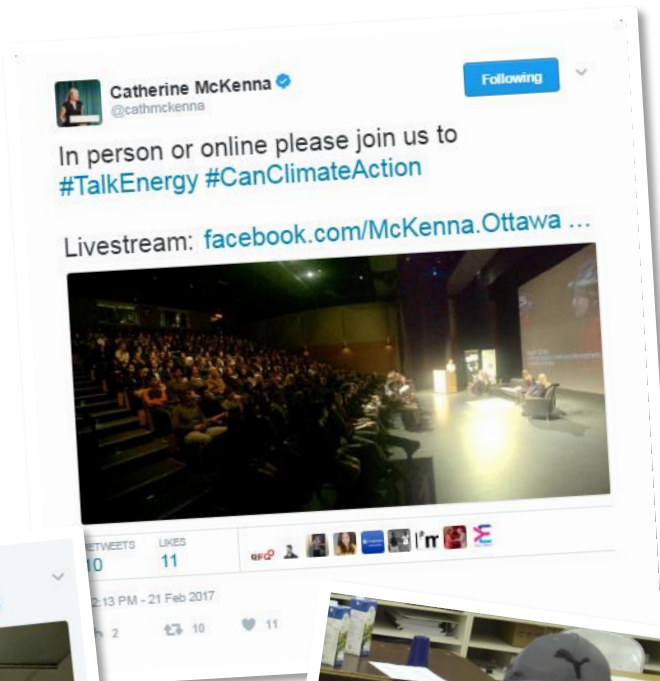
Facebook Live Panel

On Tuesday, February 21, the Talk Energy Week team hosted a panel discussion on energy and climate change in Canada which was streamed through Facebook Live and viewed in classrooms across the country. The panel featured the Honourable Catherine McKenna, Minister of Environment and Climate Change and Member of Parliament for Ottawa-Centre, Will Gadd, Canadian Ice Climber, Red Bull athlete, and leader of our recent expedition to the Athabasca glacier, and Andrea Brazeau, Indigenous youth leader born and raised in Kangiqsualujuaq, Quebec who is now pursuing post-secondary education in Montreal.

Over 300 students from the Ottawa area attended the event and got to engage with the panelists after their presentations.

Reach: over 170,000

Engagement: over 1,500



Trek Board Demonstrations in Museums across Canada

"The technology was an effective hook to get people curious about what was going on, and we found it worked best in our greeting spaces where visitors were first coming in. The staff member on the board could then welcome them to the science centre and also dazzle them with some cool tech."

- Melanie Hall, Telus Spark, Calgary, AB

Since the first Talk Energy Week in 2014, hands-on demonstrations have been a key part of the initiative. These demonstrations are designed to engage members of the public in increasing their energy literacy and participating in dialogue about Canada's energy mix and our energy future.

A total of **9 locations across Canada received Trek Boards for use in educational demonstrations**. Locations included members of Let's Talk Energy's MAPP ([Museum Affiliated Partner Program](#))

Participating museums and science centers included:

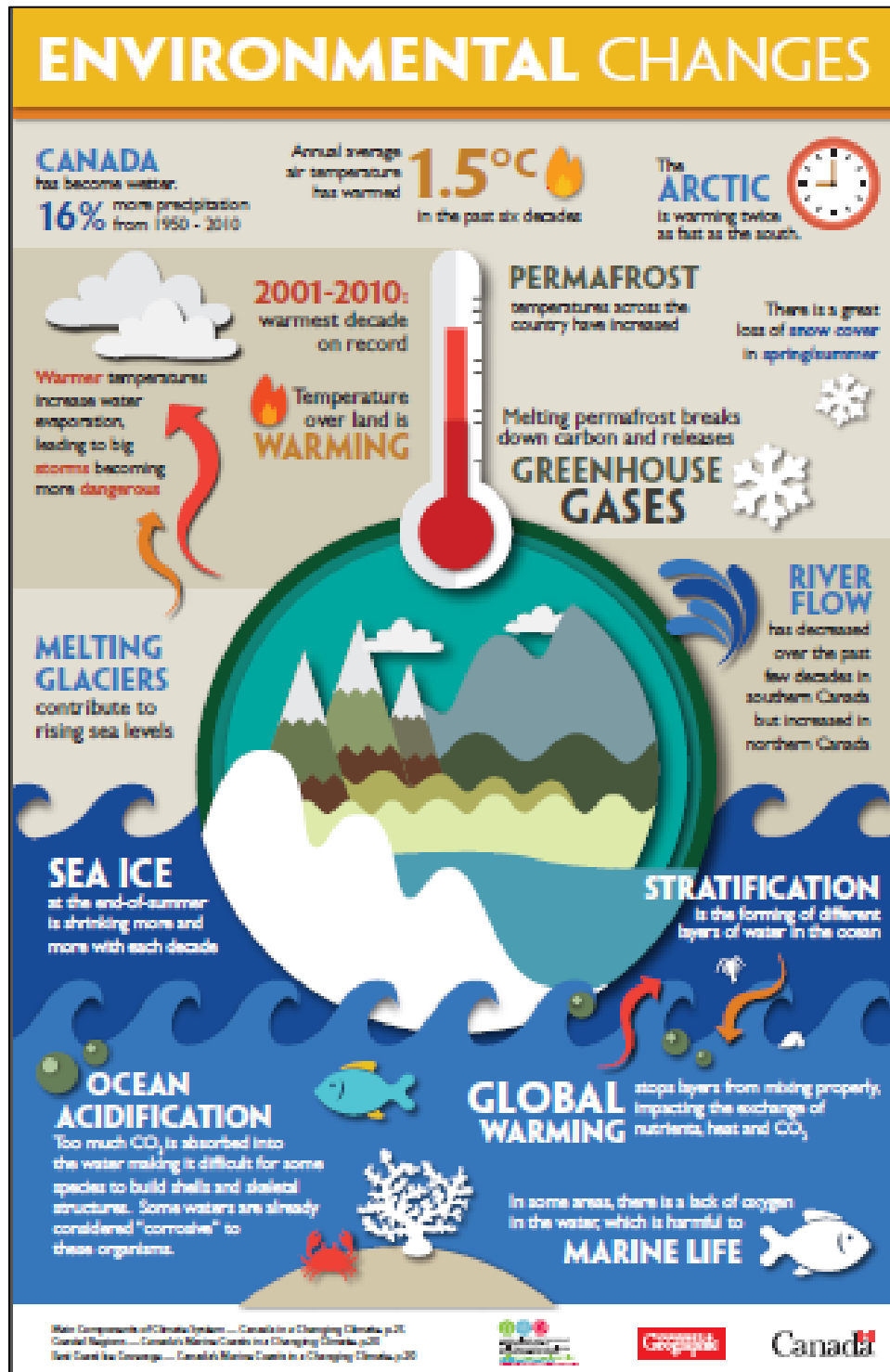
- Johnson GEO Centre, St John's, Newfoundland
- Discovery Centre, Halifax, Nova Scotia
- Science East, Fredericton, New Brunswick
- Musée du Fjord, La Baie, Québec
- Manitoba Museum, Winnipeg, Manitoba
- Telus Spark, Calgary, Alberta
- Telus World of Science, Vancouver, British Columbia
- Canada Aviation and Space Museum, Ottawa, ON
- Musée de la nature des sciences de Sherbrooke, Sherbrooke, QC

Reach: over 13,500 visitors



Lesson Plans and Infographics

In partnership with Canadian Geographic, the Let's Talk Energy Team has compiled a list of lesson plans and resources around energy and climate change to send to schools. Teachers are able to sign up to receive these lesson plans so that they can then lead their classes in these activities.



Communications and Marketing

The table below outlines the marketing and communications channels used to promote Talk Energy Week.

Tactic	Details	Distribution	Timeline
Media Relations	English and French media release announcing Talk Energy Week 2017	Media release distributed nationally via Canada Newswire	Media release issued on February 17, 2017
Advertising	Promoted social media on Facebook and Twitter	Friends of Let's Talk Energy on Facebook Followers of Let's Talk Energy on Twitter In addition to Let's Talk Energy friends and followers, promoted posts and Tweets reached those interested in energy, science, and technology.	Promoted Facebook post throughout December & January 2016 Promoted Tweets Feb 24-27, 2016
Outreach	Promotion at external events such as conferences.	The Let's Talk Energy team attended the following events to showcase the Let's Talk Energy initiative and engage future Talk Energy Week participants: <ul style="list-style-type: none"> • Fun Fest, Ottawa • Festibière, Gatineau • EnviroFest, Ottawa • Catherine McKenna BBQ, Ottawa • Green Energy Doors Open, Ottawa • Royal Ontario Museum: Science Fun Days, Toronto • Sci Lit Week, Ottawa • Museum of Nature Open House, Gatineau • Canadian Climate Summit, Ottawa • National Youth Summit on Climate, Ottawa • Canadian Nuclear Association Conference 	Ongoing beginning summer 2015
Promotion to CSTMC staff	Talk Energy Week details shared via email	All employees of the CSTMC	February 22, 2016
Promotion to CSTMC partners and stakeholders	Talk Energy Week details shared via email	Email to all MAPP partners Email to all Let's Talk Energy partners	December 7, 2016 February 12, 2016
Promotion on Let's Talk Energy website	Rolling banner promotion on Let's Talk Energy home page.	Let's Talk Energy website receives over 2400 visitors per month	Web banner promotion beginning October 2016

Media Coverage: Talk Energy Week 2017

Date	Details:
Dec 10, 2016	Alberta Ice Climber to go Inside a Glacier to Measure Climate Change Effects David Bell, CBC News http://www.cbc.ca/news/canada/calgary/will-gadd-inside-glacier-1.3891246 k
Dec 11, 2016	Explorer les confins d'un glacier pour mesurer les changements climatiques Radio Canada http://ici.radio-canada.ca/nouvelle/1005236/glacier-athabasca-will-gadd-grimpeur-escalade-glace
Dec 21, 2016	Ice Climber Explores the Depths of the Athabasca Glacier Fitzhugh Jasper http://www.fitzhugh.ca/ice-climber-explores-the-depths-of-the-athabasca-glacier/
Dec 21, 2016	Rockies Climbers Explore Down Athabasca Glacier Gripped http://gripped.com/news/rockies-climbers-explore-down-athabasca-glacier/
Dec 21, 2016	A trip inside the Athabasca Glacier All in a Day, CBC Radio http://www.cbc.ca/listen/shows/all-in-a-day/segment/11209473
Dec 22, 2016	Descente au coeur du glacier Athabasca Radio Canada http://ici.radio-canada.ca/emissions/le_cafe_show/2011-2012/chronique.asp?idChronique=425116
Dec 23, 2016	Climb into Athabasca Glacier Leads to Discoveries CBC News http://www.cbc.ca/beta/news/canada/calgary/will-gadd-athabasca-glacier-climb-1.3910369
Feb 16, 2017	Participez à la discussion sur l'énergie – la Semaine Parlons énergie se déroule du 18 au 25 février 2017 Parlons carburant http://www.pleinsgaz.ca/2017/02/participez-%C3%A0-la-discussion-sur-l%C3%A9nergie-la-semaine-parlons-%C3%A9nergie-se-d%C3%A9roule-du-18-au-25-f%C3%A9vrier-20.html
Feb 16, 2017	Join the Energy Conversation – Talk Energy Week is Feb 18-25, 2017 PumpTalk http://www.pumptalk.ca/2017/02/join-the-energy-conversation-talk-energy-week-is-feb-18-25-2017.html
Feb 20, 2017	Avis aux médias – La ministre McKenna participera à la webdiffusion de la Semaine Parlons Énergie Le Léopard http://www.leleopard.com/communiqu%C3%A9-12744132.html
Feb 20, 2017	Media Advisory – Minister McKenna to participate in Talk Energy Week Livestream Montreal Gazette http://www.montrealgazette.com/business/cnw/release.html?rkey=20170220C3583&filter=5611
Feb 20, 2017	Media Advisory – Minister McKenna to participate in Talk Energy Week Livestream Yahoo! https://ca.finance.yahoo.com/news/media-advisory-minister-mckenna-participate-160000043.html

Date	Details:
Mar 9, 2017	Talk Energy Week with the Museum of Science and Tech Rogers TV www.rogerstv.com/media?lid=237&rid=4&gid=245910

Web and Social Media Spotlight

February 18 – 25, 2017	Twitter	Facebook	Let's Talk Energy Website	Total:
Reach (impressions)	204,948	7,409	7,551 page views	219,908
Interactions (engagement)	1,338	123	4,445 Visits	5,906

