



# LET'S TALK ENERGY

THE YEAR IN REVIEW  
PROGRESS REPORT — 2016



CANADA SCIENCE AND TECHNOLOGY  
MUSEUMS CORPORATION

Canada

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# MESSAGE FROM THE CEO



## LET'S TALK ENERGY THE YEAR IN REVIEW



I am pleased to report that this has been a banner year for engaging Canadians across the country. As energy-related issues have again dominated the news and public discourse in 2016, outreach to inform Canadians about energy and its importance in our lives has never been more critical.

Talk Energy Week, held annually in February and devoted to engaging Canadians in energy conversation, is the flagship energy-awareness initiative of Let's Talk Energy (LTE). In 2016, Talk Energy Week delivered activities in all ten provinces and all three territories. Truly national in scope, Talk Energy Week reached more than three million Canadians.

Let's Talk Energy (LTE) outreach activities this year ranged from the traditional to the digital. In June, the travelling photo exhibition **Climate Change Is Here** opened at a public outdoor venue in downtown Ottawa. Created in partnership with National Geographic, the photographic display features stunning images of climate change around the world. **Climate Change Is Here** is currently in Mexico, and will travel next to the United States.

The LTE exhibitions at the Canada Agriculture and Food Museum and the Canada Aviation and Space Museum continued to inform visitors about how energy is produced and used in different industries. Ottawa's warm and sunny summer weather was ideal for Museum visitors to enjoy the outdoor **Energy Park: Nature at Work** exhibition to explore how renewable energy technology is changing both the consumption and production of energy on Canadian farms. **Green Skies Ahead**, at the Canada Aviation and Space Museum, showcases innovative technologies that may help shape commercial aviation over the next fifty years, including carbon-saving technologies and a variety of futuristic energy-efficient aircraft designs.

When the Canada Science and Technology Museum reopens in November 2017, energy will feature prominently in the Museum's **Transforming Resources** gallery.

Since its inception, the success of LTE has been reliant on the commitment and enthusiasm of its partners. This year was no exception, and I would like to thank all partners for their continued support.

As we turn to the future, several projects are under consideration. The popularity of **Climate Change Is Here** may lead to the creation of a second similar travelling exhibition, which would focus on the effects of a changing climate on Canada. More definitively, expansion is planned for Talk Energy Week activities in 2017. An energy and climate documentary is on the drawing board for 2018 or 2019, as are new strategies to reach expanded audiences.





## Let's Talk Energy

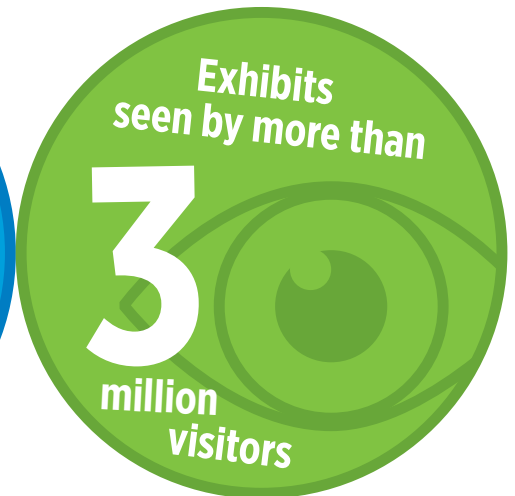
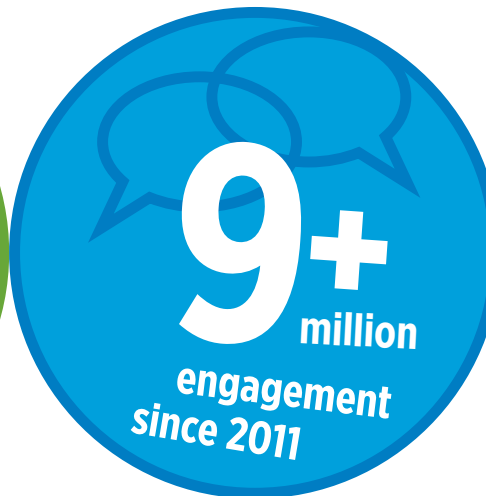
Engaging ideas  
for Canada's future

**Started in 2011**, Let's Talk Energy is a national program that aims to enhance energy and climate awareness among Canadians to contribute to a prosperous and sustainable future.

Programs and activities in every province and territory

370,000 people reached through 2015-2016 events

Most successful fundraising project in the history of the  
Canada Science and Technology Museums Corporation



> Only  
energy-awareness  
week  
of its kind  
in Canada

> 4+ million people  
reached through events in  
malls, partner museums,  
webinars, and speaker  
series in high schools



Social media yearly reach of **500,000+**



**30,000+**  
web visits  
per year

**30** members across Canada  
working together to increase  
energy and climate literacy

# EXHIBITIONS







## Canada Science and Technology Museum Renewal: Transforming Resources Gallery

Work continues on the **Transforming Resources** gallery, as the Museum moves towards reopening in November 2017. The final artifact list, interpretive plan, and overall gallery design are now complete. The image above shows the mining module and the exploded Smart car, a display intended to connect visitors to the natural resources and materials required to make this product.

## Collections



The Tokamak nuclear fusion reactor — one of the Museum's largest artifacts — was developed in the 1980s with the intent to develop a limitless source of non-polluting energy. In the Museum's upcoming **Transforming Resources** gallery, not only will the Tokamak's core be on display, it will be brought to life. Visitors will see lights and hear sounds emulating a fusion reaction as they interact with the control panel, allowing the discovery of scientific principles behind nuclear fusion.



# TRAVELLING EXHIBITIONS



## Energy House

**Energy House** arrived at Leduc #1 Energy Discovery Centre in Alberta in July. This will be the new permanent home for Energy House as LTE has offered it for an indefinite period to Leduc. We hope they enjoy it as much as we did in Ottawa, Toronto, and Arnprior!



## Climate Change Is Here

This outdoor travelling exhibition was developed through the Museum's partnerships with National Geographic in conjunction with Environment and Climate Change Canada, Natural Resources Canada and Sustainable Development Technology Canada. The photo-based exhibition highlights Canadian research in the field of climate change, and technologies developed to help mitigate it. The twenty-panel modular structure is lit by solar-powered lights. It opened in Ottawa in the summer of 2016, is currently touring Mexico for the winter, and in spring 2017 will travel to the United States.



# TALK ENERGY WEEK



## Speaker Series

In 2016 the Talk Energy Week speaker series was expanded to every province and territory. Instead of bringing students to museums and science centres, speakers visited students in their classrooms. Typically, three speakers with different points of view on Canada's energy story attended each session: one speaker representing the non-renewable energy sector, another the renewable sector, and a third representing either a climate or an innovation perspective. This change in location and format afforded a more natural conversation, with regional experts, and a balanced discussion.

## MAPP Activities

LTE designed a hands on program around heating and cooling and partnered with FLIR Canada, which provided us with twelve thermal cameras to send to museums or science centres in the MAPP program. Along with the thermal cameras, we provided panels that described heating and cooling in Canada, different uses for thermal cameras and fun activities for visitors to do with the thermal camera. Positive feedback from MAPP partners indicated that the thermal cameras were successful in engaging visitors of all ages, and provided a good springboard to discuss energy conservation practices.

## Webinar

LTE added a new component to Talk Energy Week with a webinar. It enabled us to reach out to even more schools across the country, particularly to remote communities that had proved challenging to connect with. This fully interactive online discussion featured three bright young university students in energy policy at the University of Ottawa. The conversation, which focused on Canada's energy future, was live broadcasted in English and simultaneously translated into French.



# DIGITAL TOOLS





## Social Media

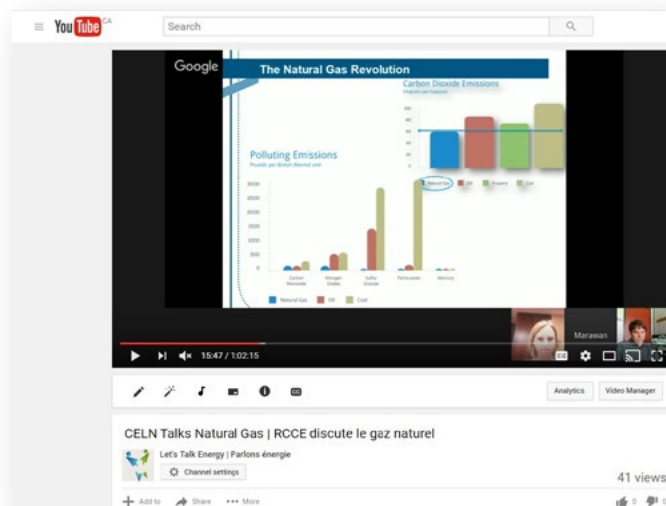
LTE has an active social media presence. Through daily tweets and Facebook posts, we are able to reach millions of Canadians annually. We are also active on YouTube and Pinterest, and have recently added Instagram to further increase our digital presence. To follow us, search [letstalkenergy](#).

## Science Videos

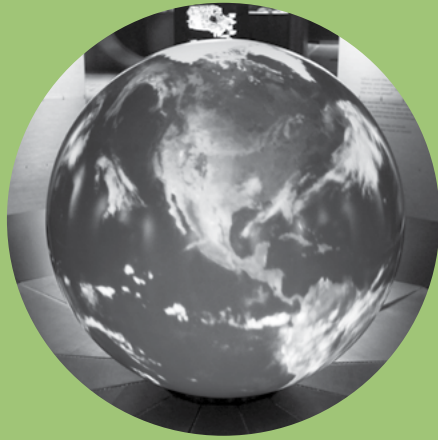
In partnership with scientists at Environment and Climate Change Canada and NRCan, LTE produced a series of videos highlighting ongoing research on the topics of climate science, and climate adaptation and mitigation. The videos complement the **Climate Change Is Here** travelling exhibition, and are due for release in early 2017.

## Google Hangouts

The Canadian Energy Literacy Network (CELN) continued to host Google Hangouts over the course of 2016 for organizations interested in energy and climate education. Highlights included *CELN Talks Powering the North*, *CELN Talks Natural Gas*, *CELN Talks Climate Change*, and *CELN Talks Innovations in Oil*. All presentations are available to view on our YouTube channel at [youtube.com/user/LetsTalkEnergy/videos](https://youtube.com/user/LetsTalkEnergy/videos).







# OUTREACH AND SPECIAL PROJECTS



The following are only a few of the many outreach activities LTE supported throughout the past year.

## Science Literacy Week

Science Literacy Week is a national initiative that highlights and showcases Canadian science and scientists. LTE participated in Science Literacy Week with programming for kids ages 6 to 12 at libraries across Ottawa, as well as with daily tweets with graphics and information on energy and climate science.

## Family Fundays at the Royal Ontario Museum

LTE participated in a Royal Ontario Museum (ROM) Family Funday in September. The theme was Brilliant Science, inspired by the Chihuly temporary exhibition. We created ephemeral art on glass, using body heat, as well as other heating and cooling sources, to make designs visible only with a thermal camera.

## Gatineau Festibière

LTE engaged a new audience at the Gatineau Festibière, a three-day event drawing over 30,000 beer lovers. We found they were happy to take a break from sampling and talk energy with us by hopping on our energy bike and using our thermal camera.

## NRCan Funfest

In May, LTE participated in the NRCan Funfest, where we brought energy activities to celebrate a day full of science. Kids and adults alike lined up to pedal and generate enough electricity to light up all of the LED lights on the sLEDgehammer. An estimated 3,000 to 4,000 people were in attendance.

## Energy Bikes in the North

Though a unique partnership with the Arctic Energy Alliance, LTE was able to provide programming materials to two remote communities in the Northwest Territories over the summer. The sLEDgehammer bike interactive was brought to the Dehcho First Nations Annual Assembly in Jean Marie River and the Dene Nation Annual Assembly in Fort Simpson in July and August.

# CONFERENCES



## Climate Forum

LTE had a booth at the Canadian Climate Forum in Ottawa in October with a range of energy and climate related activities for delegates. The Forum convened multiple stakeholders from academic institutions, NGOs, government, industry, and the public at large to address the application of best climate information in exploring how smart policy and innovation can shift us toward a more sustainable energy future while continuing to yield — or even enhance — economic returns.

## Adaptation Canada 2016

In April, LTE attended Adaptation Canada 2016 in Ottawa. Bringing together over 600 participants involved in climate change adaptation and mitigation, the conference was the first in over five years. The sessions and keynote speeches were informative and complemented the work we were doing on climate change education. Contacts made at the conference, within Health Canada, NRCan, and Genome Canada have opened a discussion for a possible sequel to **Climate Change Is Here**, with a focus on the Canadian story of climate adaptation and mitigation.

## Canadian Network for Environmental Education and Communication

In August LTE presented a ninety-minute session entitled *Energy 101* to a group at the Canadian Network for Environmental Education and Communication (EECOM). The session, for elementary and high school teachers, examined different sources of energy production in Canada and provided educators with tools to teach effectively about Canada's energy system.



# MUSEUM AFFILIATED PARTNERS PROGRAM (MAPP) — PARTNER FOCUS

## Western Development Museum

Included in the Western Development Museum (WDM) Strategic Plan is a goal to reduce its ecological footprint. The WDM implemented conservation and sustainability strategies in 2015–2016, such as converting to LED exhibit lighting and super-insulating the WDM Yorkton roof. The WDM continues to offer the Grade 7 program, *Smarter Science Better Buildings*, where students explore the practical application of making homes more energy efficient through hands-on activities and related exhibitions.



# PARTNERSHIPS

LTE partnered with organizations across the federal government for the successful travelling exhibition **Climate Change Is Here**. National Geographic, Environment and Climate Change Canada, Natural Resources Canada, and Sustainable Development Technologies Canada participated in the development of this twenty-panel exhibition outlining climate science, climate change effects on the environment, and technologies to address climate change. The exhibition also highlights important Canadian research and innovation that has helped mitigate the effects of climate change on the planet.

## Energy Exchange

LTE has been working closely with Energy Exchange, a division of the Pollution Probe Foundation. Both organizations are dedicated to advancing energy literacy in Canada, and aspire to a future in which Canadians are united in their energy prosperity, rather than divided by their energy options. Both organizations are also committed to looking for new and innovative ways to reach new audiences and to increase energy and climate literacy.





# Acknowledgements

The LTE initiative would be impossible without support from numerous partners across the energy sector.

We are particularly grateful, given the economic challenges the energy industry is facing, for the ongoing support received from our partners in industry, including Imperial Oil, Encana, Suncor Energy Foundation, Cenovus Energy, Canadian Natural, and the Canadian Association of Petroleum Producers.

Several LTE partners — including the Canadian Nuclear Safety Commission, Cenovus Energy, Encana, and friends BioFuelNet and Énergère — participated in the Talk Energy Week speaker series. Numerous other organizations in the energy sector also volunteered their time, engaging directly with young Canadians in addressing questions about Canada's energy future. FLIR supported Talk Energy Week by providing thermal cameras for programming in schools across Canada.

## Major Partners



## Supporting Partners



## Contributing Partners

Canadian Nuclear Safety Commission

Canadian Association of Petroleum Producers

University of Ottawa School of Electrical Engineering and Computer Science

## LET'S TALK ENERGY THE YEAR IN REVIEW





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



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