

OVER
4.5 MILLION
REACHED



2018
SUMMARY
REPORT

ONLINE SPEAKER SERIES

12

women in energy
featured in our
Google Hangout
Speaker Series

30

classrooms
participated
.....

900

online views

Did you miss out? They
are all archived on our
YouTube page!



ENERGY WEEK - YEAR 5

The national energy awareness week engages youth and adults in **conversations about energy, climate change**, and the role that science and technology play in **planning for a prosperous, sustainable future**.

EDUCATION IN SCHOOLS

2,500

students engaged
in partnership with Actua and
Clean Foundation

26

Actua network members
connected youth in communities
across the country to our energy
education kits

LIVESTREAM EVENT

hosted at the Canada Science and Technology Museum



Panelists (left to right): Adam Shoalts (Arctic explorer), Stacey Goulding (Indigenous youth leader), Jesse Rogerson (astrophysicist), and moderator Christina Tessier (Director General, Canada Science and Technology Museum)

10,000

online views
.....

200

local students
attended in person
.....

3

speakers from
throughout Canada
participated on our
Facebook livestream
panel



**“Building future leaders—
that is my job.”**

- Stacey Goulding, Indigenous Energy Advocate

PARLIAMENT HILL EVENT

28

MPs attended the kickoff event, including the **Speaker of the House of Commons**

3

partners joined us to discuss clean tech and smart energy systems for communities:

- QUEST
- MaRS Discovery District
- Clean Growth Hub



PARTNERSHIP

10

museums and science centres throughout Canada used Talk Energy programming

33

members of the Canadian Energy Literacy Network participated

4

centres used Geiger counters to explore nuclear energy and radiation

5

giant floor maps (35x26') on energy production and transmission from Canadian Geographic



REACH

871,000

people reached through LTE Twitter

893,000

estimated reach through **hashtags** #Talk EnergyWeek (French & English)

6,000

views of custom Talk Energy Snapchat filter used by museums and science centres throughout the country



NEW VIDEO



Click above to watch "Resource Nation: A Primer to Canada's Energy Systems," a video released for Talk Energy Week with Energy Minute

EnviroEd @CleanEnviroEd1

Thank you so much to all the students at Evangeline Middle School for 2 full days of enthusiasm, experimenting, and insightful questions. What a way to celebrate Let's Talk Energy week! And big thanks to our friends at @enertweets for making the experience possible! @avrsb



12:36 PM - 22 Feb 2018

36,000

35,000 schools/staff were reached through our e-newsletters and **1,000 teachers talked energy** with us in conventions/-conferences throughout the country