

I   **LONG**



Cody Battershill

- Founder, spokesperson and principal funder of the non-profit, energy advocacy group, Canada Action.
- Not employed in the resource sector
- Most shared positive content online in Canada
- Largest pro-resource events
- 100,000 people in our network online

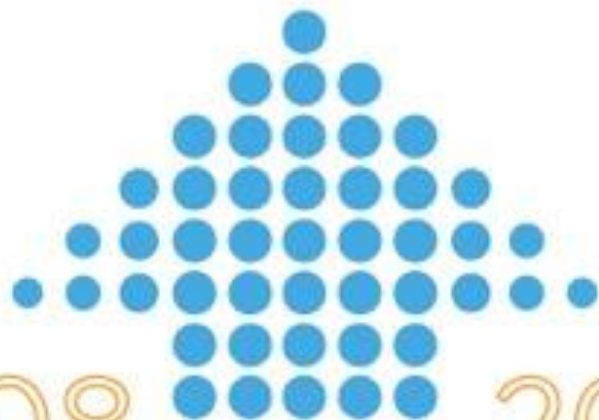


NO L.N.G. IS
FRACKING ICOCIDE



Outline

- Where is the energy discussion right now?
- How can industry communicate better?
 - Tactics
 - Strategy
- What can we do as individuals?



2008

2035

From **2008 to 2035**, the **world's demand for energy**
is estimated to **increase** by **47%**



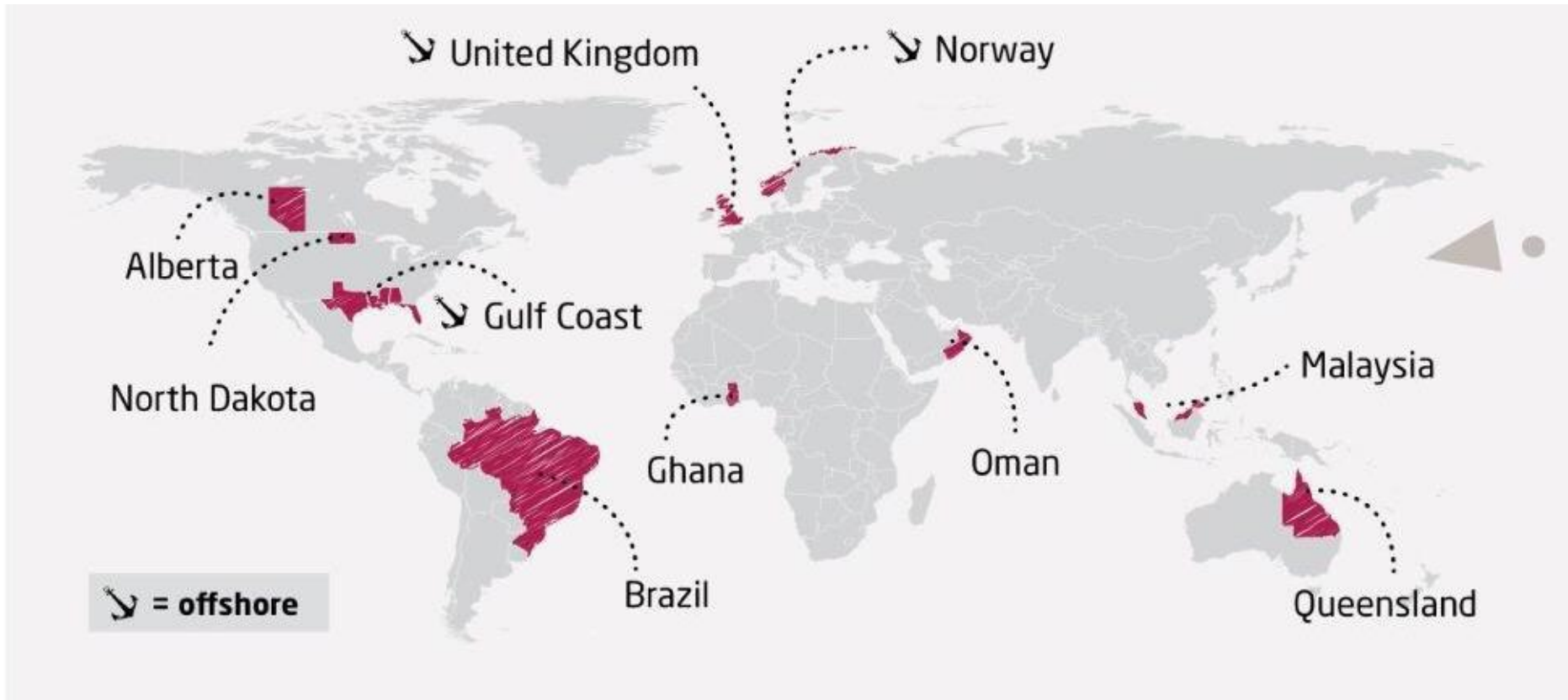
TAKE ACTION FOR CANADA'S FUTURE
JOIN THE MOVEMENT



CANADA ACTION



Global Leader in Energy Regulation



DID YOU KNOW?

Canada gets about 80% of our electricity from non-fossil fuel sources like Hydro & Nuclear.

20%

60%

NUCLEAR

HYDRO



TAKE ACTION FOR CANADA'S FUTURE

JOIN THE MOVEMENT

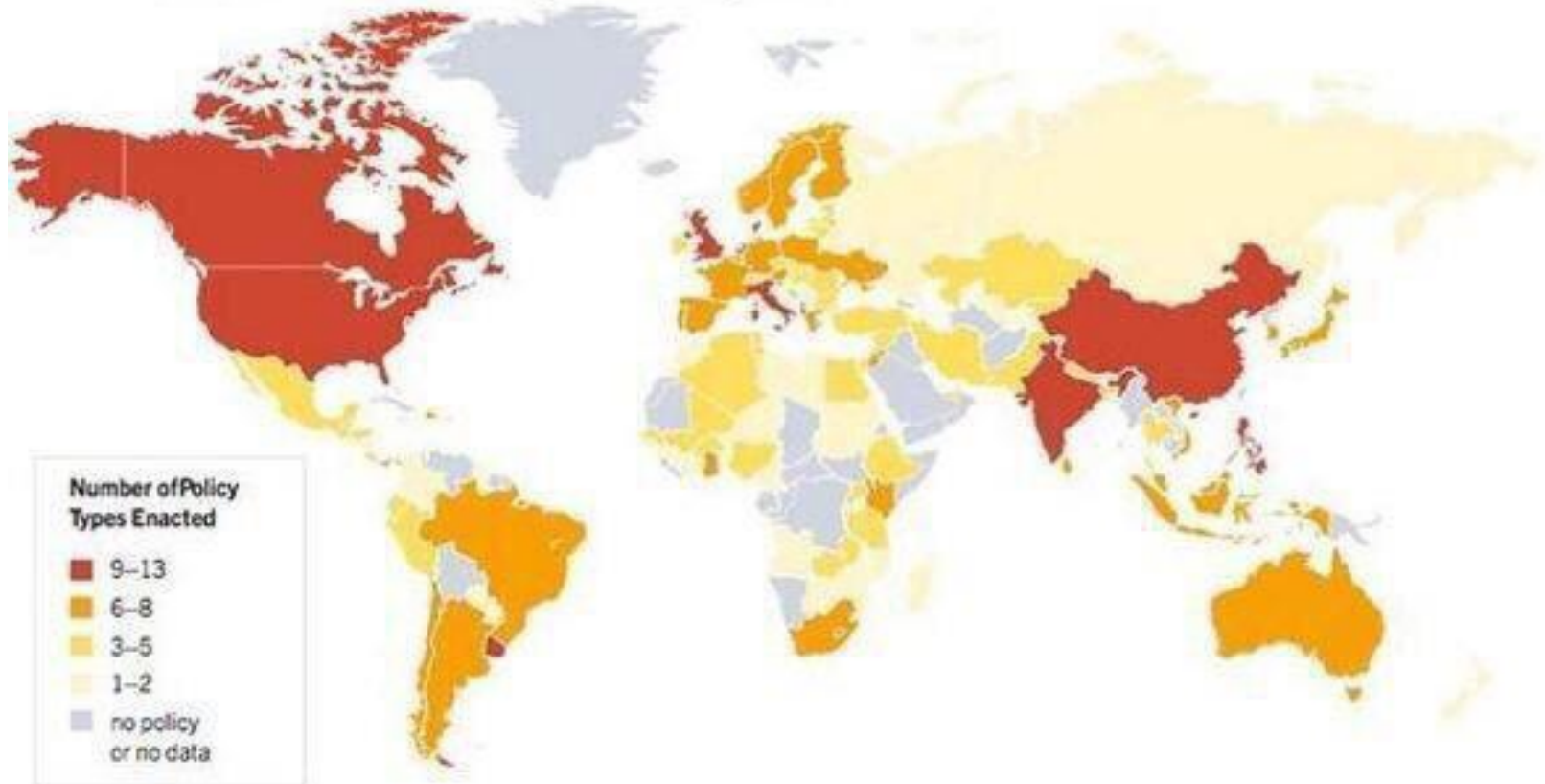


CANADACTION



Leader in renewable energy policies

Countries with Renewable Energy Policies, Early 2014



ALBERTA

PRODUCES ABOUT 20% OF CANADA'S WIND POWER

AND ALSO HAD CANADA'S
FIRST WIND FARM IN **1993**

9TH CANADA IS 9TH IN THE WORLD
FOR WIND POWER



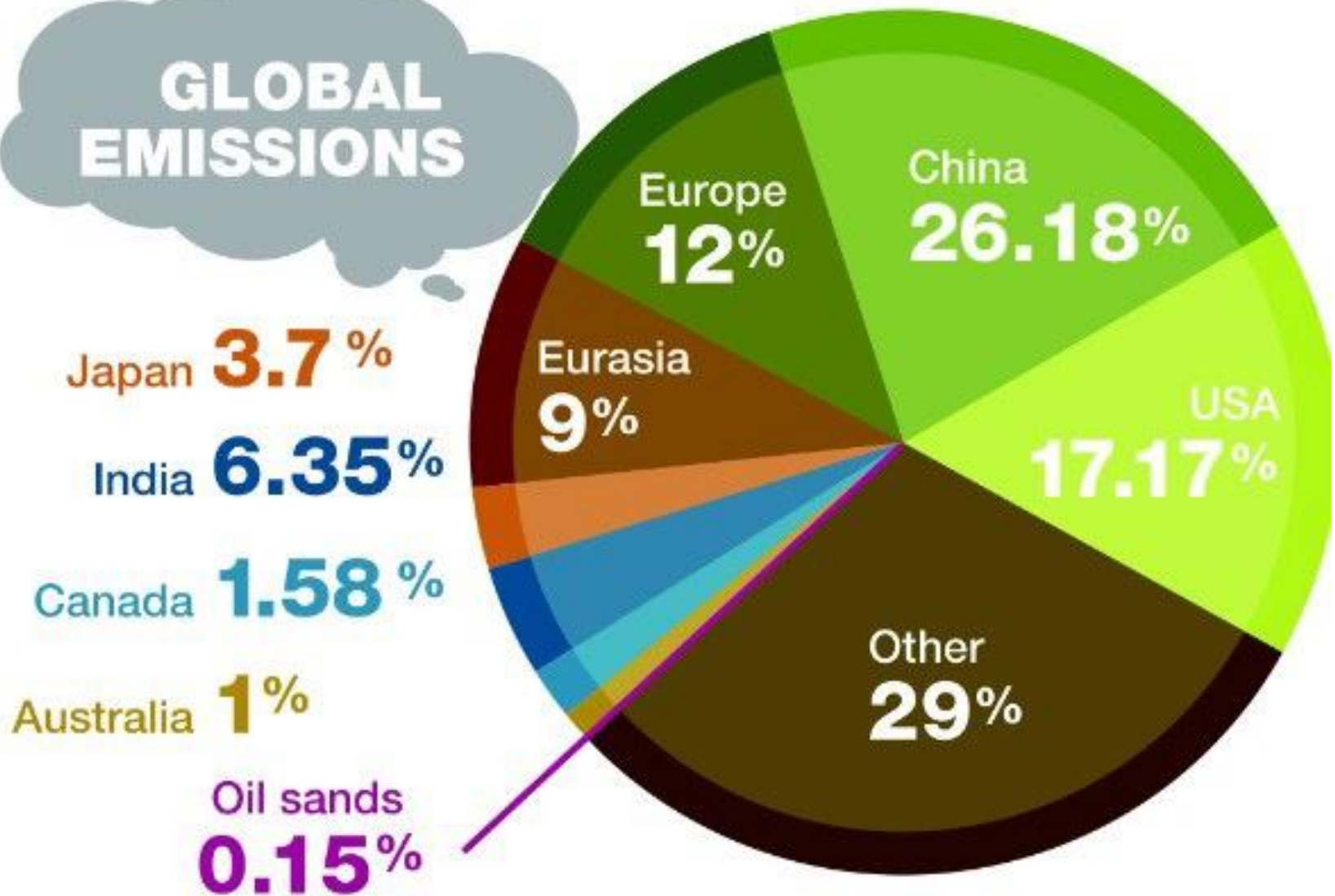
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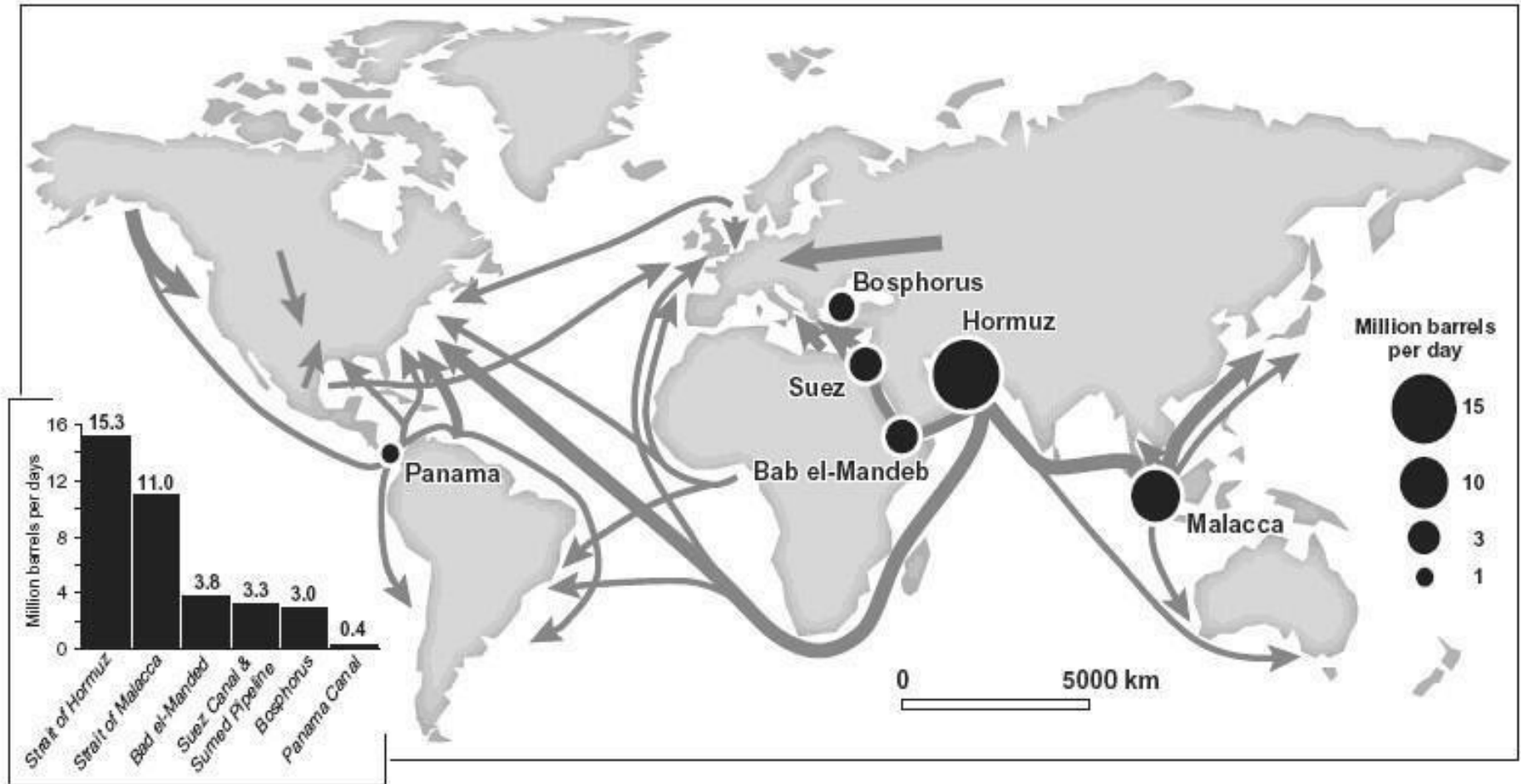
CANADACTION



GLOBAL EMISSIONS



Global Oil Tanker Traffic



B.C. WATERS ARE NO MORE TREACHEROUS THAN ANYWHERE ELSE

The Kinder Morgan

PIPELINE EXPANSION
IN VANCOUVER



MORE TANKERS PER YEAR

400

The Malacca Straits

BETWEEN THE MALAY PENINSULA AND
THE INDONESIAN ISLAND OF SUMATRA



TANKERS PER YEAR

23,000



Take Action For Canada's Future

JOIN THE MOVEMENT. SEARCH: CANADACTION  

ATTENTION

≠

IMPACT

Past, Present and Future

- No major pipelines or LNG projects under construction today.
- Are we further along today than we were 5 years ago?
- Companies and associations say they know they need to communicate better, but are they?



Limits on accessing
global export markets
are costing
CANADA'S ECONOMY
\$50,000,000
per day



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CANADACTION

Failure to develop new pipeline capacity to US and the west coast would cost **CANADA'S ECONOMY UP TO \$1,300,000,000,000** in lost GDP and **\$275,000,000,000** in forgone tax revenue by 2035



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CANADAACTION

By 2020, US may become a next exporter of natural gas. And US Energy Department predicts the volume of American crude oil imports will decline or stay flat in the coming decades



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CANADACTION

Today, almost **100% OF CANADA'S OIL EXPORTS** and **100% OF NATURAL GAS** exports are shipped to the United States



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CANADACTION



What is “Social License”?

- Opponents want it to mean 100% support, which is impossible. This is not democracy.
- For opponents it means nothing gets built.
- No Keystone, No Gateway, No Line 9, No Energy East, No Trans Mountain, and no rail expansion. No LNG. No Energy Expansion.

“Social License” has
been taken hostage.



Self described “network” working against Canadian resource opportunity



The Way Forward

- Communications and PR need to be incorporated into the earliest stage of projects
 - Build the best projects
 - Minimize threats
- SWOT analysis for public engagement
 - Incorporate the protest template into our plans
- Identify local or ideological opposition

ELECTION
2014

The image features the text "ELECTION" in a large, bold, red, sans-serif font at the top. Below it, the year "2014" is written in the same red, bold, sans-serif font. A circular graphic is positioned behind the "2014" text. This graphic has a blue background with white stars, similar to the top half of the United States flag. The stars are arranged in two rows: three in the top row and four in the bottom row. The text "ELECTION" is positioned above the circular graphic, and the text "2014" is positioned below it, with the circular graphic partially overlapping the "2014" text.

Organizing your Supporters



FINDING NEW SUPPORTERS

ONLINE ADVOCACY ACTIONS

OFFLINE ADVOCACY ACTIONS

EVENTS & MEETUPS

SOCIAL MEDIA OUTREACH

OIL SANDS IMPACT ON CANADA'S ECONOMY



JOBS

TODAY

478,000

10+ YEARS

753,000



TAXES

TODAY

\$28 BILLION

10+ YEARS

\$61 BILLION



GDP

TODAY

\$91 BILLION

10+ YEARS

\$171 BILLION

SHARE THIS IF YOU ARE PROUD OF THE OIL SANDS' BENEFITS TO CANADIANS



Take Action For Canada's Future

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ENERGY EAST FACTS



FACT

IN 2013, CANADA IMPORTED 42.8% OF THE OIL WE USED

ENERGY EAST WILL REPLACE FOREIGN OIL WITH CANADIAN OIL IN CANADIAN REFINERIES

FACT



FACT

ENERGY EAST MEANS JOBS FOR CANADIANS, TAXES AND ROYALTIES FOR HEALTHCARE AND EDUCATION, AND PROSPERITY FOR ALL OF CANADA



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CANADA'S OWN CELEBRITIES



Matt Walter @matt_walter 2014-08-20

Showing some support for a resource that has provides us with a standard of living we all can enjoy.

@OilsandsAction



↻ 142

★ 86

EARNED MEDIA

Standing up for an informed energy discussion.

 **Calgaryism**
August 26 at 12:00 · 🌐

Hey Leo, Big Fan, But I Have a Few Questions



Hey Leo, Big Fan, But I Have a Few Questions..
m.huffpost.com

Hey Leo, Big Fan, But I Have a Few Questions..
huffingtonpost.ca


41,656 508 919 1 16

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CALGARYHERALD.COM/OPINION SATURDAY, SEPTEMBER 6, 2014 ALL



Leonardo DiCaprio, the star of *The Wolf of Wall Street* and other blockbusters, seems ill-formed about the oil sands, says Coby Battershill.

I'm a big fan, Leo, but I have a few questions

COBY BATTERSHILL

I'm not going to lie: I'm a fan of Leonardo DiCaprio. But when he says he's not drinking, it's also unsuitable for livestock or irrigation. Did you learn that at Gold?

Why aren't you conducting?

Over 500,000 people reached just on our 2 facebook pages.

EVENT IN FORT MCMURRAY



**600 PEOPLE
SHOWING OFF
THEIR OIL
SANDS PRIDE!**



FMEG, KFRP & OIL SANDS ACTION PRESENTS

SEPT 19, 2014

THE

8PM - 2AM

BLACK & WHITE

OIL SANDS PARTY!

EARNED MEDIA

NP National Post
@nationalpost

Follow

Tired of smears against Alberta, one-man oil sands advocate takes on celebrities in PR war
natpo.st/1r1RH6t

Reply Retweet Favorite More



REPLIES 253

REWEETS 159





Create Industry Ambassadors



3 EASY THINGS YOU CAN DO TODAY!

#1

UNDERSTAND THE OPPOSITION

Coordinated, sophisticated, well funded attack driven by a network of lobby groups with full time employees using political organizing tactics = No Oil Sands, No LNG, No Fracking, No Pipelines, No Tankers.

3 EASY THINGS YOU CAN DO TODAY!

#2

WORK TOGETHER

1. Create brand and industry ambassadors within our companies
2. Break down competitive barriers to improved coordination and communication,
3. Get organized, stop always reacting and start thinking about this like a political campaign

3 EASY THINGS YOU CAN DO TODAY!

#3

SUPPORT CANADA ACTION

1. Sign the petitions
2. Join us on social media
3. Donate online, buy merchandise and volunteer to continue spreading the word.

OIL
SANDS
PROUD 

JOIN THE **MOVEMENT**



CANADA**ACTION**.CA

