

## Message from the President

As energy and the environment gain greater significance globally, access to balanced, credible and timely information about the Canadian energy system and energy-related issues becomes even more critical. To meet this need, the Canadian Centre for Energy Information made some substantial changes to the nature of the information it provides as well as in the ways it provides that information.

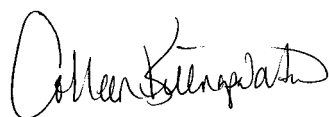
In 2007, we revised the navigation on our portal and redesigned the landing page to provide quicker access to information. Additions to the portal include a new consumer section and RSS feeds as well as expanded facts and statistics and frequently asked questions pages.

The Centre for Energy also updated three popular print publications – Canada's Evolving Offshore Oil and Gas Industry, Flaring: Questions + Answers and Canada's Oilsands, second edition.

We continued to co-host the Cross-Border Forums on Energy with the Canada Institute of the Woodrow Wilson International Centre for Scholars. The seventh Forum – Energy Innovation, Science and Technology, Pathways to Progress in a North American Market – was held on March 8, 2007 in Washington, D.C., and the eighth – Understanding the Linkages Between Energy, the Environment and the Economy – was held November 9, 2007 in San Francisco, California.

In response to these activities, portal utilization continued to grow in 2007. The number of visitors accessing the portal increased to 313,609, up 25.9 per cent compared with 2006, and an almost 10-fold increase since 2003. The number of visits increased almost 62 per cent from 2006 to 1,572,716.

In 2008, the Centre for Energy will again strive to be the source for information about the Canadian energy system and will expand the scope of the information it provides and the ways it provides that information.



Colleen Killingsworth  
President

## Canadian Centre for Energy Information

The Canadian Centre for Energy Information is a non-profit organization created in 2002 to meet the need for information regarding all aspects of the Canadian energy system, from crude oil, natural gas, coal, and hydroelectric power through to nuclear, solar, wind, geothermal and other sources of energy, as well as energy transmission and distribution systems, and energy end use.

We provide accurate, timely, relevant information about Canada's energy system in an effort to foster greater awareness and understanding of Canada's energy system and energy-related issues. Original content developed by the Centre for Energy, whether it be for its print publications or web portal [www.centreforenergy.com](http://www.centreforenergy.com), is reviewed by subject matter experts from industry, government, educational institutions and other interested parties to ensure accuracy and balance. We believe an informed and educated public better understands and supports energy policy and regulatory choices, makes better business decisions related to energy, chooses careers in energy, invests in energy and uses energy wisely.

*To achieve its mandate of building awareness and understanding of the Canadian energy system and energy-related issues among North American audiences, the Centre for Energy focuses its efforts on three program areas: Awareness and Understanding, Dialogue and Discussion and Organizational Development.*

### **Awareness and Understanding**

#### **Web Portal**

The Centre for Energy continued to develop its web portal in 2007, with the addition of a Consumer Information section in the second quarter and a new splash page for the portal.

The Consumer Information section includes articles, videos and podcasts on energy efficiency and conservation as well as information regarding government programs, rebates and incentives. Consumers can measure the impact of choosing greener options using one of the energy calculators available on the site.

With energy consumption and the environment top of mind for many Canadians, Consumer Information will provide facts, tips and current views to help expand the Centre for Energy's online information offering.

The Facts and Statistics section provides energy statistics as well as access to fast facts for energy resources, production, trade, pricing and other areas. This information is sorted by region or industry to make it easier to find relevant information about the Canadian energy system. All of the information in this new section is referenced to credible sources and will be updated on a regular basis to ensure the information provided on the portal is current and comprehensive.

A Frequently Asked Questions section was added to the portal due to the increasing number of questions that the Canadian Centre for Energy Information receives on a daily basis. This section allows users to pose questions

about the North American energy system and receive answers from the Centre for Energy staff. This section will be updated on a regular basis.

The Centre for Energy created an online web tour for visitors to see, at a glance, everything that the Centre for Energy web portal has to offer.

In the third quarter of 2007, the Centre for Energy added RSS-related feeds to the portal to help visitors stay current on news in Canadian energy as well as new content available through the Centre for Energy portal. RSS-related feeds include: Events, Commodity Prices, Consumer Information, What's New, Frequently Asked Questions and News Feeds related to energy in oil, natural gas, coal, nuclear, thermal, hydropower, biomass, wind news, solar, fuel cell and geothermal industries.

The content and statistics in the biofuels and geothermal sections as well as electricity pricing, crude oil pricing and natural gas pricing were updated this year.

The Careers database was augmented with the 2007 energy-related national occupational codes from Human Resources and Social Development Canada.

#### **Energy News and Market Feeds**

The Energy News and Markets section is one of the most visited sections on the portal. The Centre for Energy entered into a partnership with the CNW Group to carry CNW news feeds on the portal. This section now carries the Canadian Press, CNW Group, Associated Press, Comtex Energy News and Investment Planet news and market feeds.

The Centre for Energy launched an online survey in May that offered a chance to win a 30G video iPod. The survey was conducted to learn more about the demographics of portal visitors. The information collected by the Centre for Energy will be used to help better understand our audiences. This survey and contest was repeated in the third and fourth quarters of 2007.

### **Print Publications**

The Centre for Energy released two updated publications during the second quarter of 2007. Canada's Evolving Offshore Oil and Gas Industry, 2nd edition and Flaring: Questions + Answers, 2nd edition. Both contain up-to-date maps and illustrations and all statistics, technical information and graphs have been reviewed by experts from government and industry.

Canada's Evolving Offshore Oil and Gas Industry is a 44-page publication that provides updated statistics, project listings, technology and general information about East Coast offshore activity as well as recent developments in British Columbia and the Arctic.

Flaring: Questions + Answers provides current information about new technologies and operating methods that have substantially reduced the amount of flaring and venting in the Canadian upstream and midstream petroleum industry. Sections on emissions and research have been expanded from the previous edition. The 24-page, full-colour booklet serves as a companion to the 2nd edition of Sour Gas: Questions + Answers released by the Centre for Energy in May 2006.

The Centre for Energy released Canada's Oilsands 2nd edition in the third quarter of 2007. Canada's Oilsands explains the increasing importance of unconventional petroleum – oilsands – to Canadians. Divided into five main sections, the publication highlights the history of Canada's oilsands and discusses production, recovery methods, transportation, processing, economics and sustainable development. It also includes a description of current and proposed projects, as well as information on research challenges and a future outlook.

All three publications are available to purchase from the Centre for Energy's online bookstore.

### **K – 12 Energy Education**

Through its partners, the Centre for Energy helped create and deliver new learning resources with curriculum links, and updated existing learning resources. These activities included:

- Funding SEEDS Foundation to support the development of teachers' resources for their online energy literacy series. (<http://www.seedsfoundation.ca/energyliteracyseries2.html>)
- Funding Inside Education to support the development of their petroleum-based classroom resource Energy Field Trip Videos (<http://www.insideeducation.ca/fieldpres/fieldpres.html>) – and to support teacher professional development activities.
- Providing Our Petroleum Challenge to Inside Education for distribution as part of their petroleum poster kit.
- Participating in BP's A+ for Energy program (<http://www.aplusforenergy.com>) and presenting three information sessions to more than 65 Alberta teachers.

The Centre for Energy also distributed energy education resources CD ROMs to teachers as part of Inside Education's teacher resource kits. The CD ROMs were also distributed at Discover Energy events, and at Energy Days, hosted by Energy for Students, Guysborough, Nova Scotia.

Energy education resources were promoted in two publications - The Source, a publication featuring free teaching resources, and Chalk Talk, an online newsletter.

### **PCF Legacy Scholarships**

The Petroleum Communication Foundation Legacy Scholarships for Excellence in Communication is a national initiative that awards seven \$1,250 scholarships annually to students enrolled in selected programs and institutions. The award was established by the Centre for Energy in recognition of the former Petroleum Communication Foundation.

Participating schools include University of Regina, University of Victoria, Mount Royal College, Mount Saint Vincent University, Nova Scotia Community College, and SAIT Polytechnic.

## Dialogue and Discussion

The Centre for Energy strives to facilitate and leverage opportunities to stimulate inquiry and informed, objective dialogue and debate regarding the Canadian energy system and energy-related issues.

### Conferences, Events and Forums

During 2007, the Centre for Energy participated in 52 events in Canada and 12 events in the U.S. Of the total, Centre for Energy representatives attended 24 events in Canada and seven events in the U.S. The Partners in Energy program was leveraged in 28 events in Canada and seven events in the U.S. The Centre for Energy sponsored 23 events in Canada and three in the U.S.

### Cross-Border Energy Forums on Energy Issues

The Canadian Centre for Energy Information and the Canada Institute of the Woodrow Wilson International Center for Scholars co-hosted the seventh and eighth Cross-Border Forums on Energy. The forums provide an opportunity for more than 50 high-level Canadian and U.S. government officials, industry representatives, and energy experts to discuss cross-border energy cooperation.

The seventh Cross-Border Forum on Energy Issues – Energy Innovation, Science and Technology, Pathways to Progress in a North American Market – was held on March 8, 2007 in Washington, D.C. The invitation-only forum was co-hosted in partnership with the Canadian Embassy in Washington D.C. and Global Public Affairs. This event was sponsored by BP Canada Energy Company and BP America.

The eighth Cross-Border Forum on Energy Issues – Understanding the Linkages Between Energy, the Environment and the Economy – was held November 9, 2007 in San Francisco, California. The forum was co-hosted in partnership with Global Public Affairs, and the Consulate General of Canada, San Francisco, with sponsorship from Chevron Corporation.

Proceedings and archived webcasts from these and previous forums are available on the portal.

## Speakers Bureau

In 2007, the Centre for Energy Speakers Bureau secured 28 speakers for a variety of events. We would like to thank the following people for volunteering to make presentations during the past year:

### Pierre Alvarez

President, Canadian Association of Petroleum Producers

### Graham Campbell

Director General, Office of Research and Development, Natural Resources Canada

### Lyndsay Conrad

Educator, Inside Education

### Joseph Doucet

Enbridge Professor of Energy Policy, Director of the University of Alberta School of Energy and the Environment

Co-Chair, Canada-California Strategic Innovation Partnership

### Pierre Guimond

Director, Regulatory Affairs, Canadian Nuclear Association

### Brenda Kenny

Vice President, Regulatory and Financial, Canadian Energy Pipelines Association

### David Lewin, Ph.D., P.Eng.

Senior Vice President, Integrated Gasification and Combined Cycle Development, EPCOR

### David MacInnis

President, Canadian Energy Pipelines Association

### Debra McAdam

Principal, Loop Learning and Communications

### David McColl

Canadian Energy Research Institute

### Tim Moro

Senior Vice President, Ipsos-Reid

### Alastair Nimmons

Director in the Advisory Services practice, PricewaterhouseCoopers LLP

### Anita Perry

Vice President Canada, Government & Public Affairs, BP Canada Energy Company

### Dr. Michael Raymond

Chief Executive Officer, EnergyNet

### Lorraine Royer

Vice President, Stakeholder Relations, Global Public Affairs

### Alison Scott

Deputy Minister, Energy, Government of Nova Scotia

### Kristi Varangu

Chief, International Energy Relations, Natural Resources Canada

### Michael Willmott

Trade Commissioner, Foreign Affairs and International Trade Canada

### Melissa Ziebart

Educator, Inside Education

## Organizational Development

The Centre for Energy undertakes a number of initiatives to ensure the long-term sustainability of the organization.

### Marketing Outreach

The Centre for Energy was involved with a variety of marketing campaigns and advertising opportunities within Canada and United States including:

- Placing ads in publications in Canada and the U.S. that targeted government, industry, and investors.
- Placing an advertorial in the San Diego Business Journal to promote Canadian energy and support the Department of Foreign Affairs and International Trade CAN/AM advocacy strategy.
- Nominating the Centre for Energy in the Energy TV People's Choice Awards competition. Awarded Top Information Resource – Print or Web
- Placing an advertorial in the 2007 edition of the Canadian Oilfield Service and Supply Directory
- Emailing monthly News Updates to more than 10,000 contacts including partners in energy, website registrants, industry representatives, media associates

### Advisors

We would like to thank our advisors who helped us develop and refine our portal content and publications in 2007. Advisors are experts from the Canadian energy system, educators, representatives from related non-governmental organizations and members of the community who review Centre for Energy content and provide advice regarding additional resources.

During 2007, the Centre for Energy welcomed advisors:

#### James Jones

Business Development Officer and Leader, Biogas and CH&P Initiatives, Bio-Industrial Development Branch, Alberta Agriculture and Food

#### Randy Dobko

Alberta Environment, Environmental Policy Branch

#### Richard Slocomb

British Columbia Oil & Gas Commission

#### Ron Smyth

British Columbia Offshore Oil and Gas Team

#### Steve Simons

British Columbia Oil & Gas Commission

#### James Vaughan

Alberta Energy and Utilities Board

#### Michael Brown

Energy Utilities Board

#### Christine Bonnell-Eisnor

Canada-Nova Scotia Offshore Petroleum Board

## Partners In Energy

The Centre for Energy is supported by partners in energy representing both public and private organizations. Partners joining the Centre for Energy in 2007 include:

- Association of Major Power Consumers in Ontario
- Alberta Ingenuity Centre for In Situ Energy
- Canadian American Business Council
- Canadian Hydrogen Association
- CNW Group
- COGENCanada
- Electricity Sector Council
- Nova Scotia Department of Energy
- Ocean Renewable Energy Group
- Ontario Waterpower Association

We would like to sincerely thank all of our partners in energy for their factual and timely contributions of resources for our portal and print publications. We would also like to acknowledge those who have helped increase awareness of the Centre for Energy by announcing our partnership to their members, by linking to [www.centreforenergy.com](http://www.centreforenergy.com) and by helping extend the Centre for Energy marketing reach through leveraging marketing initiatives and donating advertising space to the organization.

## Governance

Canadian Centre for Energy Information Executive Board:

### Chair

#### Pierre Alvarez, Chair

President, Canadian Association of Petroleum Producers, 2005-2007

### Directors

#### Michael Cleland

President, Canadian Gas Association, 2004-08

#### Ross Douglas

President and CEO, Mancal Energy Inc., 2005-07

#### Murray Elston

President and CEO, Canadian Nuclear Association, 2004-08

#### Pierre Fortin

President, Canadian Hydropower Association, 2005-07

#### Paul Gagnon

President, Joli Fou Petroleum Limited, 2005-07

#### Hans Konow

President, Canadian Electricity Association, 2004-06

#### Don Lowry

President and CEO, EPCOR, 2005-07

#### David MacInnis

President, Canadian Energy Pipeline Association, 2004-08

#### Gerry Protti

Executive Vice President, EnCana Corporation, 2005-07

#### Kathy Sendall

Senior Vice President Western Canada, Petro-Canada, 2005-07

## 2007 Portal Usage Statistics

### Portal Navigational Changes

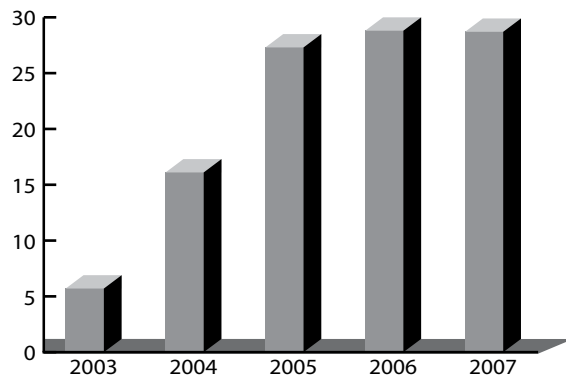
As a result of navigational changes implemented in the second quarter of 2007, users followed a more direct, efficient path to specific pages or topics of interest. The navigational changes resulted in a decrease in bandwidth which helped to improve the speed and efficiency of content delivery. The reduction in total hits and total page views reflect this improved efficiency.

### Total Hits (millions)

Every time a file is sent by a server, be the file a text file, graphic file or a video, it is recorded as a hit. Specifically, a hit is a single request from a web browser for a single item from a web page.

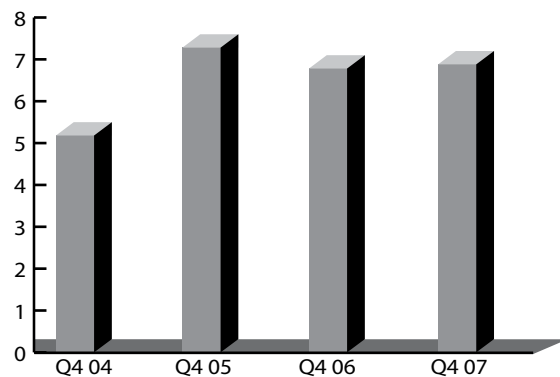
### Year over year

The Centre for Energy received more than 29.8 million hits in 2007. Total hits have increased steadily year over year; however, in 2007 total hits declined by 0.6 per cent.



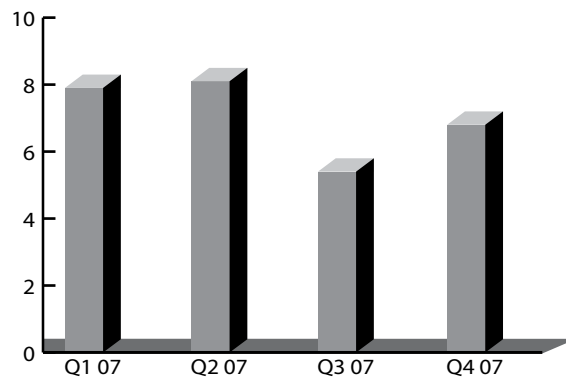
### Quarter over quarter

Total hits increased from Q4 2003 to Q4 2005. Q4 2006 showed a seven per cent decline from Q4 2005. Total hits increased 0.7 per cent in Q4 2007 from Q4 2006.



### Previous four quarters

Portal use has predictable seasonal cycles in that the second quarter tends to have the greatest number of hits while the third quarter, has the least number. This seasonal cycle remained consistent in 2007.

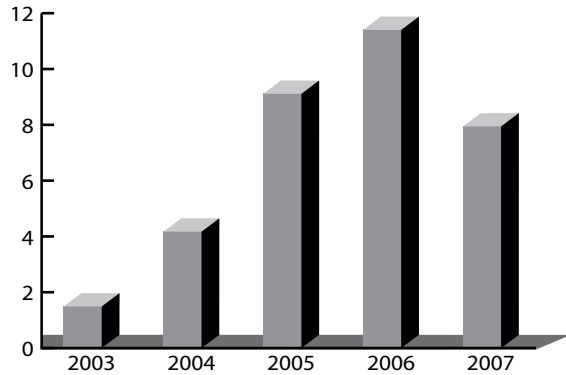


### Page Views (millions)

Total page views equal the number of requests to view a specific web page on the web portal during the report period. Multiple requests by the same visitor are counted.

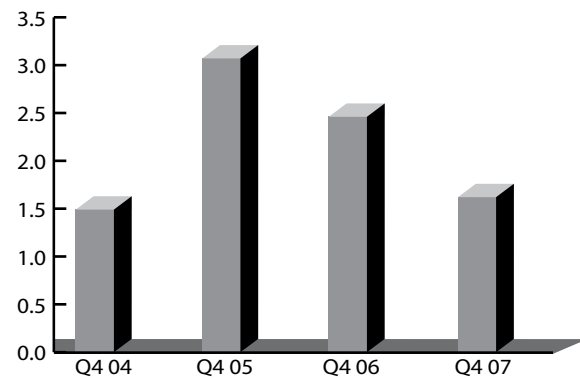
#### Year over year

Page views showed a steady rise through 2006. Page view totals in 2007 were 8.42 million, a 41.3 per cent drop from 2006. The drop seen in 2007 may be due to a reorganization of the portal in mid-year.



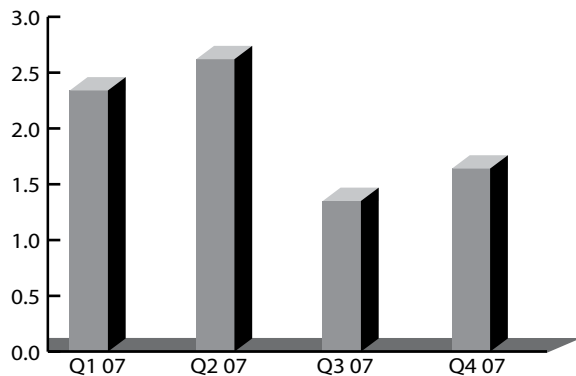
#### Quarter over quarter

Page views on a quarter-over-quarter basis are trending downward. The drop may be due to users going directly to the pages of interest to them and not browsing other pages on the portal.



#### Previous four quarters

The seasonal traffic cycle is evident in annual page view statistics. Q2 had the most page views in the last four quarters, with Q3 having the fewest.

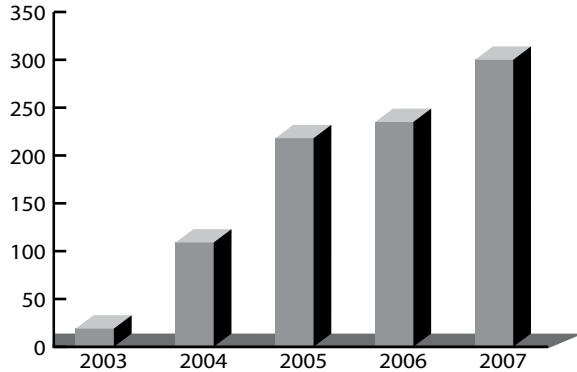


### Visitors (thousands)

Visitors are individuals who visited the site during the report period. If someone visits more than once, they are counted only the first time they visit.

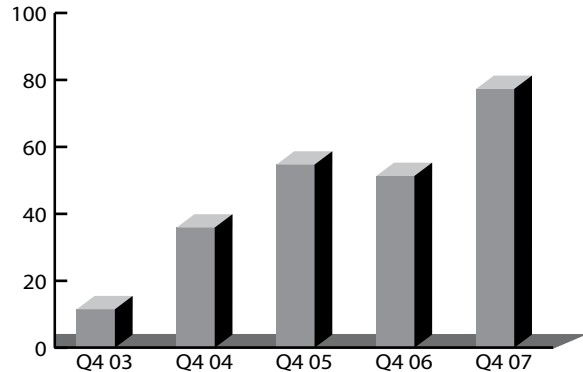
#### Year over year

The Centre for Energy received a total of 313,609 unique visitors in 2007. A 25.9 per cent increase from 2006. The number of unique visitors has increased almost ten fold since 2003.



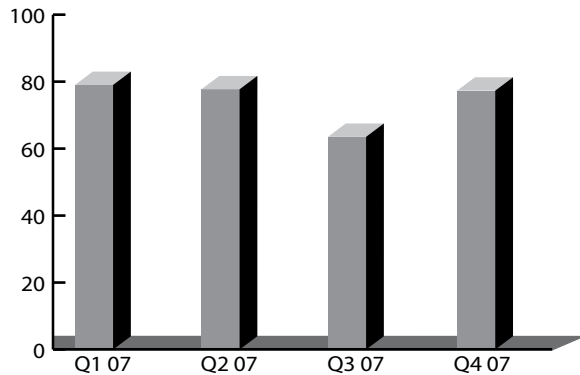
#### Quarter over quarter

The number of visitors increased more than five fold to 81,314 in Q4 2007, from 15,511 in Q4 2003.



#### Previous four quarters

The seasonal traffic cycle is evident in annual visitor statistics. Q3 had the fewest visitors of the last four quarters.

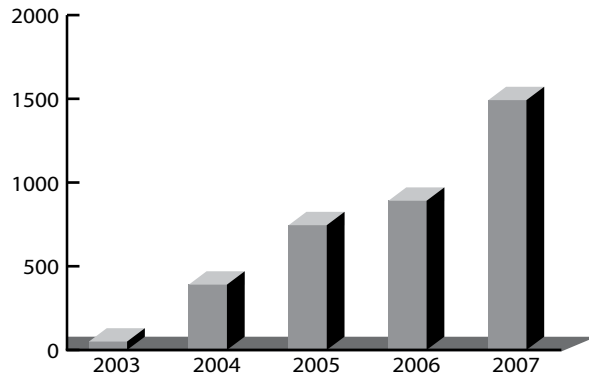


### Visits (thousands)

A visit is the actual time a user spends on the web portal. A visit could comprise reading one page only, or browsing several pages.

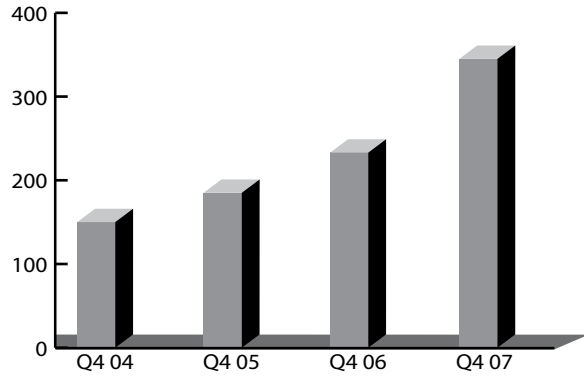
#### Year over year

The number of visits increased 61.8 per cent in 2007 to 1.57 million from 971,553 in 2006.



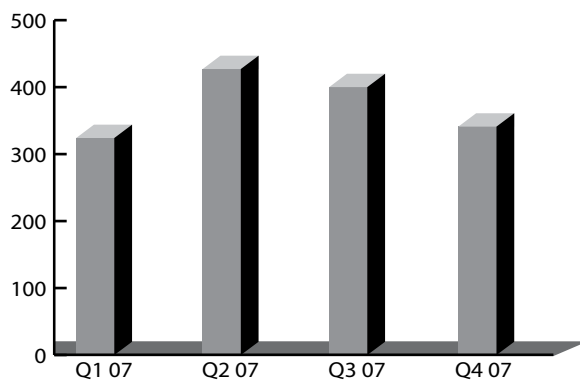
#### Quarter over quarter

Visits in Q4 2007 increased 45 per cent to 361,555 from 249,197 in Q4 2006.



#### Previous four quarters

Q4 had the fewest visits in 2007.



Canadian Centre  
for Energy Information

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