



Message from the President

In its third year, 2005, the Canadian Centre for Energy Information reached more people, more effectively, than ever before. It was a year of achievement across the spectrum of the Centre for Energy's activities, encompassing portal content and visitors, educational projects, marketing endeavours and printed publications.

Over the past year, the Centre for Energy™ portal has increased its average number of visitors per day by 161 per cent (from 1,245 to 3,248), its number of portal hits by 58 per cent (more than 27 million hits recorded in 2005), the number of unique visitors to the site by 75 per cent (from 116,263 to 203,432), and witnessed a growth of news update subscribers to more than 13,500 contacts from interested organizations, companies and individuals from around the world.

The future presents great opportunity for us. Along with its commitment to excellence in its publications and portal content, the Centre for Energy will continue to broaden opportunities for support and collaboration with other organizations with a vested interest in Canadian energy. We will work over the next year to foster dialogue, informed debate, problem-solving and strategizing among all players in the energy system.



Colleen Killingsworth
President

Advisors

We would like to thank our advisors who helped us develop and refine our portal content and publications in 2005. Our advisors ensure that all publicly presented information is factual, supported by research and reviewed by reputable, unbiased representatives. Advisors are mid- to senior-level 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.

Our Partners in Energy

We would like to sincerely thank all of the partners in energy who have helped increase awareness about the Centre for Energy by announcing the partnership to their members, by linking to www.centreforenergy.com from their websites and newsletters, or by adding our banner to the websites. Their factual and timely contributions of resources for our portal, including photos, links and documents for our online library are also appreciated.

In 2005, the Centre for Energy added 22 new organizations to the ever expanding partners in energy program.

- Athabasca University *
- Association of Power Producers of Ontario
- Calgary Economic Development
- Canadian Association of Members of Public Utility Tribunals
- Canadian Chemical Producers' Association
- Canadian Energy Efficiency Alliance
- Canada Institute at the Woodrow Wilson International Center for Scholars
- Canadian Gas Potential Committee
- Energy at Dalhousie
- Energy Dialogue Group
- Energy Educational Services *
- Energy INet
- Energy Roundtable
- Heritage House Publishing
- Newfoundland Ocean Industries Association
- Ontario Centres of Excellence
- Ontario Petroleum Institute
- Petroleum History Society
- Propane Gas Association of Canada
- Strategy West Inc.
- The Canadian Institute
- Yes I Can! Science *

* Education partners

These organizations join a growing group of Centre for Energy partners in energy from private and public organizations across Canada.

Presence

The Centre for Energy was involved with a variety of energy related events, advertisements and marketing campaigns within Canada and United States including:

- Meeting with and presenting to more than 100 industry and government organizations regarding energy-related issues
- Placing more than 30 advertisements in relevant energy publications and conference participant binders
- Supporting more than 70 energy-related events through sponsorship, participation or other means
- Placing a six-page advertorial in the 2005 edition of *the Canadian Oilfield Service and Supply Directory*.
- Emailing monthly *News Updates* to more than 13,500 contacts
- Distributing 10,000 energy desk calendars and informational CD-ROMs to various organizations and events
- Monthly *News Updates* emailed to partners in energy, site registrants, industry representatives, media associates and other contacts continue to generate interest, support and inquiries from energy-related organizations interested in Canadian energy.

The Centre for Energy would also like to express its appreciation to its partners in energy and to the Canadian Embassy and the Alberta Office in Washington, D.C. for helping us extend the reach of the Centre for Energy.

Woodrow Wilson Forums

In 2005, the Canada Institute of the Woodrow Wilson International Center for Scholars and the Canadian Centre for Energy Information co-hosted the third and fourth forums in the series of forums on cross-border energy issues. The forums are held at the Woodrow Wilson Center in Washington, D.C.

The morning portion of the forums feature panel presentations on a variety of perspectives on the cross-border energy issues theme by U.S. and Canadian government officials, industry representatives, financial market analysts, and market observers. The panel session, which is webcast, is followed by a closed-door, frank roundtable discussion. The forum then moves to the Canadian Embassy for the luncheon and keynote presentation.

Approximately 50 select stakeholders from the United States and Canada are invited to participate in each forum. Representatives of the media are only invited to attend the luncheon part of the forum.

The third in a series of forums, which was held on March 21, was also sponsored by EnCana Corporation and the John Holmes Fund (Government of Canada), and featured an expert panel engaged in discussions about the security of continental natural gas supply.

Awards

The Centre for Energy received a World Oil Award in the Best Outreach Program category for Our Petroleum Challenge. This annual awards program, hosted by *World Oil* magazine, recognizes and celebrates distinction in the petroleum industry, from new technologies to innovative thinkers. The Centre for Energy's flagship publication, *Our Petroleum Challenge: Sustainability into the 21st Century*, was recognized as an excellent initiative that teaches about the value of the petroleum industry.

The fourth in a series of forums was held on October 17, and was also sponsored by Suncor Energy, Petro-Canada and BP Energy Company. This event engaged Canadian scholars, legislators and energy system stakeholders with their American counterparts in discussions about the current situation in North America regarding oil supply and petroleum production, with a specific focus on the oilsands.

Speakers Bureau

Developed with funding support from Foreign Affairs Canada, the Centre for Energy Speakers Bureau aims to provide speakers who are well-informed about energy-related issues across North America. Through this initiative, several speakers have been involved in key events, such as the Woodrow Wilson Forums.

We would like to thank the following individuals for developing and making presentations at key energy conferences held in the United States during 2005. Their involvement contributed greatly to the effort to increase knowledge and understanding of Canadian energy issues among U.S. stakeholders.

- Bob Dunbar, Strategy West Inc.
- Nancy Hughes Anthony, Canadian Chamber of Commerce
- Fiona Oliver, Canadian Energy Efficiency Alliance
- Michael J. Tims, Peters & Company
- Michael Cleland, Canadian Gas Association
- Francis Bradley, Canadian Electricity Association
- Michael Raymont, Energy INet
- Bill Calder, Alberta Environment
- Ed Wojczynski, Manitoba Hydro
- Eli Turk, Canadian Electricity Association

We continue to provide Canadian consulates and posts in the United States with access to a number of individuals with expertise in Canadian energy issues who are willing and able to speak to diverse audiences. We have also created an Energy Opportunity Matrix for Foreign Affairs Canada to provide a searchable database of energy related events, media outlets and advertising opportunities. For more information, email us at speaker@centreforenergy.com.

Portal

Expanded and new energy overviews on the Centre for Energy portal provide the latest information, statistics, maps and illustrations on topics that have recently received national and international attention. In addition, environment sections, focusing on the environmental impacts of producing and using different energy types, and highlighting key actions being taken by industry and government to reduce those impacts, have been added to several existing overviews. The new sections are:

- Biomass energy expanded overview (English and French)
- Crude oil prices (English and French)
- Electricity prices (English and French)
- Geothermal energy overview (English)
- Hydropower and the environment (English)
- Natural gas pricing (English and French)
- Nuclear environment overview (English)
- Oil and natural gas and the environment (English)
- Oilsands and heavy oil overview (French)
- Thermal electricity and the environment (English)
- Unconventional natural gas series (English and French)
- Wind energy expanded overview (English and French)
- New navigation and page layouts for all portal sections (English and French)

We would like to thank the following organizations for reviewing the above content to ensure the information presented is current, accurate and balanced: Alberta Energy, Athabasca Regional Issues Working Group, British Columbia Ministry of Energy and Mines, Canadian Electricity Association, Canadian Energy Pipeline Association, Canadian Hydropower Association, Hydro-Québec, Canadian Petroleum Association, Canadian Petroleum Products Institute, Canadian Society for Unconventional Gas, Canadian Wind Energy Association, Natural Resources Canada and Pembina Institute for Appropriate Development.

The Centre for Energy also added Amazon Canada energy-related publications to the bookstore. These new catalogue additions provide convenient access to publications about fuel cells, hydroelectricity, biomass energy and other energy-related topics not previously available in the bookstore.

Importance of Energy

Energy is fundamental to North America's economy, society and standard of living. The expectation of an abundant, secure and uninterrupted supply of energy weaves through every home, place of employment, social setting and community on an ongoing basis. This demand for heat, lighting, transportation fuels and energy in general continues to develop and, as the population grows, so do our energy demands.

Energy represented 5.6 per cent of Canada's gross domestic product in 2003, and accounted for nearly \$60 billion in exports. The principal driver of this economic energy system is demand. With growing population and economies as well as consumer demand for choices in energy resources and technology, the demand on the energy system and infrastructure continues to expand.

With this expansion, the energy system in Canada is becoming an integrated system of energy sources and end products. Canada is a secure, reliable source of diverse types of energy. We have ample supplies of hydropower, uranium and fossil fuels, as well as a growing alternative energy system, which includes ethanol, wind-power, and solar energy to help fill all of the residential, commercial and industrial needs of the nation. New technologies, unconventional sources and a mix of renewable and nonrenewable energies are emerging as solutions to Canada's rapidly changing energy context.

Canadian energy policy is no longer simply concerned with production and supply issues, as an emphasis on sustainability and environmental policies has pushed the Canadian energy system to focus on balances between traditional sources and upcoming energies. Energy policy in Canada must, therefore, reflect a balance of these issues – an economically competitive and innovative energy system that contributes to the wealth of society; a secure, reliable and safe supply of energy for all; energy production and use that respects the environment and that is sustainable for future generations; and, Canada's responsibility to act within the community of nations to resolve global issues.

Ten years ago Canada's domestic renewable energy market was very small, while petroleum products were highly available and reliable. Soon biomass energy entered the energy stage and were soon followed by wind and solar energies. These industries have continued to grow in resources and popularity, and today, the Canadian renewable and alternative energy sectors contribute over six per cent of Canada's energy needs. Canada's renewable equipment and service industry has grown to over 250 companies, 3,700 jobs and over \$400 million in exports.

The energy resources that Canada now enjoys, including all parts of the Canadian energy system from oil, natural gas, coal, thermal and hydroelectric power through to nuclear, solar, wind and other sources of energy, allows this necessary diversification of energy resources. We are not a nation dependent on one fuel source or supply; thus, our options are limitless as the nation continues to witness growth in renewable and alternative energies. This complementary blend of sources will allow Canada to grow ever stronger and more stable as energy demands continue to grow.

This same energy mix that sustains our daily life is represented within the information presented by the Canadian Centre for Energy Information. 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 more wisely. All energy sources are equally important in Canada's energy mix.

Convenient access to reliable energy information, statistics and data about all aspects of Canada's energy system is available at the Canadian Centre for Energy Information.

Education

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

Applicants must demonstrate an interest in pursuing a career in communication within the oil and gas industry by submitting a 500-word career objective/personal statement at the time of application detailing why they have selected the oil and gas industry, and what contribution they hope to make through communication. In terms of qualification, the scholarship is granted, first and foremost on the basis of academic excellence. In the case of a tie, the determining factor will be financial need.

The first Petroleum Communication Foundation Legacy Scholarship for Excellence in Communication was awarded to Elizabeth Lindgren-Kubitz, a student in Journalism Arts at the Southern Alberta Institute of Technology. Amanda Hutchinson, a Bachelor of Public Relations student at Mount Saint Vincent University, Halifax, and Gloria Warren-Slade, a Public Relations Certificate Program student at the University of Victoria, were also awarded 2005 Petroleum Legacy Foundation Scholarships.

Mount Royal College, Calgary, Alberta; Nova Scotia Community College, Halifax, Nova Scotia; and the University of Regina, Regina, Saskatchewan have also been selected to participate in the program and will award their first scholarship in 2006.

Publications

French versions of two Centre for Energy publications are now available in the bookstore. *Our Petroleum Challenge - Sustainability into the 21st Century* has been translated into French and can be ordered as a CD ROM (French only) from the bookstore. Cost is \$19.60 plus applicable taxes. *Canada's Evolving Offshore Oil and Gas Industry* has also been translated into French and is available from the bookstore or the oil and natural gas overview as a free PDF download. The Centre for Energy would like to thank Natural Resources Canada for translating these publications.

Our Petroleum Challenge has also been approved for use in the classroom by:

- Alberta Education
- Saskatchewan Learning
- British Columbia Institute of Technology
- Bow Valley College
- Brandon University
- The Haskayne School of Business (U of C)
- Mount Royal College
- The Northern Alberta Institute of Technology (NAIT)
- Northern Lights College
- Olds College
- Parkland Regional College
- Southern Alberta Institute of Technology
- University of Manitoba
- Nova Scotia Community College

We have sold more than 13,000 copies of *Our Petroleum Challenge* and are in our third printing.

Canadian Centre for Energy Information Centre for Energy Executive Board

Chair

Pierre Alvarez, President, Canadian Association of Petroleum Producers, 2005-2007

Directors

Michael Cleland, President, Canadian Gas Association, 2004-06

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

Murray Elston, President and CEO, Canadian Nuclear Association, 2004-06

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, 2004-06

Bob Nicolay, Member at large, 2004-06

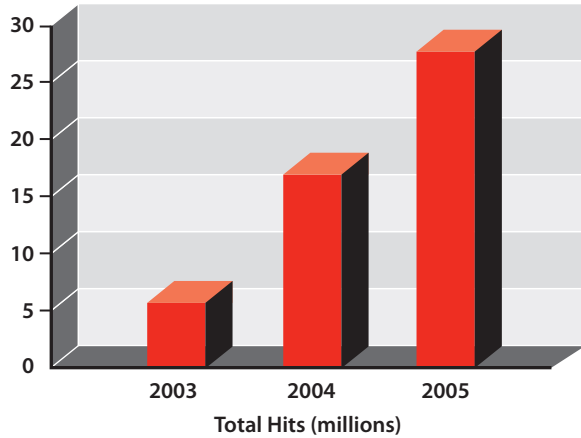
Gerry Protti, Executive Vice President, EnCana Corporation, 2005-07

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

Total hits

- 58% increase in hits over 2004; from 17,209,765 in 2004 to 27,166,106 in 2005

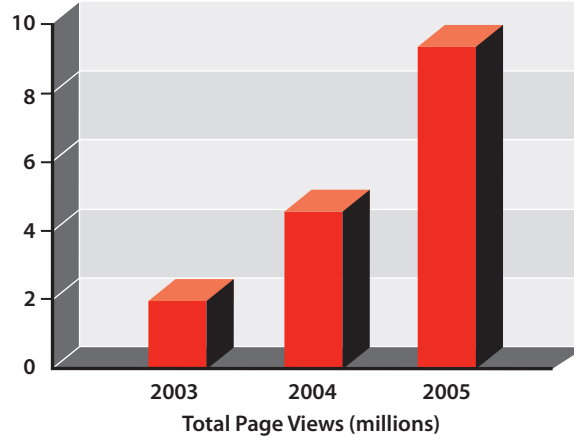
Every time a file is sent by a server, be it text, graphic, video and so on, it is recorded as a hit. Specifically, a "hit" means a single request from a web browser for a single item from a web page.



Total page views

- 106% increase in total page views over 2004; from 4,646,837 in 2004 to 9,578,184 in 2005

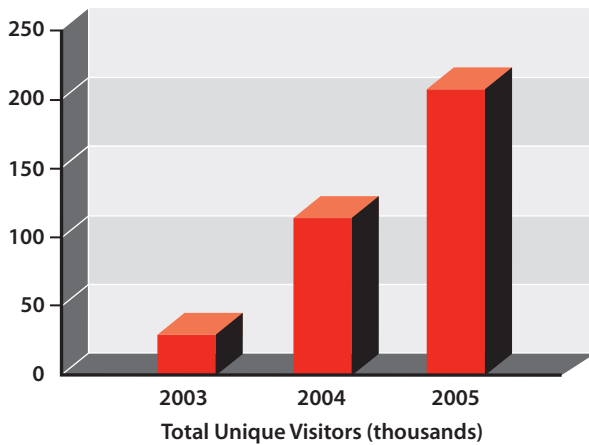
The number of requests to view a specific web page on the web portal during the report period (the same person could make multiple requests).



Total unique visitors

- 75% increase in total unique visitors over 2004; from 116,263 in 2004 to 203,432 in 2005

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



Total visitor sessions

- 82% increase in total visitor sessions over 2004; from 464,777 in 2004 to 847,431 in 2005

A visitor session is the actual time a user spends on the web portal. For instance if visiting www.centreforenergy.com and reading the news feeds for five minutes, said visitor has added one "visitor session" to the statistics.

