



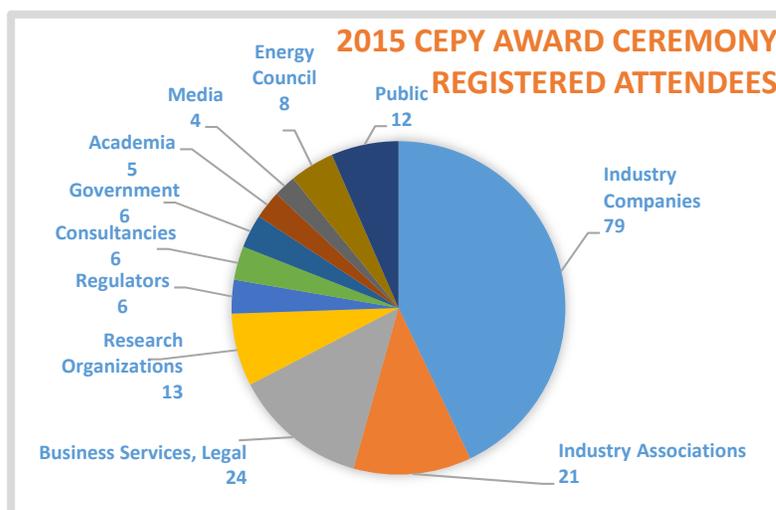
## Highlights from the Canadian Energy Person of the Year Award Ceremony

November 25, 2015, Calgary, Alberta

Leading-edge insights on how best to tackle current and emerging energy and environmental issues were presented by Canadian energy leaders during the Energy Council's 2015 Canadian Energy Person of the Year award ceremony on November 25 in Calgary.

The Energy Council's annual award for energy leadership is given to outstanding leaders in the energy sector for their contributions to the energy sector and their equally-strong contributions to the energy community and society. Michael Cleland joins fifteen previous recipients since the annual award was launched by the Energy Council in 2001.

Close to 200 executives from across the energy sector heard speeches by The Honourable James Carr, Minister of Natural Resources Canada, The Honourable Margaret McCuaig-Boyd, Minister of Energy, Government of Alberta, Al Monaco, President and CEO, Enbridge Inc., Marie-José Nadeau, Chair, World Energy Council, and by the 2015 recipient, Mr. Mike Cleland. The highlights from the remarks follow; the full texts are available as noted below.



### Moving forward on current and future energy issues

The Canadian energy sector is facing current and emerging issues which will have a significant impact on the sector's future directions and success in the year's ahead. Among the issues addressed by the speakers were:

- the imperative to increase Canada's access to global oil and gas markets,
- responding to consumers' aspirations for both affordable energy and clean energy,
- seizing the dual opportunity of growing the energy sector and addressing environmental impacts in ways that are effective, cost efficient and equitable,
- and fostering a collaborative approach uniting the efforts of governments, industry and society.

Taken together, a picture emerged featuring a willingness to address the issues together towards positive energy future for Canada.

### Highlights of Speeches

In his keynote address to open the program for the evening, The Honourable James Carr, Minister of Natural Resources Canada, set out the Government of Canada's approach to energy issues. This was Minister Carr's first speech as Canada's energy Minister. He underlined the importance of collaboration as the way to tackle them, as shown in the following excerpts from his remarks<sup>1</sup>

*"The world is changing, with increasing value placed on sustainable practices and low-carbon alternatives.*

<sup>1</sup> Speech by the Honourable Jim Carr, Minister of Natural Resources Canada, on the Energy Council of Canada's awarding of the 2015 Canadian Energy Person of the Year. Calgary. November 25, 2015. <http://news.gc.ca/web/article-en.do?nid=1022179>

*There may have been a time when people thought we had to choose between energy development or environmental stewardship. Today, we know that environmental responsibility is a necessary condition for energy development. The two simply must go together.*

*It is indicative of a new tone and a new collaboration for Canada that we can't do any of this alone. We have to cross the divides across regions and across sectors.*

*At the heart of any effort to develop our energy resources is public confidence. If we're going to build the infrastructure to move our energy to market or attract investment, we need to develop it. We have to have Canadians behind us.*



The Honourable James Carr

*I do see a brighter future ahead — a future built on innovation, adapting to changing times. A future with greener ways to extract and develop our fossil fuels. A future that makes greater use of renewable sources of energy. A future where energy efficiency plays a more important role. A future where we engage Canadians on how to generate the energy we need while preserving the planet we cherish.*

*That future is our responsibility. It's been said that the worst of times can bring out the best in people. I think that's true. And I believe we can work together to get through this tough period and position Canada to prosper by building the sustainable and resilient energy sector of the future."*

Collaboration around energy and environmental issues was also the theme of remarks by The Honourable Margaret McCuaig-Boyd, Minister of Energy, Government of Alberta<sup>2</sup>.

Minister McCuaig-Boyd first profiled the Alberta government's announcement of their leading-edge climate policy just a few days earlier on November 22.

*The plan put forward has brought together a broad cross-section of our province, all of whom have come together in support of a stronger, healthier future for Alberta and Canada.*



The Honourable Margaret McCuaig-Boyd

Echoing Minister Carr's point about the close interplay between climate policy, economic development, and gaining access to global markets for Alberta's oil, Minister McCuaig-Boyd underlined that:

*"Alberta's Climate Leadership Plan will strengthen our economy and make Alberta one of the most environmentally-responsible energy producers in the world. By taking action on climate change, we can move forward in working collaboratively, with low drama, toward building new pipelines to tidewater."*

<sup>2</sup> Speaking Notes, The Honourable Margaret McCuaig-Boyd, Minister, Alberta Energy, Canadian Energy Person of the Year. [http://energy.ca/sites/energy.ca/files/files/energy\\_poy\\_mmccuaig-boyd.pdf](http://energy.ca/sites/energy.ca/files/files/energy_poy_mmccuaig-boyd.pdf)

A perspective from a leading company in the energy industry was offered by Al Monaco, President and CEO, Enbridge Inc.

Mr. Monaco first underlined Canada's immense energy potential, the challenges we face, and then strongly advocated a collaborative approach to tackling them:

*"There are few debates in Canada quite as passionate as the one we're having about energy. And even fewer that are as critical to our future.*

*In this room in particular, we know well our country's immense potential - the quality and scale of our natural resources; the skills and expertise of our industry, our track record of ingenuity and innovation; and, our world class regulatory system.*

*But Canada faces major challenges as well, any one of which could impede or delay reaping the benefits from the energy sector: public concerns about safety and protection of the environment; finding ways we can effectively engage with indigenous peoples and involve them in energy development, and an increasingly vociferous debate around climate change.*

*To get there, we need public policy leadership that's not afraid to hold all sides of the debate to account -- that's able to build bridges between opposing points of view...*

*And that ultimately enables us to achieve shared goals."*

The World Energy Council, the leading international energy organization, contributes research and reports which help inform a collaborative dialogue towards addressing energy issues.

Marie-José Nadeau, Chair, World Energy Council, listed three key actions that need to emerge from the COP21 conference in Paris which will enable the energy sector to deliver a sustainable energy system<sup>3</sup>:

*"First, a clear carbon pricing scheme, in line with the global targets, that will allow energy leaders and policymakers to make efficient economic decisions. Putting a price on carbon emissions is the key priority.*

*Second, predictable policy and balanced regulatory frameworks to unlock the needed investment to ensure affordable, reliable and sustainable energy. Reducing policy risk is critical.*

*Third, Crucial action at regional and national levels. Only the adoption of strong and balanced national energy policy frameworks can provide substantive progress."*

In his address<sup>4</sup>, Mike Cleland, the 2015 Canadian Energy Person of the Year, asserted that energy consumers, defined broadly, will play the dominant role in energy decisions. While the topic of energy supply has been the

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<sup>3</sup> Address to the Canadian Energy Person of the Year Award Ceremony, Marie-José Nadeau, Chair, World Energy Council [http://energy.ca/sites/energy.ca/files/files/2015-11-25\\_ecc\\_2015\\_canadian\\_energy\\_person\\_of\\_the\\_yearcalgary\\_albertafinal\\_version.pdf](http://energy.ca/sites/energy.ca/files/files/2015-11-25_ecc_2015_canadian_energy_person_of_the_yearcalgary_albertafinal_version.pdf)

<sup>4</sup>The New Energy Superpower: The Citizen-Consumer. Notes for a speech by Mike Cleland at the Energy Council of Canada Energy Person of the Year Event, November 25, 2015. [http://energy.ca/sites/energy.ca/files/files/michael\\_cleland\\_speech\\_-\\_the\\_new\\_energy\\_superpower\\_final.pdf](http://energy.ca/sites/energy.ca/files/files/michael_cleland_speech_-_the_new_energy_superpower_final.pdf)

focus and content of energy dialogue in the past, the views, interests and expectations of energy consumers will be the determining factors in the future.

Mr. Cleland started from an industry perspective by listing four problems facing the energy industry in Canada, and the importance of energy consumers in resolving them:

*“Canada’s energy supplying industries – oil, gas and electric power from all sources - account for an enormous part of our national economy measured in terms like share of capital investment and exports.*

*The potential for those industries to prosper in future is likely to turn on the interaction of four critical variables:*

- *end use markets,*
- *carbon,*
- *public confidence,*
- *and technology.*



Brent Gilmour, Michael Cleland, Colin Andersen

*All of those variables are posing difficult challenges for Canadian producers and all of them are increasingly going to place more power in the hands of energy consumers and citizens.*

*Since consumers will always want cheap and reliable energy services, not energy commodities per se, they will always be looking at all options and they will act on the options they ultimately choose.”*

Mr. Cleland closed by sharing his thoughts in the form of five “what ifs” about what the energy industry could do to meet the broad needs of the consumers of energy services.

*“What if, the energy industry could become perceived as a leader and build a more positive narrative attuned to changing citizen values?*

*And by virtue of that narrative, be better positioned to credibly deliver a message about steady incremental change rather than alternating lurch and stasis?*

*And what if the environmental community could be a bit more honest about what needs to be done, what it will cost across the economy and who will pay?*

*What if all interests made a principled argument for cost-effective and meaningful government policy based essentially on visible carbon pricing across the economy?*

*And if they used their leadership position to engage local communities in a whole of Canada carbon management strategy?”*

He closed his remarks with:

*“The common denominator in all of this is the citizen-consumer. In other words, not just the consumer narrowly construed but the citizen in his or her community.*

*We need to understand what options they have and just how easily they can find either another energy option or a government policy or a government more to their liking.*

*We need to find ways that reduce carbon without breaking the bank. That is possible because there are lots of options out there*

*The real challenge – not to be lightly dismissed - is securing public support for cost-effective policy to move those options into the marketplace.*



*We need to engage individuals and communities, genuinely over the long haul and in the full expectation that they will demand and get more control and a different distribution of costs and benefits.*

*The citizen-customer is the new energy superpower. Probably always was. We just hadn't noticed."*

### **2016 Canadian Energy Person of the Year – Nomination Now Open**

The Energy Council of Canada looks forward to celebrating excellence in energy leadership in 2016. Nominations are welcomed prior to February 29, 2016. The criteria for the award are available at [www.energy.ca](http://www.energy.ca) and from Brigitte Svarich, Director of Operations, at [brigitte.svarich@energy.ca](mailto:brigitte.svarich@energy.ca).

We look forward to receiving your nominations.

Graham Campbell  
President  
Energy Council of Canada

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