

Appendix H

Public Education and Outreach Efforts

SUNCOR ENERGY CEDAR POINT WIND PROJECT - PUBLIC OUTREACH AND AWARENESS SUMMARY

Communication Date	Communication Method	Team Members Involved	Contacts	Communication Summary
Queen's University				
Oct 13-15, 2011	face-to-face, case study presentation and participation	Dianne Zimmerman (Manager, Strategic Relations), Kathy Scales (Manager, Climate Change)	Tina Bailey (Manager), Tina Dacin (Professor)	As part of Suncor's 4-year grant and commitment with Queen's Business Centre for Responsible Leadership - 7th Leadership Summit, Suncor was able to prepare a case study for a competition with 100 students. Suncor presented the case, and then students had 12 hours to prepare their response to the case study. The focus was on renewable energy. The winners of the case study, were then able to come to Suncor's Mississauga office and present their case to Suncor's Executive Leadership Team. Suncor believed that this was an excellent way to connect young students with senior practitioners in the field. Suncor also presented at the closing plenary.
APPo Conference				
11/15/2011 - 11/16/2011 12:00:00 AM	face-to-face	Dianne Zimmerman	key stakeholders in Ontario renewable energy	Attended and provided funding support for the APPo conference - Ontario's premier annual energy conference. Focus of the conference was building a more integrated energy system.
11/6/2012 - 11/07/2012 12:00:00 AM	face-to-face	Ben Hui (Sr Electrical Engineer)	key stakeholders in Ontario renewable energy	Suncor attended and provided funding support for the APPo conference - Ontario's premier annual energy conference. Focus of the conference will be "Navigating Turbulent Waters: Strategies for Mastering new challenges facing the Ontario power system."
Pembina Institute and MaRS District				
12/7/2012 12:00 AM	face-to-face	Dianne Zimmerman	Tim Weis (Pembina Institute)	The Pembina Institute and MaRS Discovery District collaborated with Environmental Defence and Sustainable Prosperity to bring together a small group of leaders in Ontario's renewable energy market to discuss and provide input in proposed changes to the feed-in tariff. This event was by invitation only, and looked at a range of issues including: Successful elements of the Green Energy Act, Obstacles that have limited short term progress and barriers to longer-term success, and how to ensure a market stability to allow green energy industries to develop in Ontario.
Suncor's OSQAR blog				
2010-ongoing	website - blog	Suncor staff and external contributors	Suncor Corporate Communications and Sustainable Development	Oil Sands Question and Response (OSQAR) is a blog created by Suncor Energy to support constructive dialogue about the oil sands. In its weekly posts, Suncor talks about the energy industry, environmental impact, tailings management and reclamation, water management and the social and economic implications of oil sands development. While the blog is focused around oil sands, there are many blogs about Canada's energy dilemma, renewable energy, community opposition. To subscribe or view go to www.osqar.suncor.com
Friends of Wind Ontario				
1/01/2012-ongoing	Emails Sent and received	Dianne Zimmerman	Gary Zavitz	Hundreds of emails were sent from Friends of Wind keeping Suncor abreast of important events, articles and studies.
3/2/2012 - 4/21/2012	Emails Sent/received and phone calls	Dianne Zimmerman	Gary Zavitz	Many emails and phone calls were made to organize the support for the Good Green Jobs Conference held in London hosted and organized by the London & District Labour Council.
London & District Labour Council				
3/2/2012 1:49 PM	Email Sent	Dianne Zimmerman	Jim Mahon	Suncor provided financial support for the Good Green Jobs Conference hosted by London and District Labour Council (with assistance from the City of London's Environment Programs). The conference was aimed at those seeking career opportunities & advancement within the Southwestern Ontario region and having a general interest in renewables. Suncor funding went towards waiving the costs of registration for 20 students and under/unemployed staff, many of whom have skilled trades backgrounds.
The University of Western Ontario				
9/29/2012 1:30 PM	face-to-face meeting	Dianne Zimmerman	Jamie Baxter (Associate Professor, Department of Geography)	Suncor met with Jamie Baxter who is studying the social impact of wind development in Ontario. Suncor was willing to be interviewed for this research. Suncor extended an invitation to attend the second open house. Two students supporting this work attended the open house on Oct 3 for Adelaide.
Pollution Probe				

SUNCOR ENERGY CEDAR POINT WIND PROJECT - PUBLIC OUTREACH AND AWARENESS SUMMARY

Communication Date	Communication Method	Team Members Involved	Contacts	Communication Summary
6/1/2012 1:30 PM	Phone Meeting	Dianne Zimmerman	Bob Oliver (CEO) and Husam Mansour (COO)	Suncor initiated discussions with Pollution Probe to explore opportunities to increase energy literacy in Ontario and to identify consensus building approaches Suncor and/or Pollution Probe can take in the communities where we Suncor is developing wind projects. Next steps are to share information about Suncor wind projects and have a face-to-face meeting to brainstorm ideas. This is likely to happen in December. See below under the heading Suncor Energy Foundation.
Canadian Wind Energy Association				
ongoing		Dianne Zimmerman and Jim Provias (VP of Renewable Energy)	CanWEA	Suncor supports the efforts of CanWEA, the Ontario Caucus and their social media and communication outreach strategies designed to provide factual information about wind energy.
Trent University				
6/14/2012 12:00 AM	Email Sent	Dianne Zimmerman	Adam Greer (Masters Student)	Suncor was interviewed by a Masters Student in Sustainability Studies at Trent University who aims to discover what policy and political decisions led to the emergence of a hostile reaction by a rural social movement and how these key rural Ontario stakeholders politicized Ontario's sustainable energy commitment. Adam had interviewed several opponents, proponents and politicians, but was looking to interview a person from the wind industry business.
Suncor Energy Foundation				
1/1/2010 12:00 AM			Lambton College	In 2010, Suncor Energy Foundation provided a \$500,000 grant (over 5 years) to support the expansion of the Chemical/Power Engineering training programs. This builds on our previous support of \$1.05 million contribution to the Suncor Sustainability Centre at the college.
9/1/2011 12:00 AM			Queen's University	Suncor Energy Foundation has donated \$500,000 to the Centre for Responsible Leadership (CRL) at Queen's School of Business to support its education, community development and sustainability initiatives over the next five years. The Centre for Responsible Leadership supports education, research, outreach and advocacy to develop outstanding socially responsible leaders across undergraduate and graduate business programs at Queen's. Suncor Energy Foundation's grant will enable the Centre to expand its programming in aboriginal education, community development, environmental sustainability and support for volunteerism.
1/1/2012 12:00 AM			Western University	Beginning in 2012, Suncor Energy Foundation is providing \$1.125 million in support of the Chair in Energy Policy and Scholarship (Suncor Energy Emerging Leader Award). Suncor is providing up to \$200,000 to the scholarships and the remaining to the Energy Chair.
2013-2014			The Walrus Foundation	Suncor Energy Foundation is partnering with The Walrus Foundation to host four Walrus Talks Energy events in 2013 and 2014. The partnership is part of Suncor's community investment priority to 'collaborate on our energy future' and will leverage our efforts in relation to OSQAR and the engagement of thought leaders in important conversations about energy. The 2013 talks are scheduled for April 4 in Toronto and October 1 in Montreal. The Talks are a TED-talk format designed to stimulate a dialogue on Canada's energy future amongst the audience. The events will be live streamed so virtual audiences can listen as well.
2012-2013			Pollution Probe	The Suncor Energy Foundation is supporting the Canadian Center for Energy Literacy Centre Learning through investment in the planning process for this new centre. The Business Plan is complete and additional funding for the next phases of development is underway.
2012 to present			Quality Urban Energy Systems of Tomorrow (QUEST)	The Suncor Energy Foundation is investing in QUEST's Integrated Community Energy Systems (ICES). The QUEST mission is to mobilize community builders to create integrated energy solutions that are central to sustainable community development. The QUEST vision is that by 2035 every community in Canada is operating as an integrated energy system, and accordingly, all community development and redevelopment incorporates an integrated energy approach.

SUNCOR ENERGY CEDAR POINT WIND PROJECT - PUBLIC OUTREACH AND AWARENESS SUMMARY

Communication Date	Communication Method	Team Members Involved	Contacts	Communication Summary
2012 to present			Pembina	<p>The Suncor Energy Foundation is supporting the Green Energy Futures web site. Greenenergyfutures.ca is a web channel of weekly multi-media episodes that tell stories about the plethora of innovative green energy initiatives helping to speed a transition to a cleaner energy supply and create new industries, jobs and economies of the future. Interest in green energy solutions is high and it cuts across traditional ideological and societal lines as evidenced by public enthusiasm for pilot programs that have really tapped into the public interest in participating in green energy solutions. The website profiles stories primarily in Ontario, British Columbia and Alberta.</p>
2012 to present			GreenLearning	<p>GreenLearning in 10,000 classrooms. The need to develop solutions to the challenges related to energy and sustainability demands that youth, tomorrow's citizens, are literate, motivated and equipped to meet these challenges. There are many excellent energy education resources; the need is to ensure these are being used in classrooms. Therefore, the proposed project is a strategic national initiative of teacher outreach, engagement and delivery in the field of energy-sustainability education. The specific project goal is 10,000 teachers educating and engaging students in energy issues and solutions.</p>