



# Canadian Centre for Energy Information

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*All about energy.  
All in one place.*

## 2003 Year in Review

In its inaugural year, the Centre for Energy launched its Web portal, developed several partnerships and received an award for excellence in communication. Here are some highlights:

### Alliance Partners

The Centre for Energy values its partners and seeks to develop long-term relationships that benefit its stakeholders. Currently, the Centre for Energy has established alliance partnerships with the following organizations:

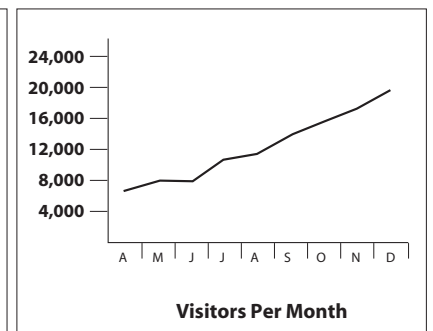
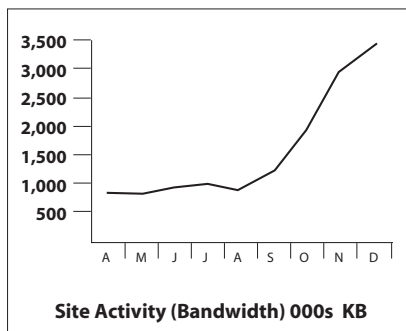
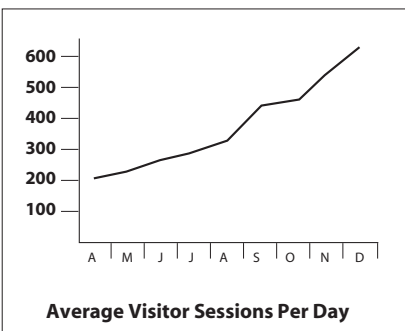
- Natural Resources Canada
- Alberta Energy
- British Columbia Ministry of Energy and Mines
- Canadian Association of Petroleum Producers
- Small Explorers and Producers Association of Canada
- Canadian Electricity Association
- Canadian Energy Pipeline Association
- Canadian Solar Industries Association
- Canadian association for renewable energies
- Canadian Wind Energy Association
- EnCana Corporation
- Canadian Heavy Oil Association
- Fuel Cells Canada
- Energy Council of Canada
- Canadian Nuclear Association
- City of St. John's
- SEEDS (Society Environment & Energy Development Studies)
- FEESA, An Environmental Education Society
- Petroleum Human Resources Council of Canada
- Canadian Petroleum Products Institute
- Petroleum Services Association of Canada
- Athabasca Oil Sands Developers (RIWG)
- Heritage Community Foundation
- SciQ

The Centre for Energy is in the process of formalizing alliance partnerships with the Coal Association of Canada, Canadian Gas Association, Canadian Hydropower Association, Independent Power Producers Society of Alberta, Canadian Association of Oilwell Drilling Contractors, U.S. Energy Information Administration, and the Energy Educators Group of Nova Scotia.

Additionally, the Centre for Energy has provided funding to both SEEDS and FEESA to develop and deliver energy-related educational resources.

### Portal Launch

- In March, representatives from the U of C Haskayne School of Business, the Canada West Foundation, the International Institute for Sustainable Development, the Pembina Institute, the MacLeod Institute and the Clean Air Strategic Alliance of Alberta participated in an ENGO workshop, contributing greatly to the Centre for Energy's beta test process. Additionally, more than 40 industry, association, government, education and non-government representatives participated in beta testing.
- On April 15, the Centre for Energy released its bilingual Web portal that features 55 live news, market and commodity feeds; encyclopedia-type information on all industries in the Canadian energy sector; educational resources; an energy events calendar; and links to relevant energy-related resources.
- Since its launch in April, the Centre for Energy portal has:
  - almost tripled the average number of visitor sessions per day
  - logged over 1.3 million portal page views
  - seen an increase in the average time a visitor spends on the site to 22 minutes
  - tracked an average 41,700 document views each month
  - recorded almost 1 million hits for the month of November



## 2003 Year in Review

### Presence

- The Centre for Energy continues to recruit representatives from industry, government and education to serve as Executive Board and Board of Trustee members.
- In February, the Centre for Energy announced its first satellite venue in St. John's, Newfoundland in addition to featuring a display booth at the Newfoundland Oil and Gas Week celebration.
- Feature articles about the Centre for Energy were published in *Ocean-Resources* magazine; Drumheller's *The Valley Times*; the Canadian Industry Program for Energy Conservation home page; *Fort McMurray Today*; and *Business Edge* magazine. The Centre for Energy Chair and Executive Director were also interviewed for articles to be published by *The National Post*, the Independent Power Producers Society of Alberta and Syncrude Canada Ltd.
- In June, the Centre for Energy participated in the Energy in Canada symposium sponsored by the Canadian Embassy in Washington, D.C.
- The Centre for Energy participated in and presented to the Centre for Legislative Energy and Environmental Research 2003 Energy Education Forum, June 26, 2003, in Biloxi, Mississippi. CLEER is part of the American Energy Council.
- In July, the Centre for Energy served as a sponsor of the Pacific Northwest Region 2003 Energy Summit organized to identify emerging issues in the resource sector.
- At the beginning of September, delegates from Industry Canada represented the Centre for Energy at the Offshore Europe 2003 conference in Aberdeen, Scotland by distributing Centre for Energy CDs and calendars.
- The Centre for Energy participated in the Provincial Energy Ministers Conference in Halifax in September 2003. A one-page information sheet in English and French was distributed to the energy ministers.
- In response to an invitation from The Sunde Petroleum Operators Group, the Centre for Energy participated in their annual Neighbours Day conference in September.
- On September 30, the Centre for Energy received the Prosperity Award for Communication at the 2003 Oil and Gas Conference held in Dawson Creek, B.C.
- Publications were provided to the Energy Educators Group for their spring and fall teachers' conferences in Nova Scotia.
- The Centre for Energy featured a display booth at The Onshore/Offshore Technology Association of Nova Scotia annual conference in October.
- The Centre for Energy was a sponsor of Alberta's Science & Technology week October 17-24.
- Also in October, the Centre for Energy presented to the Society for Petroleum Engineers Education Committee in Denver, Colorado.
- The Centre for Energy was a sponsor of the Devon Career Fair, held at the Petroleum Interpretive Centre.
- SEEDS presented on behalf of the Centre for Energy at the Alberta Teachers' Association Science Council annual conference from November 13-16.
- The Centre for Energy agreed to serve as a sponsor and participant in The Energy Council meeting in Lake Louise, December 11-14.



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