

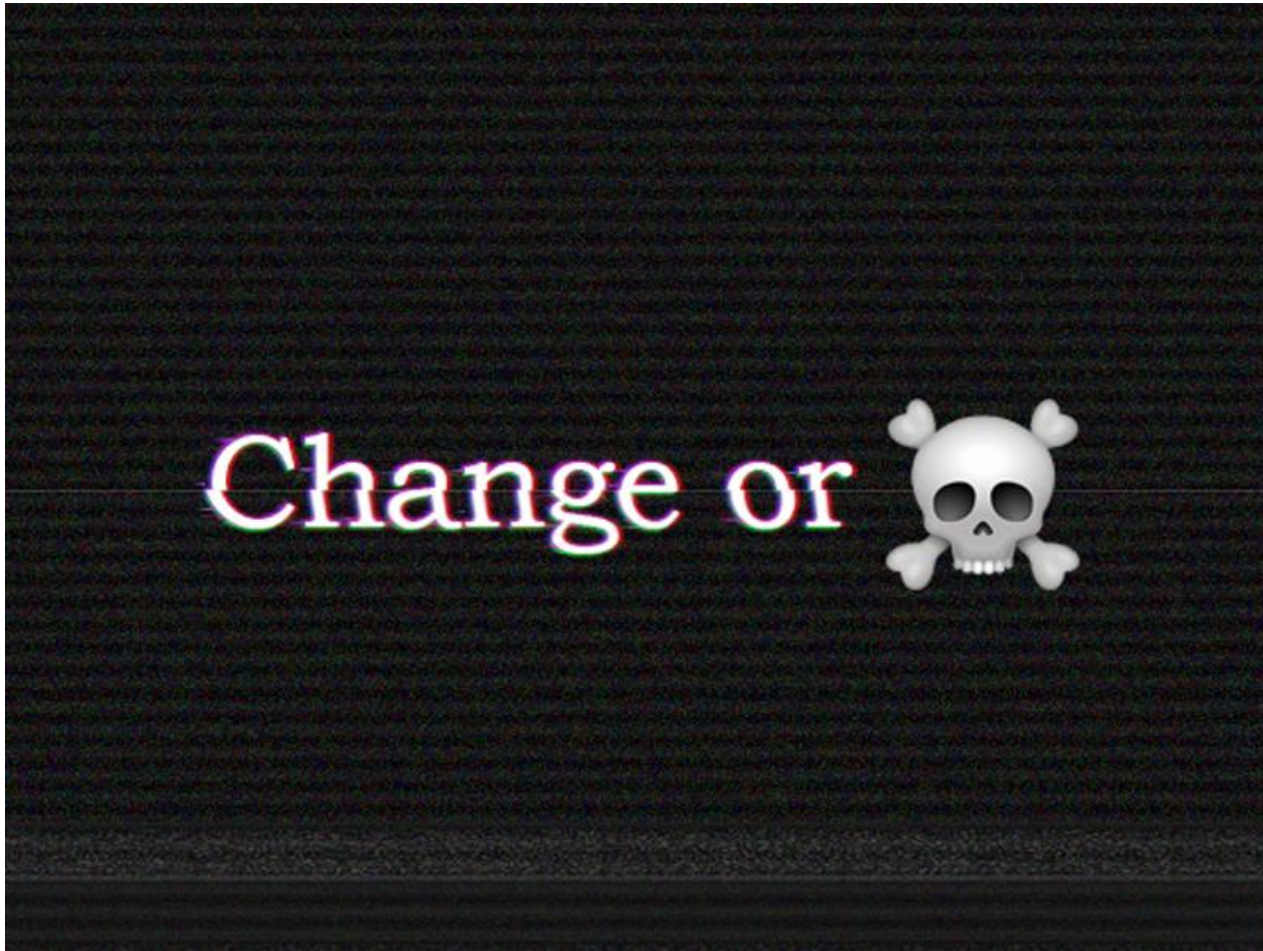


**It's time to tell
OUR story of why
Canadian Energy
is the Best**

**REBRANDING
CANADIAN ENERGY**



STOP BEING VICTIMS, BE LEADERS



THE PROBLEM

The Canadian energy industry has been branded by US industrialists using celebrities & Canadians as convenient idiots. If people knew the truth about Canadian “conscious energy”, they may think differently about it. If we can simply and emotionally communicate to people that paid environmentalists & other stakeholders are basically (knowingly or unknowingly) doing the bidding of American industrial interests & how we are the most conscientious producer in the world; they may think and act differently.



NEW STORIES, NEW MESSENGERS



**We cannot solve our problems
with the same thinking we used
when we created them.**

Albert Einstein



CONSCIOUS CAPITALISM

Conscious Capitalism = 10X Performance



Based on Brain Science
(what really drives people)

CANADA IS UNIQUE

We have the most stringent requirements in the world for producing energy, and we are the only ones who faithfully follow the rules!



If it's not Canadian, it's not Conscious Energy!



A GRASS ROOTS MESSAGE

Canada produces the most responsible, environmentally sustainable energy in the world. Oil and gas ideally would 100% be used for product ingredients and manufacturing because our entire society is built on products made from hydrocarbons; but we need to consciously transition. Eventually, the sustainable hydrocarbons used in manufacturing should be Canadian; we have the best rules to manage this and we are the only ones in the world who loyally follow the rules. It's energy the Canadian way. We are the role model and we need to recognize it, tell our story and serve a better world by providing the most conscious energy resources. Shutting in CDN energy is doing the world a disservice because it will come from somewhere, best to come from Canada at world prices (or with a conscious capitalism premium).

#consciousenergy #leadership #future #energy #sustainability
#stewardship #communication



REBRANDING CANADIAN ENERGY

**CANADA =
CONSCIOUS ENERGY**

PEOPLE

PLANET

PROSPERITY



AS A PROUD CANADIAN

I produce Conscious Energy!



HOW IT WILL WORK

Conscious Energy Canada – administrative not-for-profit (consciousenergycanada.ca/consciousenergycanada.com)

- A federally registered not-for-profit
- Directed by a steering committee (board) of equal stakeholders
- Funded with full transparency – mandate that no major funder can sit on the board (Vivian Krause)
- Advisory boards & working groups



CONSCIOUS STAKEHOLDERS



A SOCIAL MARKETING MOVEMENT

Social Marketing to Engage Everyone:

- Young Professionals Leading a New Message
- Driven by Purpose (People, Planet, Prosperity)
- Collaborative
- Abundance mentality
- Digital campaign driven by digital natives



CONSCIOUSENERGY.ORG

CONSCIOUSENERGY.ORG:

- Social marketing to show the world “how to do energy better, the “Canadian way”
- Story telling
- Networking
- Resource sharing
- Crowd-sourced working groups
- Best Practices (what is & what it should be)



A CONSCIOUS MOVEMENT

Project Milestones:

- Invite stakeholders to form a board
- Agree on Project Mandate
- Incorporate NFP & fundraising
- Form working groups
- Marketing Plan
- Launch website & social mktg campaign
- Media spokesperson for each stakeholder group
- Get 100,000 Canadians actively involved in sharing our consciousness & being a role model for the world



NEXT STEPS

YOU CAN WATCH, OR GET INVOLVED:

- Join the Conscious Energy Canada Facebook group - <https://www.facebook.com/groups/2195310107454913/>
- Share your conscious energy stories
- Volunteer for a Conscious Energy Canada working group
- Contact Brad Gaulin @ bgaulin@cevo.ca





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