



# EnergyExchange

Powering Conversation  
Creating Opportunities

**Positive Energy** conference

Panel 2: The Role of Public Opinion and Energy Literacy

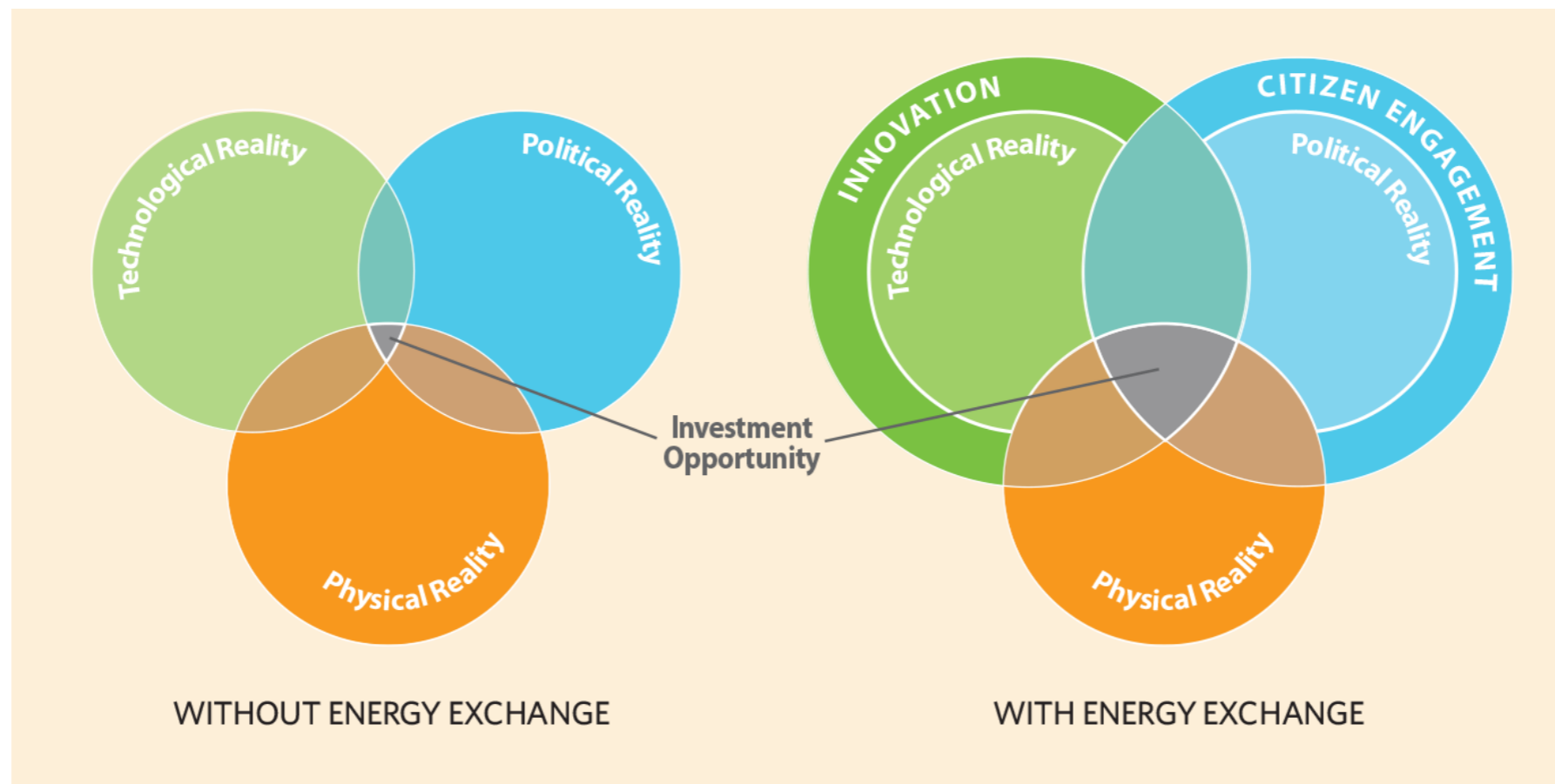
March 5<sup>th</sup>, 2015, Ottawa

# How people are introduced to energy issues



# Why energy literacy matters

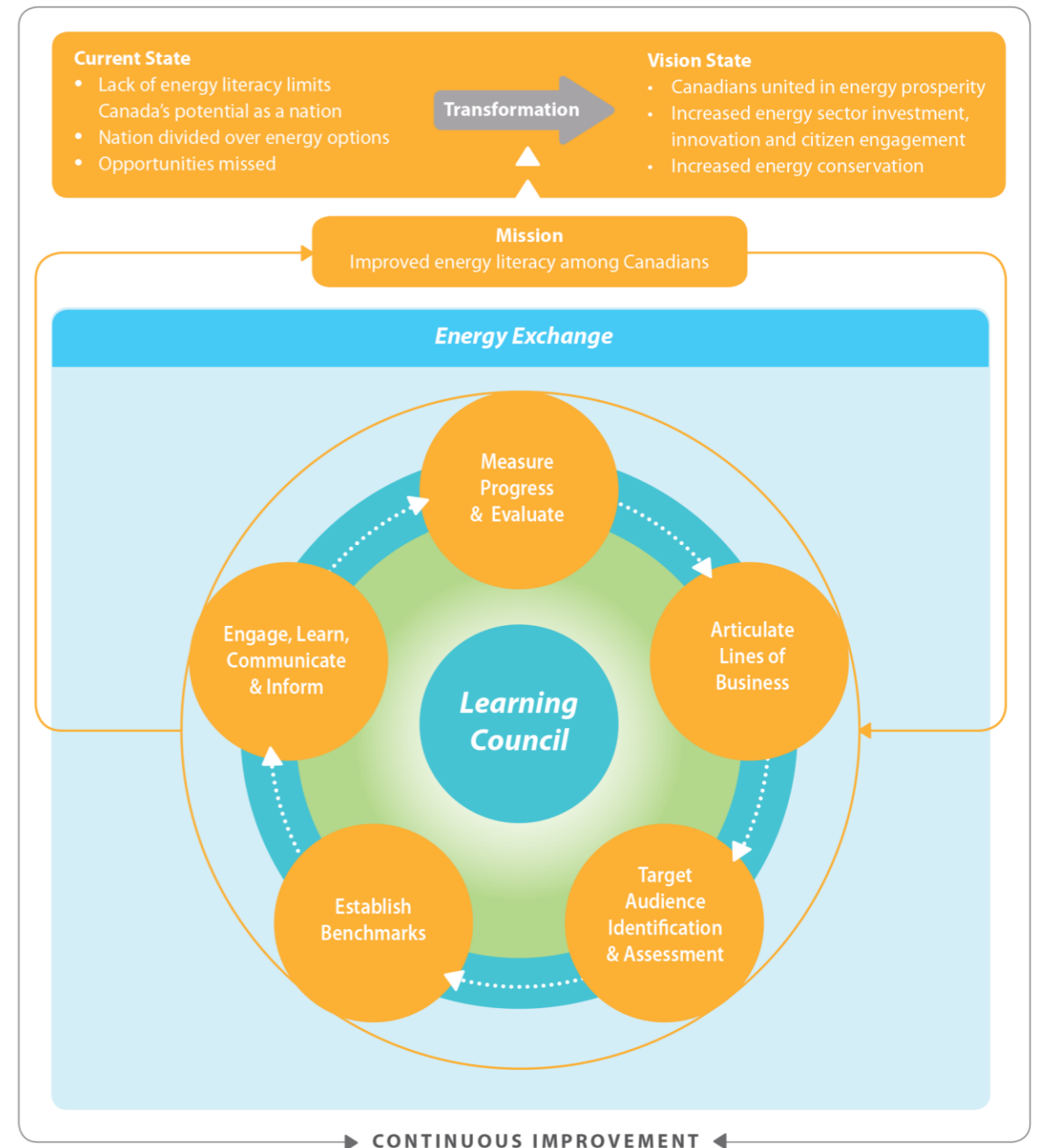
- Energy literacy can expand the opportunity for **investment** in Canada's energy sector by fostering technology **innovation** and enabling positive and productive **citizen engagement**



# Operationalizing energy literacy

**Vision:** Canadians united in energy prosperity

**Mission:** To measurably increase energy literacy levels among Canadians through knowledge mobilization techniques developed and implemented in collaboration with a network of experts on energy systems and learning.



# Progress since launch

- Recruited executive director, hiring of core staff
- Core Learning Council members confirmed
- *Energy Exchange Magazine* launched (4<sup>th</sup> issue due in June)
- Forums to build stakeholders communities of interest
- National assessment of energy literacy levels underway, informing audience segmentation and development of metrics
- International conference on best practices in energy education
- Interactive web-based educational resources on energy systems



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Thank you!

For more information, please visit:

[www.energy-exchange.net](http://www.energy-exchange.net)