



**OIL SANDS
WORKERS
AND ENERGY
PROFESSIONALS**

Oil and gas is the largest sector in Alberta's economy, and many Albertans are directly or indirectly connected with it.

- **VALUE** balance and reason, ingenuity, and **contributing** to Albertans' and Canadians' daily lives.
- **ATTITUDES** include pride in Alberta and discomfort with the climate change debate.
- **CONCERNED** that they are undervalued and their environmental gains are not seen.

COMMUNICATE

RESPECT

- Acknowledge the many benefits oil and gas have provided for Alberta.

BUILDING ON WHAT WE HAVE ALREADY DONE

- Reflect on opportunities to build on our past achievements.

CAN WE DO THINGS IN A DIFFERENT WAY?

- Frame challenges as questions.

MORE NARRATIVES:

**WE NEED A "BALANCED" AND "RESPECTFUL" CONVERSATION
BALANCE THE PROS AND CONS**

AVOID

ALBERTA IDENTITY

- Many people expressed a strong *Canadian* identity.

TRANSITION

- Not rejected outright, but viewed with mistrust of government interference.

"INDUSTRY LEADERS SAY..."

- More likely to trust other oil and gas workers than senior leaders in the industry.

"We respect and appreciate the hard work of the people in oil and gas. It's time for a reasonable conversation that balances the environmental challenges of oil and gas. We have the opportunity to bring balance to the roller coaster of a boom and bust energy economy through diversification— by building on what we have, not tearing it down."

c'ONSERVATIVES

The term “small-c” conservatives reflects people’s values, not their support for a political party.

- **VALUE** personal responsibility, continuity (building a legacy), and gratitude.
- **ATTITUDES** include valuing Alberta’s culture of innovation. Sceptical about climate change.
- **CONCERNED** about social polarisation, accountability being replaced by entitlement, and attacks from environmentalists.

COMMUNICATE

RENEWABLE OPPORTUNITY

- To balance our energy economy.

WE NEED TO BE REALISTIC

- This will not be easy.

THE WEATHER IS CHANGING

- Most accept the increase of weather disasters, particularly from stories from their peers or groups they respect.

MORE NARRATIVES:

GRATITUDE FOR OIL AND GAS
TAKE THE INITIATIVE
WE NEED A CIVIL CONVERSATION
WE NEED TO PREPARE AND PROTECT
WE NEED ALL OF OUR ENERGY RESOURCES
CONSERVE FOR THE FUTURE
REDUCE WASTE

AVOID

TRANSITION

- Raises concerns about ownership and control. Focus on it as a term owned and used by c’onservatives.

FOCUS ON COMMUNICATORS

- Very likely to reject language that might come from a non-conservative.

ALSO AVOID

- Political and campaign speak
- Over-emotional and moralistic language
- Judgemental or patronising
- “Alberta First”
- Government action

“Oil has allowed us to prosper, and our next challenge is to **balance** our energy economy. This isn’t about **throwing out the old**, it’s about being prepared, protecting our good quality of life and restructuring our economy in a way that uses all of our energy resources. The **truth** is that this will not be easy, but **civil** and open discussions are the only way we can reach a common-sense solution.”

ENVIRONMENTALISTS

Alberta's ENGOs are mostly grassroots initiatives that often focus on education and on-the-ground solutions.

- **VALUE** compassion and empathy, contributing to the environment and their community, and a high standard for integrity.
- **ATTITUDES** include agreement on the threat of climate change and a general appreciation for the energy industry.
- **CONCERNED** about declining respect for science and increasing political polarisation.

COMMUNICATE

RESPONSIBLE LEADERSHIP

- Responsible leaders do not shut down a conversation that will impact us for generations to come.

OPPORTUNITY FOR CHANGE

- Alberta is changing, and environmentalists are an important part of that change.

MORE NARRATIVES:

GRATITUDE FOR ENERGY INDUSTRY
DIVERSIFICATION
WE NEED MORE CONVERSATION

AVOID

OVERLY ECONOMIC AND
CAPITALIST FRAMINGOVERSTATEMENTS ABOUT
ALBERTA'S ETHICAL OIL AND
ENVIRONMENTAL REGULATIONSCOLONIAL, PATRIARCHAL, EXCLUSIVE &
POLARIZING LANGUAGE

- Avoid clichés and language that dehumanises
- Do not assume that all environmentalists are against the oil and gas sector.

"We appreciate the prosperity we enjoy because of oil and gas. But the world is changing, and we need to **change** too by building new opportunities and **diversifying** our economy. We care about our province and want to **contribute** to respectful and informed discussions about protecting our natural world."



RURAL ALBERTANS

Fewer than 20% of Albertans live rurally. Ranching and farming are an important part of their identity, although most work in other sectors.

- **VALUE** respect for food and farming, tight-knit **family and community**, a way of life built on **integrity and ethics**, and connectedness to **nature**.
- **ATTITUDES** include stronger views that climate is not changing, and concerned that over-investment in energy comes at their expense.
- **CONCERNED** about declining respect and integrity, devaluing of food and farming, and feeling under attack from government, media, and environmentalists.

COMMUNICATE

BALANCE AND OPPORTUNITY

- We need to spread our investments across other industries like agriculture.

PREPARE AND PROTECT

- For shifting seasons and increasing droughts and fires.

MORE NARRATIVES:

**RESPECT FOR ALBERTA'S FARMERS
WE NEED ALL ENERGY OPPORTUNITIES
LET'S TALK**

AVOID

PUSHING CLIMATE CHANGE

- Start by focusing on the here and now (drought, solar panels) and bring climate change in later.

URBAN-BASED SOLUTIONS

- Cycling and electric vehicles are unrealistic in most rural communities.

ALSO AVOID

- Overstatements and exaggerations
- Urban or elite communicators

"We respect Alberta's farmers and ranchers. It's time to value their work and embrace the energy opportunities that exist in rural communities. Investing in these communities can provide steady work and generational employment in both agriculture and renewables."

BUSINESS LEADERS

People holding positions in senior management are highly influential in politics and economic decision-making.

- **VALUE** being an honest and **contributing** citizen. Grateful to live in a society where people **pull together** and help others.
- **ATTITUDES** include Alberta as a place of “unlimited opportunity,” mixed views on climate change and the energy transition, and feeling under attack by progressives.
- **CONCERNED** that society is becoming more dishonest and selfish, and that there is a lack of balance and openness in public debates.

COMMUNICATE**ALBERTA HAS THE ABILITY TO SOLVE PROBLEMS**

- Our people, resources, companies, and government give us almost limitless potential to solve problems.

SO, WE CAN LOOK BACK WITH PRIDE

- The work we do today will create a lasting and tangible legacy.

WE NEED A BALANCE

- To provide steady growth, reliable employment and new business opportunities.

MORE NARRATIVES:**VALIDATION OF HARD WORK****WE NEED TO WORK TOGETHER TO PLAN OUR FUTURE****CHANGE WILL NOT BE EASY****WE CAN ALL PULL TOGETHER****AVOID****OVERSTATEMENT AND IMPERATIVES**

- Terms like *never*, *must*, *always*, *most*, *worst*, and *all of us*.

TRANSITION

- The term raised scepticism that it might be imposed, overplanned or mandated.

“The success of our province is built on the achievements of its people and businesses. Change will not be easy, but it starts with an honest conversation and we all have something to contribute. We have an opportunity to step up and help create balance: greater economic diversity can be achieved by pulling together and harnessing the innovation and problem-solving potential that makes Alberta great.”



YOUTH AND CHILDREN

Youth (ages 16–28) are more likely to believe in climate change, while children (< 16) are more influenced by the adults in their lives.

- **VALUE** acceptance and social justice. They strongly value friends and social time, and being open to change.
- **ATTITUDES** include powerlessness in the face of climate change, and appreciation for energy but concern about overdependence.
- **CONCERNED** about unemployment and economic stress. Climate change is not a primary concern, but they are afraid for the environment and the future.

COMMUNICATE*

WE NEED RESPONSIBLE LEADERS

- We need effective policies and for businesses to take responsibility.

WE [YOUTH] CAN MAKE A DIFFERENCE

- Focus on action, solutions and the difference they can make.

FOR THE LOVE OF

- Link the impacts of climate change to the “things we love.”

MORE NARRATIVES:

GRATITUDE FOR ALL, INCLUDING OIL AND GAS
CLIMATE CHANGE HERE AND NOW
CHANGE BRINGS OPPORTUNITY
CLIMATE CHANGE CAN FEEL OVERWHELMING AND SCARY
LEADERS NEED TO GET REAL
LET'S TALK

**Narratives for children should be simpler, connect climate change to concepts they understand, and avoid doom and gloom.*

AVOID

DIVISIVE LANGUAGE

- Language that “others” or dehumanizes vulnerable groups.

FOCUS ON COMMUNICATORS

- Sceptical of corporate leaders, politicians and other elites.

ALSO AVOID

- Imperatives and absolutes
- Doom and gloom
- Sugar-coating

“Global climate change threatens the things we love. It’s time for an honest conversation about how we can change and build the future we want. It won’t be easy, but if we do it right we can create new jobs and improve opportunities for the long term and build a better world that is fair, equitable and just. We can’t do it alone—we need government and business leaders to step up and do the right thing.”



NEW CANADIANS

Alberta is one of the top destinations for newcomers to Canada. Many recent arrivals are from India, Pakistan, Bangladesh, Sri Lanka and Nepal.

- **VALUE** respect and diversity, honesty and willingness to speak your mind, and hard work and achievement including contributing their cultural experience.
- **ATTITUDES** include identifying with Canada more than Alberta, global perspectives about climate change, and alert to the economic importance of energy and need to diversify.
- **CONCERNED** about loss of social respect and intolerance, especially in the US, and about crime, the cost of mortgages, difficulty finding professional work, and environmental destruction.

COMMUNICATE

CANADA AS AN EXEMPLAR AND SUPERIOR TO THE USA

- Canada can lead North America in innovation and practical solutions as the USA withdraws.

LEARN

- We need to learn from other countries like yours and how they have coped with climate change's impacts.

DIVERSIFICATION

- A more diverse economy will make us stronger and more resilient.

MORE NARRATIVES:

VALIDATE THEIR PLACE IN ALBERTA
GLOBAL IMPACTS OF CLIMATE CHANGE

AVOID

FOCUSING ON ALBERTA'S WEATHER

- New Canadians already view Albertan weather as extreme, and examples of extreme weather in Alberta are not helpful.

People from all over the world call Alberta home. Many new Canadians have seen the impacts of climate change first-hand and the damage it brings, like extreme weather and natural disasters. They often bring experience in how communities can respond to these events, to prepare and build resilience over the long-term. New Canadians have come to Alberta because of the opportunities it holds, and play a critical role in building a broader, stronger and diversified economy for the generations to come.