PEMBINA Institute

2025 Year in Review

Pembina's Impact

From our Executive Director

Dear friend,

Working in climate and energy these days, it feels like best of times, and the worst of times.

On one hand, **the clean energy transition is on**. Energy authorities call this the *Age of Electricity* — the *clean tech revolution*. Investment in clean energy now doubles that in fossil fuels. Renewables and EVs are growing and becoming cheaper faster than predicted.

But here at home, our federal government is showing signs of moving away from key climate policies, doubling down on our fossil fuel past — creating a risky dependency on foreign buyers of Canadian oil and gas, buyers who are desperately trying to become energy independent.

This, against a backdrop of intense government lobbying and advertising by the fossil fuel sector — with sophisticated climate denialism in myriad forms persisting on social media and elsewhere, influencing even staunch climate-oriented voters.

Our work is more important today than ever. And your support is critical. Thank you for your ongoing partnership. I look forward to sharing our new 2026-2030 Strategic Plan in the new year.

In solidarity,

Chris Severson-Baker

Our solutions lead to clean, affordable and reliable electricity — key to a competitive modern economy

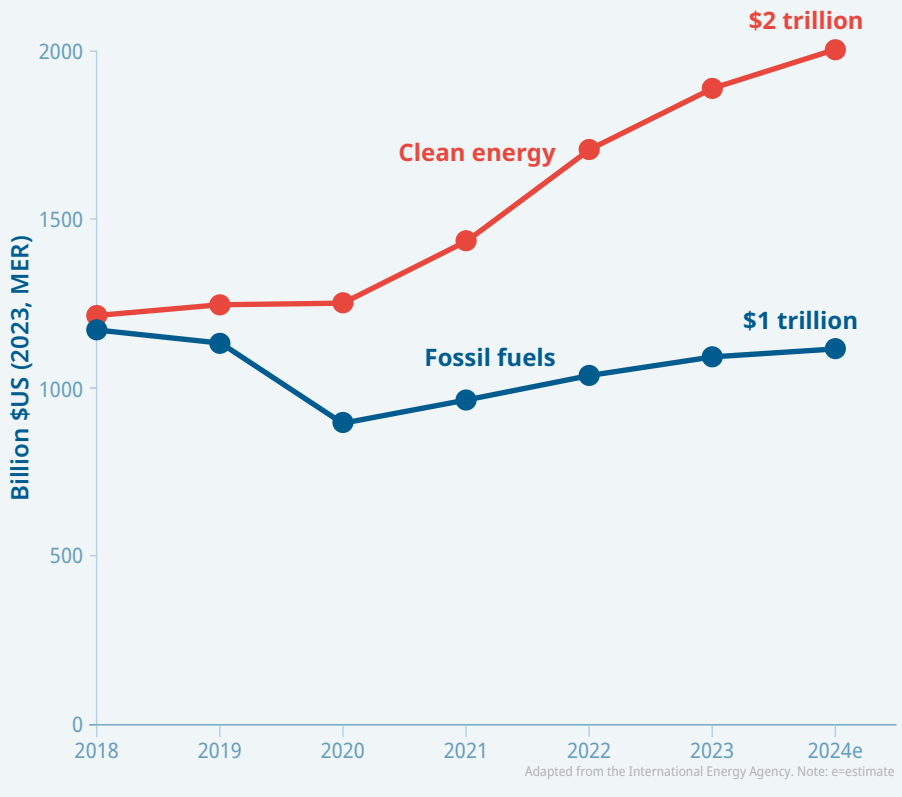
The impact of Alberta's negative renewables policies

Our *Down But Not Out* report raised awareness and proposed solutions for a dampened renewable energy market in Alberta. 2024 was the first year there were more wind, solar and battery project cancellations than new proposals.

Ontario's clean energy opportunity

Electricity demand in Ontario is expected to grow 75 per cent by 2050. Our *Powering ON* report shows that the province would be wise to reduce its reliance on gas and nuclear generation, and instead take full advantage of the lowest-cost, lowest-risk technologies — wind, solar and energy storage — in its energy plan.

Global investment in clean energy = 2X more than fossil fuels



We address the largest source of emissions in Canada: the oil and gas sector

Methane action crucial to oil and gas leadership
Abating methane emissions from oil and gas brings huge economic and climate benefits. Our report *Raising the Bar* shows Canada can capitalize on the economic opportunities of low-emissions energy projects in a rapidly decarbonizing world.

Debunking Alberta's emissions claims
We unpacked six claims from the Alberta government about its oil and gas emissions. It's important to be clear on the sector's performance.

"Grand bargain" would result in more oilsands emissions, not less
Our *A Not-so-Grand Bargain* report shows that the new production needed to fill a new oil pipeline would result in more oilsands emissions, not less – even if the pipeline was conditional on the Pathways carbon capture project.

Pembina's impact by the numbers in 2025:

63
research publications

67
articles & op-eds

61
media releases

76
events & engagements

4,800+
times quoted in media

$34 million
value in paid ad equivalent

Accelerating large-scale renewable energy use across Canada

Canada's carbon removal potential
Our Carbon Catalyst event highlighted how carbon dioxide removal (CDR) complements efforts to reduce emissions.

Alberta's new rules punish renewables, reward oil and gas
Our scan of 27 jurisdictions found that Alberta's new land reclamation security rules for renewable energy projects significantly increase costs for new wind and solar projects — in sharp contrast to the "light touch" approach the province takes with oil and gas projects.

Unlocking 7.7 GW of corporate renewable energy demand
Canada's 100 largest companies will need 7.7 GW of renewable electricity by 2040 — enough to power almost 2 million Canadian homes. Our report *From Pledge to Power* highlights how to meet this demand and attract billions in investment, thousands of jobs and significant municipal tax revenues.

We're supporting the transition away from diesel and toward healthy, more reliable and affordable energy to power and heat remote communities

Convening remote clean energy leaders
Our fourth Renewables in Remote Communities Conference held in Whitehorse, Yukon convened 375 clean energy leaders from every territory and nearly every province in Canada.

Energy security via renewables
In Canada's first and only national scan of clean energy policy in remote communities, we found local Indigenous leadership and strong government policies have catalyzed the rise of renewable energy in remote communities, bringing energy security, job creation, and energy efficiency.

Smart electrification policies will drive a clean transportation system

Championing Canada's transition to electric vehicles

Strong policies that make electric vehicles affordable and accessible for Canadians are key to accelerating EV adoption and keeping Canada competitive. We reinforced this message through public commentary and government engagement to help ensure Canada leads in the clean energy transition.

Building Canada's EV infrastructure today

Canada's transition to electric vehicles requires the right infrastructure. Our Grid Readiness Project supports governments and utilities to invest strategically in truck electrification and charging infrastructure for fleets, cutting costs for businesses while reducing harmful air pollution.

PEMBINA SUMMIT
Inner Circle

We convened something special in November. The Pembina Summit Inner Circle brought together a powerhouse mix of Canadian and international experts from governments, Indigenous nations, industry, utilities, academia and ENGOs to tackle one big question: How can we align decarbonizing B.C.'s energy systems with current political and economic priorities?

Buildings in Canada should be low-carbon, safe, affordable and resilient

Empowering customers in the energy system

Demand-side management (DSM) is a proven tool to reduce energy costs, improve grid reliability, and create high-quality local jobs. In our *Beyond the Meter* report, we show how leading jurisdictions leverage DSM to help customers control how and when they use electricity.

Valuing health, safety, and resilience in retrofits

Four of the last decade's 10 most costly climate events in Canada occurred in Alberta. Our *Preparing Alberta's Buildings for Severe Weather* report shows how deep retrofits can help Alberta's buildings withstand intensifying severe weather events.

We also collaborated with the Alberta Ecotrust Retrofit Accelerator to publish Canada's first report linking retrofits to direct healthcare impacts. It highlights that to implement retrofits at scale, we must monetize their many non-energy benefits: health, safety, resilience, insurance, and affordability.

A net-zero economy should extend opportunities to everyone. The future energy industry is for us all

Supporting the Sustainable Jobs Act

After helping pass the Act in 2024, this year our work helped inform the 2026-2030 Sustainable Jobs Action Plan. And our report *Recruit, Train, Retain* provides guidance on how to build and support Canada's low-carbon workforce.

Building a critical minerals workforce

Canada's low-carbon future depends on critical minerals, and the workforce behind them. In *Key Elements*, we identify workforce barriers and strategies to strengthen training, jobs, and career pathways for growth in the critical minerals sector.