

SUMMARY OF OBJECTIVES “NAVIGATING CANADA’S LNG OPPORTUNITY”

What are the main objectives of this initiative?

- We plan to raise “Awareness” of the importance of an LNG Industry to Alberta and to all of Canada
- Our targeted audiences will be Business, Investors, Communities, First Nations, Universities
- We will focus on specific opportunities that will be created in both Alberta and throughout Canada because of an LNG Industry
- These opportunities are both direct and indirect and will flow through the entire “Supply Chain” of our economy

How will we accomplish these goals?

- We will engage with local, regional, national and international audiences. Six **REGIONAL EVENTS** will be held in Vancouver, Calgary, Prince George, Toronto, London (UK), and Tokyo
- Four **LOCAL EVENTS** on “LNG Fundamentals” will be given throughout Alberta.
- Four Quarterly Special Reports will be produced. These will cover key themes such as; supply chain, global carbon reduction, diversified market access, trade, employment, infrastructure, climate policy and the overall “value chain”.
- One focused special article a month will be provided to B2B oil, gas and energy markets. A minimum of 12 digital features is planned.

What are our anticipated outcomes?

- Because of CSUR’s reputation as an objective voice for accurate technical information, we believe that our information will be viewed positively and will stimulate active discussion.
- This engagement, dialogue and supporting published material will provide a solid knowledge base for the audiences that we interact with. It will also provide important information for stakeholders unable to attend the sessions but who have a keen interest in this subject matter.
- Through this initiative we hope to increase public perception about LNG, and to provide a conduit for information about this emerging industry. By providing current and factually accurate information we hope to alleviate misconceptions and erroneous perceptions around this new Canadian LNG industry.