

# A note from the *Growing Forward...Together* organizing team



First, thanks for setting aside what in our current environment is an important commodity: three hours of your time.

We hope you'll find it time well spent. Time spent learning, collaborating and contributing – with an emphasis on contributions that will positively impact our province for the better.

You're participating in something unique in Alberta's history: a strategic melding of some of the best minds drawn from our province's energy and agricultural sectors. You'll learn and you'll teach. You will share experiences, perspectives and aspirations in an “inter-sectoral” effort.

Here's what we already know: agriculture and energy are at sectoral crossroads. Both bear a heavy burden in terms of supporting Alberta's future. As you're aware from recent Government of Alberta announcements vis a vis our economic future, we're currently experiencing incredible headwinds. Both sectors are under a variety of pressures, ranging from depressed commodity prices to activist campaigns. But both sectors are doing some remarkable things in the sustainability and clean technology spaces, for example.

Indeed, both the challenges and opportunities share common linkages. Climate, water and soil considerations. Talent attraction. Digital transitions. Clean-tech. Job creation. Economic stability. Reputational integrity. The list goes on...

Thus, we're convening on a dialogue platform buttressed by three foundational principles:

- **A sustainable environment ethos** that foregrounds an integrated approach to ecosystem health. That is why we have chosen air, water, land themes in which to nurture the discussions and potentially birth conjoined concepts that draw on each sector's experiences.
- **A creatively diversified economy** that is resilient and robust. Individually, ag and energy – as well as other sectors such as forestry and mining – will never achieve the economic momentum required to be the province's sole breadwinner. Our future economy is one in which producers, suppliers NGOs, ENGOs and government offices traditionally work for one sector alone are more strategically linked to each other than they have ever been in the past.
- **An innovation ecosystem** that builds and where appropriate synergistically links opportunities by posing bold and creative questions that will naturally flow at the intersections of air-water-land thinking.

Together, we think ag and energy can catalyse a series of intriguing discussions that explore new opportunities at the interstitial spaces between these buckets.

It's important to note that as organizers, we recognize energy and ag symbiosis is not “new” per se; we're simply pointing out an obvious question for these times: can we not do better, together?



## The Day Itself...and You

It's going to be a hectic three hours. Engaging, but hectic, in terms of the ground we hope to cover.

We start with an opening welcome and context setting by JWN Energy CEO Bill Whitelaw, who will co-moderate the morning with Api'soomaahka, (Running Coyote), William Singer III.

If there's a word that defines your contributions and takeaways, it is "context". Indeed, context is incredibly critical to our success measures. Context sharing and learning will be the momentum that helps accelerate things forward.

We deepen the context throughout the three hours with what we hope is a balanced approach to learning and contributing. Three inspirational keynotes and a panel discussion with Pembina Institute, Alberta Innovates and the Canadian Institute for Climate Choices will kick things off to a superb start.

Once the panel portion wraps up, it's your time to shine as

we dig deep into the subject matter. Again, we will move briskly through the program, but so much of what we tackle will help shape the longer-term agenda we hope to initiate from this first "summit".

Here, it's important to note another aspiration: there are an almost endless variety of important initiatives underway in both sectors. We hope from this first set of conversations to create a comprehensive catalogue of those efforts. So, if you're involved in something either corporately or personally, make sure you plug it into the conversation.

Last, you will be asked twice during our three hours together for more specific inputs:

- We have scheduled a "creative" break for five minutes at 10:40 a.m. It's a time to stretch your legs and grab a coffee refresh – but also to **tell us about a single idea you have for positive change...in about 50 words or less.**
- As the session closes, we will ask another question: **"What have you changed your mind about today?"**

## Program Outline: 9:00 am - 12:00 pm

### Welcome and Context Setting

- Bill Whitelaw, President & CEO, JWN Energy (moderator)
- Api' soomaahka (Running Coyote), William Singer III, Kainai First Nation, Blood Tribe (moderator)

### An Indigenous Perspective: Sharing traditional knowledge about the virtues of air, land water

- Api' soomaahka (Running Coyote), William Singer III, Kainai First Nation, Blood Tribe

### Plenary Session: Seeding the Energy for Change

- **Linda Coady**, Executive Director, Pembina Institute

- **David Collyer**, Board member, Emissions Reduction Alberta and the Canadian Institute for Climate Choices
- **Laura Kilcrease**, President and CEO, Alberta Innovates

### Breakout Sessions: Air, Land and Water

- Each session, for which you registered in advance, will be co-facilitated by a subject matter specialist from each sector. They will each present a brief case study to further deepen context.
- Sector and Case Study Leaders
  - Matt McCollough, Director, GHG, Canada's Oil Sands Innovation Alliance (**Energy/Air**)
  - Gary Redmond, Executive Director, West Central Airshed Society (**Ag/Air**)



## Program Outline: 9:00 am - 12:00 pm *(continued)*

- Brendan Such, Project Manager, Environmental Planning and Management, Summit Earth **(Energy/Land)**
- Kimberly Cornish, Executive Director and Founder, Food Water Wellness Foundation **(Ag/Land)**
- Dr. P. Kim Sturgess, CEO & Founder, WaterSMART **(Energy/Water)**
- Karen Schuett, CEO, Livestock Water Recycling **(Ag/Water)**

### Break

Working Group Discussions based on the Air, Land and Water streams.

Recap *Seeding the Energy for Change* and Attendee Perspectives

## The Days Beyond...Next Steps

As indicated, we know the agenda is packed. But in its construction, we wanted to ensure we generated sufficient material, momentum and enthusiasm to help define some next steps about the “can of possibilities” that will be opened up.

To that end, as a participant, you will be “surveyed” post-event for your insights not just on the experience, but also the thoughts that have come to you once you’ve signed off the Zoom that day of first engagement. This survey will help organizers further refine the “transitions pathways” that will ideally emerge from the discussions and then define our subsequent deeper dives.

### Wrap-up Panel Discussion

- Alastair Handley, President, Radicle
- Joel Bouvier, Manager, Software Development, Farm Credit Canada
- Lakeland College Agriculture Studies Student
- Meghan Harris-Ngae, Partner, Climate Change and ESG, EY

### Closing Remarks & Next Steps

- Bill Whitelaw, President & CEO, JWN Energy (moderator)
- Api’ soomaahka (Running Coyote), William Singer III, Kainai First Nation, Blood Tribe (moderator)

While we’re working in a COVID context for this kick-off, we hope to incorporate some COVID-protocol friendly face-to-face dialogue within a few months.

Finally, the Summit will be covered in the traditional media way, but we will also produce a post-event report within a few weeks. But we also welcome the opportunity for all participants to hit the social media platforms hard with their experiences and perspectives in advance of, during and after the Summit. **#AgEnergyConverge**



# The Organizers



**About JWN Energy:** JWN is a energy intelligence firm based in Calgary and London. Its portfolio of products and services includes media platforms, data sets and research and consulting offerings, including an extensive range of ESG tools. It is part of the Glacier Resource Innovation Group, which includes a similar portfolio with global mining services



**About Weather Innovations:** WIN is a Ontario-based agronomic and technology company offering diverse weather and climate services to Canadian and global agriculture via a growing portfolio of decision-support tools and customized platforms. It is also part of the Glacier Group.

# RADICLE

**About Radicle:** Developing one of the world’s first software platforms to measure, qualify, and aggregate greenhouse gas emissions, Radicle works with multiple sectors to enable planet-positive solutions by increasing efficiency while lowering costs and emissions. We believe that financial and environmental sustainability are two sides of the same coin: balance between the two is possible.



**About Energy Futures Lab:** EFL is an award-winning, multi-stakeholder initiative to accelerate the transition to the energy system that the future requires of us.



**About Agriculture for Life:** Ag for Life is an Alberta-based charity that brings together stakeholders with a common goal of strengthening the understanding and appreciation of the integral role agriculture plays in society, the environment, and the economy.

**The Organizing Team:** Bill Whitelaw and Wendy Eil (JWN Energy and Weather Innovations), Andy Harris (Radicle), Luree Williamson, Beth Halford and Ted Menzies (Ag for Life), Juli Rohl (Energy Futures Lab) and Jason Bradley (Olds College/ Creative Destruction Lab)

# The Partners





## The Organizational Details

Below, you will find details for the Zoom-based session; but in order to effectively capture the volumes of input we expect, we will also incorporate Slido technology into the Summit. To ensure things move efficiently, we're asking you to become familiar with Slido in advance, through either accessing it via your desktop or downloading the app onto your mobile device. An ideal situation is this: participating in the Summit via your main computer, but using Slido on your mobile device concurrently to offer your input. Access Slido at [www.sli.do](https://www.sli.do). Event code **#AgEnergy**.

Energy Futures Lab is inviting you to a scheduled Zoom meeting.

**Topic:** Energy Ag Industry Summit: *Growing Forward...Together*

**Time:** Sep 9, 2020 9:00 AM Mountain Time (US and Canada)

### Join Zoom Meeting

<https://us02web.zoom.us/j/83682799822?pwd=ak9Cb05BVnEwWmN0QlZkQ09zNyt3dz09>

**Meeting ID:** 836 8279 9822

**Passcode:** 069345

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