

Increasing The Profile of Energy Initiatives to Assist Community Engagement



Michael Jacobs, General Manager

About Me?

- Michael Jacobs
 - Member of the Curve Lake First Nation
 - Currently the GM of Cambium Aboriginal
 - Have been involved in First Nations management consulting since 200
 - Understand all aspects of FN operations
 - Have conducted many FN specific engagement activities

Key FN Engagement Participants

- Chief and Council
 - Why is energy as important as water / finance / health of members
- FN Staff and Departments
 - Why is energy important to my day to day
- FN Membership
 - My hydro bill is too high

How Do You Make Energy Relevant and a Priority?

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- In business terms, know your target market
 - Identify FN priority areas
 - Identify where energy and best intersects with those priority areas.
 - Integrate energy related topics and issues into those priority areas

If it isn't perceived as a priority, engagement is very difficult

FN Priority Areas

- There are 5-10 key priorities in most communities
 - Housing needs?
 - Economic Development?
 - Social Issues?
 - Youth?
 - Water?
 - Energy?
- You need to know the priority areas in your community to tie energy into the conversation.

Your Community is more likely to be open to engagement if you speak in terms of community priority areas

How Do Priority Areas Intersect With Energy?

- Understanding energy related issues is very important.
- Housing? New Energy efficient build policy
- Ec Dev? Generation opportunities
- Social Issues? Reducing hydro bills
- Youth? Saving environment for tomorrow
- Energy? Complex solutions for future

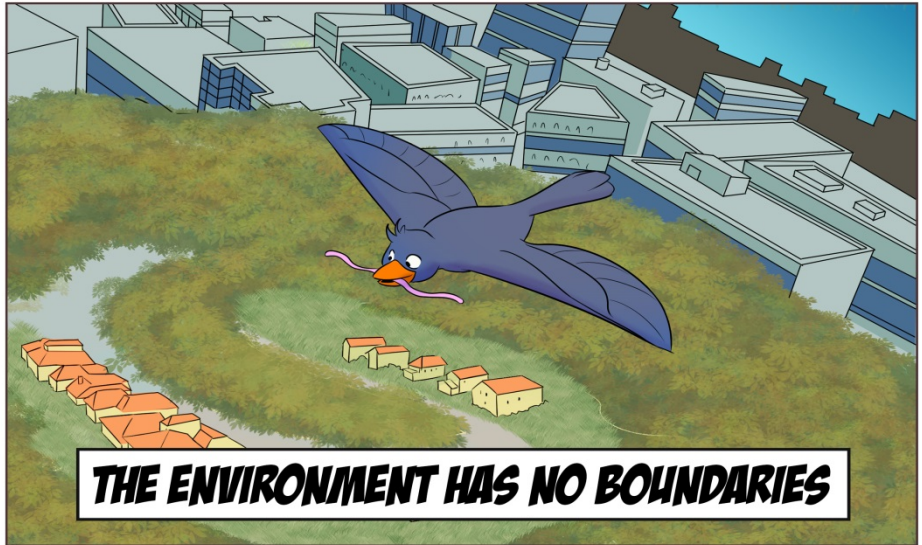
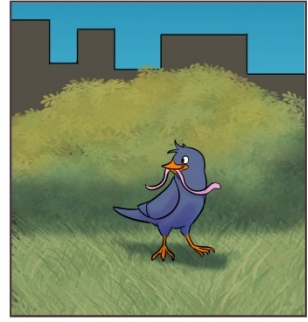
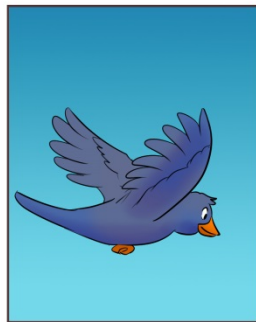
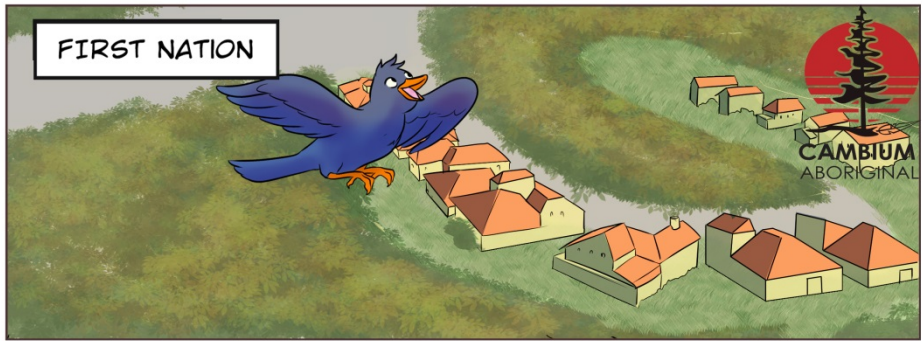
Integrate Energy Into Priorities

- Create an energy conscious culture by:
 - Get formal policy statements and initiatives integrated into other departments
 - Get everyone talking about this
- Ensure the leadership and staff are delivering the message as well
- Try and get a budget assigned to energy topics
 - IESO ECB Program is a great place to start

We haven't even talked to community!

- The community must be aware of the energy culture priority as well...
 - Schools (kids are great advocates)
 - Video series for social media (for community meetings)
 - Memes for social media (newsletters)
 - Community webinars (billboards)

You need to give your 'ENERGY
CULTURE' a brand



"LIKE" IF YOU AGREE!



Thank-you for your time...

Michael S. Jacobs

General Manager

Cambium Aboriginal Inc.

m.jacobs@cambiumaboriginal.com