

ENERGY INNOVATION IN CANADA

PART I – AGREE OR DISAGREE

If students agree with the following statements, ask them to stand on the map. If they disagree, they should remain standing on the border. Tally their responses in the provided boxes and compare them to the national survey responses.

1. A strong and sustainable electricity sector is crucial for a strong economy in Canada.

Agree	Disagree	National survey res
		90% agreed 10% disagreed

2. The electricity industry in Canada is becoming a leading sector for employment in areas like data analysis, computer systems, and engineering.

Agree	Disagree	National survey res
		86% agreed 14% disagreed

3. Jobs in the electricity industry today will be impacted by automation in the next ten years.

Agree	Disagree	National survey res
		84% agreed 16% disagreed

Key takeaway:

Canadian Millennials and Gen Zers understand that the sector is important. Ninety per cent agree that a strong and sustainable electricity sector is crucial for a strong economy in Canada.

Potential discussion question:

Look at the geography and topography of Canada using the Giant Floor Map. Why is electricity crucial to a greener future for our country?

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PART II - IMPRESSIONS OF SOURCES OF ENERGY

If students have a positive impression, ask them to stand on the map. If they have a negative impression, they should remain standing on the border. If they have a neutral impression, they should step off the map. Tally their responses in the provided boxes and compare them to the national survey responses.

1. Do you have a negative, positive, or neutral impression of the following sources of electricity.
 - a. Coal
 - b. Natural gas
 - c. Nuclear energy
 - d. Wind
 - e. Solar

Source	Agree	Disagree	Neutral	National survey response
Coal				22% positive 33% negative 45% neutral or didn't know
Natural gas				40% positive 16% negative 44% neutral or didn't know
Nuclear energy				35% positive 25% negative 40% neutral or didn't know
Wind				65% positive 6% negative 29% neutral or didn't know
Solar				72% positive 4% negative 24% neutral or didn't know

Key takeaway:

Canadian Millennials and Gen Zers have a very positive impression of wind and solar energy, a slightly positive or neutral impression of nuclear and natural gas energy, and a negative impression of coal.

Potential discussion question:

Look at the political borders of the different provinces and territories and the potential for renewable energy sources in these regions using the Giant Floor Map. Could local geography lead people in different parts of Canada to have varying impressions of different sources of energy?

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Potential discussion question:

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PART III - IMPRESSIONS OF SECTORS AND INDUSTRIES

If students have a positive impression, ask them to stand on the map. If they have a negative impression, they should remain standing on the border. If they have a neutral impression, they should step off the map. Tally their responses in the provided boxes and compare them to the national survey responses.

1. Do you have a negative, positive, or neutral impression of the following industries?
 - a. Mining
 - b. Oil and gas
 - c. Construction
 - d. Electricity
 - e. Tourism and hospitality
 - f. Health care
 - g. Renewable energy

Industry	Agree	Disagree	Neutral	National survey response
Mining				28% positive 27% negative 45% neutral or didn't know
Oil and gas				31% positive 31% negative 38% neutral or didn't know
Construction				47% positive 13% negative 40% neutral or didn't know
Electricity				50% positive 9% negative 41% neutral or didn't know
Tourism and hospitality				56% positive 8% negative 37% neutral or didn't know
Health care				62% positive 9% negative 29% neutral or didn't know
Renewable energy				61% positive 6% negative 32% neutral or didn't know

Key takeaway:

Canadian Millennials and Gen Zers view the electricity sector less positively than renewable energy, healthcare, and tourism/hospitality; on par with construction; and more positively than oil and gas and mining.

Potential discussion question:

Look at landcover and the distribution of urban centres in Canada using the Giant Floor Map. Why would renewable energy, health care, and tourism and hospitality produce more positive impressions than construction, mining, and oil and gas?

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PART III - STATEMENTS ABOUT THE ELECTRICITY SECTOR

If students think the following statements are true, ask them to stand on the map. If they think they are false, they should remain standing on the border. If they are unsure, they should step off the map. Tally their responses in the provided boxes and compare them to the national survey responses.

1. In regards to working in the electricity sector, to what extent are the following statements true or false?
 - a. The work is safe.
 - b. There are people like me working in the sector.
 - c. There is a good work-life balance.
 - d. There are a lot of jobs available.
 - e. The work is interesting and fulfilling.
 - f. There is good pay and benefits.

Statement	True	False	Unsure	National survey response
The work is safe.				46% true 32% false 22% unsure
There are people like me working in the sector.				44% true 34% false 22% unsure
There is a good work-life balance.				51% true 22% false 27% unsure
There are a lot of jobs available.				55% true 21% false 24% unsure
The work is interesting and fulfilling.				59% true 20% false 22% unsure
There is good pay and benefits.				71% true 11% false 19% unsure

Key takeaway:

Canadian Millennials and Gen Zers are less convinced that the work is safe and has “people like them” in the sector. They see the electricity sector as offering good pay and benefits.

Potential discussion question:

Look at the transmission lines and the distribution of urban centres in Canada using the Giant Floor Map. Is it likely that there will be future jobs in places where people would want to live?

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PART IV - INTEREST IN WORKING IN THE ELECTRICITY SECTOR

If students feel like they would consider a job in the following, ask them to stand on the map. If they wouldn't, they can remain standing on the border. Tally their responses in the provided boxes and compare them to the national survey responses.

1. If presented with the opportunity, would you consider a job in the following within the electricity sector?
 - a. Engineering
 - b. IT
 - c. Management
 - d. Trades

Job	Yes	No	National survey response
Engineering			77% would or probably would 23% would not or probably would not
IT			69% would or probably would 31% would not or probably would not
Trades			68% would or probably would 32% would not or probably would not
Management			61% would or probably would 39% would not or probably would not

Key takeaway:

Canadian Millennials and Gen Zers are most open to working in the trades, IT, and engineering. A lack of knowledge seems to be the biggest barrier the sector faces in recruiting the next generation.

Potential discussion question:

Look at the distribution of electricity facilities using the Giant Floor Map. What is it about the geography of Canada that would make a career in any of these industries appealing?