

## OIL SANDS WORKERS AND ENERGY PROFESSIONALS

Oil and gas is the largest sector in Alberta's economy, and many Albertans are directly or indirectly connected with it.

- **VALUE** balance and reason, ingenuity, and contributing to Albertans' and Canadians' daily lives.
- **ATTITUDES** include pride in Alberta and discomfort with the climate change debate.
- **CONCERNED** that they are undervalued and their environmental gains are not seen.

*diversify, balance, respect, reasonable*

### ALBERTA IDENTITY

- Many people expressed a strong *Canadian* identity.

### TRANSITION

- Not rejected outright, but viewed with mistrust of government interference.

### "INDUSTRY LEADERS SAY..."

- More likely to trust other oil and gas workers than senior leaders in the industry.

## c'ONSERVATIVES

The term "small-c" conservatives reflects people's values, not their support for a political party.

- **VALUE** personal responsibility, continuity (building a legacy), and gratitude.
- **ATTITUDES** include valuing Alberta's culture of innovation. Sceptical about climate change.
- **CONCERNED** about social polarisation, accountability being replaced by entitlement, and attacks from environmentalists.

*realistic, responsibility, truth, shame, civility, balance, structure*

### TRANSITION

- Raises concerns about ownership and control. Focus on it as a term owned and used by c'onservatives.

### FOCUS ON COMMUNICATORS

- Very likely to reject language that might come from a non-conservative.

### ALSO AVOID

- Political and campaign speak
- Over-emotional and moralistic language
- Judgemental or patronising
- "Alberta First"
- Government action

## ENVIRONMENTALISTS

Alberta's ENGOs are mostly grassroots initiatives that often focus on education and on-the-ground solutions.

- **VALUE** compassion and empathy, contributing to the environment and their community, and a high standard for integrity.
- **ATTITUDES** include agreement on the threat of climate change and a general appreciation for the energy industry.
- **CONCERNED** about declining respect for science and increasing political polarisation.

*contribute, change, possibility and diversify*

### OVERLY ECONOMIC AND CAPITALIST FRAMING

### OVERSTATEMENTS ABOUT ALBERTA'S ETHICAL OIL AND ENVIRONMENTAL REGULATIONS

### COLONIAL, PATRIARCHAL, EXCLUSIVE & POLARIZING LANGUAGE

- Avoid clichés and language that dehumanises
- Do not assume that all environmentalists are against the oil and gas sector.

## RURAL ALBERTANS

Fewer than 20% of Albertans live rurally. Ranching and farming are an important part of their identity, although most work in other sectors.

- **VALUE** respect for food and farming, tight-knit family and community, a way of life built on integrity and ethics, and connectedness to nature.
- **ATTITUDES** include stronger views that climate is not changing, and concerned that over-investment in energy comes at their expense.
- **CONCERNED** about declining respect and integrity, devaluing of food and farming, and feeling under attack from government, media, and environmentalists.

*community, respect, steady work, generational employment, overconsumption, disconnect and devaluing*

### PUSHING CLIMATE CHANGE

- Start by focusing on the here and now (drought, solar panels) and bring climate change in later.

### URBAN-BASED SOLUTIONS

- Cycling and electric vehicles are unrealistic in most rural communities.

### ALSO AVOID

- Overstatements and exaggerations
- Urban or elite communicators

## BUSINESS LEADERS

## YOUTH AND CHILDREN

## NEW CANADIANS

People holding positions in senior management are highly influential in politics and economic decision-making.

- **VALUE** being an honest and contributing citizen. Grateful to live in a society where people pull together and help others.
- **ATTITUDES** include Alberta as a place of “unlimited opportunity,” mixed views on climate change and the energy transition, and feeling under attack by progressives.
- **CONCERNED** that society is becoming more dishonest and selfish, and that there is a lack of balance and openness in public debates.

Youth (ages 16–28) are more likely to believe in climate change, while children (< 16) are more influenced by the adults in their lives.

- **VALUE** acceptance and social justice. They strongly value friends and social time, and being open to change.
- **ATTITUDES** include powerlessness in the face of climate change, and appreciation for energy but concern about overdependence.
- **CONCERNED** about unemployment and economic stress. Climate change is not a primary concern, but they are afraid for the environment and the future.

Alberta is one of the top destinations for newcomers to Canada. Many recent arrivals are from India, Pakistan, Bangladesh, Sri Lanka and Nepal.

- **VALUE** respect and diversity, honesty and willingness to speak your mind, and hard work and achievement including contributing their cultural experience.
- **ATTITUDES** include identifying with Canada more than Alberta, global perspectives about climate change, and alert to the economic importance of energy and need to diversify.
- **CONCERNED** about loss of social respect and intolerance, especially in the US, and about crime, the cost of mortgages, difficulty finding professional work, and environmental destruction.

*success, achievement, contribution, opportunity, stepping up, help, honest, economic diversity, innovation and balance*

*land, nature, acceptance of others, honesty, change, climate change, animals/wildlife, ecosystems, weather, transition, new jobs, social justice*

*respect, contribute, learn, earn, diversity/diversify*

### OVERSTATEMENT AND IMPERATIVES

- Terms like *never, must, always, most, worst, and all of us.*

### TRANSITION

- The term raised scepticism that it might be imposed, overplanned or mandated.

### DIVISIVE LANGUAGE

- Language that “others” or dehumanizes vulnerable groups.

### FOCUS ON COMMUNICATORS

- Sceptical of corporate leaders, politicians and other elites.

### ALSO AVOID

- Imperatives and absolutes
- Doom and gloom
- Sugar-coating

### FOCUSING ON ALBERTA'S WEATHER

- New Canadians already view Albertan weather as extreme, and examples of extreme weather in Alberta are not helpful.