



Executive Director message

Dear friend,

2024 was quite the year. To help make sense of it all, I find myself taking stock of what's working, and asking: how do we build on that? And some things *are* clearly working.

Canada *can* generate a lot of clean electricity — and the world needs *lots* of clean electricity. The provinces now see the big economic opportunity this represents and are putting out big calls for clean power.

This is momentum and that excites me, but we will lose it unless we overcome barriers to electrification — to bringing on new supply, and to electrifying demand. This is key to growing the economy, making life more affordable, combatting climate change, and pursuing reconciliation in all its forms.

This is what we look forward to working on with you this year. To help Canada embrace and thrive in the Age of Electricity.

Sincerely,

Chris Severson-Baker



Our solutions lead to clean, affordable and reliable electricity — key to a modern competitive economy.

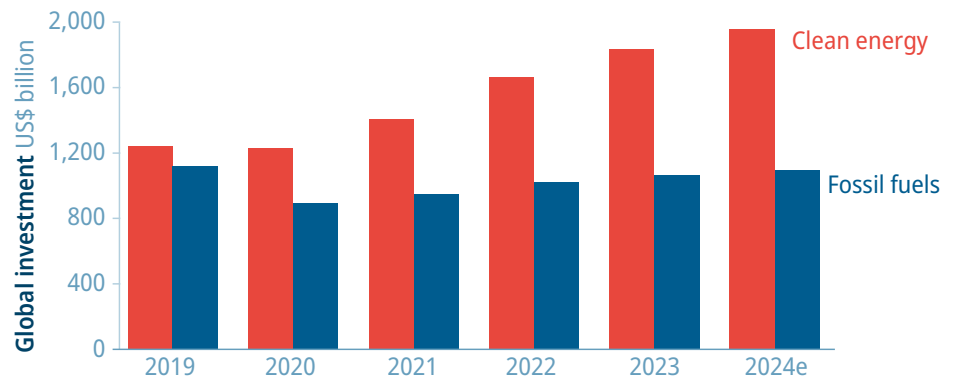
Optimizing Ontario

Ontario attracts substantial investments thanks to its relatively clean grid, and is proactively planning to meet growing demand. Our work shows how [modernizing the provincial grid](#) and supporting non-emitting resources would provide system resilience and affordability for consumers — ensuring Ontario remains attractive for investors.

Highlighting uncertainty for renewable projects

[Tracking the impacts](#) of Alberta's 2023 renewable energy moratorium, we found that 53 projects (or 8.6 GW of potential electricity) have since cancelled their applications. The report was covered exclusively by *Canadian Press*, featuring 300+ times in media outlets across Canada.

Signals of the new energy economy...





We address the largest source of emissions in Canada: the oil and gas sector.

Decarbonizing oil and gas

Canada's oil and gas sector must be subject to [additional, targeted regulation](#) if it is to reduce emissions and play a role in the low-carbon economy, we argued in [expert testimony](#) to the Senate Committee on Energy, the Environment and Natural Resources.

Capturing methane

Creating a strong [methane abatement](#) industry through innovation —and [strengthened regulations](#) — would bring climate and economic benefits.

Tracking oilsands profits

Oilsands companies are allocating capital not to decarbonize, but to increase production, we documented in our [Waiting to Launch](#) research series.

LNG expansion in B.C. = risky business

We worked with financial think tank Carbon Tracker to [highlight the economic risks](#) of expanding LNG in B.C.

Pembina's impact by the numbers in 2024:

50
research publications

53
articles & op-eds

55
media releases

74
events & engagements

6,600+
times quoted in media

\$43 mil
value in paid ad equivalent



A net-zero economy should extend opportunities to everyone. The future energy industry is for all.

Celebrating a legislative milestone

The 2024 *Sustainable Jobs Act* is an important step toward worker-centered climate and energy policy. We testified at a Senate committee as part of [advocating for this legislation](#).

Spotlighting clean energy job opportunities

The International Energy Agency's World Energy Employment report showed jobs in clean energy grew faster than jobs in fossil fuels. But skills shortages threaten Canada's opportunities in clean growth. With a [coordinated approach](#), Canada can attract the investment and clean economy jobs of the future.



Smart electrification policies will drive a clean transportation system.

Advancing EV charging infrastructure for MHDVs

Our [Getting Connected workshop](#) brought stakeholders together to explore ways to build and access chargers.

Our November report [Helping Fleets Charge](#) identified key challenges and provided actionable recommendations.

Leading public discourse

We led public discourse on electrifying on-road transportation, contributing thought leadership on [carbon pricing, tariffs](#), equity, [diversity](#) and the [health benefits](#) of clean transportation. We pushed for the [electrification of school buses](#) and [engaged with diverse fleets](#) to better understand their unique challenges.



Diesel is the main fuel source used to power and heat remote communities. We're supporting the transition to healthy, more reliable and affordable energy.

Supporting Indigenous clean energy leaders

A challenging step in developing clean energy projects in remote communities is the power purchase agreement process. We developed a two-part guide to [support clean energy leaders](#) through this critical stage of work.

March 25-28 – Whitehorse

[2025 Renewables in Remote Communities Conference](#)

A unique convening space for Indigenous leaders, policy makers and industry players interested in supporting diesel reduction in communities across Canada.



[All Together Now](#)

Check out our scorecards of federal and provincial climate leadership, comparing emissions reduction targets and policies.



Buildings in Canada should be net-zero, safe, affordable and resilient.

B.C.'s clean concrete opportunity

Concrete is the foundation of our homes, highways and hospitals – and its production accounts for 7% of global carbon emissions.

Our research highlights B.C.'s opportunity to [reduce emissions and support local jobs](#) by increasing the use of lower-carbon concrete.

Accelerating retrofits in Alberta

Alberta homeowners face rising energy costs and aging infrastructure. The Alberta Ecotrust Retrofit Accelerator (Alberta Ecotrust Foundation) will continue to [make energy-efficient upgrades](#) accessible and affordable for Albertans.



Accelerating large-scale renewables across Canada.

Renewables = stable and reliable municipal revenue

Research for our [tax revenue map](#) showed that Alberta communities collected \$54 million from wind and solar projects in 2024. That's *double* the 2023 amount.

Dispelling land use myths

Renewable energy projects don't gobble up prime agricultural land, [our research found](#). Instead, high-quality farmland was impacted most by residential development, mines, pipelines, and other industry.

Carbon Dioxide Removal Centre's groundbreaking scan of CO₂ removal buyers

CO₂ removal will be an essential tool to limit climate change. [We asked 200+ Canadian corporations](#) about their readiness to embrace it and what might help them take the next step.