



ENERGY STRATEGY SASKATCHEWAN

Securing a Sustainable Future

April 2005

The key to securing a sustainable and prosperous energy future is to build a well-informed public capable of making better energy choices for themselves and their province.

ESS is a research project designed to investigate public policy and perception towards potential alternative energy sources that will stimulate wealth creation for the province and secure Saskatchewan's future as an alternative energy provider.

ESS will serve as an innovative and valuable tool for industry, the public, and policy makers. This project will be the first of its kind in Saskatchewan and modeled to exemplify the Prairie Centre's commitment to providing sound energy research and education.

To find out more about this project, or to contribute, please contact the Prairie Centre Policy Institute at energy@prairiecentre.com.



The ESS Action Plan

PHASE I

The first phase of ESS will focus on public awareness of alternative energy sources by surveying a diverse cross-section of the Saskatchewan population, as well as attaining information from energy experts and policy-makers. This phase will depict the energy insecurities and information gaps, which will later be analyzed and tackled through energy education campaigns.

PHASE II

Using the study developed in the first phase, a Working Group will be formed to represent a broad variety of PCPI stakeholders involved in the Energy Strategy. This group will be responsible for choosing the best way to transform the information found in the Phase I Report into structured energy awareness campaigns to be used in Phase III.

PHASE III

The energy awareness modules structured by the PCPI Working Group in Phase II will be implemented as the *Communicating Energy Campaigns*. A wide range of the population will be reached in this campaign to provide accurate information and promote clean, alternative energy sources.

PHASE IV

The final report will be prepared and distributed to PCPI investors and the public. A synopsis of the entire project and findings will be included as well as policy recommendations and a future look at Saskatchewan's potential as an alternative Energy Innovator.