

GEM BRIEFING FOR DMS' OIL SANDS CALL, MAY 26, 2011

BACKGROUND AND KEY POINTS

I. Europe Oil Sands Advocacy Strategy

The Pan-European Oil Sands Team (PEOST) was created in October 2009 and launched January 2010. It leads Canada's efforts to advocate on behalf of the oil sands. The PEOST includes London, Paris, Berlin, The Hague, Oslo, Brussels (bilateral), Brussels (EU) and headquarters personnel in Ottawa. Member countries are those where oil sands are a public or policy issue (UK, Belgium/EU, Norway, and to some extent Netherlands and Germany) as well as those with major investments in the oil sands. The team also works closely with NRCan and Alberta. The Pan-European Oil Sands Team missions deliver key messages to European interlocutors, including Parliamentarians, key government departments and EU Commission officials on a regular basis. The team works together to implement joint activities where there are synergies.

Furthermore, missions share information regarding upcoming activities with a view to maximising coordination. Each mission developed a country specific oil sands strategy that identifies key influencers, credible third parties and vulnerabilities. Based on these strategies, the team undertakes advocacy activities to build support for Canada's responsible development of the oil sands in Europe. They also monitor the overall discourse on oil sands (e.g. government and the media) and strategically correct misinformation in the media where possible.

The team updated its advocacy strategy in March 2011 (attached), with much useful input from NRCan and Alberta. The principal objective of the Oil Sands Team is to re- frame the European debate on oil sands in a manner that protects and advances Canadian interests related to the oil sands and broader Canadian interests in Europe,

NRCan is finalizing a set of targeted fact sheets and a deck for use with European audiences. The team continues to require such targeted messages

Upcoming events:

- FQD Stakeholders Meeting, Brussels, May 27, 2011 – Canada will be present (either NRCan or BREU)
- Alberta oil sands site visit (June 19-22, 2011), including decision-makers, legislators and think tanks from Europe; will invite selected EU missions in Ottawa to send participants.
- Wilton Park Conference, U.K. (June 15-17, 2011); *New energy frontiers: what role for hydro-carbons in global energy security?* NRCan, GoA support for this conference (\$20,000 each) and likely to participate. CAPP support for the conference \$30,000 and CAPP/Greg Stringham confirmed to speak).
- CommentVisions Event, Brussels, (June 21, 2011 TBC) "Is Unconventional Oil Compatible with EU Climate Policy?" – NRCan speaker (Mark Corey) requested
- A second visit to the Alberta oil sands September 1-3 for energy-focussed MEPs is in the planning stages.
- * Rescheduled visit of Energy Resources Conservation Board (ERCB) of Alberta, key regulatory agency; timing to be confirmed to UK, Belgium, Norway and Netherlands.

need to consult alberta

Oil Sands Strategy: Key Messages

- The Government of Canada through the Pan-European Oil Sands Team, based in European missions, works closely with key stakeholders and advocates with decision-makers, legislators and opinion-formers [REDACTED]
- Key objectives of that strategy include: reframing the European debate on oil sands in manner that protects and advances Canadian interests related to the oil sands and broader Canadian interests in Europe; [REDACTED]
[REDACTED] improving the image in Europe of Canada as a responsible energy producer, and; [REDACTED]
[REDACTED]
- Led by the High Commission in London, U.K. and including the Government of Alberta representative there, the team organises activities such as oil sands site visits (next one is scheduled for June 19-22, 2011; another focussed on MEPs is being planned for September), conferences and seminars (e.g., Wilton Park), and high level visits to Europe (e.g., Alberta Energy Minister Liepert to UK and Brussels in February 2011).
- European interlocutors tend to view oil sands as an environmental issue, and [REDACTED]
[REDACTED] contacts in energy and trade, and leadership are receptive to energy security argument [REDACTED]
- Climate change is central to European concerns related to the oil sands. [REDACTED]
[REDACTED]
- Senior level strategic visits are an important way to get Canada's message out. Continued senior outreach in London and Brussels will be useful, as well as to Norway and The Netherlands (key investors), as are Italy, France and Germany.
- The need for strong pre-approved communications messages remains essential and is a key to success of the group's work.

Cronin-Cossette, Ann -GUA

From: Cronin-Cossette, Ann -GUA
Sent: May 31, 2011 10:51 AM
To: Stirk, Jillian -GEM
Cc: Pennell, Jamie -GEM; Sarty, Leigh -GUA; Kur, John -GUD; Gilker, Naomi -GUA; McCrimmon, Bill -GUD
Subject: FW: Media Lines Request: Pan-European oil sands action plan
Attachments: gem briefing for dms call may 26. FINAL. 24-05-2011.doc

Hi Jill,

In the event you end up briefing MINA today, you should be aware that O/MINA has raised questions with MDCE further to media articles referenced in today's press scan (copied below for your reference) on why we have an oil sands advocacy team for Europe, why there is a strategy etc.

GUA prepared media lines (see message below) which are apparently still with O/MINA for approval. Journalist went ahead with article without benefit of those lines.

Should MINA raise questions with you about the oil sands strategy, the talking points we prepared for the May 26 (cancelled) call with Deputy Ministers may help. Copy attached for your ease of reference.

Ann

OILSANDS ACTION PLAN: Several *Postmedia* dailies report the federal government has explored the possibility of hiring a PR firm and organizing trips for international leaders to promote Canada's oilsands industry abroad and "fight back" against foreign climate change policies requiring it to reduce its pollution. The articles indicate an "action plan" prepared by **DFAIT** suggested holding an "annual retreat" of its oilsands advocacy team in London to boost the industry's image. The reports note the action plan, acquired through an access to information request, mentions "meeting with like-minded allies" from BP and Shell. According to the articles, the action plan describes the use by **Canadian diplomats** of extensive information detailing Alberta's environmental regulations for advocacy abroad, while no analogous materials from the federal government were available. The articles say a **DFAIT spokesperson** was unable to confirm whether the department had hired a PR firm. Further, the articles say the spokesperson couldn't confirm the cost of the advocacy program, nor why BP and Shell are considered "like-minded allies." The reports quote Greenpeace Campaigner Keith Stewart: "They have an emissions problem in the tarsands, they have a human rights problem and they have performance problems. They don't have a public relations problem. And thinking that you can hire a public relations firm to make your environmental and human rights problems go away is wishful thinking." (MGAZ A2, OCIT A3, VPROV A22, EdJ D3, CalHer A4, VicTC C4)

Ann Cronin-Cossette

Deputy Director (Policy Integration, Advocacy & Outreach)/Directeur adjoint (Intégration des politiques, Promotion des intérêts et Sensibilisation)
Institutions, Policy and Operations Division/ Direction des Institutions, des Politiques et des Opérations (GUA)
Europe and Eurasia Bureau/Direction générale de l'Europe et de l'Eurasie
E-mail/Courriel: ann.cronin-cossette@international.gc.ca
Telephone/Téléphone 613-996-6429
Facsimile/Télécopieur 613-995-1277
Lester B. Pearson Building, 125 Sussex Drive, Ottawa Ontario, K1A 0G2/Édifice Lester B. Pearson, 125, promenade Sussex, Ottawa, Ontario K1A 0G2
Foreign Affairs and International Trade Canada/Affaires étrangères et Commerce international Canada



Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Canada

2011/06/21

From: Gilker, Naomi -GUA
Sent: May 30, 2011 4:41 PM
To: Rochon, Claude -BCM
Cc: Cronin-Cossette, Ann -GUA
Subject: RE: Media Lines Request: Pan-European oil sands action plan (Deadline 1:30 p.m.)

Claude,

Responsive lines, as requested.

Drafted: GUA
Consulted: NRCan, LDN, MDCE
Approved: GUA/Sarty

Dear Naomi,

BCM has just received the media questions below regarding the Pan-European Oil Sands Action Plan, with a very tight deadline. Would you be able to let me know if you would be in a position to provide media lines to answer the questions before 1:15 p.m.? Also, should NRCan be consulted?

Many thanks!

Questions:

I have received some DFAIT documents released through an access to information request (file A-2010-01780) that provide details about the government's "Pan-European Oil Sands Action Plan," and wanted to get some comments from the department in response to the following questions.

General

- The Pan European Oil Sands Team provides information to stakeholders and corrects misinformation on the oil sands by meeting with a wide range of interlocutors in Europe.

1) Did the department or government approve a proposal to hire a professional PR firm to help the Pan European Oil Sands Team further develop and implement a serious public advocacy strategy.

- No. The Pan European Oil Sands Team has not enlisted the services of a professional PR firm.

2) In the "European Oil Sands Advocacy Team Calendar," there is a scheduled meeting with "like minded allies" from BP and Shell. Why did department officials refer to these companies as "like-minded allies?" In what way are they like-minded allies of the government?

- Like-minded is defined as those who seek the responsible development of the oil sands and believes that investment in Canada is important and should be maintained. Both BP and Shell have a major presence in the oil sands.

3) The document mentions that "the team currently depends on the material provided by Alberta." Why does the team not seek information from experts within the federal government at Environment Canada?

- The team seeks and uses information from a variety of experts and sources, inside and outside of the federal government. Because the Government of Alberta regulates the oil sands sector given its jurisdiction

2011/06/21

over natural resources, the team at times depends on information from the province.

Ms. / Mlle Claude Rochon

Spokesperson, Media Relations Office | Porte-parole, Bureau des relations avec les médias

Telephone: 613-995-1874 | Téléphone: (613)995-1874

125 Promenade Sussex Drive

Foreign Affairs and International Trade Canada | Affaires étrangères et Commerce international Canada

Government of Canada | Gouvernement du Canada



Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Canada

2011/06/21