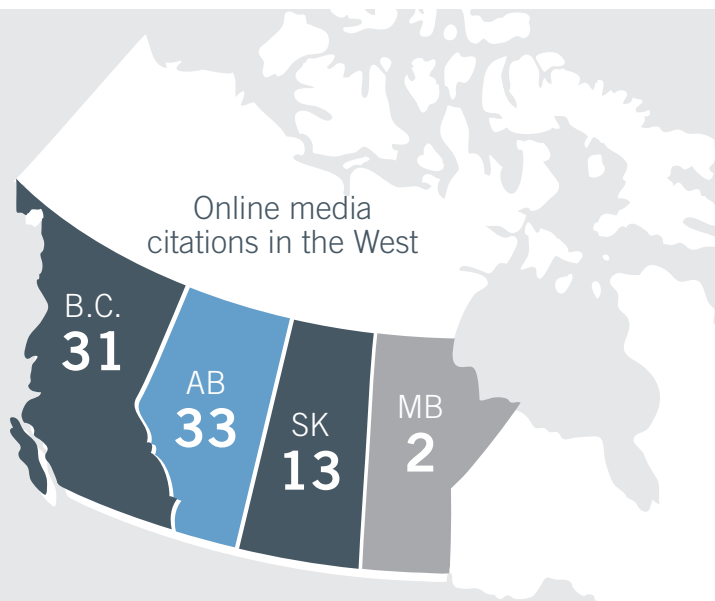


## CANADA WEST FOUNDATION MEDIA REPORT JANUARY 1 TO MARCH 31, 2016

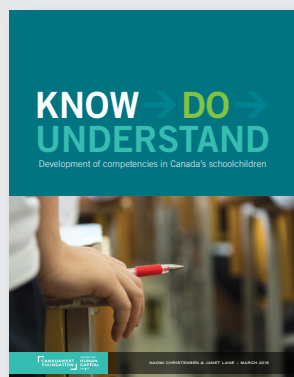


Total readership

**8.5 million\***

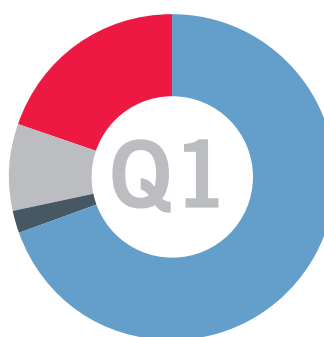
\*More and more organizations are using a figure called “reach” to measure the online impact of their work. But claims in the billions are of questionable reliability. Beginning in 2016, the Canada West Foundation is reporting online impact using “readership” as a more accurate statistic. Reach is the total number of readers who access a website where our content appears or the Foundation is cited. Readership – a lower figure – is an estimate of how many people have actually read the relevant citation. Media measurement is provided by a third-party, independent media monitoring service.

## RESEARCH FOCUSED MEDIA READERSHIP

**KNOW  
DO  
UNDERSTAND**Development of  
competencies in  
Canada's schoolchildren**26,000**

## MEDIA MENTIONS Q1

## MEDIA MENTIONS

Op-ed media readership **476,000**

# IN THE NEWS



Having a school certificate doesn't necessarily mean someone can do a job well. In *Know, Do, Understand*, the Foundation's Centre for Human Capital Policy took stock of efforts in the K-12 education systems across the country to shift towards developing credentials that measure what individuals can actually do.

All 13 provinces and territories are moving to competency-based learning approaches but at different rates, wrote authors Janet Lane and Naomi Christensen. Their insights will inform work the Counselling Foundation of Canada does with agencies that offer youth capacity-building initiatives. The report is of relevance across the West and all of Canada. Governments have responded with great interest to the Foundation's pan-Canadian review of learning competencies and informed us they have shared the work with key staff engaged in shaping policy.

The Foundation continues to be present in the media on pressing policy issues of the day. Trevor McLeod, Director of the Centre for Natural Resources Policy, was in the mix on several natural resources topics, including pipeline politics, hydro power and Alberta's royalty review. One highlight – participating in CBC's national series using public polling to take the pulse of Canadians on energy, the economy and the environment. Trevor's Centre also hosted a highly successful event in February discussing what it will take for Alberta to achieve climate change leadership and what challenges must be overcome so the province's energy economy can thrive.

Naomi traveled to Washington, D.C., in March as a speaker at the Wilson Center's Canada Institute event, called Softwood, Hard Choices. Naomi's speech, along with several media interviews in the last few months, show that the work Naomi did on the contentious softwood trade file in *Branching Out* continues to generate significant media and industry attention.

Meanwhile, Carlo Dade, Director of the Centre for Trade & Investment Policy, stayed on top of developments in the relationship among North America's three countries. He was interviewed for a National Post story reporting that Canada will host a Three Amigos summit in June. Carlo said it is important for Canada to repair frayed relationships.

Senior Economist Janice Plumstead continued her work tracking the fiscal fortunes of the western provinces, including analyzing and providing commentary on the B.C. and Alberta budgets and examining the impact of fluctuating Employment Insurance numbers across the West.

# COMMENTARY

HIGHLIGHTED OPINION ARTICLES IN MAJOR NEWSPAPERS



## Hydroelectric power for oilsands worth a closer look

**Trevor McLeod**  
[Vancouver Sun](#), [Edmonton Journal](#),  
[Ottawa Citizen](#) and [Calgary Herald](#)  
February 5, 2016

Earlier this month, British Columbia Premier Christy Clark – in Ottawa looking for money – suggested her province could help Alberta reduce its greenhouse gas emissions by delivering hydro-generated electricity to Alberta.

Many Albertans may be surprised that B.C.'s premier wants to help, but a rising price on carbon emissions could make such a bold venture a viable proposition.

B.C. is proposing a connection between its planned \$8.3-billion Site C dam on the Peace River in the province's northeast to Alberta's oilsands. Hydro-generated electricity could significantly reduce GHGs compared to the coal-fired electricity currently used in the oilsands process. . . .



## Even the naysayers should like Alberta's new royalty framework

**Dylan Jones**  
[Globe and Mail](#)  
January 30, 2016

The framework Alberta laid out on Friday for collecting royalties from its oil-and-gas sector is good news for the beleaguered sector and good news for Canadians everywhere.

Ever since the provincial New Democratic government won last year's election with a review of royalty rates as a platform element, investors have been anxious. Every oil and gas company – even those with very good assets – has been in a position of making investments with the risk that government might come in afterward and announce changes that would turn them into money-losing propositions. That uncertainty is now largely resolved.

Furthermore, the regime itself looks pretty sensible. It provides less accommodation of companies engaged in high-cost development and more reward for those that can lower their cost structures. The result will be a more efficient allocation of money and talent, and likely a reduction in greenhouse-gas emissions intensity. This is because most higher-cost production also has higher emissions.

Finally, the approach should build trust. . . .



## Infrastructure spending: Smart choices will pay dividends

**Carlo Dade and John Law**  
[Globe and Mail](#)  
January 20, 2016

The news that the federal government is looking to rapidly increase infrastructure spending to stimulate the economy should come with a flashing warning light.

Canadians recognize the value of using infrastructure spending to stimulate the economy in tough times. But what has always eluded us is finding investments that will generate a good return, rather than ones that are just ready to go.

Why doesn't Canada already have a list of projects vetted according to national interest, need and return-on-investment, which we can proceed with in normal times and ramp up in times of need? Australia does this, and so should we.

With mounting pressure to start spending, the federal government does not have the time needed to plan and evaluate infrastructure projects. And without a set of prioritized projects, the government is at risk of funding anything that is shovel-ready, just to get money out the door.

Ottawa can take steps to end this cycle. . . .

READ THE FULL ARTICLES AT  
[cwf.ca](http://cwf.ca)

# MEDIA SNAPSHOT

## HIGHLIGHTED ARTICLES

### Canadians conflicted 3 Es: Environment, energy and the economy

Tracy Johnson, Kyle Bakx

CBC News

March 14, 2016

Justin and Leanne Mills are in a situation familiar to many Albertans these days. Justin is still working as an oil well cementer in Lloydminster, but his income is down by 50 per cent and the family is dealing with a painful readjustment of their future.

"For the first time in three years, I actually didn't pay a bill," said Leanne. "We didn't have the money to pay it, so I pay a little on this one and all of that one, and the next month, I'll pay the rest of that one and just try to keep up."

Their struggles are one side of the conflict gripping Canadians right now as tension grows between the importance of the environment and the economy. A new CBC EKOS Research poll suggests the country is conflicted between the two priorities, especially when discussing the future of the oil and gas industry.

"There are definitely different views on what it really means to have a low carbon economy and how fast should we be getting there," said Trevor McLeod, who studies natural resources policy for the Canada West Foundation. . . .

### Trudeau to host Three Amigos summit with U.S., Mexican presidents in June

Lee Berthiaume

Ottawa Citizen

March 9, 2016

Prime Minister Justin Trudeau will host U.S. President Barack Obama and Mexican President Enrique Peña Nieto in Canada in June for this year's edition of the Three Amigos summit, the Ottawa Citizen has learned.

Trudeau is expected to announce the upcoming summit, the first to be held in Canada in nearly a decade, during his official visit to Washington this week. Sources say the announcement comes after months of intense, behind-the-scenes negotiations between Canada and its North American partner. ...

Carlo Dade, an expert on North American affairs at the Canada West Foundation, said Trudeau's visit to Washington this week represents a "dry-run" and a "building-block" for the Three Amigos, particularly when it comes to climate change.

"Obama is now firmly focused on his legacy and putting in place concrete acts that will constitute it," Dade said. "While a climate- or energy-environment pact with Canada would be nice, a "hemispheric" pact has a much weightier and profound, legacy-like ring to it. This is now possible with Trudeau on the scene. . . .

### Debate over pipelines anything but 'drama free' as Energy East debate heats up

Lauren Krugel

The Canadian Press

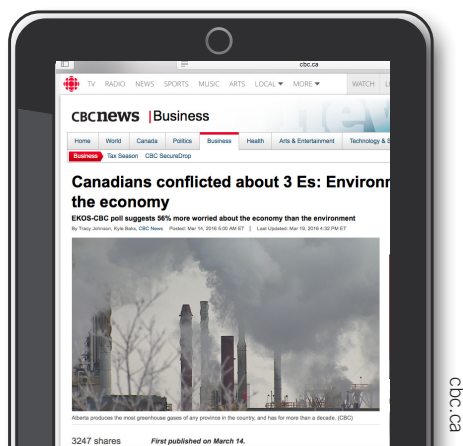
January 22, 2016

Alberta Premier Rachel Notley has said she wants the discussion over pipelines to be "drama free," but this week it was anything but.

A coalition of Montreal-area mayors came out against the \$15.7-billion Energy East Pipeline on Thursday, setting off a bout of cross-Canada sniping between municipal and provincial politicians over a matter that falls within federal jurisdiction.

Notley said it was "short-sighted" for the Montreal Metropolitan Community to oppose Energy East on the grounds its risks outweigh its economic benefit. ...

Trevor McLeod, director of the centre for natural resources policy at the Canada West Foundation, said the sub-national pipeline spat is frustrating to watch when there are bigger issues to deal with — like the U.S. going from Canada's biggest customer to its biggest competitor. . . .



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