

Let's Talk **Energy**

Engaging ideas
for Canada's future



Parlons **énergie**

Idées d'avenir
pour le Canada

Newsletter

February 2013

MESSAGE FROM THE PRESIDENT AND CEO CANADA SCIENCE AND TECHNOLOGY MUSEUMS CORPORATION

As always, it is my pleasure to share with you the latest on our Let's Talk Energy initiative! In October 2012 we published our second annual Progress Report, and have had excellent comments from readers and stakeholders. You can find the report here: www.energy.technomuses.ca/english/pdf/en_progress_report_2012.pdf

I would like to take this opportunity to thank our volunteer National Advisory Committee members who come at the question of energy from very different perspectives, and who have been a great support to the Canada Science and Technology Museums Corporation as we have developed our plans, most recently for our national level activities to inform and engage Canadians. Though terms on the Advisory Committee are generally two years, a number of the members have graciously agreed to stay on to ensure continuity, and several new ones have joined. You can view the current membership on our web-site at: www.energy.technomuses.ca/english/NAC_members.html

I hope that you will find our **LET'S TALK ENERGY** newsletter of interest. As always, I look forward to your feedback. You can reach me at damyot@technomuses.ca.

Denise Amyot

FASCINATING EXHIBITIONS

KIOSK UPDATE

As part of the annual refresh, the Let's Talk Energy kiosks located across the country received an information and design update. Highlights include an eye-catching selection of new photos in each section, improved touch sensitivity, reorganization of the content to be more user friendly, and a video on steam-assisted gravity drainage in oilsands production.

KIOSK LOCATIONS ACROSS THE COUNTRY

Let's Talk Energy (LTE) is looking for more hosts for its energy information kiosks! Already the kiosks have found homes in science centers and museums across the country, but we would like to get more kiosks in more locations. The kiosks are often provided free to hosts thanks to sponsorships. This year LTE is also looking for new types of venues for the kiosks including malls, airports, public transportation hubs, and education institutions. If there is somewhere you think should have a kiosk, please get in touch.

ASSOCIATION OF SCIENCE-TECHNOLOGY CENTERS- INTERVIEW WITH DENISE AMYOT

Denise Amyot, President and CEO of the Canada Science and Technology Museums Corporation was interviewed in the latest issue of Dimensions Magazine from the Association of Science-Technology Centres (ASTC). The interview highlights her role in the development of 'Let's Talk Energy', for which she received [ASTC's Roy L. Shafer Leading Edge Award](#) for New Leadership in the Field, at their Annual Conference in October 2012. Click [here](#) to read a full transcript of the interview. www.astc.org/blog/category/astc-dimensions

ENGAGING PROGRAMMING

HARVESTING ENERGY 2012

At the Canada Agriculture Museum, more than 2,400 adults and children participated in Harvesting Energy, the Museum's annual Thanksgiving event in 2012. While visitors discovered foods harvested in the fall, they also explored how farms produce energy from sources such as the sun, wind, and crops. Through our new biofuel garden tour, visitors were able to learn more about switch grass, camelina and miscanthus, to name a few, and discover the various products provided to us by these versatile plants.

TEENS IN CHARGE- TOUS LES ADOS AU COURANT

Building on LTE's very successful Scenarios initiative with youth groups from Ottawa, California and Copenhagen, a new program was launched this winter. Teens in Charge- Tous les Ados au Courant (TIC-TAC) seeks to bring together teens from across Ottawa to learn about energy, science and the environment in a fun and innovative way. The students will attend meetings at the museums, partake in activities and have the opportunity to plan events to demonstrate their knowledge. In addition, TIC-TAC will connect with other youth groups across North America. By participating in activities, hosting events and going on trips to various energy sites, TIC-TAC aims to create a dynamic learning experience, while strengthening ties with the local, national and virtual community!
www.facebook.com/groups/TICAC

SWITCH FILM SCREENINGS

In November 2012, we began a project with museums, science centres, universities, colleges and local groups across the country to screen the feature-length documentary *Switch* and create opportunities for discussion and debate. This award-winning film explores a broad range of renewable and non-renewable energy sources in a balanced and factual way, and introduces the importance of changes in consumption on the path to a lower-carbon energy future. Screenings have already taken place in Halifax, Nova Scotia; Ottawa, Toronto, Barrie and Waterloo, Ontario; Calgary, Alberta, and Prince George and Terrace, British-Columbia. Further screenings are being planned in St. John's, Newfoundland and Labrador; Fredericton, New Brunswick; Sherbrooke, Quebec; London and Sudbury, Ontario; Winnipeg, Manitoba; Saskatoon, Saskatchewan; and Calgary, Alberta. The more discussion we can foster in this way, the better! So please get in touch with us if you would like to arrange a screening. To learn more about the film, go to www.switchenergyproject.com/aboutfilm.php

CAFÉ SCIENTIFIQUE 'CANADIAN ARCTIC RICHES: TO PRESERVE OR EXPLOIT?'

The Canada Science and Technology Museum organized another successful Café Scientifique on Tuesday, January 29th at the Fox and Feather Pub in Ottawa. The topic of this month's discussion was Canada's natural resources in the Arctic. Those interested in sustainable development and resource extraction were invited to partake in lively discussion and a game of Arctic trivia, all while enjoying their beverage of choice in a cozy pub. For more information on upcoming events, please visit www.sciencetech.technomuses.ca/english/whatson

UNIQUE PARTNERSHIPS

NEW CANADIAN MAPP PARTNER

Let's Talk Energy is pleased to welcome the North Cape Wind Energy Interpretive Centre to our MAPP program! Located in Tignish, Prince Edward Island, the Interpretive Centre offers countless opportunities for hands-on and visual learning about the importance of wind energy and the means to harness this renewable resource. For more information, please visit: <http://www.northcape.ca/north-cape-wind-energy-interpretive-centre/>

NEW INTERNATIONAL MAPP PARTNER

Let's Talk Energy has its first international partner! The Interactive Museum of the Economy (MIDE) in Mexico City has joined the Museum Affiliated Partners Program (MAPP), excited to share its own experiences with respect to energy-related exhibitions and programs and learn from the experiences of others. We look forward to learning more about MIDE's sustainable development, climate change and natural resources offerings! http://en.wikipedia.org/wiki/Interactive_Museum_of_Economics

'SMARTER SCIENCE, BETTER BUILDINGS' AT THE WESTERN DEVELOPMENT MUSEUM

The Western Development Museum (WDM) has partnered with the Saskatchewan Environmental Society (SES) to offer 'Smarter Science, Better Buildings', a new program for Grade 7 students to complement the science, social studies, math and arts education curricula. Through hands-on work stations and fascinating models, students have the opportunity to explore the design and build of energy efficient homes both past and present- from a sod house to a current net-zero home. Members of the general public and community partners were invited to learn more about the program by participating in an Open House at the Museum on Friday, February 15th.

www.wdm.ca/EdPrograms/saskatoon/smarterscience.htm

CANADIAN NUCLEAR SAFETY COMMISSION

In an effort to provide Canadian youth with a better understanding of how the nuclear sector works in Canada and how it is kept safe, the Canadian Nuclear Safety Commission (CNSC) is about to release a short video that looks at the nuclear fuel lifecycle in Canada. The video is geared towards students in grades 7-12. In the video, a narrator talks about how nuclear fuel is created and managed, and an artist draws supporting illustrations.

The video will be posted on the CNSC YouTube page, used for classroom presentations, and offered for use to museums and science centres across the country.

www.youtube.com/user/cnscccsn

MAPP WEBINAR

On February 7th, Let's Talk Energy offered a free webinar to staff of the Museum Affiliated Partners Program (MAPP) examining how to present complex information on the Canadian energy system to a non-expert audience. Presented by Dr. Layzell, former Executive Director of the Institute for Sustainable Energy, Environment and Economy at the University of Calgary, the webinar focused on visualization tools, and a discussion on how to make these tools interactive in a museum or science centre setting. The objective of MAPP is to improve the quality and increase the volume of energy-related exhibitions and programs in centres across the country by sharing content and best practices, and by working together on projects of common

interest. www.energy.technomuses.ca/english/partners.html

VIRTUAL TOOLS

FACEBOOK PAGE

In December 2012, Let's Talk Energy joined Facebook in a big way. Visit and 'Like' our page to access interesting facts, engage in discussions about Canada's energy future, explore new technologies and participate in fun contests!

www.facebook.com/TalkEnergy.Parlonsenergie

SWITCH DISCUSSION

Switch film screenings have helped promote much discussion at the viewings held. To keep the conversation going, Let's Talk Energy has provided anyone who has seen the film at one of our screenings or elsewhere with the opportunity to voice their comments and interests, and engage in a virtual conversation with others. We encourage anyone who has seen or is interested in the film to get on-line and talk energy! Join the discussion

at: www.energy.technomuses.ca/english/screenings.html

SPECIAL PROJECTS

ELECTRIC VEHICLE CHARGING STATION

This past October, the Canada Science and Technology Museum received an energizing addition, with the installation of an electric vehicle (EV) charging station. The charging station allows owners of electric vehicles to recharge their batteries for free while visiting the museum. This new, state of the art charger was donated by Sun Country Highway Ltd, a Canadian company dedicated to creating a network of free EV chargers across Canada. Executives from Sun Country Highway recently completed [cross country trek](#) from St John's, NL to Victoria, BC in a Tesla Roadster, demonstrating the ease with which Canadians can now cross the country using zero-emission transportation, and the versatility and reliability of electric vehicles, even in a Canadian winter! The installation of the charger was sponsored by the Electric Vehicle Council of Ottawa (EVCO). The museum would like to thank all the partners involved in this initiative, and is pleased to be participating in a pan-Canadian project to promote sustainable energy culture in communities from coast to coast.

www.suncountryhighway.ca/worlds-longest-greenest-highway-project/

CURATOR'S CORNER

THE 'REBOUND EFFECT' AND LED CLOTHING

The Canada Science and Technology Museums Corporation Collection includes more than 300,000 unique items that highlight the role science and technology play in transforming the lives of Canadians. Often items in our collection can spark discussion on the ways Canadians interact with new technology. For example, the CSTMC has acquired an LED scarf and evening blouse made from luminous fabric by Lumigram.

These items speak to an interesting paradox in our culture; while switching from incandescent to LED bulbs conserves energy, the technology also allows for lights to be incorporated into clothing, an entirely new use of energy. This paradox is a perfect illustration of the so-called 'rebound effect'. The 'rebound effect' refers to behavioural changes in response to the introduction of new technologies that might negatively impact their effect on energy conservation. Can you think of other examples of the 'rebound effect' in conservation? Join the discussion and share them on our Facebook

page: www.facebook.com/TalkEnergy.Parlonsenergie

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