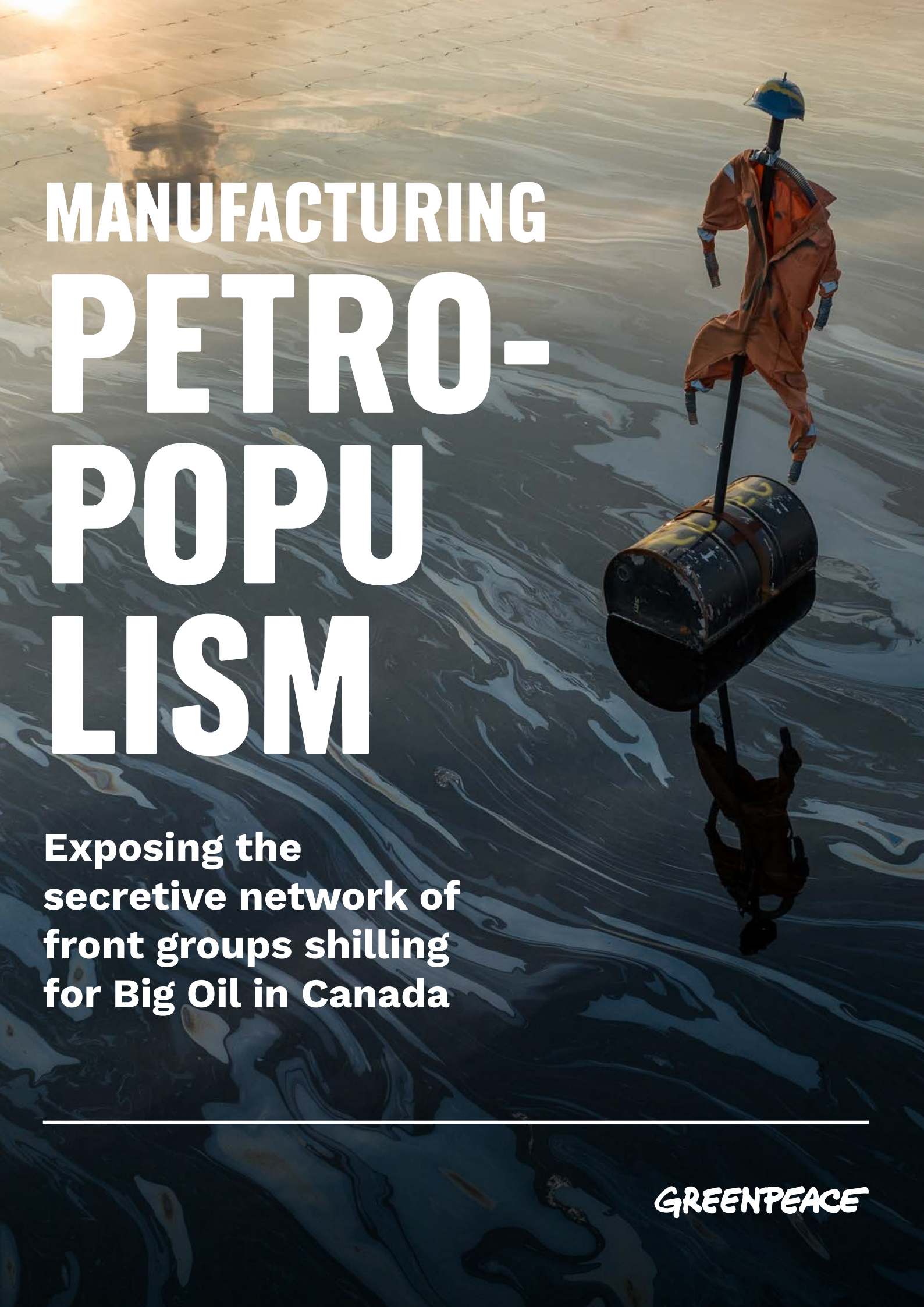


MANUFACTURING PETRO-POPULISM

Exposing the secretive network of front groups shilling for Big Oil in Canada

GREENPEACE

Manufacturing Petro-Populism
Exposing the secretive network of front groups shilling for Big Oil in Canada

A Greenpeace Canada Investigation
With support by the Greenpeace Canada Education Fund

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CONTENTS

KEY FINDINGS 7

INTRODUCTION 9

METHODOLOGY 12

THE NETWORK: ENERGY IN ACTION 14

THE PETROLEUM CLUB FUNDER MEETINGS 18

OIL CONNECTIONS 21

NETWORK MEMBERS 24

EXAMINING KEY NETWORK MEMBERS AND THEIR OPERATIONS 33

DISINFORMATION SPREADERS 45

CONCLUSION 50

APPENDIX: CENOVUS ADVOCACY FUNDING OF EIA NETWORK ORGANIZATIONS 51

LIST OF ABBREVIATIONS 52

FIGURES AND TABLES

FIGURE 1. Snippet of HTML code for EIA homepage highlighting the use of Indigenous Resource Network social media accounts **12**

FIGURE 2. Screenshots of EIA updates and events pages appearing on DuckDuckGo and Bing search results **13**

FIGURE 3. Screenshot of the EIA homepage showing two buttons for "Member" and "Non Member," with both buttons leading to password-protected pages **14**

FIGURE 4. Screenshot from a video recap added to one of two CEP funder session pages on EIA website saying, "Here's how your support is creating impact across the country," while showing logos of network members in the background **15**

FIGURE 5. Screenshot of the "Advocates" sub-page on EIA. The page shows the logos of twenty-five organizations. Seven other groups were identified in other EIA materials **16**

FIGURE 6. Screenshot of EIA's search bar displaying search results for duplicated items including "Debunk (Copy)," "CNAPS (Copy)," "CCMBC (Copy)," and "Avatar (copy)" **17**

FIGURE 7. Screenshots of the CEP funder session pages on EIA website from July 2025 (left) and January 2026 (right). Each page includes a video recap of milestones and separate presentations for some entities **19**

FIGURE 8. Screenshots of agendas for the funder meetings in July 2025 (left) and January 2026 (right). Both agendas were formatted similarly with a logo for CEP on the top left **20**

FIGURE 9. Screenshots of presentations from entities in the EIA network presented during funder sessions in 2025 and 2026 **20**

FIGURE 10. Screenshot of a post by the Canadian Association of Petroleum Producers (CAPP) promoting Energy in Action Initiative in 2023 **22**

FIGURES AND TABLES

FIGURE 11. Screenshot of an archived version of energyaction.ca stating its connection with CAPP **22**

CHART 1. Mapping relationships between Canadian Energy Prosperity (CEP) funders and thirty Energy in Action (EIA) member organizations across key industry sectors **24**

TABLE 1. Think tanks and research institutes in the network **25**

TABLE 2. Pro-industry advocacy groups in the network **26**

TABLE 3. Entrepreneurship and technology companies in the network **28**

TABLE 4. Identity and lobbying groups in the network **29**

TABLE 5. Media and news groups in the network **30**

TABLE 6. Education groups in the network **31**

FIGURE 12. Screenshot from a presentation by Resource Works and Energy United describing strategies to attack environmental non-profits like the David Suzuki Foundation **34**

FIGURE 13. Screenshot from a presentation by Resource Works and Energy United describing federal support to the Local Journalism Initiative and showing an article on The Narwhal by journalist Matt Simmons **34**

FIGURE 14. Screenshot from a video on MEI's page on EIA showing articles published in different outlets **35**

FIGURE 15. Screenshot from a video found on MEI's page on EIA, which says, "Albertans MEI has your back." **36**

FIGURE 16. Part of Canada Action's federal audited financial statements **37**

FIGURES AND TABLES

FIGURE 17. Part of Canada Action's federal audited financial statements **38**

FIGURE 18. Screenshots from a video found on Canada Action's page on EIA in which the group shares data regarding its impact **38**

FIGURE 19. Screenshots from a video presentation by Debunk to CEP funders stating key metrics and recent campaigns. **39**

FIGURE 20. Screenshot showing a slide from a presentation by Avatar Innovations showcasing "wins in 2025," including the targeting of younger audiences **40**

FIGURE 21. Screenshot of the last slide from a presentation by Canada Powered by Women to funders, claiming to have reached millions of women, tens of policymakers, and new funders **42**

FIGURE 22. Screenshot of a page from an "Executive Impact Report" for 2025 by Switch Classroom showing key metrics and strategies **43**

FIGURE 23. Screenshot of a Facebook post by Debunk showing a video of Patrick Moore. Comments blurred to preserve anonymity of users **46**

FIGURE 24. Screenshot of an Instagram post by Debunk. Comments blurred to preserve anonymity of users **46**

FIGURE 25. Screenshot of Avatar's page on EIA (left) showing "Featured Content," which included an Instagram post on a separate page. The post, which did not mention Avatar but cited the Energy Futures Institute, was listed as a media appearance **48**

FIGURE 26. Screenshot from the Fraser Institute's presentation to funders in January 2026, featuring political scientist and climate denier Bjørn Lomborg and titles for essays by the think tank **49**

KEY FINDINGS

A Greenpeace Canada investigation has identified a shadowy and coordinated network of pro–fossil fuel front groups, companies, think tanks, and charities that claim to have reached over one hundred million people. Based on materials and data from the entities involved, this investigation reveals influence efforts by the oil-linked Energy in Action (EIA) network, whose members are receiving funding and support from the Canadian Energy Prosperity (CEP) group, aiming to shape the energy conversation in Canada.

Operating under the guise of independent and grassroots entities, the EIA network coordinated its activities to shift public discourse and actively lobby against renewable energy initiatives. Our investigation demonstrates that this network is backed by hidden funders. Its entities report to those funders during biannual meetings, showing their various campaigns that target many Canadian demographics and regions, using lobbying, public advocacy and engagement, and both digital and traditional advertising to delay the transition away from fossil fuels. Greenpeace Canada's analysis of the network's activities and internal materials documents the use of climate disinformation, covert influence campaigns, and attacks against activists by some members.

Here are the key findings:

- **A coordinated network:** Over thirty entities, targeting six different sectors, have been identified as part of a coordinated network, operating under the EIA umbrella and supported by CEP to manufacture support for the oil and gas industry and advance its narratives.

KEY FINDINGS

- **Centralized operations:** Operational coordination is maintained via the EIA network and platform, as well as biannual briefings. Two of these briefings already took place behind closed doors at the Calgary Petroleum Club in July 2025 and January 2026, where network actors directly engaged with and reported to hidden funders.

- **Institutional and financial links to the oil industry:** EIA appears to be linked to the Canadian Association of Petroleum Producers (CAPP), with many network entities receiving direct funding from the oil and gas sector.

- **Targeted demographic influence campaigns:** The network spreads its influence across diverse sectors, including technology, grassroots advocacy, and industry trade associations, targeting specific groups including women, youth, students, and Indigenous communities among others.

- **Internal materials for operations:** Documents uploaded on the EIA platform explicitly detail the network's coordinated, and sometimes covert, intent to use different techniques and lobbying to influence and shape public discourse and public opinion in favour of fossil fuels.

- **Various dissemination tactics:** Campaigns executed by entities in the network used various tactics to spread their narratives with a mix of digital, hidden, and traditional offline advertising channels and spaces.

- **Our analysis of the evidence in this report is that we have uncovered a network of front groups connected to the oil and gas industry that are coordinating efforts to advance fossil fuel interests.**

INTRODUCTION

The oil and gas industry's use of front groups and organizations claiming to be independent or grassroots entities has a long history in Canadian and North American climate disinformation. Previous efforts have shown the use of coordinated networks of advocacy groups, think tanks, trade organizations,[1] and others that were created and supported to covertly promote narratives that benefit oil and gas interests.[2] Instead of campaigning under corporate identities,[3] these organizations manufacture citizen and community support to shift public conversations and even lobby for the oil and gas industry, opposing renewable energy and undermining climate action.[4]

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1 "Corporate Mapping Project," Corporate Mapping Project, accessed August 27, 2026 https://www.corporatemapping.ca.

2 Carol Linnitt, "Edelman and TransCanada Part Ways After Leaked Documents Expose Aggressive PR Attack on Energy East Pipeline Opponents," The Narwhal, November 26, 2014, https://thenarwhal.ca/edelman-and-transcanada-part-ways-after-leaked-documents-expose-aggressive-pr-attack-energy-east-pipeline-opponents/.

3 "Climate Disinformation Database," DeSmog, accessed August 27, 2026, https://www.desmog.com/climate-disinformation-database.

4 Thomas Lewton and Alice McCool, "Greenwashing on Facebook: How the World's Biggest Polluters Use Social Media to Obfuscate on Climate Change," Time, November 4, 2021, https://time.com/6113396/greenwashing-on-facebook/.

INTRODUCTION

For decades,[5] using billions of dollars,[6] the oil and gas industry has spread climate disinformation, using a variety of tactics including astroturfing and front groups, to deny climate change, deceive the public, and delay the necessary fossil fuel phase-out. Over the past two decades, the use of social media and digital platforms has significantly and rapidly aided these narratives, undermining the integrity of information on climate change and spreading climate misinformation and disinformation online that had devastating impacts on policies and action.[7] Today, these deceptive operations are using traditional offline tactics, including advertisements and lobbying,[8] along with micro-targeting Canadians with tailored digital content,[9] to shape their views about Canadian energy.[10] [11]

In this investigation, Greenpeace Canada documents new evidence of a shadowy network of over thirty pro-industry front groups, the EIA network, which shares its strategies and milestones with its funders in secret meetings hosted at Calgary's Petroleum Club. While these deceptive efforts are not new, this investigation sheds light on new data from the network itself that illustrates and documents its operations and infrastructure. Many organizations discussed in this investigation explicitly acknowledged receiving support and resources from the Canadian Energy Prosperity (CEP) group of funders to successfully shape public opinion and policy to the benefit of the oil and gas industry. Together, these organizations have used online and offline strategies to preserve the interests of the oil and gas industry.

It is important to note that coordination between different organizations is neither wrong nor uncommon. Environmental groups, labour unions, and many others often share resources and work together toward common policy goals. What makes the EIA network worth documenting and analyzing is not that it coordinates, but that it does so covertly, without any public information or

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[5] David Suzuki, "Fake Grassroots Campaigns Deserve Uprooting," David Suzuki Foundation, July 12, 2018, https://davidsuzuki.org/story/fake-grassroots-campaigns-deserve-uprooting/.

[6] Geoffrey Supran and Naomi Oreskes, "The Forgotten Oil Ads That Told Us Climate Change Was Nothing," *The Guardian*, November 18, 2021, https://www.theguardian.com/environment/2021/nov/18/the-forgotten-oil-ads-that-told-us-climate-change-was-nothing.

[7] Jeff Turrentine, "Climate Misinformation on Social Media Is Undermining Climate Action," Natural Resources Defense Council, April 19, 2022, https://www.nrdc.org/stories/climate-misinformation-social-media-undermining-climate-action.

[8] "Fossil Fuel Advertisements," Stop Fossil Fuel Ads, accessed August 27, 2026, https://www.stopfossilfuelads.ca/fossil-fuel-advertisements.

[9] Emilia Belliveau, *New Government, Same Big Oil Playbook: 2025 Fossil Fuel Lobbying Report*, Environmental Defence, March 2026, https://environmentaldefence.ca/wp-content/uploads/2026/03/Big-Oils-Lobbying-Playbook-2025.pdf.

[10] Taylor C. Noakes, "Dark Money Is Poisoning Canada with Pro-Oil Propaganda," Canada's National Observer, March 7, 2025, https://www.nationalobserver.com/2025/03/07/opinion/dark-money-canada-oil-propaganda.

[11] Rory White, "Mapping the Dark-Money Oil and Gas Ads Targeting a Small Ontario Town," Canada's National Observer, February 24, 2025, https://www.nationalobserver.com/2025/02/24/investigations/dark-money-oil-gas-ads-ontario-thorold-one-persuasion.

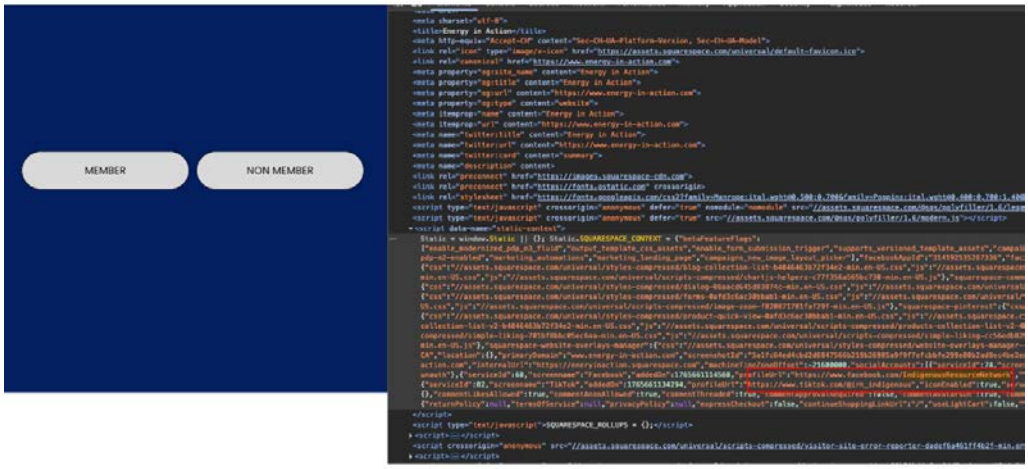
acknowledgments by its members. Its member organizations present themselves as independent, and sometimes grassroots, voices representing different groups in Canada, without disclosing their participation in a shared platform funded by sources that remain hidden from public view. This investigation does not question the right of any industry or interest group to organize and advocate its position. Instead, we shed light on what this network presents to the public and to the government, and what its own internal records show. This lack of transparency is the core issue, as the public has a right to know who is trying to influence them and who is paying for that influence.

METHODOLOGY

Greenpeace Canada found the Energy in Action (EIA) platform pages using open-source investigative tools, including backlink analysis and public source code examination during the period of May and June 2026.

As we reviewed campaigns by Debunk Inc.,[12] an oil-linked media production company created in 2017 to "set the record straight about Canadian energy,"[13] backlink analysis showed that one of its campaigns was hosted at energy-in-action.com/debunk.[14] The page, titled "Debunk (copy)",[15] contained a description of Debunk and featured some of its content. Although the page lacked any internal links to the broader EIA platform, other than to a password-protected homepage, the homepage's HTML source code revealed a clue. The social media channels listed in the code were linked to Indigenous Resource Network social media accounts, a separate entity. Adding /indigenousresourcenetwork to the main domain confirmed another dedicated sub-page mirroring the structure of Debunk's page. The identical structure of these two pages for two different organizations suggested the presence of more similar sub-pages, possibly for different groups and organizations.

Figure 1. Snippet of HTML code for EIA homepage highlighting the use of Indigenous Resource Network social media accounts.



Source: EIA (archived)

[12] "Debunk," Debunk Inc., accessed August 27, 2026, https://www.debunk.com/.

[13] Roberto Rocha, Jeff Yates, and Andrea Bellemare, "Groups Linked to Oil Companies Funded Facebook Ads Denouncing the Rail Blockades," CBC News, March 4, 2020, https://www.cbc.ca/news/canada/coastal-gas-link-rail-blockades-facebook-1.5484039.

[14] "Debunk Copy," Energy in Action, accessed June 4, 2026, http://energy-in-action.com/debunk.

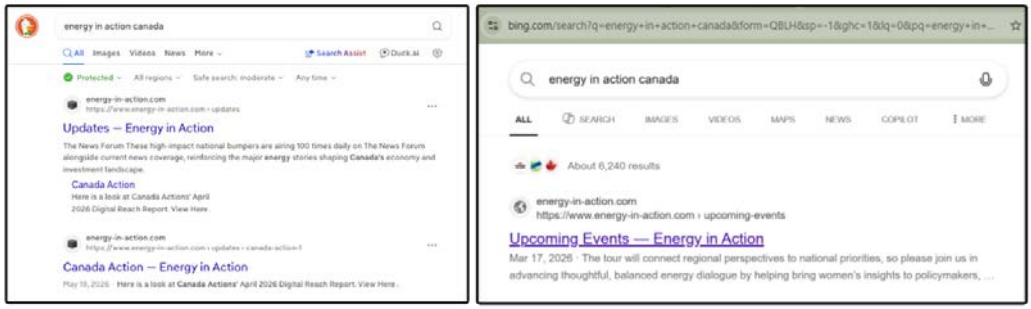
[15] "Debunk Copy," Energy in Action, http://energy-in-action.com/debunk, archived April 29, 2026, https://archive.ph/El179.

METHODOLOGY

Following an initial unsuccessful sweep for any public sub-pages, the lack of public indexed pages forced us to manually guess standard page names. This allowed us to understand the sitemap and eventually find a search bar to access all pages on the website.[16] All sub-pages and files were found to be entirely open and publicly accessible, requiring no access credentials or authentication.

It also proved possible to find the sub-pages using an internet search engine. The example below involved searching "energy in action canada" on DuckDuckGo, which found the "Upcoming Events" page on the EIA site. A similar search on Bing returned the "Upcoming Events" as the first result.

Figure 2. Screenshots of EIA updates and events pages appearing on DuckDuckGo and Bing search results.



Source: DuckDuckGo.com; Bing.com

The findings of this report are based on our analysis and review of materials published by EIA and the public messaging of its network members, providing insight into the network's operations.

We also use the term disinformation in our analysis to describe key activities by certain network members. Disinformation is defined as false or misleading information that is created and spread with intent to deceive, as distinct from misinformation, which is misleading information created and spread regardless of whether there is intent to deceive.[17] Climate disinformation refers to content and activities created to "deceive people about climate change and climate action for political, financial or ideological reasons."[18]

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[16] "Search," Energy in Action, https://www.energy-in-action.com/search, archived 21 May, 2026, https://archive.ph/tPkdX.

[17] European Commission, *"Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions: On the European Democracy Action Plan,"* European Commission, December 3, 2020, https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52020DC0790.

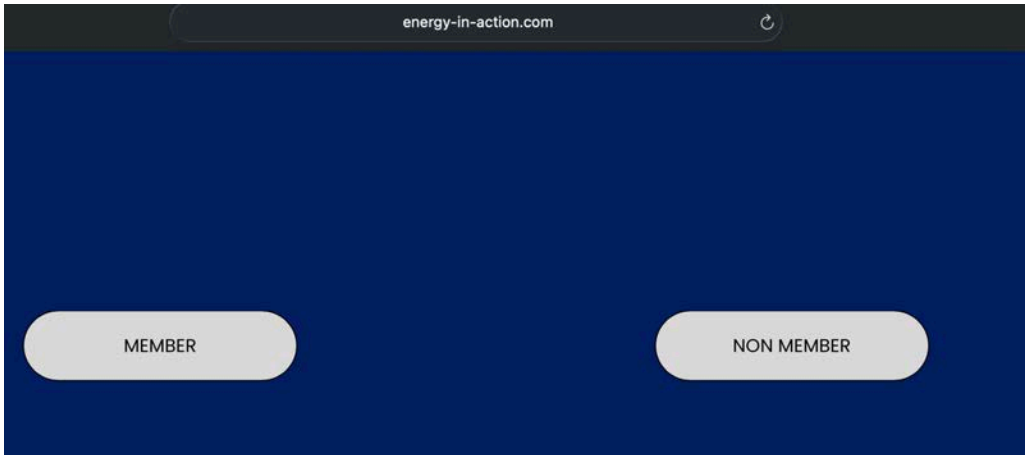
[18] UNDP Climate Promise, "What Are Climate Misinformation and Disinformation and How Can We Tackle Them?" May 1, 2025. https://climatepromise.undp.org/news-and-stories/what-are-climate-misinformation-and-disinformation-and-how-can-we-tackle-them.

THE NETWORK: ENERGY IN ACTION

The EIA platform appears to have no public presence and its website homepage (archived) is password-protected,[19] but the site's contents are still publicly accessible if you know where to look.[20] The homepage only shows two features: a button for members and another for non-members. Both redirect to password-protected pages.[21] [22]

> "A united network of several of our advocacy groups shaping Canada's energy conversation."

Figure 3. Screenshot of the EIA homepage showing two buttons for "Member" and "Non Member," with both buttons leading to password-protected pages.



Source: EIA (archived)

[19] "Energy in Action," Energy in Action, accessed April 29, 2026, https://www.energy-in-action.com/.

[20] "Energy in Action," Energy in Action, https://www.energy-in-action.com/, archived April 29, 2026, https://archive.ph/IMCSr.

[21] "Energy in Action Welcome 1," Energy in Action, https://www.energy-in-action.com/welcome-1, archived July 7, 2026, https://archive.ph/DFZiZ.

[22] "Energy in Action Welcome 2," Energy in Action, https://www.energy-in-action.com/welcomenonmembers, archived July 7, 2026, https://archive.ph/blSJx.

THE NETWORK: ENERGY IN ACTION

A website analysis showed public and non-password protected pages detailing members of the network. These members include corporations, broadcasters and media organizations, think tanks, non-profits, advocacy groups, and charities. Together, they cover a wide range of demographics and identities, reaching everyone from post-secondary students, recent graduates, K–12 classrooms, women, and entrepreneurs to policymakers, municipal governments, and Indigenous communities. Their reach spans multiple regions including Western Canada, Ontario, and Quebec, ensuring energy narratives are customized to fit each target audience. Some of these entities have been known to be connected to the fossil fuel industry—such as Resource Works, Canada Powered by Women, Debunk, and the Fraser Institute—yet their presence in a coordinated network where entities share their milestones and operations has not been previously disclosed.

Each member's page often included public, and sometimes internal, documents, including social media posts, reports, videos, articles, and presentations added to the platform. Some of these presentations and materials appeared on pages dedicated to two funder events where groups showed their progress and milestones biannually. These pages are discussed in detail below.

Figure 4. Screenshot from a video recap added to one of two CEP funder session pages on EIA website saying, "Here's how your support is creating impact across the country," while showing logos of network members in the background.



Source: EIA (archived)

EIA appears to function as a private platform and network of pro-oil groups that describes itself as "a united network of several of our advocacy groups shaping

Canada's energy conversation."[23] These groups are supported in funding by Canadian Energy Prosperity (CEP). The website's footer also shows this connection by listing the contact email info@cep-eia.com on the shared domain cep-eia.com. This shared domain combines the abbreviations for Canadian Energy Prosperity (CEP) and Energy in Action (EIA). It lacks a public-facing website or landing pages, but DNS Checker, an online tool used to identify the servers and technical records associated with a website's domain, shows an active mail exchange (MX) record routing traffic through Microsoft 365, indicating it is used for administrative email communications.[24] Much like EIA, CEP appears to be operating in the shadows without a public presence or formal organizational identity.

Figure 5. Screenshot of the "Advocates" sub-page on EIA. The page shows the logos of twenty-five organizations. Seven other groups were identified in other EIA materials.



Source: EIA (archived)

[23] "Advocates," Energy in Action, accessed May 8, 2026, https://www.energy-in-action.com/advocates.

[24] "MX Record Lookup," DNS Checker,: https://dnschecker.org/mx-lookup.php?query=cep-eia.com&dns=googlecep-eia.com.

THE NETWORK: ENERGY IN ACTION

Energy-in-action.com itself is a simple website built on the Squarespace platform, with WHOis data showing that it was registered on April 29, 2025[25]—roughly ten months after new federal anti-greenwashing rules took effect, prompting major oil producers to strip environmental claims from their websites. Sub-pages found suggest that the website's administrators relied on duplicating existing Squarespace page layouts to build out the site, leaving behind placeholder text and metadata. Page headers, for example, included default names like "General 2" or the word "(copy)" for new pages for entities. This likely rushed process also left certain code unchanged, such as social media handles belonging to the Indigenous Resource Network in unrelated pages. This setup, as detailed in the methodology section, suggests that the Indigenous Resource Network page was the master template duplicated for subsequent member pages.

Figure 6. Screenshot of EIA's search bar displaying search results for duplicated items including "Debunk (Copy)," "CNAPS (Copy)," "CCMBC (Copy)," and "Avatar (copy)."



Source: EIA (archived)

[25] "Whois energy-in-action.com," Whois.com, https://www.whois.com/whois/energy-in-action.com.

THE PETROLEUM CLUB FUNDER MEETINGS

To date, CEP has held two funder sessions[26]—July 2025 (archived version)[27] and January 2026 (archived version)—where organizations receiving funding reported back on their results.[28] Each page included a recap video of milestones from members and a few presentations.[29] On the page detailing the July 2025 funder meeting, a recap video published under "CEP Highlights" stated:

> "Here's a look at how your support is creating impact across the country. Canada's voice for responsible energy is louder than ever. In the past six months, we have invested in over 30 advocacy groups, reached over 100 million people, achieved over 50 million monthly impressions, appeared on television, radio, newspapers, podcasts... Together we've built momentum, now it's time to go further. Canadian Energy for Prosperity."

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[26] "Canadian Energy Prosperity (CEP) Funders Session July 2025 Recap," Energy in Action, accessed May 4, 2026, https://www.energy-in-action.com/july2ndrecap.

[27] "Canadian Energy Prosperity (CEP) Funders Session July 2025 Recap," Energy in Action, https://www.energy-in-action.com/july2ndrecap, archived May 4, 2026, https://archive.ph/XOe9c.

[28] "Canadian Energy Prosperity (CEP) Funders Session January 2026 Recap," Energy in Action, accessed May 11, 2026, https://www.energy-in-action.com/jan2026.

[29] "Canadian Energy Prosperity (CEP) Funders Session January 2026 Recap," Energy in Action, https://www.energy-in-action.com/jan2026, archived May 11, 2026, https://archive.ph/o9Evc

THE PETROLEUM CLUB FUNDER MEETINGS

Figure 7. Screenshots of the CEP funder session pages on EIA website from July 2025 (left) and January 2026 (right). Each page included a video recap of milestones and separate presentations for some entities.



Source: left: EIA (archived); right: EIA (archived)

The video recaps from both funder sessions also showed additional entities that appeared to be affiliated with EIA but did not have dedicated profile pages. These included the Western Standard, Canadian Energy Executive Association (CEEA), Center for Industrial Progress (CIP), Association de l'énergie du Québec, and EnergyNow.

Both funder events were hosted on separate sub-pages on EIA.[30] [31] Each page featured a button directing to the events' agendas,[32] which listed the presenting organizations and speakers.[33] The first agenda included organizations such as Resource Works, Debunk, Energy United, and Avatar, while the second included the Fraser Institute Education Initiative, Canada Powered by Women, Indigenous Resource Network, and Canada Action founder Cody Battershill, among others.

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[30] "Canadian Energy Prosperity (CEP) Funders Session July 2025 Recap," Energy in Action, accessed May 4, 2026, https://www.energy-in-action.com/july2ndrecap.

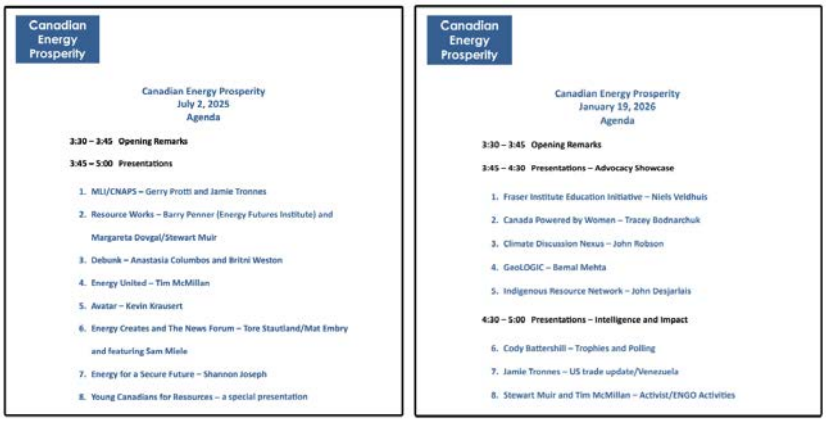
[31] "Canadian Energy Prosperity (CEP) Funders Session January 2026 Recap," Energy in Action, accessed May 11, 2026, https://www.energy-in-action.com/jan2026.

[32] "Canadian Energy Prosperity July 2, 2025 Agenda," Energy in Action, archived May 13, 2026, https://web.archive.org/web/20260513194501/https://static1.squarespace.com/static/680965a47083d56b1ccbecd2/t/687527b28526c75f7fc62a8f/1752508338239/1a.+AGENDA1.pdf.

[33] "Canadian Energy Prosperity January 19, 2026 Agenda," Energy in Action, archived May 13, 2026, https://web.archive.org/web/20260513194514/https://static1.squarespace.com/static/680965a47083d56b1ccbecd2/t/696fcc01ebb67412bfe981e5/1768934401906/1a.+AGENDA1+Jan+16+2026.pdf.

THE PETROLEUM CLUB FUNDER MEETINGS

Figure 8. Screenshots of agendas for the funder meetings in July 2025 (left) and January 2026 (right). Both agendas were formatted similarly with a logo for CEP on the top left.



Source: left: EIA (archived); right: EIA (archived)

The pages then included presentations showcasing what the website described as "a selection of our 30+ groups CEP works with."[34] In these presentations, organizations reported on what they considered to be achievements and progress. Some presentations specifically mentioned their presentation as a "performance update for CEP," describing campaigns launched, operational strategies, key metrics, and next steps planned. Debunk, for instance, ended its presentation with a slide saying, "the energy narrative is ours to shape. With your continued support we will continue to challenge the myths, engage Canadians, and advocate for the energy future our country deserves."

Figure 9. Screenshots of presentations from entities in the EIA network presented during funder sessions in 2025 and 2026.



Source: top left: EIA (archived); top right: EIA (archived); bottom left: EIA (archived); bottom right: EIA (archived)

[34] "Canadian Energy Prosperity (CEP) Funders Session January 2026 Recap," Energy in Action, accessed May 11, 2026, https://www.energy-in-action.com/jan2026.

OIL CONNECTIONS

The EIA network appears to build on a long-standing public outreach program by the Canadian Association of Petroleum Producers (CAPP),[35] which seems to have been repurposed to enable oil companies to spread their message via third parties. Third-party advocates can be more aggressive than official corporate spokespeople, and briefings to funders include a presentation from Energy United and Resource Works on how they are countering the industry's environmental critics.

CAPP initially established Energy in Action as a school outreach program in 2004.[36] In 2022, it was relaunched as an initiative of CAPP's "grassroots" front group Canada's Energy Citizens with a dedicated website (an archived version of now-defunct www.energyaction.ca can be found here).[37] [38] [39] Canada's Energy Citizens was established in 2014 under the leadership of CAPP's then-president, Tim McMillan, as a vehicle to mobilize support for the oil industry and, in McMillan's words, "beat environmentalists at their own game."[40] It was modelled on the American Petroleum Institute's Energy Citizens program that was established to fight President Barack Obama's climate policies.[41] [42] CAPP subsequently mothballed the Energy Citizens (archived website) initiative and took direct control of the Energy in Action program,[43] describing it as "the story of how Canada's natural gas and oil industry is developing and using the latest technologies and innovations to make Canadian

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[35] "Canadian Association of Petroleum Producers (CAPP)," DeSmog, accessed August 27, 2026, https://www.desmog.com/canadian-association-petroleum-producers-capp/.

[36] "Energy in Action," Canadian Association of Petroleum Producers, archived December 9, 2010, https://web.archive.org/web/20101209203646/http://www.capp.ca/environmentCommunity/relationshipPartners/Pages/EnergyinAction.aspx.

[37] "New Campaign Launched: Energy in Action," EnergyNow, July 2022, https://energynow.ca/2022/07/new-campaign-launched-energy-in-action/.

[38] Tim Wood, "Energy's Citizens: The Making of a Canadian Petro-Public," *Canadian Journal of Communication* 43, no. 1 (2018), https://cjc.utppublishing.com/doi/full/10.22230/cjc.2017v43n1a3312.

[39] "Privacy Policy," Energy in Action, archived January 16, 2024, https://web.archive.org/web/20240116081409/https://energyaction.ca/privacy-policy/.

[40] Vincent McDermott, "CAPP President Urges 'Silent Majority' to Beat Environmentalists at Their Own Game," Fort McMurray Today, March 31, 2016, archived May 5, 2016, https://web.archive.org/web/20160505020422/http://www.fortmcmurraytoday.com/2016/03/31/capp-president-urges-silent-majority-to-beat-environmentalists-at-their-own-game.

[41] Caroline Sassan, Priyanka Mahat, Melissa Aronczyk, and Robert J. Brulle, "Energy Citizens 'Just Like You'? Public Relations Campaigning by the Climate Change Counter-movement," *Environmental Communication* 17, no. 7 (2023): 807–823, https://doi.org/10.1080/17524032.2023.2255388.

[42] "Energy Citizens," Global Energy Monitor Wiki, accessed August 27, 2026, https://www.gem.wiki/Energy_Citizens.

[43] "Energy Citizens," Energy Citizens, archived March 16, 2022, https://web.archive.org/web/20220316015139/https://www.energycitizens.ca/.

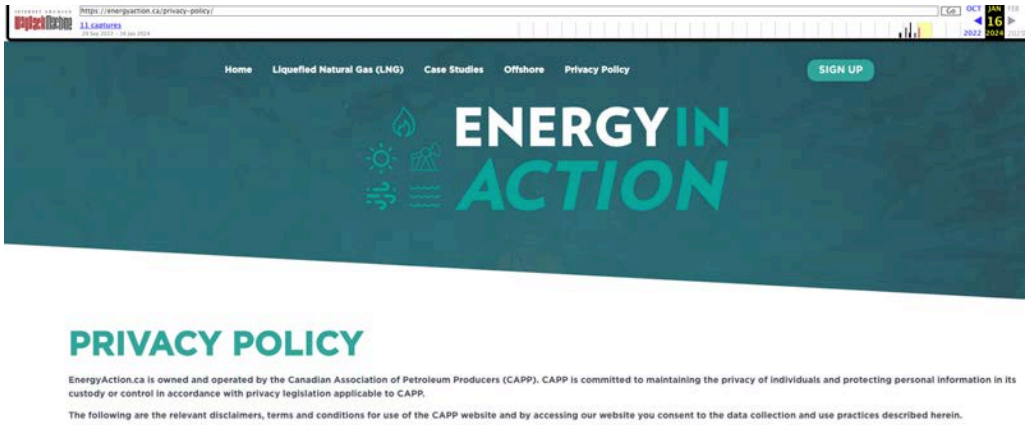
energy the world's most sustainable."[44]

Figure 10. Screenshot of a post by the Canadian Association of Petroleum Producers (CAPP) promoting Energy in Action initiative in 2023.



Source: CAPP's LinkedIn

Figure 11. Screenshot of an archived version of energyaction.ca stating its connection with CAPP.



Source: energyaction.ca archived version

There appears to be a direct link between CAPP's Energy in Action program and the current EIA network. Tim McMillan left CAPP in 2021 and now works for

[44] Canadian Association of Petroleum Producers (CAPP), "Energy In Action is the story of how Canada's natural gas and oil industry is developing...", LinkedIn post, September 2022, https://www.linkedin.com/posts/canadian-association-of-petroleum-producers-capp_energy-in-action-activity-6978063993890365440-tXrV/.

OIL CONNECTIONS

Energy United, which appears to be one of the lead organizations in the new EIA network. Working with him at Energy United is Jarret Coels, whose LinkedIn page states that while at CAPP he managed the Energy Citizens initiative and established the Energy in Action initiative.[45]

While the list of companies and/or individuals providing funding to the EIA network remains undisclosed, it is possible it includes CAPP member companies and/or their executives, given the mentioned connections.

It is also worth mentioning that Calgary-based oil executive Ian Dundas lists himself as a founder of Canadian Energy Prosperity (CEP),[46] which his bio describes as "an advocacy organization focused on supporting Canadian energy development." Whether this refers to the same Canadian Energy Prosperity tied to the network remains unclear. Dundas was the CEO of Enerplus Corporation until it was acquired by Chord Energy in 2024; he now sits on the board of Chord Energy and PrairieSky Royalty. Enerplus was a member of CAPP prior to its merger with Chord.[47]

Public disclosures also show that Cenovus has been funding a number of the member groups (see Appendix A). To the best of our knowledge, Cenovus is the only Canadian oil corporation that publicly reveals its funding of advocacy groups.[48] This reporting indicates whether organizations received less than, or more than, $25,000. Over the 2021 to 2025 period, Cenovus advocacy donations have gone to an increasing number of groups that are members of the EIA network and the size of the donations has increased. In 2025, Cenovus provided over $25,000 to seven EIA network members each: Avatar Innovations, Canada Action, Canada Powered by Women, the Fraser Institute, the Indigenous Resource Network, the Macdonald-Laurier Institute (MLI), and Resource Works.

It is possible that funding is being funnelled through larger partners to smaller players—whereby a substantial grant is made to an organization with greater administrative capacity, which then re-grants the funds.

According to our analysis of recap videos for funder meetings at the Petroleum Club, it is possible that Avatar Innovations acts as the convener or coordinator of the EIA network and its CEP funders.

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[45] Jarret Coels, "Jarret Coels," LinkedIn profile, accessed July 2, 2026, https://www.linkedin.com/in/jarret-c-07a08175/.

[46] "Ian Dundas," Chord Energy, accessed July 2, 2026, https://www.chordenergy.com/bio/ian-dundas/.

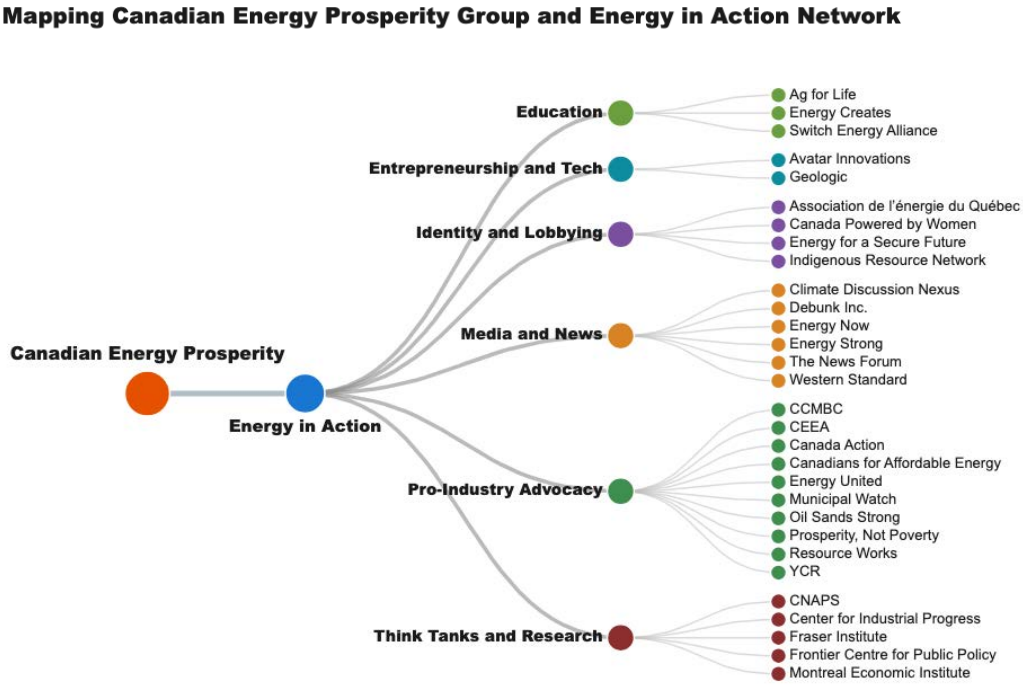
[47] Enerplus Corporation, *ESG Report 2022*, January 2023, https://www.chordenergy.com/wp-content/uploads/2024/05/ESG-report-Jan-13-2023.pdf.

[48] "Advocacy and Memberships," Cenovus Energy, accessed July 2, 2026, https://www.cenovus.com/Our-company/Governance/Advocacy-and-memberships.

NETWORK MEMBERS

This investigation identified over thirty distinct entities that are part of the EIA network. Twenty-five of them had their own dedicated profile pages on EIA. Others appeared in video recaps found on pages created for funder sessions, had their materials on the platform, or were mentioned by members as part of the network.

Chart 1. Mapping relationships between Canadian Energy Prosperity (CEP) funders and thirty Energy in Action (EIA) member organizations across key industry sectors.



Source: Data gathered from energy-in-action.com

To map how this coalition operates, we grouped the identified entities into six categories according to their focus and roles within the network. Some groups may fall under multiple categories; however, each was assigned to only one category for the purposes of this analysis.

1. Think Tanks and Research Institutes

In a coordinated network, think tanks and research institutes can provide academic and institutional legitimacy for oil and gas narratives and talking points. Through reports, commentary, and analysis that reach traditional media, politicians, and academic institutions, these entities act as citable sources for advocacy and front groups who target different audiences. Advocacy groups can then help make industry messages appear to be independently verified facts.

Table 1. Think tanks and research institutes in the network.

MEMBER	DESCRIPTION
Center for Industrial Progress (CIP) / Energy Talking Points	A for-profit think tank and media platform that argues for fossil fuels expansion and produces talking points against climate policies.
Center for North American Prosperity and Security (CNAPS)	A project of Canadian think tank Macdonald-Laurier Institute (MLI) that advocates for closer Canada-US cooperation on security, defense, energy, and critical minerals.
Fraser Institute	A public policy research and educational organization with offices across Canada that promotes deregulation and fossil fuel development, historically supported by oil and gas executives.
Frontier Centre for Public Policy	A public policy think tank, and partner of Atlas Network, with charitable status that promotes oil and gas development and has published climate-skeptic research.
Montreal Economic Institute (MEI)	A public policy think tank, previously listed as a member of the Atlas Network, that receives funding from the oil and gas sector and publishes research opposing climate policies.

2. Pro-industry Advocacy Groups and Associations

Advocacy and front groups flood social media with shareable public content that maintains the network's narratives in the Canadian information ecosystem. These groups summarize and reshare industry narratives in short-form formats suitable for online consumption. While often claiming to be independent, these groups convert digital engagement into political pressure through campaigns targeting specific legislation and politicians.

Table 2. Pro-industry advocacy groups in the network.

MEMBER	DESCRIPTION
Canada Action	An advocacy group that presents itself as a grassroots movement supporting Canadian oil, gas, and pipeline development, though it has multiple documented ties to the energy sector and has received industry funding.
Canadian Energy Executive Association (CEEA)	A not-for-profit networking and advocacy association for energy industry executives, founded in 1952 as the Oilmen's.
Canadians for Affordable Energy	An advocacy organization run by a former MP that campaigns against carbon pricing and climate policies in the name of energy affordability.
Coalition of Concerned Manufacturers and Businesses of Canada (CCMBC)	A non-profit, business advocacy group formed in 2016 that lobbies against climate and energy regulation on behalf of small and mid-sized manufacturers.
Energy United	An advocacy and "grassroots" pro–oil sands campaign linked to a former CAPP CEO and PR consultants.
Municipal Watch	An advocacy group that presents itself as a grassroots organization and watchdog, founded in 2023 and led by a former MP.

continued on next page

NETWORK MEMBERS

MEMBER	DESCRIPTION
Oil Sands Strong	A pro-oil advocacy group and media brand created by a Fort McMurray oil sands supporter to defend the industry against critics.
Prosperity, Not Poverty	A public advocacy initiative that promotes fossil fuel use in the developing world as a path to prosperity.
Resource Works	A public-interest advocacy and communications not-for-profit based in Vancouver, British Columbia.
Young Canadians for Resources (YCR)	Canada Action's youth advocacy arm, a networking and career-development program encouraging students and young professionals to support Canada's natural resource sectors, including oil and gas.

3. Entrepreneurship and Technology Companies

Technology and innovation companies in the network use specialized incubation programs, data analytics, and venture networks that promote clean-tech narratives to keep fossil fuel infrastructure relevant. These groups often reframe fossil fuel developments such as carbon capture and storage as innovative climate solutions.[49] Critics, however, have shown that these projects represent industrial expansion that fails to significantly reduce global emissions while introducing new environmental risks.[50] [51] Using their industry ties, these groups work to align tech talent and university graduates with the strategic interests of their corporate sponsors.

Table 3. Entrepreneurship and technology companies in the network.

MEMBER	DESCRIPTION
Avatar Innovations	A Calgary-based venture studio and accelerator that develops decarbonization and energy-transition technologies in partnership with major oil and gas companies.
Geologic	A data and technology company that provides oil and gas databases and analytics.

[49] "Why Carbon Capture and Storage Is Not a Real Climate Solution," David Suzuki Foundation, accessed July 7, 2026, https://davidsuzuki.org/what-you-can-do/why-carbon-capture-and-storage-is-not-a-real-climate-solution/.

[50] Lorne Stockman, Myriam Douo, and Laurie van der Burg, *Funding Failure: Carbon Capture and Storage in the Fossil Fuel Sector*, Oil Change International, September 2024, https://oilchange.org/wp-content/uploads/2024/08/OCI_funding_failure_Final_09_10_24.pdf.

[51] "The Health, Environmental and Financial Risks of Oil Sands Carbon Capture Projects Need to Be Adequately Assessed by Alberta," Alberta Wilderness Association, May 14, 2024, https://www.albertawilderness.ca/the-health-environmental-and-financial-risks-of-oil-sands-carbon-capture-projects-need-to-be-adequately-assessed-by-alberta/.

4. Identity and Lobbying Groups

An important part of the network's strategy is its promotion of the industry through specific cultural identities. To do so, it uses several organizations that target youth, women, Indigenous communities, and trade associations to frame its advocacy as representative of diverse segments of Canadian society, highlighting how these communities are supposedly impacted by policy decisions.

Table 4. Identity and lobbying groups in the network.

MEMBER	DESCRIPTION
Association de l'énergie du Québec	A provincial industry association representing developers, companies, and investors pushing for natural gas and energy project development in the province.
Canada Powered by Women	A non-partisan organization that surveys and organizes women to advocate for Canada's oil and gas sector in national energy policy discussions.
Energy for a Secure Future	An advocacy campaign promoting continued oil and gas development and pipeline expansion, framed around energy security and affordability.
Indigenous Resource Network	A "grassroots" organization established by Indigenous workers advocating for Indigenous inclusion and participation in the natural resource sector, including oil, gas, and mining.

5. Media and News Groups

The network uses several dedicated media outlets that serve as media production and distribution channels to the public in the form of journalism and broadcasting. These outlets publish various forms of content, including regional news reporting, broadcasts, newsletters, and fact-checking, creating an alternative media environment to normalize pro-industry talking points.

Table 5. Media and news groups in the network.

MEMBER	DESCRIPTION
Climate Discussion Nexus (CDN)	A climate-skeptic media organization and non-profit that produces content challenging mainstream climate science.
Debunk Inc.	A media production company founded by marketers with oil and gas industry ties that poses as a fact-checking page while pushing pro–fossil fuel messaging and countering criticism of Canada's energy sector.
EnergyNow	An online news platform that covers developments and issues related to the energy sector.
Energy Strong	A weekly non-partisan newsletter focused on Canada's energy news and industry. Energy Strong is powered by EnergyNow.
The News Forum	A media organization that operates a television news channel featuring pro-oil news and content.
Western Standard	A conservative news outlet focused on British Columbia, Alberta, Saskatchewan, and Manitoba.

6. Education Groups

A few groups in the network are primarily focused on shaping the perspectives of students, and even educators, in different stages of the educational system, from elementary and secondary to post-secondary and university. Instead of presenting direct political messages, these groups access classrooms and campuses to offer what they frame as skills development, curriculum support, and educational resources related to the energy field and industry to influence the next generation.

Table 6. Education groups in the network.

MEMBER	DESCRIPTION
Ag for Life	An Alberta-based non-profit that develops and delivers educational programs focused on agriculture, food systems, and rural and farm safety for students, educators, and the public.
Energy Creates	An educational project for Canadian youth and students, promoting projects on Canada's energy sector by offering documentaries, study materials, creative contests, and post-secondary scholarships for youth.
Switch Energy Alliance	A non-profit educational organization that provides energy-focused learning resources, documentaries, and outreach programs for students, educators, and the public.

Additional Groups

In addition to these groups, some did not have their own page on EIA but appeared on the network's website and materials. For example, organizations like Energy Futures Institute, Explorers and Producers Association of Canada (EPAC),[52] and Collaborative Canadian Energy Solutions (CCES) were mentioned in materials by other organizations as part of the network itself.

CCES, a non-profit advocacy group, is particularly notable because of Gerry Protti, its president according to his LinkedIn profile page.[53] Protti is a veteran Calgary oil and gas industry figure who is also the chair of the board of directors at the Macdonald-Laurier Institute (MLI) and the founding president of CAPP.[54] Protti's involvement in the network is evidenced by his appearance on the agenda of a funder meeting, where he presented on behalf of MLI and the Center for North American Prosperity and Security (CNAPS).[55] Both organizations have been publicly named by Canada Powered by Women as partners, yet internal slides show their role in the broader network.

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[52] "Explorers and Producers Association of Canada (EPAC)," Explorers and Producers Association of Canada (EPAC), accessed July 7, 2026, https://www.explorersandproducers.ca/.

[53] Gerry Protti, "Gerry Protti," LinkedIn profile, accessed July 7, 2026, https://www.linkedin.com/in/gerry-protti-ma-icd-d-293b042b8/.

[54] "Gerry Protti," Macdonald-Laurier Institute, accessed August 27, 2026, https://macdonaldlaurier.ca/about/who-is-involved/gerry-protti/.

[55] "Canadian Energy Prosperity July 2, 2025 Agenda," Energy in Action, archived May 13, 2026, https://web.archive.org/web/20260513194501/https://static1.squarespace.com/static/680965a47083d56b1ccbecd2/t/687527b28526c75f7fc62a8f/1752508338239/1a.+AGENDA1.pdf.

EXAMINING KEY NETWORK MEMBERS AND THEIR OPERATIONS

EIA created profile pages for many of its members to host internal and external documents. Moreover, pages for funder meetings that took place at the Petroleum Club featured member presentations detailing progress and goals, often showing information that may have not been intended for public release. A review of these documents shows their operational metrics, covert social media influence operations, advertising campaigns, legislative lobbying, efforts to influence educational institutions, and coordinated attacks targeting climate organizations, activists, and First Nations.

The Attack Dogs

Documents found show that two members of the network, Energy United and Resource Works, worked separately and together to attack climate activists and organizations. Energy United is an oil-industry-linked Canadian advocacy group that appear to regularly coordinate pro-oil and anti-environmentalist social media campaigns and advertisements.[56] The group's president, Tim McMillan, presented at both the July 2025 and January 2026 funder meetings at the Petroleum Club, appearing alongside Resource Works, which was also part of both meetings. For example, slides from their joint presentation detailed strategies to counter environmental critics by targeting various organizations, including the David Suzuki Foundation and the Local Journalism Initiative, a federal program to support media organizations.

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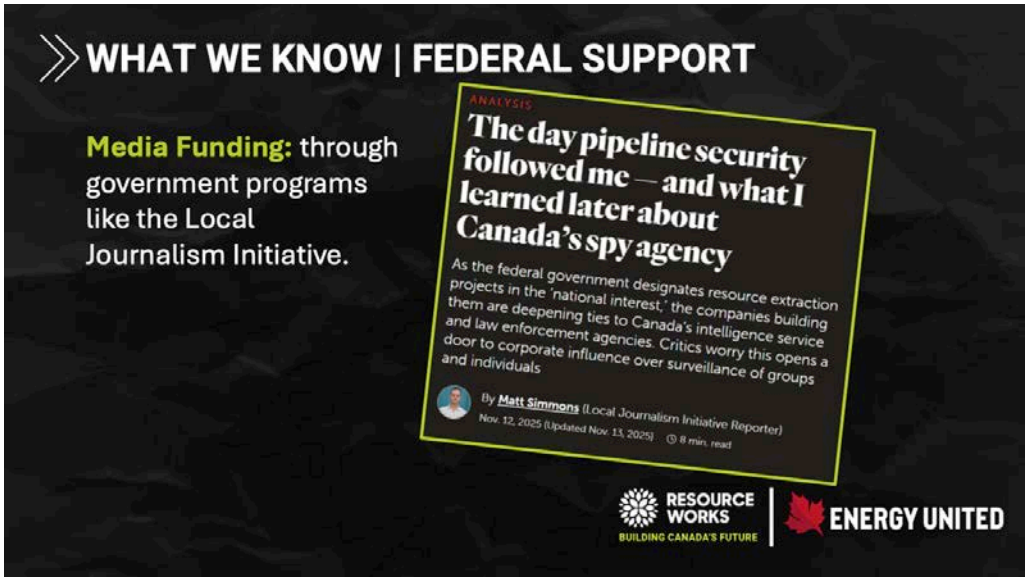
[56] Taylor Noakes, "Environmentalists 'Weaken' Canada, Claims Industry Group with Political Ties," DeSmog, February 18, 2025, https://www.desmog.com/2025/02/18/environmentalists-weaken-canada-claims-industry-group-with-political-ties/.

Figure 12. Screenshot from a presentation by Resource Works and Energy United describing strategies to attack environmental non-profits like the David Suzuki Foundation.



Source: EIA (archived)

Figure 13. Screenshot from a presentation by Resource Works and Energy United describing federal support to the Local Journalism Initiative and showing an article on The Narwhal by journalist Matt Simmons.



Source: EIA (archived)

The Inside Connection in Quebec: Montreal Economic Institute

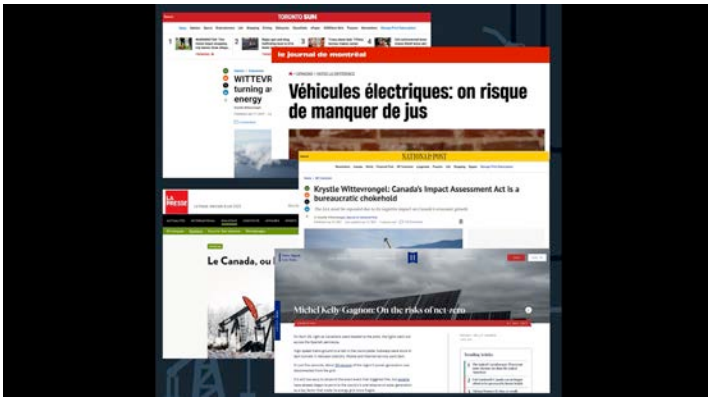
Montreal Economic Institute (MEI) describes itself as "an independent public policy think tank" and extends the network's reach into Quebec, providing access to French-language media and a provincial political audience. It pitches itself as the only non-industry voice advocating for oil and gas companies in Quebec.

According to content found on its EIA page,[57] much of which was also published on its public channels, it focuses on different energy infrastructure projects in Canada, not just Quebec. Its EIA page showed it tracking major developments, such as the West Coast Pipeline MOU, making pre-budget recommendations for Quebec, and commissioning polls.

The voice-over for the "Featured content" video on its EIA page states, "At the MEI, we have always been a strong pro-energy voice from coast to coast. Over the past year, we have helped shift public opinion on energy infrastructure during a very dynamic time in Canadian politics."

The graphic accompanying this part of the voice-over suggests that MEI is advocating against climate policies. It shows news stories with titles like "On the risks of net zero," "Canada's Impact Assessment Act is a bureaucratic chokehold," "Electric vehicles: there's a risk of a power shortage," and "Investors are turning away from Canadian energy." The presentation goes on to note that MEI has been interviewed on energy issues 105 times in the last year and is mentioned in over one thousand media stories.

Figure 14. Screenshot from a video on MEI's page on EIA showing articles published in different outlets.



Source: EIA (archived)

[57] "Montreal Economic Institute," Energy In Action, accessed May 25, 2026, https://www.energy-in-action.com/mei-copy.

The video goes on to state, "One of our major undertakings this year was highlighting the importance of building pipelines between eastern and western Canada... We are proud to be the only non-industry voice in Quebec that has defended Canadian oil and gas for decades. We will keep pushing to ensure we have the right conditions in place to build wealth-generating projects that create prosperity for all Canadians."

The video concludes with a graphic stating, "Albertans — MEI has your back!"

Figure 15. Screenshot from a video found on MEI's page on EIA, which says, "Albertans MEI has your back."



Source: EIA (archived)

In the most recent year for which figures are available (2025), the MEI received $389,452 from oil and gas companies. This represented eight per cent of the institute's income and was the third largest source of funds for the MEI (only foundations and individuals provided a larger share of total funding). As the MEI has a policy of not revealing the identity of its donors,[58] it is not clear if some of those foundations or individuals were also affiliated with the oil and gas sector.

Online and Offline Campaigns

Canada Action is a fossil fuel advocacy group that presents itself as a "grassroots" and "non-partisan" movement.[59] The group is perhaps best known for its "I ♥ Canadian Oil and Gas" sweatshirts, but it deploys a sophisticated social and mainstream media strategy that appears to be intended to build support for the oil and gas industry and put pressure on decision makers. (It has recently branched out to support other resource extraction sectors, as well.)

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[58] "Who Funds the MEI?," Montreal Economic Institute (MEI), accessed August 27, 2026, https://www.iedm.org/77152-who-funds-the-mei/.

[59] "About," Canada Action, accessed August 27, 2026, https://www.canadaaction.ca/about.

Canada Action spent $1.9 million on marketing in 2024 and $1.5 million in 2023, which is likely one of the reasons that it has such a large reach.

As shown above and in previous investigations,[60] the group has received industry funding and promoted its messages through various advertising campaigns. Canada Action also has a youth advocacy initiative, called Young Canadians for Resources (YCR), designed to engage students and young professionals.

The "How is Canada Action funded?" page on its website implies that its funding comes primarily from merchandise sales and individual donations,[61] but its audited financial statements show that these make up less than 2 per cent of its revenue, with 98 per cent coming from "sponsorship," which likely means corporate sponsorships.

Figure 16. Part of Canada Action's federal audited financial statements.

CANADA ACTION COALITION LTD.

Statement of Excess of Revenues over Expenses and Changes in Net Assets

Year ended December 31, 2024, with comparative information for 2023

	2024	2023
Revenues:		
Sponsorship	$ 2,900,125	$ 2,757,183
Promotional sales	38,619	41,695
Donations	15,604	7,035
Interest income	2,729	-
	2,957,077	2,805,913
Expenses:		
Marketing campaigns	1,926,073	1,567,685
Office and administrative expenses	318,617	416,397
Student outreach	117,233	291,332
Promotional expenses	169,826	225,420
Trade shows and events	210,228	177,809
	2,741,977	2,678,643
Excess of revenues over expenses	215,100	127,270
Net unrestricted assets, beginning of year	426,651	299,381
Net unrestricted assets, end of year	$ 641,751	$ 426,651

Source: Obtained via a request to the federal government's corporate registry search

[60] Carol Linnitt, "'Grassroots' Oil and Gas Advocacy Group Canada Action Received $100,000 from ARC Resources," The Narwhal, June 24, 2020, https://thenarwhal.ca/canada-action-received-100-thousand-from-arc-resources/.

[61] "How Is Canada Action Funded?," Canada Action, accessed August 27, 2026, https://www.canadaaction.ca/funding.

It also, in some ways, seems to run as a family business. Cody Battershill is the only member of the corporation's board of directors and the audited financial statement notes that the CEO's siblings have been paid over $400,000 in the previous two years.

Figure 17. Part of Canada Action's federal audited financial statements.

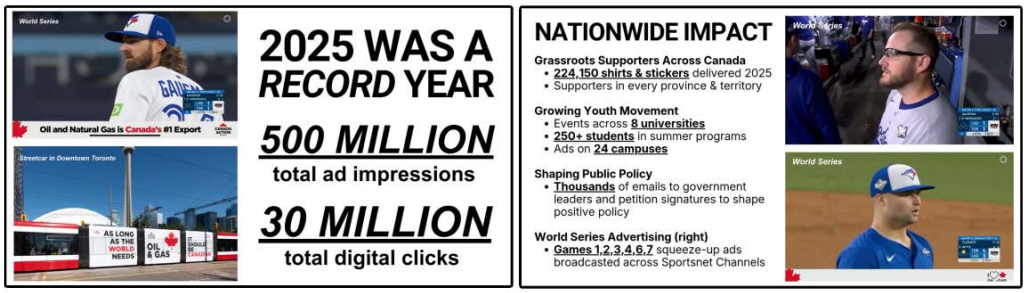
4. **Related party transactions:**

During the year ended December 31, 2024, the Organization incurred $132,568 (2023 - $128,938) for marketing services provided by a sibling of the CEO of the Organization. As at December 31, 2024, the Organization owed $Nil (2023 - $6,834) with respect to these services. In addition, another sibling of the CEO is an employee of the Organization whose compensation amounted to $75,663 (2023 - $73,980).

Source: Obtained via a request to the federal government's corporate registry search

Cody Battershill, founder of Canada Action,[62] presented to funders at the Petroleum Club in July 2025. On Canada Action's EIA page, Greenpeace Canada found a video for the group that highlighted key numbers in 2025, which included hundreds of millions of ad impressions and thousands of emails to government leaders. The video also showcased efforts in relation to offline and sports advertisements, merchandise, and youth advocacy. It also listed specific ads data targeting provinces such as Ontario and British Columbia.

Figure 18. Screenshots from a video found on Canada Action's page on EIA in which the group shares data regarding its impact.



Source: EIA (archived)

Like Canada Action, Debunk also uses digital campaigns to build support for the oil and gas industry. Debunk appears to present itself as a fact-checking initiative dedicated to debunking truths and challenging misinformation regarding Canada's energy sector. Previous investigations revealed the organization's links to

[62] "Cody Battershill," DeSmog, accessed August 27, 2026, https://www.desmog.com/cody-battershill/.

the industry,[63] including to CAPP and Canada Proud. As recently as 2024, Debunk's website claimed that it did not receive funding from the oil industry,[64] but it stopped making that claim in 2025.[65] Alongside visual and video social media content, the platform directs its followers toward letter-writing campaigns designed to pressure politicians about industry-related topics.

> "The energy narrative is ours to shape. With your continued support we will continue to challenge the myths, engage Canadians, and advocate for the energy future our country deserves."

Greenpeace found that its founders,[66] Anastasia Columbos and Britni Weston, presented to CEP funders in July 2025,[67] when they provided a performance update that was uploaded on EIA in video format. This presentation boasted about Debunk's wide social media and online reach, highlighting key metrics such as millions of views, along with campaigns and preparations for a documentary filmed in South Africa. In one slide, the co-founders explicitly thanked CEP for its support and pitched for continued funding to shape public opinion.

Figure 19. Screenshots from a video presentation by Debunk to CEP funders stating key metrics and recent campaigns.



Source: EIA (archived)

[63] Roberto Rocha, Jeff Yates, and Andrea Bellemare, "Groups Linked to Oil Companies Funded Facebook Ads Denouncing the Rail Blockades," CBC News, March 4, 2020, https://www.cbc.ca/news/canada/coastal-gas-link-rail-blockades-facebook-1.5484039.

[64] "FAQ," Debunk, archived January 23, 2024, https://web.archive.org/web/20240123041824/https://www.debunk.com/faq/.

[65] "Work with Us," Debunk, archived August 6, 2025, https://web.archive.org/web/20250806173728/https://www.debunk.com/work-with-us.

[66] "Federal Corporation Information," Innovation, Science and Economic Development Canada, https://ised-isde.canada.ca/cc/lgcy/fdrlCrpDtls.html?p=0&corpId=10091847&crpNm=Debunk%20Inc&crpNmbr=&bsNmbr=&cProv=&cStatus=&cAct=.

[67] "Canadian Energy Prosperity July 2, 2025 Agenda," Energy in Action, archived May 13, 2026, https://web.archive.org/web/20260513194501/https://static1.squarespace.com/static/680965a47083d56b1ccbecd2/t/687527b28526c75f7fc62a8f/1752508338239/1a.+AGENDA1.pdf.

Lobbying

Avatar Innovations is a venture capital fund and technology accelerator dedicated to finding solutions to the challenges of climate change. As shown above and in previous investigations, the company maintains direct financial and operational backing from major oil and gas companies, including sponsors like Cenovus Energy. Avatar focuses on developing emerging talents and technologies in the energy sector through programs that connect entrepreneurs with the industry. The company appears to play a strategic role in the CEP network as well, with internal documents showing lobbying efforts and influence campaigns.

A presentation file observed in this investigation, named "Avatar+KPIs+-+CEP,"[68] listed a few of the organization's achievements and outlined key performance metrics and program outcomes. The opening slide, titled "Our Wins in 2025," also mentioned government lobbying, advocating in traditional media, delivering "major policy recommendations" to Minister of Energy and Natural Resources Tim Hodgson, and starting the organization's "Gen-Z new-media strategy."

Figure 20. Screenshot showing a slide from a presentation by Avatar Innovations showcasing "wins in 2025," including the targeting of younger audiences.



Source: EIA (archived)

[68] Avatar Innovations, "Avatar KPIs – CEP" (slide deck), Energy in Action, archived May 14, 2026, https://web.archive.org/web/20260514203120/https:/static1.squarespace.com/static/680965a47083d56b1ccbecd2/t/69403832a9ddea66cb4448f4/1765816370053/Avatar+KPIs+-+CEP+Tyler+Engel.pdf.

EXAMINING KEY NETWORK MEMBERS AND THEIR OPERATIONS

Although Avatar does not maintain a federal lobbying registration, it claimed in the internal document that several of the company's policy recommendations "were incorporated into the 2025 federal budget." However, the company's board chair Deborah Yedlin,[69] who also serves as the president and CEO of the Calgary Chamber of Commerce, directs an organization actively registered for in-house federal lobbying,[70] targeting key officials in Natural Resources Canada on issues of budget, energy, and climate in 2025 and 2026.

Another organization that is focused on lobbying legislators is Canada Powered by Women (CPW), a "non-partisan" non-profit, framing itself as a platform representing "Canadian women who believe sound energy policies are vital for the continuing economic prosperity" of the country. Presenting itself as a research and community organization, the group conducts surveys and hosts events targeting women.[71] Moreover, data from the federal Registry of Lobbyists confirms that CPW has maintained active registration in the federal Registry of Lobbyists since June 2024, employing the services of Hill & Knowlton. Hill & Knowlton is a global PR and lobbying giant described as "the main lobbying communications firm for the oil industry."[72]

CPW's board and executive team shows direct ties to the fossil fuel sector.[73] This includes founder and board member Sue Riddell Rose, who is president and CEO of Rubellite Energy Corp,[74] a Canadian oil company. CPW's advisory committee also includes executives from Canada's largest oil companies, such as Cenovus Energy, TC Energy, Suncor, and Enbridge.

A presentation found in this investigation titled, "Canadian Energy Prosperity Advocacy Showcase," highlighted CPW's engagement with provincial and federal elected and non-elected government officials and their staff.

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[69] "Our Team," Avatar Innovations, accessed August 27, 2026, https://www.avatarinnovations.energy/team.

[70] "Registry of Lobbyists," Office of the Commissioner of Lobbying of Canada, https://lobbycanada.gc.ca/app/secure/ocl/lrs/do/advSrch?searchCommand=navigate&time=1783003639193.

[71] Marc Fawcett-Atkinson, "Women Are the New Target of Canada's Fossil Fuel Greenwashing Machine,"," Canada's National Observer, September 16, 2024, https://www.nationalobserver.com/2024/09/13/news/canada-fossil-fuel-greenwashing-machine-target-women.

[72] Sam Meredith, "'Profoundly Disturbing':The PR Firm for the COP27 Climate Summit Has a Long History with Big Oil," CNBC, November 16, 2022, https://www.cnbc.com/2022/11/16/cop27-egypts-pick-to-run-pr-at-the-uns-climate-talks-criticized.html.

[73] "About Us," Canada Powered by Women, accessed August 27, 2026, https://www.canadapoweredbywomen.ca/about-us.

[74] "Susan L. Riddell Rose," Rubellite Energy, https://rubelliteenergy.com/management_team/susan-l-riddell-rose/.

Figure 21. Screenshot of the last slide from a presentation by Canada Powered by Women to funders, claiming to have reached millions of women, tens of policymakers, and new funders.



Source: EIA (archived)

Influencing the Classroom

An annual "Executive Impact" data report,[75] uploaded to EIA from Switch Classroom,[76] detailed the initiative's campaign achievements and future goals. Switch Classroom is an initiative by the Switch Energy Alliance, another EIA non-profit that provides free educational resources. The document appears to be an internal operational report, highlighting the program's expanding reach across school curricula and detailing key metrics on student and teacher engagement.

The report notes that Switch Classroom's localized curriculum mapping acts as a "magnet" to attract educators right when they are planning science units focused on energy. This targeted onboarding strategy feeds into broader expansion by physically engaging with schools across provinces. The report specifically mentioned the K–12 "Teacher Advisory Council (TAC)" across British Columbia. It should be noted, though, that British Columbia does not have a TAC but a BC Teachers' Council. Switch Classroom also said in the report they maintain an academic partnership with the UBC Faculty of Education to target future student teachers. Concluding the report with a discussion of its 2026 goals, Switch Classroom stated that it will be moving into Ontario and the French-speaking market.

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[75] Switch Classrooms, *Executive Impact Report: 2025 Canadian Expansion and Strategic Outlook*, Energy in Action, archived May 20, 2026, https://web.archive.org/web/20260520210546/https:/static1.squarespace.com/static/680965a47083d56b1ccbecd2/t/697269649bebd515c9a6e296/1769105764259/switchreport.pdf.

[76] "About," Switch Classroom, accessed August 27, 2026, https://switchclassroom.org/about/.

Figure 22. Screenshot of a page from an "Executive Impact Report" for 2025 by Switch Classroom showing key metrics and strategies.



Switch Classroom

Executive Impact Report: 2025 Canadian Expansion & Strategic Outlook

The 2025 fiscal year marked a definitive shift from "market entry" to "established presence" within the Canadian education sector. Over a seven-month reporting window, Switch Classroom successfully identified **393 unique educators** across British Columbia, Alberta, and Saskatchewan.

Beyond verified IDs, our data analytics indicate a significant "Hidden Reach." Due to institutional IP masking and centralized school board proxies, we conservatively approximate that 5% of our total platform traffic (~1,100 educators) originates from Canada. Using a conservative classroom multiplier of 1:100, Switch Classroom reached an estimated **110,000 Canadian students in 2025.**

1. The "Hero" Content: Provincial Alignment Guides

Our localized curriculum mapping remains the primary driver for user acquisition. The top-performing guides by volume and engagement are:

- **BC Science 10:** The dominant high school "anchor."
- **Alberta Science 10:** Reaching 70% of the engagement depth of our mature U.S. products in year one.
- **Saskatchewan Science 6:** Highly efficient "one-and-done" success for middle-year educators.

While high school content drives volume, our **Elementary Alignment Guides (Grades 4-6)** have proven to be the most effective "New User" magnets, successfully capturing teachers at the onset of their energy units.

Source: EIA (archived)

Other organizations that are not primarily focused on the educational sector also carried out activities involving schools and universities. For instance, software company Geologic,[77] which provides data analytics and market intelligence, presented to CEP funders about its free learning program,[78] Sustainability in Energy Micro-credential (SEMC).[79] According to the company, the program is tailored for university, college, and polytechnic students, teaching them the "foundations of sustainability in the oil and gas industry." It also states its objectives "to increase awareness of the industry with young Canadians," aiming to build pathways into energy-sector careers.

> "CEP's generous support enables program expansion to southern Ontario."

[77] "About Us," Geologic, accessed August 27, 2026, https://www.geologic.com/about-us/.

[78] Geologic, "Geologic" (slide deck), Energy in Action, archived May 11, 2026, https://web.archive.org/web/20260511205505/https://static1.squarespace.com/static/680965a47083d56b1ccbecd2/t/696fea4b51ca6e369485107e/1768942155711/5.+GEOLOGIC.pdf.

[79] "Sustainability in Energy Micro-Credential," Sustainability in Energy, accessed August 27, 2026, https://energysustainability.ca/.

Discussing its growth plans for 2026, the company thanked CEP for its "generous support," where it has identified ten academic institutions to target up to five hundred thousand young Canadians. SEMC's website also shows that it is sponsored by the Oil Sands Alliance, an initiative of Canada's largest oil sands companies, previously operating as the Pathways Alliance.

DISINFORMATION SPREADERS

Our review of internal materials and public messaging suggest that many EIA members actively spread disinformation, related to climate issues and everyday news, to push pro–fossil fuel narratives, all while evading accountability for the inaccuracies they spread. This came in different forms, including essays and research from think tanks, along with social media videos and posts by different groups.

Debunk's Climate Disinformation Posts

Debunk, which claims to challenge misinformation, is itself spreading disinformation on climate change. Debunk's organizational page (archived version) on the EIA platform boasts,[80] "Top Performing Post: This recent post debunking the 'complete fabrication' of climate change went viral[81]—achieving over 3,000,000 views." The post has a video of Patrick Moore,[82] who has spent the last four decades as an industry lobbyist. He often works for industries that become the focus of Greenpeace campaigns to improve their environmental performance. He trades on his involvement with Greenpeace in the 1970s and 1980s, but he is not a founder of Greenpeace and left the organization in 1986.[83] In the video, Moore claims that carbon dioxide does not cause harmful climate change. Debunk asks, "Do you think the co-founder of Greenpeace, of all groups, is right here?"

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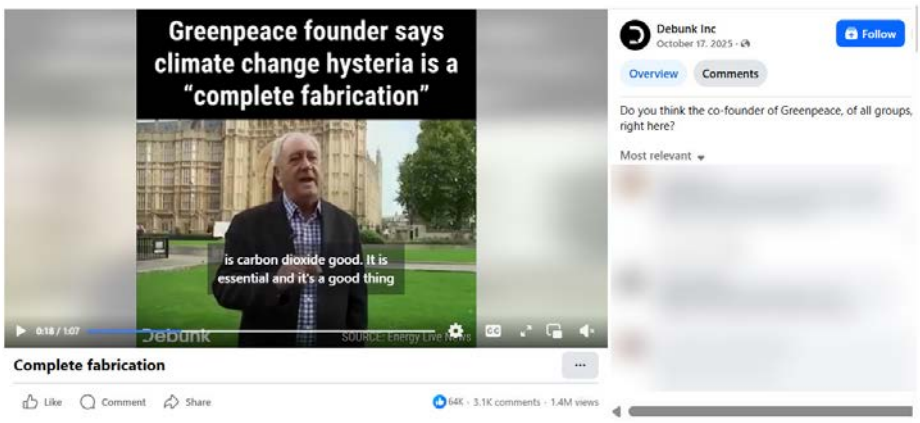
[80] "Debunk Copy," Energy in Action, accessed June 4, 2026, http://energy-in-action.com/debunk.

[81] "Debunk Copy," Energy in Action, http://energy-in-action.com/debunk, archived April 29, 2026, https://archive.ph/El179.

[82] Debunk Inc., (@debunkinc), "Do You Think the Co-Founder of Greenpeace, of All Groups, Is Right Here?," Facebook video, October 17, 2025, https://www.facebook.com/watch/?v=1388449425948158.

[83] "Greenpeace Statement on Patrick Moore," Greenpeace USA, July 6, 2010, https://www.greenpeace.org/usa/greenpeace-statement-on-patric/.

Figure 23. Screenshot of a Facebook post by Debunk showing a video of Patrick Moore. Comments blurred to preserve anonymity of users.



Source: Debunk Facebook

Debunk's social media also features a post titled,[84] "American politicians [sic] breaks down the math behind climate hysteria." The post shows a speech from the US Republican politician (and Trump ally) Dave McCormick that falsely claims humanity's carbon dioxide emissions can't cause climate change before concluding,[85] "We're wasting a lot of money for very little, if any, gain with all this climate hysteria."

Figure 24. Screenshot of an Instagram post by Debunk. Comments blurred to preserve anonymity of users.



Source: Debunk Instagram

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[84] Debunk Inc., (@debunkinc), "We're Wasting a Lot of Money for Very Little, If Any, Gain with All This Climate Hysteria," Instagram, February 27, 2026, https://www.instagram.com/p/DVRpoIaggG9/.

[85] Alison Main, "Sen. McCormick Defends Trump's Controversial Moves, Praises His Democratic Counterpart as Shutdown Continues," CNN, October 26, 2025, https://www.cnn.com/2025/10/26/politics/mccormick-defends-trump-praises-fetterman.

It has also misled its audience by blaming arsonists for wildfires and denying a link to climate change. In reality, accelerating climate change, driven primarily by the burning of fossil fuels, makes wildfires bigger, hotter, and more destructive.[86]

Exploiting Power Fears in British Columbia to Advance Fossil Fuels

Another example by Avatar showed the company's secret influence operations targeting young audiences in British Columbia with disinformation. We define covert influence operations as a coordinated campaign to influence public debate on matters of public concern while concealing the origin and identity of those behind the campaign.

Avatar's page on EIA showed an Instagram post by a page named britishcolumbiathings,[87] which has more than twenty-seven thousand followers,[88] labelled as a media appearance.[89] The page is managed by Salient Media, an advertising company based in British Columbia. Neither Avatar nor Salient disclosed this partnership or relationship in the post.

The post, published on April 22, 2026, showed a visual saying, "B.C. facing energy deficit by 2029, says B.C. Hydro," followed by a sub-headline citing EFI, referred to in the caption as Energy Futures Institute, saying, "B.C. should boost renewable gas supply not ration power."[90]

Energy Futures Institute is a program by Resource Works that does not have a dedicated page on EIA,[91] but the name appears in an agenda for a funder event for CEP at the Petroleum Club on July 2, 2025,[92] next to the name of its chair, Barry Penner,[93] a former cabinet minister in British Columbia. In the agenda file, Penner presented alongside Margareta Dovgal and Stewart Muir for a slot dedicated to Resource Works.

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[86] "Fact Sheet: Climate Change and Wildfires," Canadian Climate Institute, accessed August 27, 2026, https://climateinstitute.ca/news/fact-sheet-wildfires/.

[87] "Avatar Innovation," Energy in Action, accessed May 5, 2026, https://www.energy-in-action.com/avatarinnovation.

[88] britishcolumbiathings (@britishcolumbiathings), "B.C. Facing Energy Deficit by 2029, Says B.C. Hydro," Instagram, April 22, 2026, https://www.instagram.com/p/DXcsA8ylche/.

[89] britishcolumbiathings (@britishcolumbiathings), "britishcolumbiathings," Instagram profile, accessed August 27, 2026, https://www.instagram.com/britishcolumbiathings/.

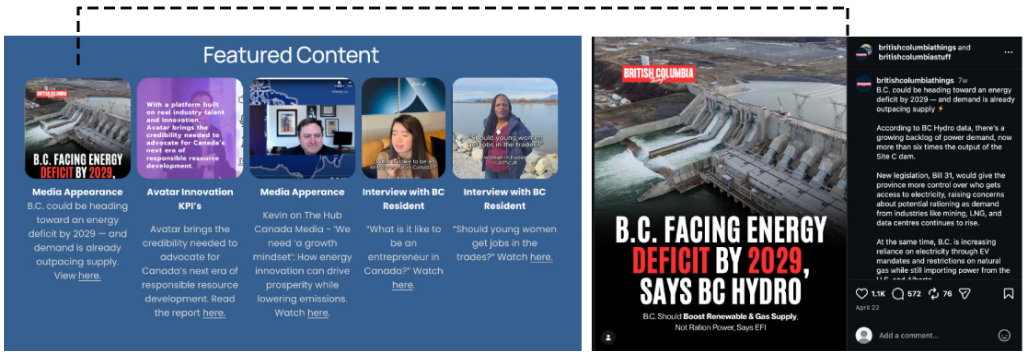
[90] "Energy Futures Institute," Energy Futures Institute, accessed August 27, 2026, https://energyfuturesinstitute.ca/.

[91] "Programs," Resource Works, accessed August 27, 2026, https://resourceworks.com/programs/.

[92] "Canadian Energy Prosperity July 2, 2025 Agenda," Energy in Action, archived May 13, 2026, https://www.bclaws.gov.bc.ca/civix/document/id/bills/billsprevious/1st43rd%3Agov31-1.

[93] "The Energy Futures Institute Explores BC's Power Needs," Resource Works, accessed August 27, 2026, https://resourceworks.com/efi-power-bc/.

Figure 25. Screenshot of Avatar's page on EIA (left) showing "Featured Content," which included an Instagram post on a separate page. The post, which did not mention Avatar but cited the Energy Futures Institute, was listed as a media appearance.



Source: left: EIA (archived); right: britishcolumbiathings Instagram

The post's caption warned of an imminent energy deficit in the province due to a growing power demand, citing "BC Hydro data." It also argued that the province's Bill 31 could lead to electricity rationing by expanding the government's authority to prioritize and allocate electricity among high-demand industrial sectors such as "mining, LNG, and data centres."[94] The post's caption also warned of the province's "increasing reliance on electricity through EV [electric vehicle] mandates and restrictions on natural gas while still importing power from the U.S. and Alberta." It concluded by highlighting recommendations from Energy Futures Institute to expand the supply of both renewables and natural gas instead of limiting access.

The post can be considered highly misleading because it weaponizes legitimate anxieties about a projected energy deficit to push for expanded fossil fuel infrastructure, conveniently hiding the fact that massive liquefied natural gas (LNG) projects are a primary driver of the very electricity shortage it complains about. In its messaging, the Energy Futures Institute argues that British Columbia must stop restricting natural gas and instead build more pipelines and facilities to avoid running out of power. However, government briefing notes highlight the role of large industrial sites like LNG facilities in straining the provincial grid.[95]

Fraser Institute Promotes Climate Denialism

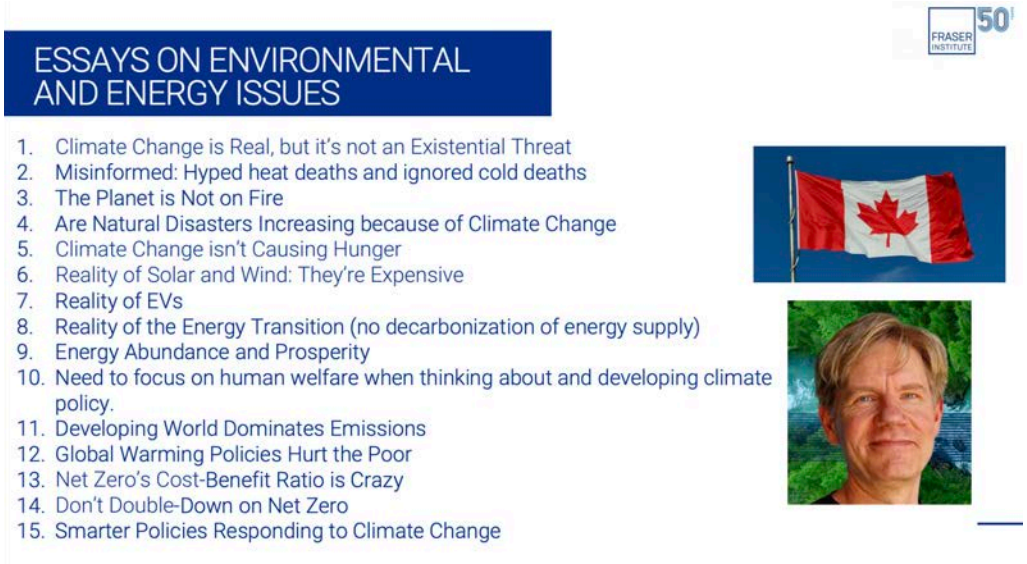
Another example can be found in the Fraser Institute's funder presentation in

[94] Bill 31, *Energy Statutes Amendment Act, 2025*, 1st Sess, 43rd Parl, British Columbia, 2025, https://www.bclaws.gov.bc.ca/civix/document/id/bills/billsprevious/1st43rd%3Agov31-1.

[95] Shannon Waters, "Docs reveal how much BC Hydro power new LNG and mining projects want. Who will pay for it?", *The Narwhal*, April 2, 2025, https://thenarwhal.ca/bc-lng-mining-power-requirements-revealed/
BC Hydro Scrounges for Electricity to Feed LNG, AI Industries," Dogwood, June 17, 2026, https://www.dogwoodbc.ca/news/bc-hydro-scrounges-for-electricity-to-feed-lng-ai-industries/.

2026, which focused on the think tank's educational efforts but also showed the work of Danish political scientist and climate denier Bjørn Lomborg,[96] whom the presentation stated it plans to introduce to Canadian classrooms as well.[97] Lomborg has a history of spreading misinformation and false claims on climate change and has been accused of misrepresenting climate facts.[98] [99] [100]

Figure 26. Screenshot from the Fraser Institute's presentation to funders in January 2026, featuring political scientist and climate denier Bjørn Lomborg and titles for essays by the think tank.



Source: EIA (archived)

Lomborg and the Fraser Institute often present these essays as a scientific critique of climate policy. By using headlines such as "Climate Change is Real, but it's not an Existential Threat" and "The Planet is Not on Fire," these articles do not deny climate change but appear to minimize its perceived risks and downplay its urgency to delay critical environmental policy and action.

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[96] Howard Friel, *The Lomborg Deception: Setting the Record Straight About Global Warming* (Yale University Press, 2010).

[97] "Bjørn Lomborg," DeSmog, accessed August 27, 2026, https://www.desmog.com/bjorn-lomborg/.

[98] Bob Ward, "Bjorn Lomborg's Lukewarmer Misinformation About Climate Change and Poverty," Grantham Research Institute on Climate Change and the Environment, August 30, 2018, https://www.lse.ac.uk/granthaminstitute/news/bjorn-lomborgs-lukewarmer-misinformation-about-climate-change-and-poverty/.

[99] Jennie King et al., *Deny, Deceive, Delay: Documenting and Responding to Climate Disinformation at COP26 and Beyond* (Institute for Strategic Dialogue, 2022), https://www.isdglobal.org/wp-content/uploads/2022/06/Summative-Report-COP26.pdf.

[100] Graham Readfearn, "Climate Cost Study Authors Accuse Bjørn Lomborg of Misinterpreting Results," *The Guardian*, December 2, 2021, https://www.theguardian.com/environment/2021/dec/02/climate-cost-study-authors-accuse-bjrn-lomborg-of-misinterpreting-results.

CONCLUSION

The identification of this network and the analysis of their materials suggests connections between various front groups and the oil and gas industry, mapping their coordination as part of a network designed to influence Canada's climate debate. Many failed to disclose these corporate ties. Moreover, materials documented confirm the existence of funders behind the network and undisclosed financial ties. By not disclosing the industry's agenda behind front groups, entities within this network possibly took part in coordinated influence operations attempting to distort public discourse and delay critical environmental policy.

Given the evidence documented in this investigation, Greenpeace Canada is calling on all entities, organizations, and corporate partners involved in the EIA network to immediately and fully disclose their funding sources, in-kind support, and any financial connections to the CEP group of funders. Furthermore, as this investigation noted the network's use of online and offline advertisements, a method that has been used for decades by the industry to normalize its disinformation,[101] we echo UN Secretary-General António Guterres's previous call for every country in the world to ban fossil fuel advertisements.[102] Canada's initial anti-greenwashing legislation created necessary challenges against spreading climate disinformation,[103] before the law was amended.[104] We urge Canada to ban all direct and indirect fossil fuel advertisements.

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[101] *Fossil Fuel Ad Bans: Protecting the Public from Corporate Climate Disinformation* (Climate Action Against Disinformation, September 2024), https://caad.info/wp-content/uploads/2024/09/Fossil-Fuel-Ad-Bans-protecting-the-public-from-corporate-climate-disinformation.pdf.

[102] "There Is an Exit Off 'the Highway to Climate Hell', Guterres Insists," UN News, June 5, 2024, https://news.un.org/en/story/2024/06/1150661.

[103] Keith Stewart, "Join the Fight Against Greenwashing," Greenpeace Canada, September 24, 2024, https://www.greenpeace.org/canada/en/story/67408/join-the-fight-against-greenwashing/.

[104] Nola Poirier, "We All Want Truth in Advertising," Greenpeace Canada, July 31, 2024, https://www.greenpeace.org/canada/en/story/66919/we-all-want-truth-in-advertising/.

APPENDIX

CENOVUS ADVOCACY FUNDING OF EIA NETWORK ORGANIZATIONS (greater than $25,000/year)				
2021[105]	2022[106]	2023[107]	2024[108]	2025[109]
	Avatar Innovations	Avatar Innovations	Avatar Innovations	Avatar Innovations
Canada Action	Canada Action	Canada Action	Canada Action	Canada Action
			Canada Powered by Women	Canada Powered by Women
Fraser Institute *	Fraser Institute *	Fraser Institute	Fraser Institute	Fraser Institute
Indigenous Resource Network	Indigenous Resource Network	Indigenous Resource Network		Indigenous Resource Network
	Macdonald-Laurier Institute (MLI)	Macdonald-Laurier Institute (MLI)	Macdonald-Laurier Institute (MLI)	Macdonald-Laurier Institute (MLI)
Resource Works *	Resource Works	Resource Works	Resource Works	Resource Works

** indicates that the donation was less than $25,000*

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[105] *Cenovus Advocacy Membership and Sponsorships, 2021* (Cenovus Energy Inc., 2021), https://mc-3405db07-6660-4b4e-8bc8-1763-cdn-endpoint.azureedge.net/-/media/Project/WWW/docs/our-company/advocacy-sponsorship-and-membership-table-2021.pdf.

[106] *Cenovus Advocacy, 2022* (Cenovus Energy Inc., 2022), https://mc-3405db07-6660-4b4e-8bc8-1763-cdn-endpoint.azureedge.net/-/media/Project/WWW/docs/our-company/advocacy-sponsorship-and-membership-table-2022.pdf.

[107] *2023 Advocacy Memberships and Sponsorships* (Cenovus Energy Inc., 2023), https://mc-3405db07-6660-4b4e-8bc8-1763-cdn-endpoint.azureedge.net/-/media/Project/WWW/docs/our-company/advocacy-sponsorship-and-membership-table-2023.pdf?rev=5e0a2c1f95d54a2189cf27aa44d1e8d6&sc_lang=en&hash=EC2B29E45AA7C8C6FE97E2B261F4682D.

[108] *2024 Advocacy Memberships and Sponsorships* (Cenovus Energy Inc., 2024), https://mc-3405db07-6660-4b4e-8bc8-1763-cdn-endpoint.azureedge.net/-/media/Project/WWW/docs/our-company/advocacy-sponsorship-and-membership-table-2024.pdf?rev=5e0a2c1f95d54a2189cf27aa44d1e8d6&sc_lang=en&hash=EC2B29E45AA7C8C6FE97E2B261F4682D.

[109] 2025 *Advocacy Memberships and Sponsorships* (Cenovus Energy Inc., 2025), https://mc-3405db07-6660-4b4e-8bc8-1763-cdn-endpoint.azureedge.net/-/media/Project/WWW/docs/our-company/advocacy-sponsorship-and-membership-table-2025.pdf.

LIST OF ABBREVIATIONS

CAPP	CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS
CCES	COLLABORATIVE CANADIAN ENERGY SOLUTIONS
CEEA	CANADIAN ENERGY EXECUTIVE ASSOCIATION
CEP	CANADIAN ENERGY PROSPERITY
CCMBC	COALITION OF CONCERNED MANUFACTURERS AND BUSINESSES OF CANADA
CDN	CLIMATE DISCUSSION NEXUS
CNAPS	CENTER FOR NORTH AMERICAN PROSPERITY AND SECURITY
CPW	CANADA POWERED BY WOMEN
CIP	CENTER FOR INDUSTRIAL PROGRESS
EPAC	EXPLORERS AND PRODUCERS ASSOCIATION OF CANADA
EIA	ENERGY IN ACTION
MEI	MONTREAL ECONOMIC INSTITUTE
MLI	MACDONALD-LAURIER INSTITUTE
YCR	YOUNG CANADIANS FOR RESOURCES