



# Navigating an Emerging Offshore Wind Industry:

Engaging with Unama'ki - Cape Breton through two-way knowledge sharing



The Cape Breton Partnership is Unama'ki – Cape Breton's private sector-led economic development organization. As the Island's one-stop shop for economic development, the Cape Breton Partnership connects entrepreneurs and businesses across all sectors to the resources and supports they need to succeed.

The Cape Breton Partnership provides economic development support to four First Nations and all five municipalities across Unama'ki - Cape Breton, under the Regional Enterprise Model (REN) in partnership with the Government of Nova Scotia.



# Cape Breton Partnership Initiatives



CAPE BRETON  
**CONNECTOR**  
PROGRAM

**GREEN ENERGY  
ENGAGEMENT**  
Program

**Immigration**  
Services



WELCOME TO  
*Cape Breton*

CAPE BRETON **JOB BOARD**

# GREEN ENERGY ENGAGEMENT

## Program

Meaningful community engagement, ongoing dialogue, and equitable knowledge exchange that helps communities build capacity

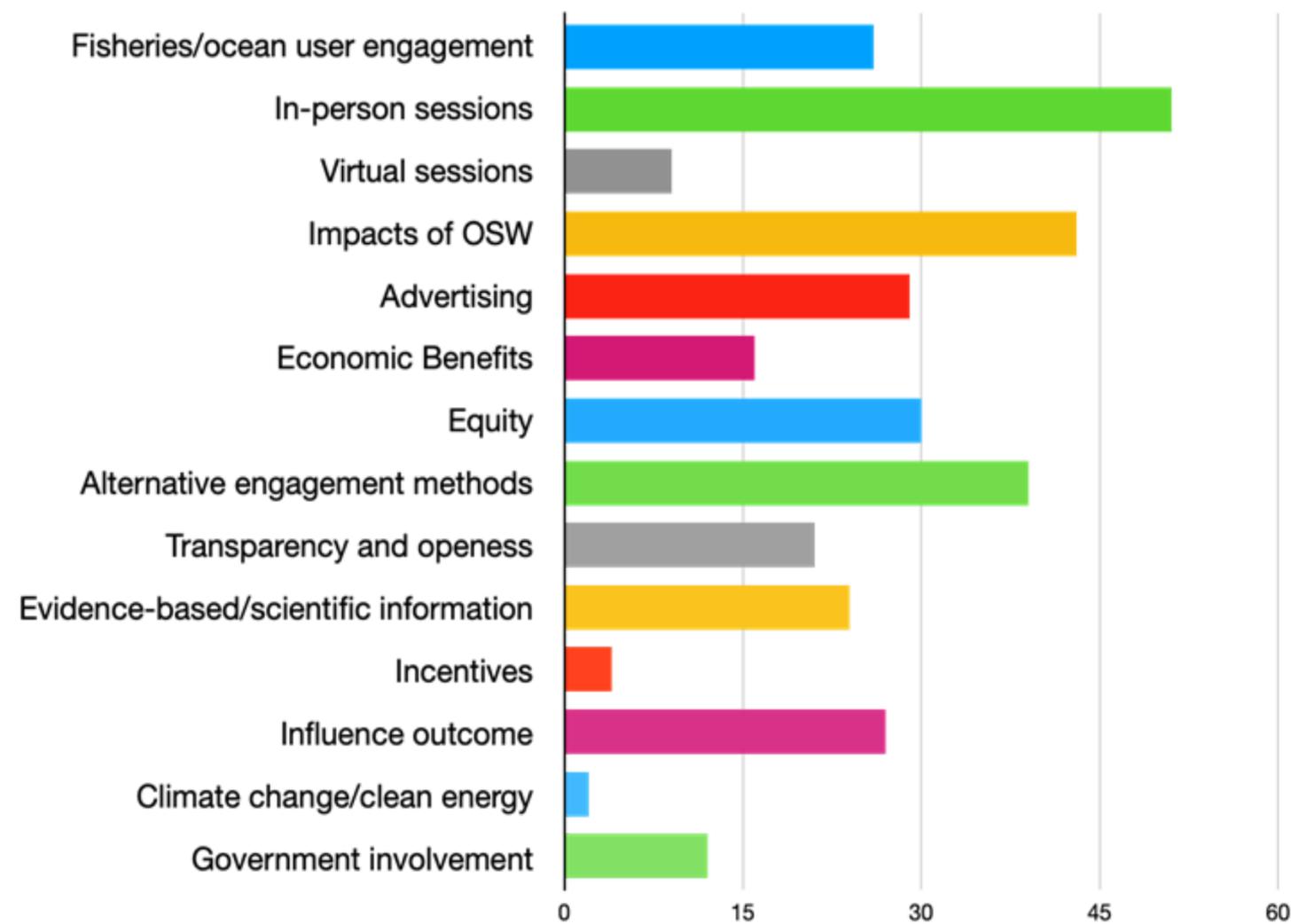
The GEEP has been socializing renewable energy topics that help communities navigate the energy transition.





# Engaging with Communities Across Unama'ki - Cape Breton

# Offshore Wind Community Engagement Survey



- Identify how communities wanted to be engaged with
- 73% of participants had never participated in any type of engagement
- Asked what would influence their likelihood of participating in public engagement for OSW and what types of engagement they would like to see

# OSW Community Information Sessions

- Bring reputable, objective information about OSW to communities across Unama'ki - Cape Breton
- Learn from communities what their concerns, hopes, and thoughts were about OSW development

**Integrity**

**Sincerity**

**Humility**

**Reciprocity**

**Trust**

**Continuity**

# OSW Community Information Sessions



- Visited 11 communities from December 2023 to March 2024 in partnership with Net Zero Atlantic
- Communities selected based on geographic location for accessibility
- Advertised via Facebook to meet demographic social media use; along with traditional media (newspapers, radio, community television, church bulletins)

# OSW Community Information Sessions



Shared information about renewable energy, climate targets, offshore wind technology, and regulatory framework development with communities

Gathered the feedback obtained during discussions and published What We Heard Report

Demonstrate to communities that the time they put in to attending sessions had utility

**OFFSHORE WIND**  
Community Information Sessions

<b>February 5</b> Monday	<b>New Waterford</b> New Waterford Fire Hall 3336 Walsh Ave. 6 - 8 p.m.	
<b>February 6</b> Tuesday	<b>Sydney</b> Holiday Inn Sydney - Waterfront 300 Esplanade 1 - 3 p.m.	<b>Glace Bay</b> Glace Bay Fire Hall 87 Reserve St. 6 - 8 p.m.
<b>February 7</b> Wednesday	<b>Chéticamp</b> Club des Retraités 15108 Main St. 1 - 3 p.m.	<b>Port Hood</b> Port Hood Fire Hall 304 Main St. 6 - 8 p.m.
<b>February 8</b> Thursday	<b>Ingonish</b> Ingonish Volunteer Fire Department 35938 Cabot Trail 12 - 2 p.m.	

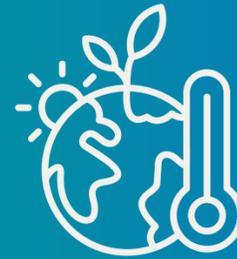
Come join us to learn the basics about offshore wind energy and how it could help Nova Scotia achieve a net zero future.

For questions or inquiries please email:  
[info@capebretonpartnership.com](mailto:info@capebretonpartnership.com)

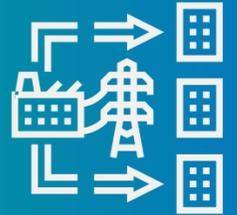
 

# What We Heard from Communities

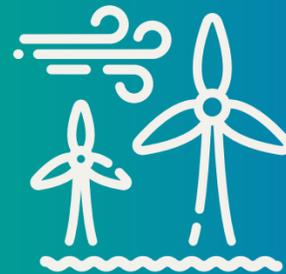
**Theme 1: Climate Change  
Mitigation**



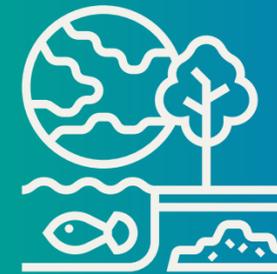
**Theme 2: Energy  
End-Use and Grid  
Challenges**



**Theme 3: Offshore  
Wind Technology**



**Theme 4:  
Environmental  
Impacts**



**Theme 5: Local  
Economic and Social  
Impacts**

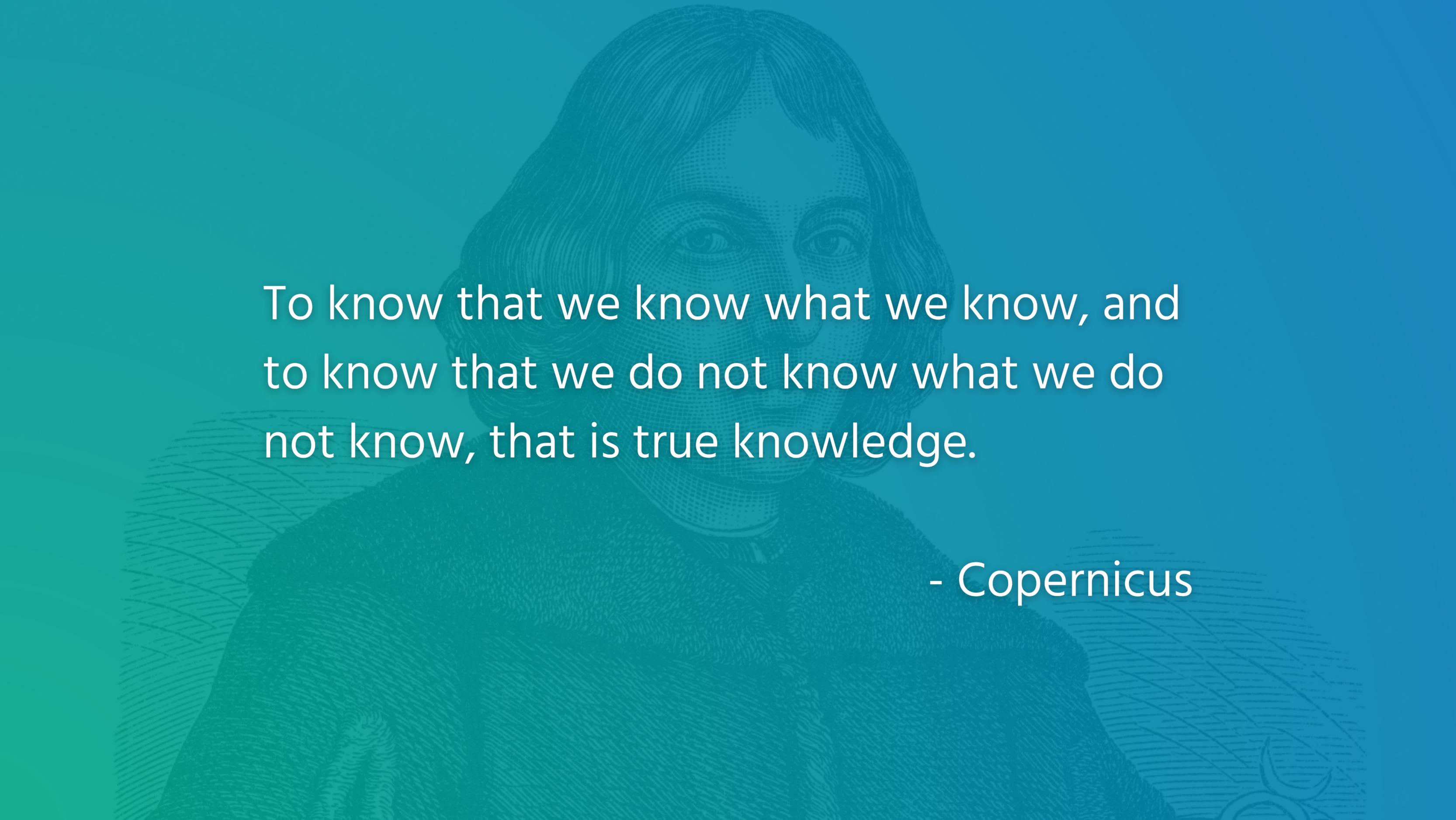


**Theme 6: Co-Existence of  
Ocean Users**



**Theme 7: Governance and  
Regulatory Frameworks**





To know that we know what we know, and  
to know that we do not know what we do  
not know, that is true knowledge.

- Copernicus

# Insights and Lessons Learned

- Expect the unexpected
- Be flexible and ready to adapt
- Community needs differ, focus on equity, inclusion, and accessibility
- Words have power, use them carefully
- Give people space to have big feelings
- Empathy is critical
- People need to feel at ease to share their concerns in an environment that feels safe
- Recognize nuances and connotation in conversations

# Insights and Lessons Learned

- Do not be afraid to tell communities that you don't have an answer
- Do not overwhelm people with information
- Do not dismiss opinions, but do dispel misinformation
- Do not set expectations that cannot be met
- Do not discount local expertise and relationships with communities when deciding who should do the engaging
- Do embrace partnerships with communities and other organizations

The background is a blue-tinted landscape featuring rolling hills and mountains. In the lower right, a body of water, possibly a lake or a wide river, is visible, reflecting the sky. The overall scene is serene and atmospheric, with a consistent blue color palette.

What's Next?

# Offshore Wind Community Information Sessions

Unama'ki - Cape Breton • November 12 to December 4, 2024



# Offshore Wind Community Information Sessions

Join the continued discussion of offshore wind in Unama'ki - Cape Breton. Learn up-to-date information and share your thoughts.

**November 12**  
Tuesday, 6 - 8 p.m.  
Victoria County Municipal Office  
495 Chebucto St., Baddeck

**November 27**  
Wednesday, 6 - 8 p.m.  
St. Peter's Area Lions Club  
35 Lions Avenue, St. Peter's

**November 13**  
Wednesday, 1 - 3 p.m.  
Eltuek Arts Centre – Gallery 209  
170 George Street, Sydney

**November 28**  
Thursday, 6 - 8 p.m.  
Isle Madame New Horizon Seniors Club  
2373 NS-206, Arichat

**November 13**  
Wednesday, 6 - 8 p.m.  
Louisbourg Fire Hall  
7485 Main Street, Louisbourg

**November 29**  
Friday, 1 - 3 p.m.  
Ingonish Fire Hall  
35938 Cabot Trail

NEW DATE

**November 14**  
Thursday, 1 - 3 p.m.  
Glace Bay Fire Hall  
87 Reserve Street, Glace Bay

**December 4**  
Wednesday, 1 - 3 p.m.  
Club des retraités  
15108 Cabot Trail, Chéticamp

NEW DATE

**November 14**  
Thursday, 6 - 8 p.m.  
Emera Centre Northside  
175 King Street, North Sydney

**December 4**  
Wednesday, 6 - 8 p.m.  
Port Hood Fire Hall  
304 Main Street, Port Hood

NEW DATE

**November 25**  
Monday, 6 - 8 p.m.  
Ocean Innovation Centre  
3 MacSween Street, Port Hawkesbury

Let's explore together themes connected to ocean co-existence, socioeconomic and environmental impacts, and governance.



Scan QR code to visit GEEP website, read the Cape Breton Partnership's What We Heard Report, and see dates for our second series of OSW Community Information Sessions with Net Zero Atlantic

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