



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

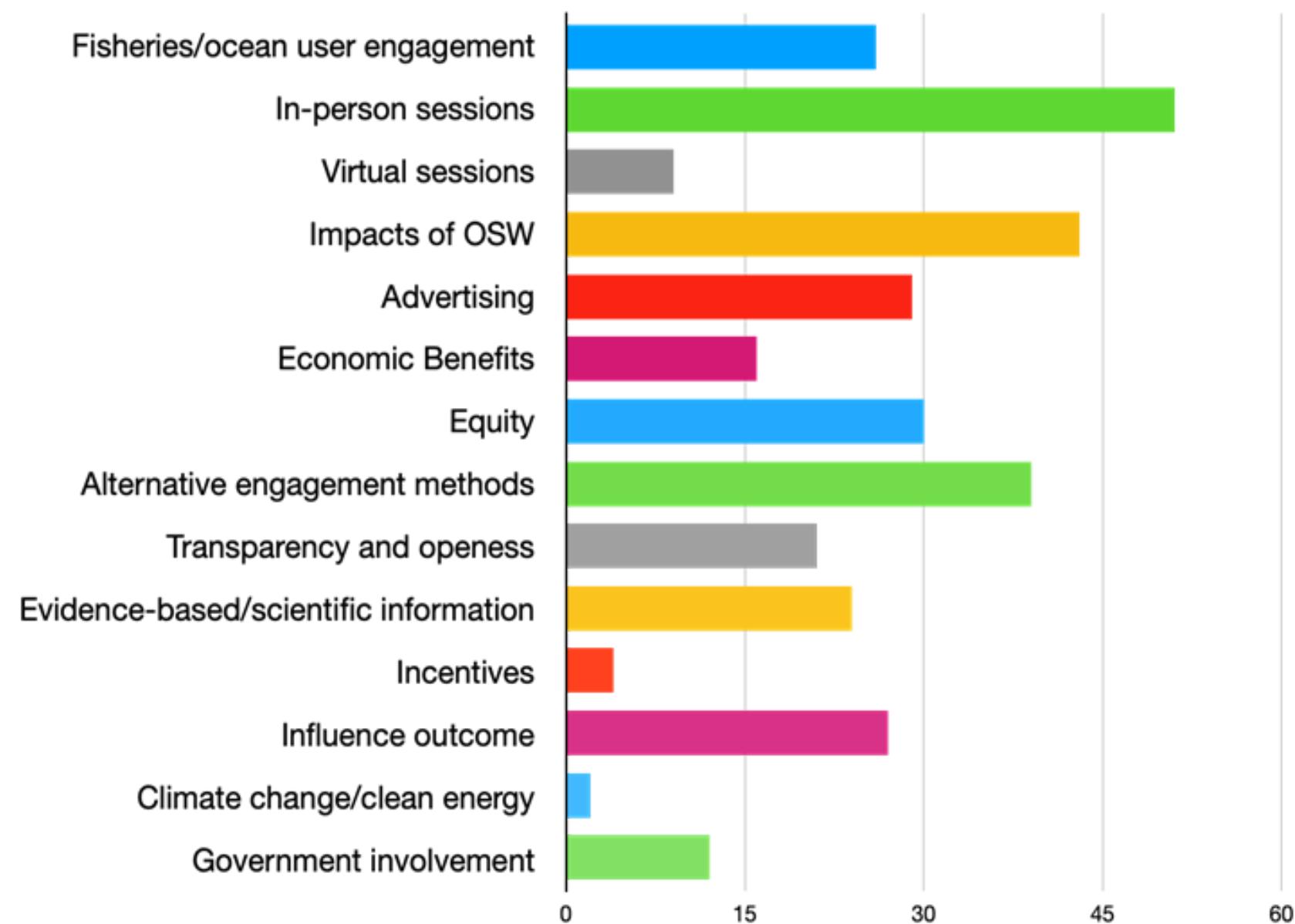
The GEEP has been socializing renewable energy topics that help communities navigate the energy transition.



The background of the slide features a photograph of a mountain range, likely in a coastal or island setting, with a teal-colored overlay. The mountains are layered, creating a sense of depth. The text is centered over the middle of the image.

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

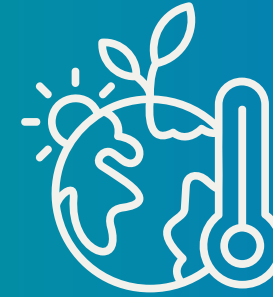
February 5 Monday	New Waterford New Waterford Fire Hall 3336 Walsh Ave. 6 - 8 p.m.	
February 6 Tuesday	Sydney Holiday Inn Sydney - Waterfront 300 Esplanade 1 - 3 p.m.	Glace Bay Glace Bay Fire Hall 87 Reserve St. 6 - 8 p.m.
February 7 Wednesday	Chéticamp Club des Retraités 15108 Main St. 1 - 3 p.m.	Port Hood Port Hood Fire Hall 304 Main St. 6 - 8 p.m.
February 8 Thursday	Ingonish 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.

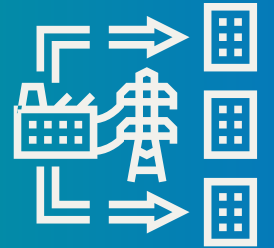
For questions or inquiries please email:
info@capebretonpartnership.com

What We Heard from Communities

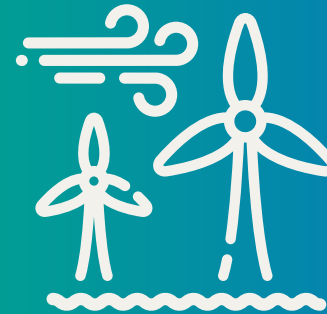
Theme 1: Climate Change Mitigation



Theme 2: Energy End-Use and Grid Challenges



Theme 3: Offshore Wind Technology



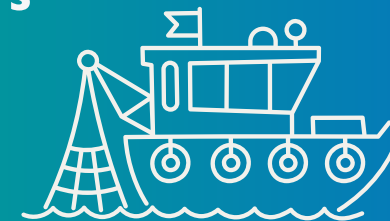
Theme 4: Environmental Impacts



Theme 5: Local Economic and Social Impacts

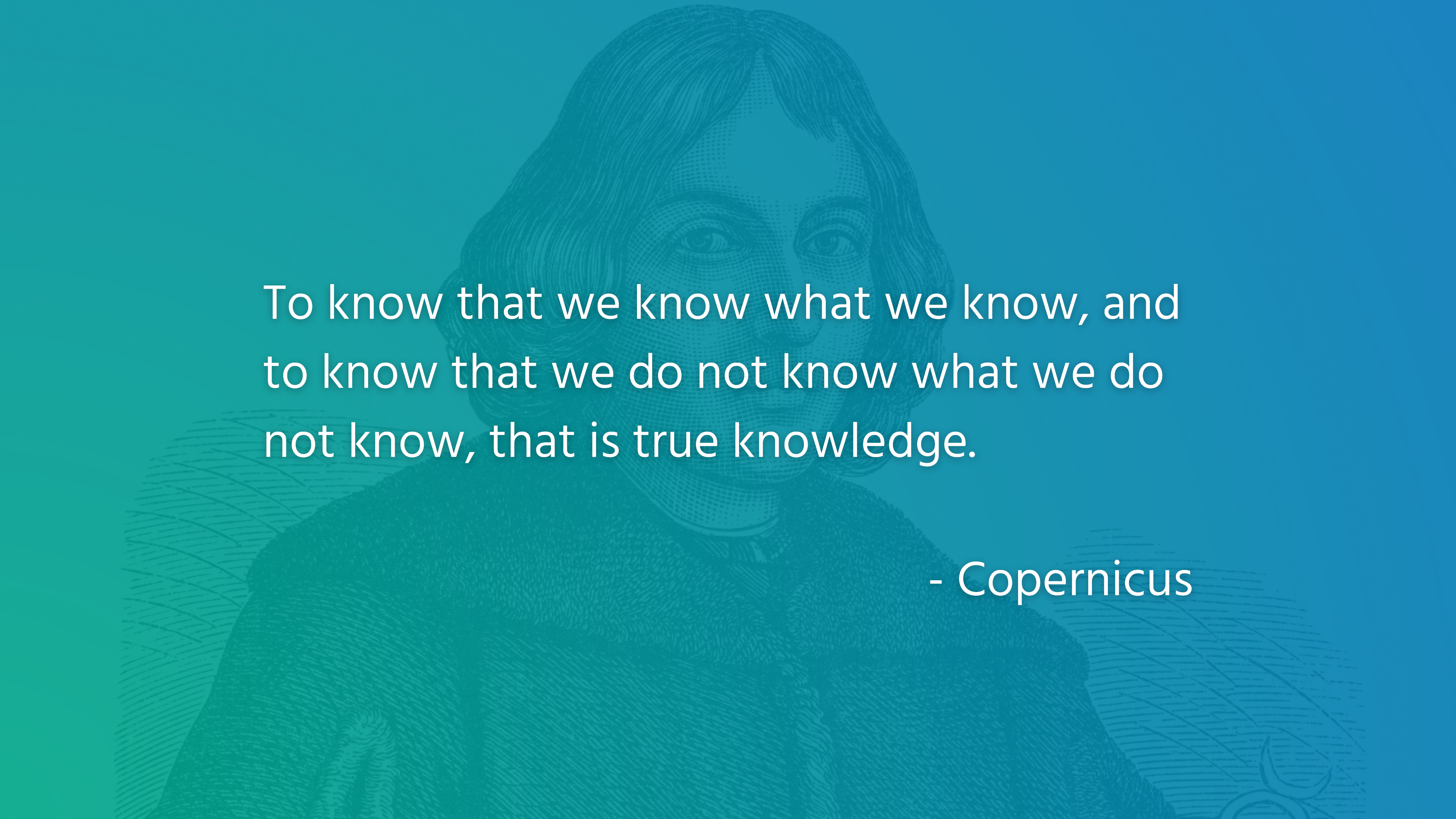


Theme 6: Co-Existence of Ocean Users



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 monochromatic teal image of a landscape. It shows rolling hills and a body of water, possibly a lake or a wide river, under a hazy sky. The text "What's Next?" is centered in the middle of the image in a white, sans-serif font.

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

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

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

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

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

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

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

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

NEW DATE

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

NEW DATE

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

NEW DATE

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

Jenn MacNeil
Green Energy Engagement Coordinator
(e) jennifer@capebretonpartnership.com