

**Alberta Canada Fusion Technology Alliance (ACFTA)
2019 AGM Communications Report
August 14, 2019**

ACFTA Members:

Since the ACFTA was established, there has been ongoing discussions of its role in advocating fusion energy. Key to this objective is communications.

In early 2018, the Board had several discussions about how to grow membership and foster interest in fusion development. Ideas were raised such as having a focused general member planning session, periodic general member sessions, a quarterly newsletter, 12 Q&As on fusion, and energy literacy surveys. Underpinning all these ideas was the need for social media and an active website.

At the 2018 ACFTA AGM, the incoming Vice President was given the role to oversee the Communications element. This report summarizes related communication activities undertaken to date since the 2018 AGM.

In the past year, the ACFTA undertook numerous outreach activities including presentations to the Women's Canadian Club of Edmonton, the University of Calgary Physics Department, and the Western Chapter of the Canadian Academy of Engineers. Meetings were held with industry (oil and gas, and electric), PTAC, CAPP, and the Pembina Institute. Other opportunities for presentations were explored such as the Edmonton Geek Night and the Edmonton Energy Transition Leadership Network. The ACFTA Executive sponsored a Dinner Salon in Edmonton, and had numerous meetings with provincial and federal political personnel. Connections were also re-established with federal government nuclear personnel.

The ACTFA published two newsletters, one in December 2018 and the other in March 2019. From feedback received, the newsletters were well received.

The ACFTA initiated an energy literacy survey through the firm Advanis. The survey was issued in late April, with the results tabulated in May and presented at the May Board meeting. In summary, the results show growing interest in fusion.

In all these activities, the need for the ACFTA to have a clear message was very evident. *Who are we, who do we represent, what is our role, what do we want to achieve?*

Parallel to having clear messages is the need to have a venue through which such messaging can occur. In late 2018, the Executive began to discuss the need to revise the ACFTA Website. The concept was raised, and some preliminary estimates were brought forward to the Board in February 2019. After reaching out to several firms, in June 2019 a contract was signed with *Websites in Edmonton*. Work is ongoing.

The development of the Website involves a significant amount of content development. Our objective is to illustrate to the public that we are a credible entity – not only in knowledge, but in what we communicate, and in our governance. For example, on the latter there is a corresponding discussion of the need for the ACFTA to develop an advisory council of significant industry players. We may wish to revise our by-laws to enable broader membership. For those that wish to become members, we envision providing a value-added service such as access to a media feed that tracks fusion development world-wide. Such information also supports the writing of further newsletters.

In the upcoming year, it is envisioned that ACFTA communication activities will result in a fully functional website, that

- attracts and tracks users and membership, and retains their interest;
- provides an understanding of the ACFTA role (vision, mission, goals, governance); and
- communicates and educates the public on fusion energy development.

A fully functional website will support ongoing outreach activities such as a Calgary salon (planned for the Fall of 2019), ongoing presentations to interested parties, and advocacy at political and corporate levels.

Christopher (Chris) J Holly
Vice President