

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



## SUSTAINABLE ENERGY

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Global energy demands are projected to rise, with demand for electricity expected to double by 2060, according to World Energy Council predictions. With advantages like a wealth of resources and expertise in bringing big projects to fruition, Canada has the potential to become a sustainable energy powerhouse – a vision that requires addressing technological and strategic issues alongside societal and environmental goals.



**GOING LIVE IN PRINT AND ONLINE:**  
NOVEMBER 13, 2017

**GET INVOLVED BY:**  
OCTOBER 2, 2017

**MATERIALS DUE:**  
NOVEMBER 6, 2017

### Proposed editorial highlights:

**LOW-CARBON ENERGY SOURCES.** We explore Canada's energy generation balance and efforts towards increasing the share of hydro, solar, biomass, marine and nuclear power production.

**ELECTRICITY.** How can Canada realize its potential to become a major producer of low greenhouse-gas emitting electricity for North America?

**CLEAN TECHNOLOGY.** What role can clean technologies play in improving the efficiency of processes that produce or use energy?

**ENERGY-EFFICIENCY.** We explore measures that can help Canada's industries, cities, homes and means of transportation become more energy efficient, from new construction and operating methods to energy-monitoring technologies.

### THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES

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**31% more likely** to be professionals

**2x as likely** to have household incomes of \$200,000+

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WEEKDAY READERS

**1,864,000**

SATURDAY READERS



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UNIQUE VISITORS EVERY MONTH

**3.6 million**

UNIQUE MOBILE VISITORS



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See page 2 for details...

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**NEXT STEPS?** Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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### PRINT

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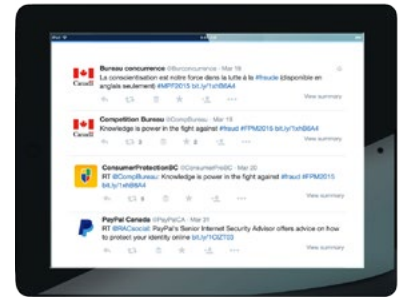
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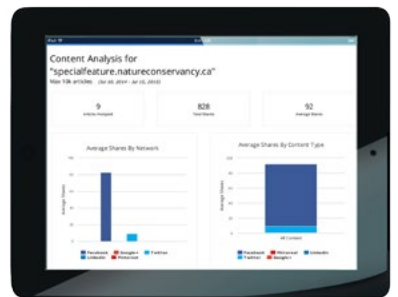
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