



**Future Skills**  
Centre

Centre des  
**Compétences futures**

## Targeted call for FSC Project Partners

### Instructions to complete the application form

Please refer to the Future Skills Centre's (FSC) **Targeted Call for FSC Project Partners Guidelines** document when preparing your application.

This application form is structured to help you address the selection criteria for this call and give reviewers easy access to your project information. This form is divided into the following sections:

- Part 1 - General information
- Part 2 - Project summary
- Part 3 - Project details
- Part 4 - Project work plan and budget
- Part 5 - Declaration

If you would like to request accommodations or other types of support, please contact Maysa Mourad by email at [targetedcall@fsc-ccf.ca](mailto:targetedcall@fsc-ccf.ca) or by phone at 437-331-0613.

If you have any questions while compiling your application, you may contact our team at [targetedcall@fsc-ccf.ca](mailto:targetedcall@fsc-ccf.ca). We would be happy to answer any questions.

# PART 1 - GENERAL INFORMATION

## 1. Lead organization

### Name of lead organization

PetroLMI Division of Energy Safety Canada

### Name of project lead

Breanne O'Reilly

### Project lead's preferred method of contact (email address and/or phone number)

Breanne.oreilly@energysafetycanada.com

## 2. Proposed project

### Project title

Skills Match – The Energy Fit Phase II

### Project start and end dates

January 1, 2022 – September 30, 2023

Projects must end no later than September 30, 2023.

### Amount requested from FSC (total)

**\$1,612,272**

### Project partners and their location

Mammoth XR – Calgary, AB  
Strut Creative – Calgary, AB  
Edmonton Global – Edmonton, AB  
LNG Canada – Calgary, AB and Kitimat, BC  
Oil Sands Community Alliance – Fort McMurray, AB  
Regina Work Preparation Centre – Regina, SK  
Suncor Energy – Fort McMurray, AB

## PART 2 - PROJECT SUMMARY

### 1. Proposed project “one-liner”

How would you describe your new project in one sentence?

Developing and expanding PetroLMI’s tools and resources to realign the energy labour market, support growing and emerging sectors, broaden awareness of career opportunities and provide educators content on the evolving industry.

(30 words maximum)

### 2. Proposed project summary

How would you describe your new project and how it builds on the testing and learning of your current project to date?

We suggest that this summary covers the main information about how your new project addresses all selection criteria of this targeted call.

In Phase II, PetroLMI plans to build off work using virtual reality experiences as a key tool for workers to explore a career path in energy. It includes expanding the Adapting Futures experiences developed in the first phase and developing additional career planning resources identified through research and testing. Phase II also expands PetroLMI’s capacity and reach, particularly as it relates to under-represented and remotely-located groups. PetroLMI will further its work on realigning the labour market between more traditional oil and gas and growing or emerging industry sectors; attract and transition workers to in-demand sectors and occupations; broaden awareness and education of career opportunities; and develop tools and resources to support educators. Building on the testing of specific outreach channels from Phase I, PetroLMI will connect with underemployed and under-represented job seekers through hosting workshops, building relationships with educational institutions and targeted organizations such as Inside Education, VR Centres, Indigenous Communities and Métis settlements, and with career agencies. This approach proven in Phase I, allows PetroLMI to build capacity among labour supply stakeholders so they can provide responsive career advice to clients, create efficiencies, and address limitations of travel and in-person access as a result of the pandemic. In Phase I, feedback from career transition agencies determined profiling real-life workers who have made a career change improves successful transitions and understanding and assessing soft skills can be challenging. As a result, PetroLMI will increase its storytelling content on career transitions and add new interactive tool focused on soft skill requirements.

(250 words maximum)

### 3. Additional scope

#### How does your new project go beyond the scope of your current FSC-funded project?

The additional scope may include expanding or extending a project model, its principles and/or components. For example, it may include expanding the project to new regions or jurisdictions, including new or larger target populations, and testing different delivery formats to understand what works to address demands. This would assume the potential for bringing additional partners to deliver the project at a broader scale. The additional scope must be grounded in new concrete learning questions to contribute to your work and of others in the skills ecosystem.

Phase II will expand and optimize PetroLMI's newly-relaunched Careers in Energy website with enhanced features, build out additional content on emerging and growing energy sectors, expand real-life storytelling aspects of career transitions through additional Day in the Life profiles, videos and podcasts, and conduct outreach with targeted groups and communities in energy-operating regions. It will include the development of a new augmented reality (AR) energy map to explore Canada's energy profile. PetroLMI will work with energy companies to update existing virtual reality experiences with additional site tours and new working environments; develop new learning tools and resources to address the understanding of soft skills by using interactive video with situational scenarios and outcomes. PetroLMI will also launch a newsletter focused on job trends and information that analyzes and connects news and energy announcements with career information to help job seekers.

(150 words maximum)

### 4. Importance of the additional scope

#### Why is the additional scope of your project important to your organization, sector and target populations? Why is it timely?

Phase I identified additional areas of focus and content required to engage a broader labour pool in developing new career paths in energy. Engaging workers is timely as the energy industry accelerates its transition. Phase I highlighted the need to address different learning styles with different content and tools. PetroLMI's marketing plan for Phase I focused on broad-based outreach and communications complemented by partnerships and workshops with career and community agencies. Given limitations on travel and in-person activities due to the pandemic, PetroLMI shifted to webinars and online marketing and communications and coordinating a shippable VR "field trip" to labour supply and education partners, hosting workshops and connecting with stakeholders locally. There is an opportunity to expand this approach geographically and with new partners. PetroLMI further determined in Phase I the value of providing a newsletter on timely job trends and information to develop better labour market knowledge.

(150 words maximum)

## PART 3 - PROJECT DETAILS

In this section, please provide information about how your new project supports each of the selection criteria of this targeted call.

We provide prompting questions to help you address all criteria in the application guidelines. You may prepare this section following the prompting questions in sequence or using your own sections and narrative.

Although you have flexibility regarding the format for this section, please make sure that you address all criteria according to the prompting questions. Reviewers will assess your application by scoring each criterion individually.

This section should not exceed **seven** pages. We anticipate that most proposals will present this section in **five** pages.

### **Relevance:**

**How does your new project align with FSC's Strategic Priorities?**

**How does your new project address recognized systemic challenges about future skills in Canada?**

**Explain how your proposed project fulfills the demand for your service. Who is demanding this and how do you know? Why is it timely?**

Skills Match – The Energy Fit Phase II aims to build on findings from Phase I to increase awareness, understanding and access to information on the labour market and skill requirements of the transitioning energy industry through developing engaging online content; continuing outreach and promotion as it relates to the recently launched CareersinEnergy.ca website and PetroLMI's virtual reality field trip program; creating new tools such as an augmented reality energy map. The content will be developed using storytelling and will be targeted to specific groups that will make up part of the workforce of the future. In particular, youth will be targeted through partnerships with organizations such as Inside Education and high school and post-secondary institutions, and under-represented groups in energy-operating communities such as Indigenous Communities and Métis settlements in the Fort McMurray region. Unemployed and underemployed workers, particularly those in transition, will be targeted through career services agencies across Western Canada where there are energy operations. Communication and marketing channels such as online promotion and advertising, webinars and video will allow for broader reach. PetroLMI will host in-person workshops at locations such VR centres and present to labour supply stakeholders both online (webinars) and in-person to highlight the changing skills and evolving occupations required to support the energy transition. In addition, PetroLMI will launch a job trends newsletter, sharing how policy changes and funding announcements will affect the future workforce and the skills that will be

required.

Through feedback from employers in Phase I, PetroLMI identified particular challenges with a lack of understanding among under-employed and underrepresented workers about the types of careers and the nature of the work in the energy industry, as well as the soft skills required for emerging and evolving occupations and industry sectors. PetroLMI plans to address this disconnect through its new and expanded learning tools that better engage these potential workers using a story-telling approach to online content and through the use of its 360-degree video, virtual reality (VR) and augmented reality (AR) experiences. New elements include an energy map to explore Canada's current and growing energy sources and to connect the user directly to related information and resources, as well as a new interactive video experience that highlights soft skills, offering situational scenarios and outcomes.

Day in the Life profiles, videos, VR, AR and PetroLMI's Not Your Grandpa's Energy Industry Podcast have reached new and different audiences compared to traditional web content. Feedback from labour supply members of the Phase I project steering committee identified that providing real-life worker career transition stories and a holistic, accessible and current learning approach to better understanding the energy industry is important for their clients to see themselves making a career change. During Phase I of the project, PetroLMI was able to create a limited number of new career profiles and showcase career changes on the podcast, as well as share tips and tools through webinars. During Phase II PetroLMI plans to expand these features and outreach channels.

As the energy industry accelerates its transition, there is a need to communicate effectively and efficiently with job seekers and labour supply stakeholders to ensure the development of an accessible and skilled workforce for the future.

#### **Innovation and evidence:**

**In what way is your project innovative by pursuing a new way of doing things? If applicable, how is your project model informed by evidence?**

**How do you plan to generate evidence and insights during your project? What new knowledge will it generate and what are the potential implications of your approach for the broader skills ecosystem?**

Skills Match – The Energy Fit Phase II will continue to expand and test the use of VR and AR and other new interactive technologies to pique the interest and engage users to take the next step towards a career change. PetroLMI is an early adopter of using these technologies for career planning in the energy industry and has been nominated and won creative awards for its VR and AR experiences. PetroLMI will build on the knowledge and experience it has gained to date to further enhance the users' experiences with these learning tools. Day in the Life profiles, the use of more video and VR and AR and the launch of PetroLMI's Not Your Grandpa's Energy Industry

Podcasts have proven to reach new and different audiences compared to traditional web content based on metrics and feedback. Two new features in Phase II— the augmented reality energy map and a video tool for testing the use of soft skills and discovering different scenarios and outcomes, will test another new method of providing engaging, interactive content and information. The Canadian energy map will help to self-direct users to content about the industry, the occupations and real-life career transition stories.

During Phase I, PetroLMI discovered that getting older and more experienced workers to take a chance on using virtual reality to support career transition was not always easy. In Phase II, PetroLMI proposes hosting more workshops and will continue to work through career agencies and community agencies to connect directly with these job seekers. PetroLMI will also enhance its existing website content to better reach and engage experienced workers, which have different interests and learning styles than new workers.

PetroLMI will generate evidence and insights through the following: ongoing surveying of testers/users who participate in the VR and AR experiences as well as ongoing review of analytics; collection of information from career and community agencies and workshops; quarterly follow-ups to measure the usefulness of the tools with partners. PetroLMI will survey users before and after they use the learning tools developed in Phase II to identify their effectiveness, and support users by providing additional information required to take the next step towards a career change.

### **Learning**

**What learning has your current project with FSC generated and how has this learning informed the scope of your new project?**

**What are additional learning questions that your new project will address?**

Phase I of the project established important relationships with key stakeholders to reach the appropriate targeted audiences. PetroLMI has learned that providing information on career paths and skills transferability is more effective if it is accompanied by a story-telling approach and real-life examples of successful career paths and transitions – hence the expansion of PetroLMI’s library of these resources in Phase II. PetroLMI has also learned that tools attractive to audiences such as youth, Indigenous Peoples and newcomers, do not resonate as well with experienced oil and gas workers who learn differently and are seeking different content. During Phase II, PetroLMI will continue to evaluate and assess the efficacy of using VR and AR as an awareness tool, as well as the use of new targeted content for specific audiences.

Phase II of the project will address the following learning questions:

1. Do enhanced VR and AR experiences broaden interest in working in the energy sector?
2. Does the online content resonate with older, more experienced workers (vs. VR content)?

3. Does reading, seeing or hearing real-life transition stories improve a worker's motivation and success in making a career change?
4. Can interactive tools be an effective way to identify and introduce the need for specific soft skills?
5. Can soft skills be effectively measured through the use of story-telling and scenario/outcome-based video content?
6. Does experiencing skill gaps in an immersive environment improve understanding and the likelihood of a user engaging further in training and skill building?

### **Equity, diversity and inclusion**

**Does your project incorporate in its design and execution the perspectives of end-users and other stakeholders, particularly groups facing barriers? If so, how? If not, why not?**

**What are the practices and activities of your project that directly support and are grounded in principles of equity, diversity and inclusion?**

**Will your project further equity, diversity and inclusion in the field or sector of your project? If so, how? If not, why not?**

Learning tools developed in Phase II of the project will be targeted at reaching a number of under-represented groups, including Indigenous Peoples, youth, newcomers and older workers in transition. The project design, components and outreach will allow for direct access by audiences in rural and remote areas. As an example, PetroLMI will work with Indigenous Communities in the Fort McMurray region, providing VR and AR tools and resources directly to those communities as well as develop more real-life worker career transition stories about Indigenous workers and translating them into an Indigenous language.

PetroLMI will work with Indigenous and immigrant-serving agencies, as well as educational institutions to ensure the needs of end-users are reflected in the project outcomes. PetroLMI has established relationships with a number of key stakeholders and plans to reach out and engage new organizations and communities for Phase II.

In addition, PetroLMI will address feedback from labour supply stakeholders in Phase I whose clients are older, experienced workers in transition, to develop new and different ways of engaging that audience.

The goal of Phase II is to increase awareness and motivation among these targeted groups to pursue new or different career pathways in energy.

### **Capacity**

**What are the skills, experience and resources available within the lead organization (and partners, if applicable)? How will these elements support the successful execution of the project?**

**Does your current project with FSC hold a good track record? Have you faced**



**any challenges? If yes, how have you addressed them?**

The PetroLMI Division of Energy Safety Canada is a leading resource for labour market information and trends in the Canadian energy industry. PetroLMI's mandate is to develop leading-edge resources and tools to increase awareness and understanding of the energy industry and its career opportunities. PetroLMI specializes in providing labour market data, analysis and insights, as well as occupation profiles and other resources for workforce and career planning. It has research, analytical and project management expertise, established business stability and has a core team of six employees.

PetroLMI and its partners Strut Creative and MAMMOTH, have worked together using established processes and practices to ensure projects are completed on time, on budget and to the highest quality standard.

Strut Creative creates solutions to change audience perception and behaviours. Strut has worked with PetroLMI to transform its Careers in Oil + Gas website to CareersinEnergy.com, enhancing the website with new content and unique, interactive elements. Strut Creative has extensive experience developing digital assets, animations and websites and has worked for energy companies and other industry associations and on energy-related projects such as Energy-IQ.

MAMMOTH creates immersive and intuitive experiences that educate, entertain and inspire and has worked with PetroLMI to develop its current series of VR and AR - extended reality (XR) gaming experiences. MAMMOTH is one of the largest extended reality companies in Canada, providing expertise on using augmented and virtual reality, video production, digital media and technology.

PetroLMI has identified additional key stakeholders to support the development and execution of Phase II, including subject matter experts, outreach and dissemination partners and key community agencies.

PetroLMI has a good track record with Phase I of its FSC project. Challenges related to the development or execution of some project elements have occurred due to in-person or travel limitations stemming from health restrictions and the pandemic. Likewise, some challenges have occurred with the collection of relevant information from participants without discouraging their participation. PetroLMI has worked with FSC and Blueprint to ensure the project tracks and records required and relevant information.

**Coherence**

**What are the main project activities that will enable you to meet the project objectives?**

**Explain how your project presents good value for money. How is your budget reasonable, appropriate and aligned with your work plan?**

This project builds on work undertaken to date through Phase I and content funded separately by Employment and Social Development Canada (ESDC) and other funders. The project includes in-kind contributions from partners, Energy Safety Canada and distribution networks. The project budget takes into consideration efficiencies achieved to date and uses estimates and past project costs as the basis for future project costs.

This project is divided into three groups of activities that will help PetroLMI to meet the following objectives: create awareness and understanding of Canada's energy industry, increase awareness and understanding of career opportunities, career paths and skills transferability in Canada's transitioning energy industry.

1. Continue efforts in developing virtual reality and augmented reality experiences
  - Expand Experience the Energy: Take the Tour to include 360-degree virtual tours of additional content on reclamation, petrochemicals, upgraders, renewables, laboratory and camp experiences
  - Expand Adapting Futures to include a virtual experience at an LNG facility, which is a highly transferable industry sector for oil and gas workers
  - Expand PetroLMI's 'VR field trip' program targeted at high schools and post-secondary institutions, community agencies and Indigenous Communities. (The program allows groups to borrow up to 30 VR headsets with supporting educational materials on the energy industry. The self-contained kit includes a UV cleanbox technology that quickly eliminates viruses and other contagions between headset users)
  - Develop an energy map in augmented reality that connects regions in Canada with industry sector activity and redirects the user to learn more about careers and other relevant information
  - Create an interactive video learning tool to understand soft skill requirements and that provides the user with a journey through different scenarios and outcomes
2. Improve online engagement among targeted under-represented groups
  - Develop web versions of PetroLMI's VR experiences to better meet the needs of workers who cannot access or are uncomfortable with the use of VR headsets
  - Expand online marketing and communications to reach underemployed and unemployed workers
  - Create new and additional content on growing/emerging sectors in the energy industry such as hydrogen and geothermal
  - Expand PetroLMI's library of real-life career change stories through Day in the Life profiles, Not Your Grandpa's Energy Industry podcast and videos; translating some of these stories as appropriate for targeted audiences
  - Expand website content on liquefied natural gas, cleantech, digitization

and automation, among other sectors; enhance and update existing occupation profiles with sector-specific information

- Optimize the user experience on the website in response to analytics and feedback.

Develop a newsletter to track job and hiring trends and share government policy updates and funding announcements that have an impact on future workforce and skills requirements

3. Enhance community contacts and stakeholder connections

- Engage high schools and post-secondary institutions, community and Indigenous organizations in new or expanded geographic locations to progress reach of PetroLMI's VR field trip program
- Partner with existing and newly-targeted career agencies to share findings and information with their client base
- Host workshops across Western Canada
- Participate in knowledge-sharing opportunities
- Develop an online booking system to improve access to PetroLMI's VR headsets and its VR field trip program

(3,500 words maximum)

## PART 4 - PROJECT WORK PLAN AND BUDGET

1. Please submit a **one-page work plan** with key milestones and their timeline. **Do not** include detailed activities at this time. If your proposal is selected, we will work with you to develop a detailed work plan.
2. Please complete the project budget template provided to you as part of the application material.
  - a. Include only **new funding** associated with your new project and its additional scope. Please do not include the existing funding that is already part of your current funding agreement with FSC.
  - b. If applicable, identify new funding pending or confirmed for this project from other sources. **This funding should be included as in-kind contributions.** (Please note that funding from other federal sources cannot be counted towards in-kind contributions)
3. Please submit your work plan and budget by sending these files, along with this completed form, to [targetedcall@fsc-ccf.ca](mailto:targetedcall@fsc-ccf.ca).

4. You may use the space below to provide comments to accompany your work plan and/or budget.

(100 words maximum)

## PART 5 - DECLARATION

By submitting an application, the lead organization and its partners agree to the requirements of the following sections, detailed in the guidelines outlined for this funding call, and they affirm that they comply with and/or commit to the following:

- Organization eligibility.
- Active support for co-creating and carrying out an evaluation with an FSC-approved evaluator, if FSC decides an evaluation is appropriate for this project.
- Active engagement in knowledge mobilization activities related to the project.
- Compliance with the Tri-Council Policy Statement on the Ethical Conduct of Research Involving Humans.
- Confidential due diligence inquiries from Future Skills Centre into the applicant.

### Signature



**Name of signing authority**

Murray Elliott, President & CEO

**Date**

November 2, 2021

<b>Timeline</b>	<b>Activities</b>	<b>Milestones</b>
<b>Months 1 – 3</b>	Conduct project set-up and develop project plan; Establish project advisory committee and hold project kick-off meeting; draft promotion and outreach plan and circulate to project stakeholders; Develop and launch online field trip booking system	Project plan including promotion and communications plan completed and reviewed by month 3  Online field trip booking system launched by month 4
<b>Months 4 – 11</b>	Initiate promotion and outreach plan; Begin VR expansion, web experience, AR energy map; CareersinEnergy.ca site optimization, creation of new content and enhancements and day in the life profiles, videos and podcasts; Media planning, asset development and buying; Development of evolving energy web videos; Creation of interactive learning tool on soft skills	AR energy map completed by month 10  Media plan and assets completed by month 6
<b>Months 12 – 20</b>	Continue implementation of project plan, promotion and outreach plan and media buy; Launch expanded VR and AR energy map; Launch web experience of VR tours; Release day in the life profiles, videos and podcasts	Expanded Adapted Futures experience by month 12 Expanded Experience the Energy: Take the Tour and web experiences completed by month 20 Minimum of 15 profiles with 5 translated to Indigenous languages, 10 videos, 10 podcasts completed by month 20
<b>Month 21</b>	Project evaluation	Complete project evaluation and wrap-up



## APPENDIX B - FINANCIAL PROVISIONS

Fill cells with project information

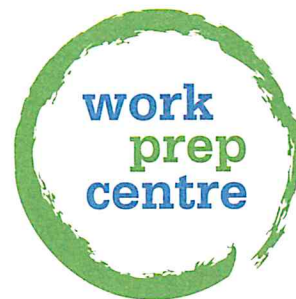
<b>Lead organization:</b>	PetroLMI Division of Energy Safety Canada			
<b>Project title:</b>	Skills Match - the Energy Fit Phase II			
<b>Total budget:</b>	\$1,612,272.00			
<b>Project start date:</b>	03/01/2022			
<b>Project end date:</b>	30/09/2023			
<b>1 - Specify budget expenditures only for items paid for by FSC funding. Do not list total costs and expenses covered with other sources of funding. 2 - Funding received from other sources should be included as part of the in-kind contribution section</b>	<b>Year 1 January 3, 2022 - March 31, 2022</b>	<b>Year 2 April 1, 2022 - March 31, 2023</b>	<b>Year 3 April 1, 2023 - September 30, 2023</b>	<b>Total</b>
<b>STAFF WAGES</b>				
Project Manager	\$36,300.00	\$145,200.00	\$72,600.00	\$254,100.00
Communications Specialist	\$0.00	\$90,000.00	\$54,000.00	\$144,000.00
Communications Administrator	\$16,800.00	\$67,200.00	\$33,600.00	\$117,600.00
Analyst (part-time)	\$5,625.00	\$22,500.00	\$11,250.00	\$39,375.00
Project Administrator (part-time)	\$0.00	\$28,000.00	\$16,800.00	\$44,800.00
Other staff member (specify staff position)				\$0.00
Other staff member (specify staff position)				\$0.00
Other staff member (specify staff position)				\$0.00
Staff Benefits				\$0.00
<b>SUBTOTAL – STAFF WAGES CATEGORY</b>	<b>\$58,725.00</b>	<b>\$352,900.00</b>	<b>\$188,250.00</b>	<b>\$599,875.00</b>
<b>PROJECT COSTS:</b>				
Web consulting and hosting	\$33,762.00	\$157,770.00	\$25,578.00	\$217,110.00
Participant Cost - Equipment		\$21,000.00		\$21,000.00
Travel and facility fees	\$5,000.00	\$20,000.00	\$10,000.00	\$35,000.00

Hospitality (committee meetings)		\$500.00	\$1,000.00	\$1,500.00
Communications/video/audio consulting and translation		\$117,168.00	\$58,332.00	\$175,500.00
Virtual reality/gaming consultant		\$335,000.00	\$20,000.00	\$355,000.00
Courier and shipping costs	\$1,500.00	\$6,000.00	\$3,000.00	\$10,500.00
Media strategy, asset development and buying		\$90,000.00	\$20,000.00	\$110,000.00
Design and production of materials		\$20,000.00		\$20,000.00
Supplies				\$0.00
Evaluation (if applicable)				\$0.00
Other (specify expenditure category)				\$0.00
Other (specify expenditure category)				\$0.00
Other (specify expenditure category)				\$0.00
Other (specify expenditure category)				\$0.00
Other (specify expenditure category)				\$0.00
<b>SUBTOTAL – PROJECT COSTS CATEGORY</b>	\$40,262.00	\$767,438.00	\$137,910.00	\$945,610.00
<b>ADMIN COSTS (must not exceed 12% of total budget):</b>				
Office expenses - rent/IT/phone/office supplies	\$4,752.00	\$30,738.00	\$16,297.00	\$51,787.00
Project Audit Cost	\$5,000.00	\$5,000.00	\$5,000.00	\$15,000.00
Actual Project Administration Costs Incurred				\$0.00
Other (specify expenditure category)				\$0.00
Other (specify expenditure category)				\$0.00
<b>SUBTOTAL – ADMIN COSTS CATEGORY</b>	\$9,752.00	\$35,738.00	\$21,297.00	\$66,787.00
<b>TOTAL - STAFF WAGES, PROJECT COSTS, AND ADMIN COSTS</b>				
	<b>\$98,987.00</b>	<b>\$1,120,338.00</b>	<b>\$326,160.00</b>	<b>\$1,612,272.00</b>
<b>IN-KIND CONTRIBUTION (specify below): Funding received from other sources (except federal) should be included as part of the in-kind contribution</b>				
Stakeholder/SME direction and guidance		\$10,650.00	\$6,600.00	\$17,250.00
Energy Safety Canada corporate services and in-cash	\$56,132.00	\$224,528.00	\$112,264.00	\$392,924.00
Distribution network	\$33,000.00	\$229,500.00	\$94,500.00	\$357,000.00

<b>TOTAL IN-KIND CONTRIBUTION</b>	<b>\$89,132.00</b>	<b>\$464,678.00</b>	<b>\$213,364.00</b>	<b>\$767,174.00</b>
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Regina Work Preparation Centre  
2020 Halifax Street  
Regina, SK S4P 1T7  
p. 757.9096 f. 359.9044  
workprep.ca



To Whom It May Concern:

Re: Innovation Project Funding - Letter of Support

The Regina Work Preparation Centre Inc.

The Regina Work Preparation Centre Inc. (Work Prep) is a non-profit, charitable, community-based organization specializing in helping people look for, find and maintain work. The Centre has served Regina and the surrounding area for more than 45 years and have worked with over 20,000 clients. In 2020, Work Prep invested in Virtual Reality(VR) technology as a method to respond to the future of work and the disproportionate impact to the untapped labour force. When COVID-19 hit, we saw the opportunity to also use this technology to support displaced workers and those impacted by skills mismatches and looking to make a career change. Work Prep is now leading the integration of VR for career exploration and skills assessment across the province of Saskatchewan.

For this project, Work Prep will work with PetroLMI, a division of Energy Safety Canada, to support and assist in the distribution of occupation and career tools and resources for the energy industry.

Canada's energy labour market is changing and transforming. Better knowledge and understanding are needed, particularly as it relates to the skills and competencies required to support our evolving industry. Currently, there is a lack of awareness and limited information on changing industry demand and opportunities, particularly amongst some members of Indigenous communities.

Work Prep supports PetroLMI's proposed project Skills Match - The Energy Fit Phase II. Our organization believes the proposed activities will help to attract new workers and upskill current workers, as well as enable industry employers to find the key skills they need.

Work Prep will provide subject matter expertise in the application of virtual reality technology to improve career transition success as well as leverage our network to distribute the project's tools and resources.

The proposed expansion of the virtual reality (VR) worksite tour and development of unique content to create awareness and understanding of occupations and opportunities for Indigenous Peoples, will be helpful particularly for communities in Regina and other parts of Western Canada.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ashley Boha". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Ashley Boha  
Executive Director  
The Regina Work Preparation Centre Inc.  
aboha@workprep.ca



October 29, 2021

Ms. Carol Howes  
VP, Communications & Petroleum Labour Market Information  
Energy Safety Canada  
150, 2 Smed Lane SE  
Calgary, Alberta T2C 4T5

Dear Ms. Howes,

Edmonton Global is pleased to express our strong support for your proposal Skills Match – the Energy Fite Phase 11 being submitted through the Future Skills Centre. Edmonton Global is an economic development agency representing 14 member municipalities, focused on attracting foreign direct investment and quality jobs to Alberta.

PetroLMI's proposal to develop a suite of innovative products to highlight career opportunities in sectors such as cleantech, digitization and automation, hydrogen, and others, is a worthwhile endeavour that will bring positive attention to economic activities in our region and help prepare our workforce as we continue to see economic growth and diversification in Alberta.

Our energy industry is changing and transforming but there is a lack of awareness and there is limited information about the labour market demand and the new career opportunities that are emerging. Better knowledge and understanding about new work environments and the skills and competencies that will be required will be of real benefit.

If PetroLMI is successful in its proposal, Edmonton Global will be pleased to participate and offer our support where practicable, including areas such providing subject matter expertise, input into content on the new and emerging sectors, and promotion of the tools and resources.

Sincerely,

A handwritten signature in blue ink, appearing to read 'MB', with a horizontal line extending to the right.

Malcolm Bruce  
CEO, Edmonton Global