

Improving Awareness: A Foundation for RNG & H2 in Canada

A Canadian Gas Association Project



Overview

Purpose: Increase awareness and confidence in RNG & H2

Team: CGA (Lead), QUEST (Comms Support), LES (PM)

Timing: April 2023 to June 2024

*Thank you to the Government of Canada
for funding through the Clean Fuels Fund*

Canada 

Target Audience

Primary Audience: Gas Users

- Industry, e.g., Chemicals, Pulp & Paper
- Commercial / Institutional, e.g., hospitals
- Municipalities & Fleets

Secondary Audience: General Population

- Non-profits
- Non-energy professionals

Strategic Considerations

- Awareness and confidence building on RNG & H2
- Understanding national and regional perspectives
- Targeting topics of interest for sectors and regions
- Involvement of gas utilities and partners across Canada
- Leverage existing materials and build on messaging

Deliverables

- Interviewing subject matter experts, industry, targeted audiences
- Developing materials: factsheets, infographics, animated videos
- Hosting in-person workshops
- **Hosting industry-focused webinars**
- Hosting public-facing webinars
- Developing a report summarizing learnings, recommendations, etc.

Webinar Series on RNG & H2

The Canadian Gas Association is running a groundbreaking webinar series focused on demystifying RNG (Renewable Natural Gas) and H2 (Hydrogen) as clean fuels of the future. **All presentations and recordings will be made available following these webinars**

RNG in Heavy Duty Fleets

- Thursday, April 11, from 1 to 2:30 pm
- **Experts from FortisBC, C.A.T., Clean Fuels, Tomlinson Group, CNGVA**

H2 & RNG in Transportation - Technical and Economic Considerations

- Wednesday, April 24, from 1 to 2:30 pm Eastern
- **Rymal Smith and Gupar Punia with Change Energy**

Lessons for Fleets Exploring Low-Emission Carbon Fuels

- Tuesday, April 30, from 1 to 2:30 pm Eastern
- **Naeem Farooqi and Sherena Hussain with FleetZero**

H2 Mobile Power - Serving remote and industrial power needs with H2

- Thursday, May 2, from 1 to 2:30 pm Eastern
- **Rymal Smith and Gupar Punia with Change Energy**

Looking for your input

We are looking for your input as subject matter experts and industry representatives – please enter your answers in the chat

- What are the top 3 challenges impacting confidence in RNG?
- What actions / messaging can address the RNG challenges you have identified?

How you can get involved!

- Is there a representative from your organization that wants to provide you input / advise on workshops / webinar topics / messaging?
- Are you open to hosting a workshop or taking on a role in developing the industry focused webinars?
- Are there relevant events happening in your region that we might schedule our workshops around?

We will be in touch as we move this project forward and fine-tune project details.

Please let me know if you have any questions, suggestions or concerns regarding this project. Your feedback is most welcome!

Thank you!

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