



# CEEA BUSINESS STRATEGY



## Working Together for Canada's Energy Future Mission

### Mission

Our commitment is to advance Canada's energy industry as a global leader.

### Vision

Working collaboratively and responsibly with all stakeholders to deliver essential, safe, reliable energy products and services.

### Values

1. **Relationships** – we foster connections for personal, professional and corporate growth.
2. **Pride** – we are proud of our history and want to promote our world class standards, continuous innovation and environmental stewardship.
3. **Networking** – we are the premier business association for energy executives of all ages and backgrounds.
4. **Inclusion** – we focus on collaboration across all energy value chains.
5. **Fun** – we provide unique events and experiences for executives and partners to create lasting friendships.
6. **Change** – we recognize the need for continuous renewal by attracting emerging generations of innovative leaders in a diverse and changing Energy landscape.
7. **Giving** – we give back to the community through a large number of charitable organizations that we support.

### Strategic Themes

1. Facilitating and building industry Relationships
2. Facilitating and building an industry Community
3. Facilitating and supporting Advocacy for the industry

### Strategies

1. Support and enhance the development and implementation of a National Energy Strategic Plan.
2. Facilitate alignment and partnerships with key supportive energy industry stakeholder groups.
3. Support and facilitate the diversification of the energy industry customer and product base.
4. Facilitate, support and Increase our operational productivity and effectiveness to be globally competitive.
5. Facilitate and support access to markets for all our products and services.
6. Facilitate, support and develop a sustainable competitive current and future relevant workforce.
7. Advocacy, support and facilitation to market, protect and enable the Canadian Energy Industry.

Nico Duursema  
Governor, Contributions & Strategy

Myles Bosman  
Director, Energy Business Forum

Scott Lovett  
Chairman