

Frequently Asked Questions (FAQ):  
**2022 Baseline Study of Equity, Diversity & Inclusion  
for Canada's Energy Sector**

Survey Launch: April 4 - May 30, 2022

### **What is the purpose of this study?**

This study is designed to give StepUp a sense of overall equity, diversity & inclusion (ED&I) across Canada's Energy Sector. The primary driver for this initiative is to put a stake in the ground upon which to measure our future efforts at implementing D&I initiatives. It may also identify any issues that StepUp can help address through potential training and direct support.

### **But why?**

Because research has demonstrated that increasing equity, diversity & inclusion has a positive effect on a company's growth, market reach, profitability, employee retention, and overall impact.

### **How do I participate and share with colleagues?**

- Head to the [StepUp Website](#) and complete the survey beginning April 4<sup>th</sup>
- Share the [survey link](#) with team members in your organization
- Post the [survey link](#) on your professional networks/LinkedIn to ensure that everyone in the industry gets to share their voice

### **What will StepUp do with this information?**

Outside of providing StepUp with insights on the current state of diversity & inclusion, Diversio will leverage the data in two ways:

- Your responses will be used as a reference point for a first of its kind baseline equity, diversity and inclusion report on Canada's energy sector
- Funders will receive a summary of the collected data from their specific organization (however all results will still remain confidential and anonymous)
- Your responses will be combined with the responses of thousands of other individuals in the energy sector community, and inform D&I industry benchmarks created by Diversio.

### **Will the survey be available in French?**

Yes, the survey will be available in both official languages: English and French.

### **Who is doing the benchmarking?**

To provide us with a strong expertise in EDI data collection and reporting, we are working with [Diversio](#). Their past work includes the [EqualBy30 Campaign](#), a global effort under the international Clean Energy Education and Empowerment (C3E) Initiative and led by Natural Resources Canada aiming to close the gender gap and provide insights on the inclusion of women and under-represented groups in the clean energy workforce.

### **How was the pulse survey created?**

The original Diversio survey was created with input from a broad range of thought leaders and experts including scholars from the University of Toronto, Norwegian School of Economics, Duke University, McKinsey, and Catalyst. The version of the survey you are filling out was additionally

workshopped with professionals from underrepresented and marginalized groups to ensure its specific relevance and applicability to our community.

### **What will be done with our data?**

Diversio will not collect any identifying information such as your name, email address, or IP addresses. The data you provide will be integrated with data collected from your peers and other companies. The data will then be analyzed to understand:

- The demographics composition of Canada's Energy Industry workforce, and
- Issues related to inclusiveness within the community

At all times, your data is safe and confidential. All survey responses are recorded anonymously. Your individual responses will be combined with your industry colleagues' responses and analyzed collectively. At no point will your individual survey responses be isolated or examined on their own, nor will StepUp or your company will not have access to your individual responses. The point of the census is to generate group insights, it is not to focus on the experience of any one individual.

### **Am I participating in the study as an individual or through my organization?**

You will be participating as an individual and your responses will contribute to regional and sub-sector results, this will not be tied to your organization.

Organizations that would like to discuss analyzing and diagnosing EDI can book a demo with Diversio and [learn more about their AI-based DEI Platform](#).

### **Will my answers to demographic questions make me identifiable within my company?**

Diversio does not disclose any specific information or insights collected from a demographic group unless more than eight (8) employees fall under said group and are protected by group anonymity. For example, if you are the only woman in your organization, StepUp or your organization will not know you answered the question.

### **What will StepUp receive at the end of this initiative?**

- Sector-wide diversity & inclusion insights about employees in Canada's energy industry
- Benchmarked, compiled data on the current demographic makeup of the energy sector by region and sub-sector, where applicable
- Recommendations for what can be done to improve inclusion within the community
- Overarching inclusion trends in the energy sector with highlighted strengths and potential problem areas

### **What will Industry Leaders receive at the end of this initiative?**

A public baseline equity, diversity and inclusion report with:

- Benchmarks for the energy sector as a whole, as well as benchmarks for specific sub-sectors and/or regions, where available
- Specialized recommendations designed to improve the overall diversity and inclusion in their current environment