

StepUp Energy:  
**2022 Baseline Study of Equity,  
Diversity & Inclusion for  
Canada's Energy Sector**

March 24, 2022



DIVERSIO

StepUp

# Agenda

- StepUp Team, Vision & Mission
- EDI in the Canadian Energy Sector: Trends & Current Environment
- Diversio Methodology
- StepUp EDI Survey FAQ
- Survey Launch: April 4 - May 30



# VISION AND MISSION

Our Vision is to achieve breakthrough Canadian energy management performance by putting Gender Equality, Diversity and Inclusion at the heart of Canada's transition to a low carbon economy.

Our Mission is to assist organizations involved in energy management to better attract, retain, and advance mid-career women to C-suite and Board positions.



# STEP UP BOARD OF DIRECTORS



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# Objectives of the StepUp EDI Baseline Study

**Objective:** To understand the current status of EDI in Canada's Energy Sector

## Study will explore:

- What is the current representation and level of inclusion of women and under-represented groups based on staffing position, tenure, type of organization, geographical region, etc.
- Sentiment of employees in the sector regarding their organization's EDI objectives, established policies, public commitments, etc.
- Employees' rating of their organization's response to COVID-19

## Output

- Public report outlining the aggregate findings of the study, disaggregated by sub-sector and regions, where applicable
- Recommended actions and goals that can be set for the sector-at-large based on best practices and other leading Canadian industries



# EDI in the Canadian Energy Sector: Trends & Current Environment

## Overall Trends

- Widely considered as one of the **least diverse** industries
  - The oil & gas industry is particularly behind with little changes in representation over the past decade
- **Gender** has been the focus of diversity and inclusion over the past few decades
  - **Women** are still **highly represented in office roles (82%)** and **men** are **highly represented in trades (97%)**
- D&I efforts are slowly increasing
  - *Canada energy is lagging behind UK and Australia who seem to be have more industry specific data*

## Current Environment

- Over the last decade, the workforce in the energy sector has become **increasingly diverse**.
  - In 2019, 18% of the workforce identified as members of a visible minority group, up from 14% in 2009.
- The energy sector is experiencing the impacts of an **ageing workforce**, widening skills gap and talent shortage due to digitization
  - The workforce in the energy sector has been aging over time. In 2019, the **proportion of employees aged 55 years and older stood at 21%**, up from 14% in 2009.

# Who we are at **Diversio**

## Performance Tracking and Data Analytics

- Analyze employee experience and identify systemic bias using a proven **six-part Inclusion Framework**
- Benchmark performance against industry peers using a **dataset of 21,000 companies globally**
- Identify the right interventions from our unique **repository of 1,600+ solutions**

## Customized Strategy and Insights

- Leverage an external perspective, and **inspire positive change** through an outside-in perspective
- Benefit from Diversio's **globally-recognized database** of diversity statistics, best practices and case studies
- Utilize our global expertise from our work with partners in **over 30 countries** worldwide



StepUp

As seen in:



THE GLOBE AND MAIL



Forbes



InvestmentNews





# To meaningfully advance diversity, we must focus on **Inclusion**

Diversio's proprietary 6-Part Inclusion framework will be used to assess systemic biases and barriers in the energy sector.

The survey collects information on demographics, identity, employee experience, and employee position within their organization.

Diversio developed its proprietary Inclusion Score methodology and set of robust metrics over 2 years, in consultations with industry bodies, government, equity seeking group associations, academics, senior executives and more. Diversio's framework has been validated across 500+ organizations and 100,000+ employees globally.

## Inclusion Metrics

**Inclusive Culture** – an environment where everyone feels heard and valued by their team

**Fair Management** – managers who are fair and unbiased towards all employees

**Career Development** – providing all employees with opportunities to grow and advance internally

**Workplace Flexibility** – enabling all individuals to establish a healthy work-life balance

**Workplace Safety** – ensuring all employees are not experiencing sexual, psychological or physical harassment

**Recruiting & Hiring** – demographics of new hires within the past 12 months as compared to Canada Census data



# Data Collection Process

1

Fill out short  
questionnaire

4 minute anonymous  
survey to collect data  
from employees on their  
workplace experiences

2

Collect &  
analyze data

Participants self-identify  
their demographics/  
identities, experience in the  
workplace and position in  
their organizations

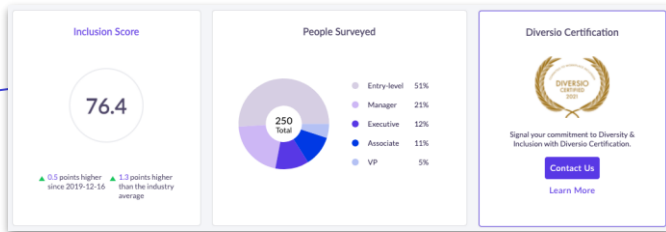
3

Recommend  
next steps

Diversio to generate  
recommendations based  
on proven solutions with  
demonstrated impact

# Our Methodology

## 1 Capture



## 3 Diagnose

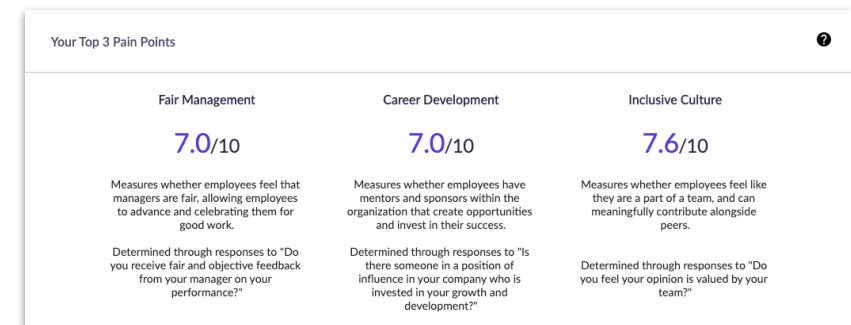
Overview	Department	Company	Level	Year	Tenure	
	Inclusive Culture	Fair Management	Career Development	Workplace Flexibility	Workplace Safety	Recruiting & Hiring
Industry Average	5.7 (5.7)	5.6 (5.6)	5.5 (5.5)	5.8 (5.8)	7.4 (7.4)	7.3 (7.3)
Your KPI Score	7.1 (4.7)	7.1 (5.5)	5.8 (5.1)	7.3 (5.7)	7.2 (5.6)	9.0 (7.8)
Dominant Group	7.7 (5.6)	7.5 (6.2)	6.2 (5.6)	8.4 (6.8)	8.6 (7.2)	8.3 (7.6)
Women+	6.8 (4.6)	6.9 (5.2)	5.8 (5.3)	6.9 (5.7)	6.5 (4.4)	6.8 (8.1)
Racial & Ethnic Minorities	7.0 (4.7)	7.0 (5.1)	5.7 (4.9)	7.0 (4.8)	7.5 (5.5)	10.0 (10.0)
LGBTQ2+	7.0 (2.8)	7.3 (4.2)	6.7 (4.2)	7.2 (5.8)	6.0 (5.2)	10.0 (9.6)
Disability / Mental Health	6.7 (2.4)	7.1 (6.0)	6.4 (3.5)	7.7 (7.1)	6.7 (3.7)	10.0 (3.6)

Legend: Strength (Green), Pain point (Red), Minimum threshold not met (Grey), Previous Score (XX)

## 2 Identify



## 4 Track & Transform



# Frequently Asked Questions

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

- Sector-wide diversity & inclusion insights about employees in Canada's Energy Sector
- 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

# Frequently Asked Questions

## ***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 combined with the responses of thousands of other individuals in the energy sector community, and inform industry benchmarks created by Diversio.
- 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

# Frequently Asked Questions

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

Data collected from the survey will:

- be confidential and anonymous (no any identifying information such as your name or email address)
- be integrated and analyzed with data collected from your peers and other companies to understand:
  - The demographics composition of Canada's Energy Sector workforce, and
  - Issues related to inclusiveness within the sector
- Funders will receive a summary of the collected data from their specific organization (however all results will still remain confidential and anonymous)

# Frequently Asked Questions

## ***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.

# Frequently Asked Questions

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

While results will be confidential and anonymous, responses of less than 8 are protected by group anonymity and will not be displayed in the data.



# Frequently Asked Questions

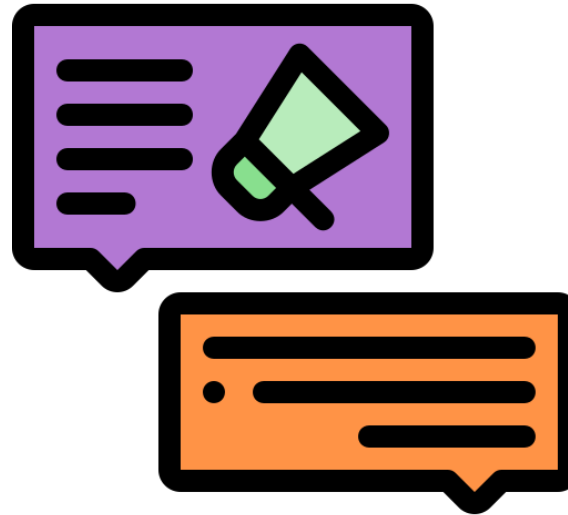
## ***Will the survey also be available in French?***

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

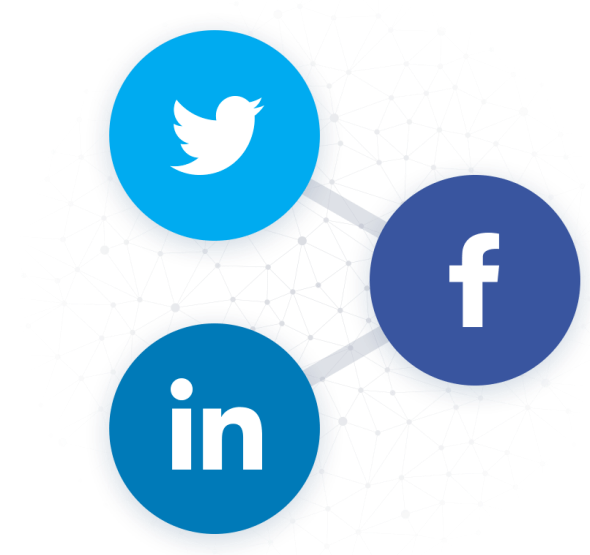
# How to Participate in Study



Head to the **StepUp Website** and complete the survey launching on **April 4th!**

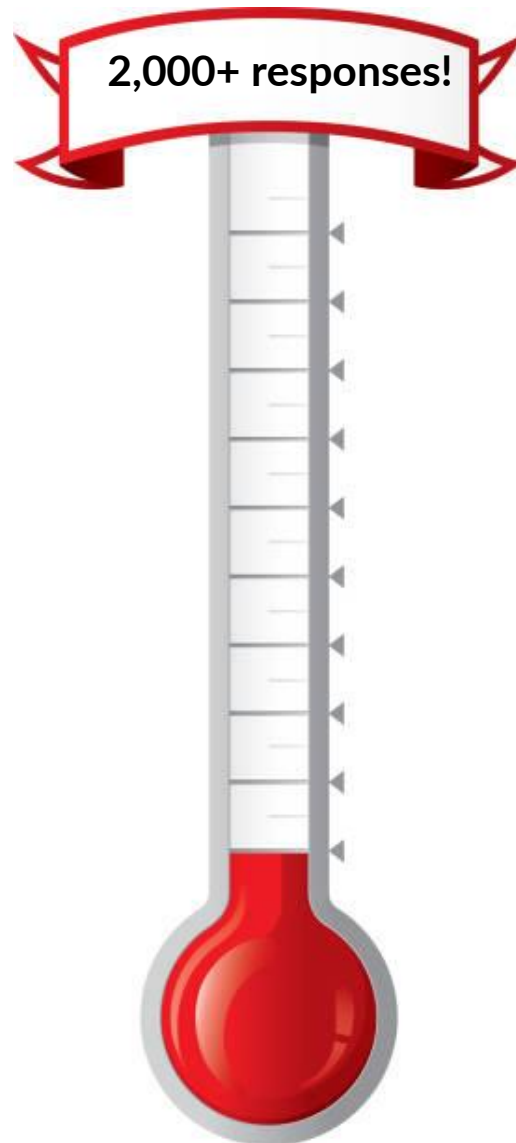


Share the survey link with team members **in your organization!**



Post the survey link on your **networks** and ensure that everyone in the industry gets to **share their voice!**

# The Goal



# Timeline & Next Steps

- Survey Launch: April 4th
  - Please help spread the word / outreach for survey participation with your industry colleagues: aiming for 2,000+ participants
- Survey Closes: May 30th
- Summer 2022: Publication of Summary Report

Questions?

# Thank you!

For any additional questions, please reach out to the StepUp Board: [info@stepUp-energy.com](mailto:info@stepUp-energy.com)