

STEPUP: A YEAR IN REVIEW

2025 Annual Report



StepUp

EST. 2019



OUR VISION AND MISSION



Our Vision is to breakthrough and achieve Canada's transition to a net-zero economy through championing gender equity, diversity and inclusion.

Our Mission is to StepUp the advancement and development of women in the energy sector to leadership and Board positions through growing allyship, building awareness and providing transformative tools to individuals, organizations, and partners.

We continue to act on our *2022 Sector Report on Diversity & Inclusion in the Canadian Energy Sector*.

2025 BOARD OF DIRECTORS



Carrie Aloussis
Chair



Lorraine Gray
Vice Chair



Cynthia Chan
Treasurer



Pallavi Balakrishnan
Corporate Secretary



Mohamed Soliman
Director



Jerome James
Director



Teri French
Director



Emily Cormier
Director



Lenore Vanessa Robson
Director



Nancy Mitchell
Director



Nik Schruder
Director



Cathy Zheng
Director

OUR 2025 INTERN AND VOLUNTEERS



Magdalena Omeljaniuk
Energy & Climate Equity Intern



Nareh Bekmezian
Volunteer



Lyndsay Fulton
Volunteer



Lizette Girod
Volunteer



Jenn Rauket
Volunteer



Marcella Gravesande
Volunteer



Emma Schwab-Pflug
Volunteer



Mishu Zafar
Volunteer

2025 STEPUP SPONSORS

Platinum Sponsors



Gold Sponsors



Silver Sponsors



2025 STEPUP PARTNERS



Efficiency
Canada



Trellis Fund

SITUATIONAL LEADERSHIP INSIGHTS FOR SUCCESS

April 9, 2025

An engaging and insightful session on learning more about your individual leadership style and how the ability to adapt can increase leadership effectiveness.

Presented by Teri French, StepUp Director and EVP of Safety, Operations, and Customer Experience at Hydro One.

100%

Of surveyed attendees said they learned something new or enhanced their skills

100%

Of surveyed attendees felt event takeaways would help advance their career



Generously hosted by,

Blakes

THE POWER OF STORYTELLING IN LEADERSHIP **October 16, 2025**

Attendees learned how personal storytelling can strengthen leadership, build trust, and drive impact.

Presented by Chris Graham of TellPeople, a storytelling expert, public speaking coach and former lawyer.

100%

Of surveyed attendees said they learned something new or enhanced their skills

100%

Of surveyed attendees felt event takeaways would help advance their career



Generously hosted by,

TORRYS
LLP

ENERGY EFFICIENCY DAY October 1, 2025

StepUp partnered with CIET, Efficiency Canada, Gowling WLG, AESP Ontario, and Econoler for an annual Energy Efficiency Day event, sparking ideas, inspiring action, and strengthening our community.

- **Opening Remarks by Carrie Aloussis, StepUp Chair**
- **Keynote by Tam Wagner, Director, Demand Side Management, IESO**
- **Moderated by StepUp Director Nik Schruder, with panelists Alex Lemay, Cara Sweeny, Duncan MacLellan, Jasmine Lyn.**



Key insight: Supporting the next generation of talent in the energy sector requires building community, creating welcoming spaces, and being open and curious in the face of change.

STEPUP RELEASED TWO THOUGHT PIECES in 2025 TO ADVANCE EDI IN THE ENERGY SPACE

#1: THE GENDER PAY GAP IN ONTARIO

“Closing the gender wage gap isn't simply a matter of fairness - it represents an **economic imperative** that will unlock the full potential of the province's workforce”

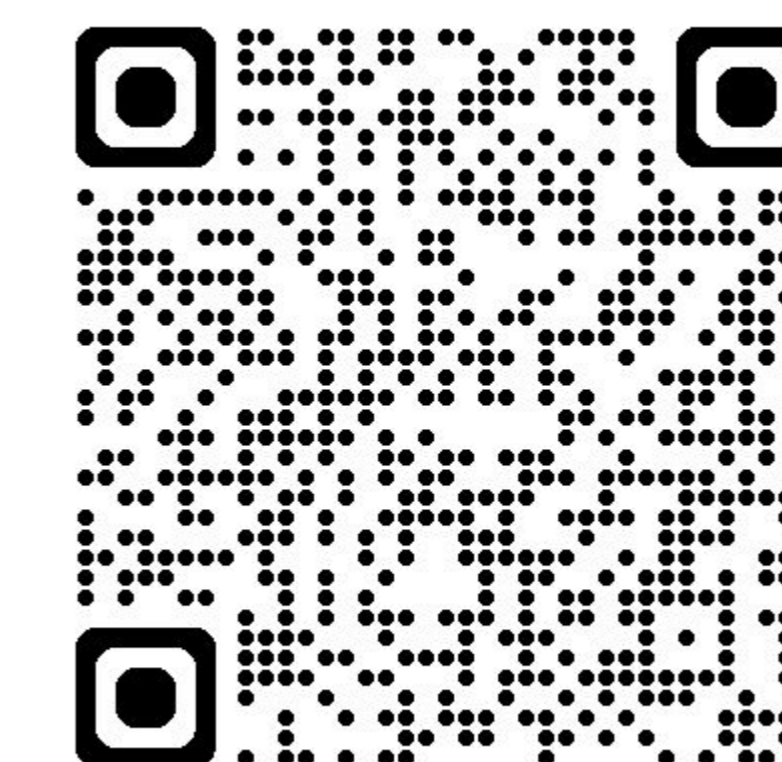
-JEROME JAMES, STEPUP DIRECTOR AND ENERGY AND SUSTAINABILITY MANAGER, CAMH

#2: THE POWER OF SITUATIONAL LEADERSHIP

“It's not about being the “perfect” leader - it's about being the **right leader for the situation** at hand”

-TERI FRENCH, STEPUP DIRECTOR AND EVP OF SAFETY, OPERATIONS, AND CUSTOMER EXPERIENCE AT HYDRO ONE

Find them here:



2025 STEPUP VIKRAM AWARD

RECIPIENT

In October, Stepup announced [Rebecca Fiissel](#), **CEO of RFS Consulting & Research Group, and Board Member, Alberta Ecotrust Foundation and Chair, Climate Innovation Fund Executive Advisory Committee**, as the 2025 recipient of the award for excellence in innovation and leadership.

Rebecca is dedicated to creating opportunities for women and Indigenous youth within the energy efficiency and climate space, mentoring the next generation of leaders with a focus on confidence, compassion and curiosity.

In honour of Vikram Singh, the award is given annually to an individual who embodies Vikram's spirit and desire for continuous advancement through inclusive collaboration within the energy sector.



MAY 2025 STRATEGY SESSION

In May, we gathered for our annual board strategy session at Salesforce's HQ in Toronto.

Our board focused on three-year strategic priorities and effective board governance to continue to achieve our goals of advancing women in the energy sector in Canada.



Our Three-Year Strategic Priorities:

- Increase awareness and visibility of StepUp
- Offer curated resources
- Engage more women in leadership development



5-YEAR IMPACT SURVEY RESULTS (2019-2024)

StepUp had the largest impact on supporters:

- Earning a Board of Directors Position
- Facilitating a conversation about Equity, Diversity, and Inclusion (EDI) at their workplace
- Increasing their knowledge on EDI
- Finding new useful connections through networking



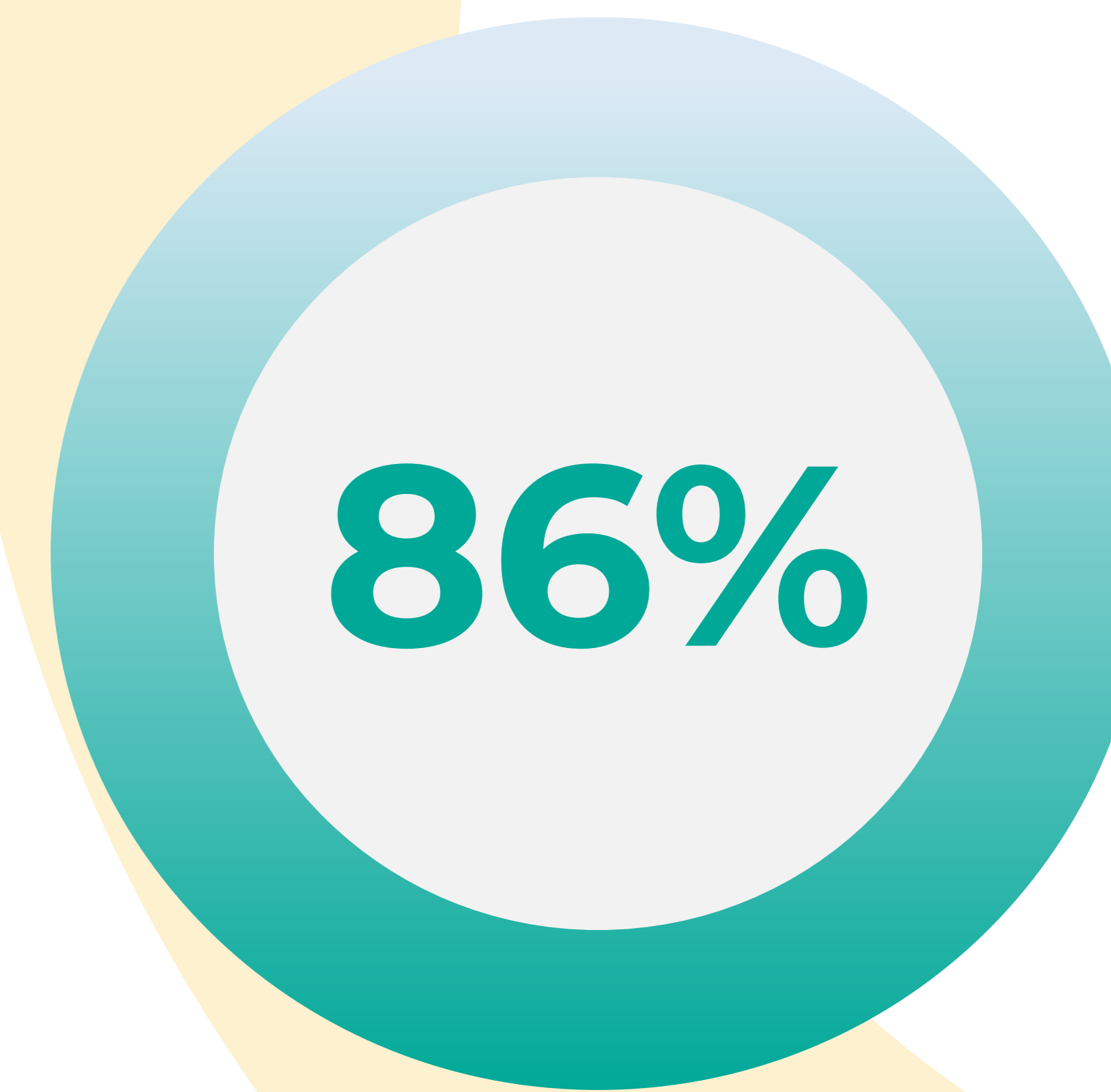
StepUp facilitated new knowledge and confidence gains



StepUp's networking opportunities yielded positive outcomes for attendees



StepUp has assisted supporters with a career advancement



StepUp has influenced supporters to create positive change at their workplace



TESTIMONIES & REACH

"The connections I've made at StepUp or via StepUp have helped expand my professional network and also given me more confidence to pursue professional initiatives I otherwise would not have considered."

- *Impact Survey Respondent*

"It was a privilege to attend StepUp's Situational Leadership Insights for Success event – an evening of meaningful dialogue, valuable leadership insights, and impactful connections."

- *Event Participant*

"The coaching and feedback received from StepUp Board members provided me with invaluable access to resources such as the ACE Board training and gave me the confidence to apply for and land my first Board position."

- *Impact Survey Respondent*

2025 STEPUP LINKEDIN METRICS

Metric	Jan 2024 - Jan 2025	Feb 2025 - Feb 2026	% Increase
Followers	1,304 Total new followers in the last 365 days: 362	1,545 Total new followers in the last 365 days: 242	+18.5%
Average Engagement Rate	6%	11.2%	+87%

**THANK YOU TO OUR SPONSORS,
PARTNERS AND COMMUNITY**



StepUp

EST. 2019

2022 STEPUP SECTOR REPORT

Opportunity Areas

1 Career development is consistently the sector's greatest Inclusion KPI pain point, pointing to systemic barriers for non-dominant groups.

2 Women+ are underrepresented at the C-Suite level, influenced by systemic barriers to workplace safety and career development.

3 Minority races and ethnicities experience significant barriers to career progression at the manager level. Black people experience significantly less inclusivity.

Recommendations

1 StepUp to host Energy sector networking events for diverse workers to increase access to potential sponsors and mentors.

2 StepUp to encourage EDI-aligned succession strategies and promote EDI-qualified recruiters so energy companies can prioritize a diverse talent funnel.

3 StepUp to host cross-organizational EDI strategy fireside chats with board members and executives to help build EDI solutions and break down barriers.

