

# CRIN Onboarding Material

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## Informational

### What is CRIN?

The Clean Resource Innovation Network (CRIN) is a network of forward-thinking oil and gas industry professionals, innovators, financiers, policy makers, incubators and accelerators, academics and students committed to the success of the hydrocarbon energy sector, the people and communities that it touches, and a strong, carbon-competitive and diversified Canadian economy.

### Our Vision

Our vision is for Canada to be the global leader in producing clean hydrocarbon energy from source to end use.

### Our Objective

CRIN's objective is to create a system that enables innovators to connect and communicate their learnings, enhance collaboration to eliminate duplication in research efforts, and accelerate technology development to improve cost and carbon competitiveness of oil and gas products. It should also increase the pace of commercialization for new technologies.

### Tech Focus Areas

CRIN has seven main technology theme areas:

- Cleaner Fuels: Reducing Carbon Intensity
- Low to Zero Carbon Hydrocarbon Production to End Use
- Novel Hydrocarbon Extraction
- Water Technology Development
- Digital Oil and Gas Technology
- Methane Monitoring, Quantification and Abatement
- Novel Land and Wellsite Remediation

### Value Propositions

CRIN aims to create connections and collisions between the many nodes across the innovation ecosystem regionally, nationally and internationally with the goal of ensuring cost and carbon competitiveness for Canada's oil and natural gas sector. By aligning priorities, addressing gaps and incenting innovation, CRIN accelerates the commercialization of ground-breaking, novel technologies for the highest transformational impact and environmental improvements. This ensures Canada's continued prosperity with new high-skilled, high-value jobs and produce economic diversity through spin offs and enhanced technology exports.

There is value in becoming part of the CRIN network. The following value propositions can help you spread the word to attract more members and continue strengthening to our network.

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## **Associations**

Associations will be able to expand their outreach, add value for their own existing members, and open doors to potential new members across the innovation ecosystem.

## **Academia**

The true value in research is the ability to solve real-world problems. CRIN connects problem-solvers within industry to raise the odds of commercialization and impact, increase the ability to attract funding, faculty and students, and raise the profile of research work, their institution and community networks.

## **Government**

Economic growth in a low-carbon emissions economy is a primary challenge and opportunity facing governments. CRIN helps governments gain clarity in a complex operating environment, connecting with stakeholders under shared goals and objectives. CRIN can help simplify industry connections, create more targeted programs, and achieve low-carbon goals more quickly.

## **Industry**

CRIN will connect entrepreneurs, academia, industry and government within a unique forum designed to accelerate technological development and enable industry's goal of producing the cleanest, lowest-cost barrel possible.

## **Investors**

Technological advancements in oil and natural gas development provide opportunity for growth and profitability while solving one of the world's greatest challenges: lowering carbon emissions. CRIN will enable direct access to the companies, researchers and entrepreneurs most likely to develop the next big breakthrough.

## **SMEs, Vendors, Service**

Too often innovative 'solutions' are designed without a clear understanding of challenges and constraints faced by industry. CRIN will connect technology providers and companies with potential customers and create solutions that 'fit'. The network will also enable access to new connections to find test labs, design support and government programs to accelerate development and commercialization of new technologies.

## **How to Participate**

As a network, CRIN is only as good as its members and engagement. Thankfully, the ecosystem is set up in a way to encourage all participants with a welcoming and useful platform regardless of their ability to commit.

We encourage all members to engage in our communications channels to shape a successful network that will enable us to achieve our vision.

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## Visit our website and join the CRIN network

By signing the [CRIN social contract](#), members enjoy network benefits that far surpass newsletters and event postings. For example, CRIN members have the opportunity to complete a Voluntary Information Request Form which is shared with other CRIN members. This form facilitates networking and the ability for people to find others through our [Members' Portal](#) to focus and accelerate commercialization of work critical to CRIN's vision. Additionally, collaborative and engaging networking opportunities are available only to current CRIN members.

CRIN members and the public can learn more about CRIN by visiting the [website](#). Clearly stated and informative, the website gives more detail concerning CRIN's vision, beliefs, and objectives. Once members sign the social contract, they will receive an email prompt to create a login and password for the website so they can connect with others through the [Members' Portal](#), learn about relevant events and industry activities.

## Sign up for email newsletters

CRIN sends monthly email updates on the network's ongoing activities. This includes profiles on CRIN members, upcoming events, industry news and more. These email updates are a great way for CRIN members to stay up to date on all current happenings within the network and across the clean resource innovation ecosystem.

You do not have to be a CRIN member to receive newsletters; however the additional step of agreeing to the social contract opens up a world of opportunities.

## Submit events and content ideas

CRIN members have various opportunities to participate in CRIN activities or highlight their organizations' events through CRIN channels.

### Events

Have an event you'd like us to highlight in our monthly email newsletter or CRIN LinkedIn company page? Send your event to [crin@cleanresourceinnovation.com](mailto:crin@cleanresourceinnovation.com).

Event requests can be made in three different ways:

#### 1. CRIN Events Page

CRIN members can request to have their event posted on [CRIN events page](#) on the CRIN website.

#### 2. CRIN LinkedIn Page

CRIN members can also request to have their event shared on [CRIN's LinkedIn page](#) and provides an effective way of reaching CRIN members.

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## 3. CRIN LinkedIn Theme Groups

By using the [CRIN-member-only LinkedIn](#) specific technology theme groups, members will be able to connect with colleagues from their specific discipline/area of interest.

### 1. Event Request Template Event Description:

This should be a 50-70 word description that provides a high level overview of the event, the purpose, the topic and the speakers the speakers.

### 2. When

Submit your event request at least two weeks before the event to ensure that CRIN members have enough time to put it in their calendars. It is recommended that an event request be made at least four weeks before the event. This will allow enough time to promote the event on LinkedIn, the CRIN newsletter and website.

### 3. Where

Be sure to specify whether the event is in-person, online or both and the relevant links to register

### 4. Call to action

Who would be interested in attending this event and why should they come?

## Content ideas

Have something to say or an idea for the newsletter? Send your idea to [crin@cleanresourceinnovation.com](mailto:crin@cleanresourceinnovation.com). Wondering what kind of content would be acceptable for CRIN's email updates? Here are some tips:

- **Be timely:** The clean energy space moves quickly so it is important to include content that is current and suitable for each specific update
- **Be relevant:** CRIN consists of many individuals and companies that work in different parts of the clean energy space so be sure to propose content that applies to the majority of the group
- **Is there a CRIN member or example of innovative thinking you want to highlight?** The email updates are a great way to highlight CRIN members and their work. The update should bring attention to something that most CRIN members would not have seen otherwise.

## **Collaborate via LinkedIn**

It is essential that our members have the ability to connect and interact with each other, in order to enhance the collaborative innovation ecosystem and deliver valuable outcomes for our industry. CRIN encourages our members and affiliates to connect with us on our LinkedIn

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channels in an effort to progress member connections, share knowledge, and promote constructive discussions, providing value to all industry stakeholders.

## **CRIN's Public LinkedIn Page**

Here members will find the latest updates on current CRIN news, events, and activities, as well as important updates from our Network members. Follow us today at: <https://www.linkedin.com/company/crin/>

## **CRIN's Member-Only Group Pages**

CRIN currently consists of seven technical theme areas. Each area has a dedicated community on LinkedIn. These communities allow members to discuss industry gaps, real-world challenges, collaborate on new technologies and initiatives, share relevant industry news and truly effect change within the sector. Only CRIN members who have signed the social contract may access these LinkedIn groups.

Request to join the following groups today:

- [CRIN: Clean Fuels – Reducing Carbon](#)
- [CRIN: Digital Oil and Gas Technology](#)
- [CRIN: Low to Zero Carbon Hydrocarbon Production to End Use](#)
- [CRIN: Methane Monitoring, Quantification and Abatement](#)
- [CRIN: Water Technology Development](#)
- [CRIN: Novel Hydrocarbon Extraction](#)
- [CRIN: Novel Land and Wellsite Remediation](#)

## **Resources**

If you are interested sharing information about CRIN at industry events and conferences, we encourage you to use our presentation deck and overview documents which can be found on the CRIN [website](#). [Frequently Asked Questions](#)

To find out more, please visit: <https://cleanresourceinnovation.com/faqs/>