CRIN Network Strategy
(Abbreviated)

Updated: July 19, 2021

Background

Objective

The CRIN network strategy is designed to support ecosystem development and enable cleantech innovation for Canada's oil and gas industry. A key part of the strategy is to continuously attract and retain new members over the Term who are capable of (and actively contributing to) the ecosystem in support of the achievement of **CRIN's vision: Canada is the global leader in producing clean hydrocarbons from source to end use.**

CRIN is a pan-Canadian network of networks focused on ensuring Canada's energy resources can be sustainably developed and integrated into the global energy supply. **CRIN's mission is to enable energy solutions that will be applied across Canadian industries, and with the potential for global export, to increase competitiveness and decrease GHG emissions from source to end use.**

CRIN is working to enable the conditions of success required to accelerate the development, deployment and widespread adoption of technologies through:

- Better alignment; deeper connection; increased collaboration
- Improved understanding of industry needs and communication
- Higher trust

Through two streams of focus – **Technology Enablement** and **Ecosystem Development** (including Member Engagement and Marketing/Communications Programming,) CRIN will connect the Canadian oil and gas sector across its value chain from source to end-use with the diverse set of organizations and individuals needed to collaborate on the co-creation and commercialization of solutions. It will increase the mobilization of existing organizations, networks and resources, identify and fill gaps, and enable the highest impact innovations. It will be underpinned by events and communication initiatives to support progressive member engagement to facilitate networking and the ability for people to find others, share knowledge, and broaden outreach.

CRIN will leverage the relationships, diversity and expertise within industry, entrepreneurs, funders, academia, governments and many other sectors to enable innovation. CRIN will continue to grow the reach, collaborations, influx of new ideas and resources of the network through the continuous recruitment of new members, and meaningful engagement of all members.

Initial survey research conducted within CRIN's network in 2019 indicated that trust is a condition of network success. To create and embed a culture of trust across the network CRIN has adopted the principles of [Rainforest Alberta and its' social contract](#) to help build trust as well as inclusivity and diversity into everything the network does.

As part of membership registration each CRIN member signs the social contract agreeing to embody and uphold the values or principles that will create a culture of trust and inclusivity. The contract also describes key behaviours that members agree on for how we will work together to improve the innovation ecosystem and ensure development of sustainable, globally competitive ventures. This commitment by each CRIN member is designed to break down traditional barriers, silos and ways of thinking that history has proven are insufficient to achieve Canada's sustainable development goals for 2030 or to position the country to achieve its net zero emissions goals for 2050.

The values of the CRIN social contract are an attractive benefit of membership that will be leveraged in key messaging to influence membership registrations.

See the metrics section of this document and the related CRIN Reporting KPIs document for more information about CRIN plans for benchmarking data and the incorporation of trust measures into our ongoing metrics program.

Ecosystem Development Priorities

Priority activities to create the foundation for future years were identified in the initial CRIN membership survey of 2019. Results indicated:

- There is a lack of aggregated baseline innovation ecosystem performance data

- There is a need to clearly articulate CRIN's role within the ecosystem and foster alignment

- There is a need to broaden membership recruitment across the value chain and deepen member engagement

- There is a desire for sharing of experiences and lessons learned in technology commercialization efforts to date.

Activities to address these priorities are described more fully in the next section and are embedded throughout this network strategy and the related CRIN Reporting KPIs document.

Key Activities

The network strategy will leverage the following key activities to help achieve the ecosystem development priorities and guide technology enablement:

1. **Clearly articulate** CRIN's role, broaden awareness of the Social Contract, foster alignment within the CRIN membership and communicate the Technology Challenges globally: Increase awareness and clarify what CRIN is, how it fits within existing organizations, and what the industry needs in terms of solutions. Articulate how members can engage and benefit. Through annual events and online training for members, establish wide understanding of the social contract, CRIN's strategic plan, the

technology theme areas and opportunities for engagement by all CRIN members. Underpinning this will be communications activities through CRIN channels and deployment of member engagement tools and curation.

2. **Recruit and Engage Members**, and connect the network, through regular calls for Eligible Projects as well as other CRIN-branded events and engagement opportunities. An intake form (see image on next page) is available on the CRIN member website to accept requests for project funding and other project support 24/7/365. A workflow process is being developed to streamline the management of these requests and ensure alignment with CRIN calls, industry needs, and no duplication of the work undertaken by the CRIN Technology Enablement Committee (TEC) to proactively identify eligible projects. To support membership growth, CRIN membership is standard criteria for Eligible Projects. Dates for additional calls for projects have yet to be determined. The current $80 million technology competitions are in progress with funding scheduled for November 2021 through early 2022.
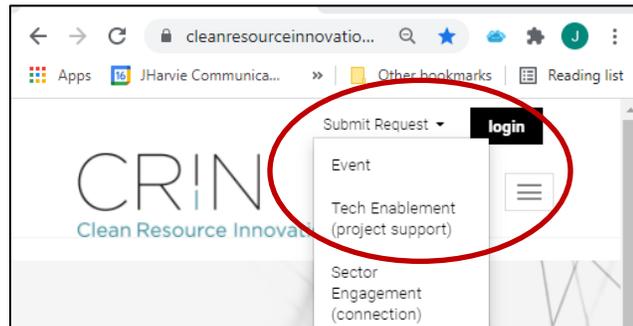
   Through CRIN, the network will provide clarity for innovators on requirements for success, how to approach industry with ideas, and how the ideas will be evaluated. This will include hosting CRIN-led virtual events/webinars and potentially other channels such as podcasts. Events will be focused on the experiences and lessons learned in oil and gas innovation as well as from other sectors. Efforts will be supported to engage members beyond the technology groups, engaging with granting agencies and accelerators across Canada, with the corporate community and regulators, and with local and global start-up ecosystems and nodes. This includes partnerships and CRIN-focused activation at key relevant member or industry events such as GLOBE Forum, CERAWeek, etc.

3. **Measure Innovation Ecosystem Performance Data**, from baseline through 2024: Establish baseline data (leveraging and augmenting current activities by other organizations) and surveying key participants in the Canadian oil and gas innovation ecosystem while leveraging international benchmarks to establish widely accepted and replicable performance data as a basis for tracking CRIN's impact on the pace and impact of innovation within the sector.

4. **Invest in compelling 'transformative' technology** across all TRL stages; create market pull for emerging technologies / solutions across each of CRIN's seven technology theme areas.

About CRIN

CRIN's vision is to make Canada the global leader in producing clean hydrocarbons from source to end use. A network of networks, CRIN accelerates the development and commercialization of ground-breaking solutions by establishing industry priorities and by connecting innovators within the ecosystem (researchers, small and medium enterprises, governments, NGOs, and others) to resources (funding, talent, labs, and facilities), investors and industry partners (oil and gas producers and service companies) who deploy technology solutions. Learn more about CRIN (or visit www.cleanresourceinnovation.com) and how together we will address key environmental and economic challenges, including reducing greenhouse gas (GHG) emissions and other environmental footprints.