



Annual Report

2022



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About Enserva

Enserva is the voice of Canada's energy services, supply, and manufacturing sector, and its vital workforce. We reflect a strong and innovative past - we are the people and the companies that built the high standard of living experienced by Canadians today. We never stop innovating and finding solutions to help Canadian energy thrive.

Enserva represents the collaborative, forward-thinking leaders in our constantly evolving energy sector. We have skills, expertise, and the determination to address the challenges and opportunities in front of us and make the world a better place by reducing energy poverty, increasing energy security, and creating economic growth and jobs.

enserva.ca

A Message From Our Leaders



January McKee
Board Chair

It has been my honour to lead our Board at Enserva through exciting and challenging times for our world and for our sector. In very few years our industry has seen massive downturns and upswings, a global pandemic, global energy insecurity with the war in Ukraine and our shared journey to meet the net zero challenge.

We are stronger together, united in our efforts through our Association. Enserva supports more progress on shared goals than any of us could realize on our own. My personal thanks go to each of our members and their teams who engage with our initiatives, share knowledge and best practices, and represent our sector through our Councils, Committees and projects.

Our members have an irreplaceable and critical role to play in the future of global energy. We are the innovators and solution-finders. We provide the energy workforce that the world needs to thrive with the most responsible and carefully regulated practices in the world. We make the world better by reducing energy poverty, finding new ways to address climate change and creating economic growth and jobs. I believe unlocking Canadian energy will make the world a better place.

We have much to celebrate, and much still to do.

A handwritten signature in black ink, appearing to read 'J McKee', written in a cursive style.

January McKee

A Message From Our Leaders



Gurpreet Lail
President and CEO

This year has been one of listening, of focus and of setting our course for the future. I have loved meeting so many of our members – in the field, on worksites, and across Canadian cities. I am excited by the collaborative partnerships we are building for the first time, among them the Clean Resource Innovation Network (CRIN) and the Indian Resource Council (IRC), most recently, the Premier’s Council on Skills in Alberta. I am equally inspired to be recommitting to our existing partnerships with whom we have raised our collective voice over the past 40 years: CAPP, EPAC, Energy Safety Canada and many others.

Through this broad consultation with members and stakeholders, we recognized that the energy industry is transforming, and so are we. This year, we laid out a new brand, and a new Strategic Plan. We are Enserva - the energy behind the energy. Our team is focused on delivering on our 3 strategic pillars:

- Providing our members with meaningful value that helps them thrive;
- Leading industry advocacy to drive stronger results;
- Growing our voice.

As highlighted in this report, we have been advocating to the highest level of government as laid out in our advocacy roadmap, bringing the best in resources, tools & training such as our ESG Playbook, and acting quickly when members and communities need us such as our push for solutions to our sector’s labour challenges.

The pages that follow detail how we are executing on our strategy, in service of our members’ needs. I am excited and proud of the work we have ahead of us to deliver more value, a stronger voice, and greater impact for our members and our communities in the months and years to come.

A handwritten signature in black ink, appearing to read 'Gurpreet Lail', written in a cursive style.

Gurpreet Lail



2021-2022 Board of Directors

Officers

January McKee, Director, Board Chair, President of AMGAS Services Inc.

David McHattie, Director, Board Vice-Chair, Vice President, Institutional Relations
Tenaris Global Services (Canada) Inc.

Gurpreet Lail, Secretary, President and CEO, Enserva

Directors

Kevin O'Brien, Chief Executive Officer, Bravo Target Safety LP

Dirk LePoole, President, Di-Corp

Tyler Dahlseide, President, Ferus Inc.

Sandy Jackson, Industry Relations / Business Development, Pimee Well Servicing LP

Murray Bickley, Chief Executive Officer, Sanjel Energy Services Inc.

Mark O'Byrne, President, Palliser Production Management Ltd., Schlumberger Canada
Limited

Steve Glanville, President & Chief Operating Officer, STEP Energy Services Ltd.

Becoming Enserva



Canada's energy industry is transforming, and so are we. On September, 22, 2022, members of the Petroleum Services Association of Canada (PSAC) voted unanimously to adopt our new name, Enserva. For the energy, services, supply, and manufacturing sector, and for the valued members of our organization that we serve this is more than just a name change. The Enserva brand is meant to commit us to service to our members in everything that we do. Our advocacy, education, leadership, networking, and communications programs will all be pursued with our members interests and those of the broader Canadians energy industry in mind.

Our new logo better represents the direction of our brand. The layers represent the three origins of energy on our planet: underground (warm grey), on the surface (green), and in the sky (blue), and the three sectors of our membership: services, supply and manufacturing. Our new identity will help us grow the sector's voice, deliver more value for you, our members, and make a greater impact in our communities for years to come.



ENSERVA™

By the Numbers

173
Member
Companies

Over \$1.2
Million raised
in community
funding

1409
Event
Attendees

Over 100
meetings
with
Government

141%
increase in
LinkedIn
Following

Providing Member Value Through ESG

Every business in every industry operates within a social context. Environmental, social and governance has become one of the guidelines within which the energy services, supply and manufacturing sector operates. Through ESG reporting, our sector proves responsible and sustainable practice, and measures and demonstrates progress to all stakeholders.

Enserva is taking an active role in aligning member companies in their understanding and performance in ESG. At our Special General Meeting in September, Enserva launched our ESG playbook to support members throughout their ESG journey and help them realize more value in their businesses while growing positive impacts in our communities. The development of this playbook was made possible by the volunteers of our ESG Council and their countless hours of contribution.



Providing Member Value Through ESG

Continued

Environment

Through our relationships across various platforms, including industry and the highest levels of government, Enserva continues to tell the important stories of our industry's investments in environmental innovation and advocate for how to best to enable the responsible development of Canada's natural resources and energy.

Social

Enserva invests in and gives back to communities in which we operate, through our scholarship program, community fundraising and special events, like our Annual Golf Classic and STARS and Spurs Gala. We want to thank all our members and customers for supporting this year's Gala through their sponsorship, donations, and event attendance. With your help, this year's Gala raised over \$1.1 Million, and over \$18 million for STARS over the last 28 years.

Governance

In 2022, Enserva continued to refine our approach to governance. We continue to implement the Truth and Reconciliation Commission's (TRC) calls to action in our work. This is an ongoing journey, and we are committed to learning and understanding our role in reconciliation.

Additionally, in 2022, we updated our Master Service Agreement (MSA) and held an information session to help members in their negotiations of service agreements for oil and gas well services, supporting their internal governance.

Responsibility in Reconciliation and Indigenous Partner Pathways

At Enserva, we are committed to learning, listening, and understanding. We are also committed to implementing the TRC's calls to action in our internal policies, on our Councils, and in our external work, and together with our members continue on this journey of reconciliation and healing.

As part of our responsibility in reconciliation, we are working towards our own call to action in the Truth and Reconciliation Commission Report. As outlined in the report, call to action 92 requests that, "we call upon the corporate sector in Canada to adopt the United Nations Declaration on the Rights of Indigenous Peoples as a reconciliation framework and to apply its principles, norms, and standards to corporate policy and core operational activities involving Indigenous peoples and their lands and resources."

Further, in our commitment to learning and understanding, Enserva has engaged an Indigenous Elder and Academic to help guide us on our journey in understanding the impacts on communities where our members operate.

We have also embarked on a cross Canada listening project to hear directly from community members and leaders.

Enserva is grateful to our many Indigenous partners. Canada's energy services, supply and manufacturing sector is committed to building our relationships with Indigenous communities in the spirit of reconciliation, collaboration, and healing.

Through community intention and community collaboration Enserva has increased our membership in partner organizations, including Circle for Aboriginal Relations (CFAR), and continues to support the advocacy of organizations like the Indian Resource Council (IRC) in their efforts to extend the Site Rehabilitation Program.



President and CEO, Gurpreet Lail, and board member Sandy Jackson (not featured in photo) attended the Indian Resource Council's press conference on SRP funding. Remarks from the IRC included President Steven Buffalo, Frog Leg First Nation's Chief Greg Desjarlais, and Enoch Cree Nation's Chief Billy Morin.

Providing Expertise Through Health & Safety

The last 12 months have seen significant progress on Enserva advocacy related to health and safety. Our team and dedicated Councils continue to actively engage with government and stakeholders on regulatory change and advocacy work in the areas of transportation, worker safety, perforating, workers' compensation, safety registries, and Industry Recommended Practices (IRPs). These efforts have resulted in several successes over the last year such as:

- Updates to Transport Canada Equivalency Certificate SH 11775 to modernize wording and provide clarity around the use of a fifth-wheel trailer
- Launch of the virtual offering of the Oilwell Perforators Safety Training Course through Energy Safety Canada.
- Updates to Transport Canada Equivalency Certificate SU 12967 to allow for an increased volume of the gross mass of all dangerous goods transported, which addresses a barrier that prevented the transportation of a wellsite shack with both of its propane tanks full.
- Consultations with Natural Resources Canada (NRCan) on the multi-year regulatory review of the Explosives Regulations, 2013.
- Active engagement with Alberta Labour and Immigration on proposed changes to the Alberta OHS Code, Part 37 - Oil and Gas and Part 33 - Explosives.

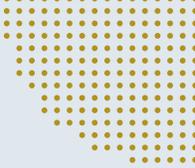
Providing Expertise Through Health & Safety

Continued

Other relevant Enserva health and safety related initiatives over the last year include:

- Engagement with Transport Canada on proposed amendments to Part 6 – Training of the federal Transportation of Dangerous Goods (TDG) Regulations.
- Enserva staff and member participation in the development and revisions of standards with the American Petroleum Institute (API), Bureau de normalisation du Québec (BNQ), Canadian General Standards Board (CGSB) and Industry Recommended Practices (IRPs)
- Participation on western Canadian Occupational Health and Safety (OHS) and Workers' Compensation Board (WCB) policy and regulatory reviews to advocate for regulatory harmonization along with the reduction of administrative burdens while continuing to deliver on our high standards of safety for our people and the public.
- Meetings, written correspondence, and participation in formal engagement sessions continue with the Federal, Alberta, Saskatchewan, British Columbia, and Manitoba governments around proposed changes to the Hours of Service Regulations and Standards. These discussions have been positive and productive in working towards harmonization of transportation regulations Federally and across the four Western provinces.





Providing Leading Industry Advocacy Collaboration to Drive Stronger Results

Through collaborative advocacy, we work with industry stakeholders to establish direction on policies impacting our sector. We give policy experts and decision-makers the information they need to formulate policies that create and sustain a healthy business climate for our members.

Enserva's core advocacy objective is to give the energy services sector a strong and equal voice at current and new decision-making tables to ensure that governments and stakeholders understand who we are, what challenges we face, and to give our members access to solutions that address their needs.

We are working to grow Enserva's influence and voice federally and provincially through a strengthened presence at the right tables. The world is undergoing a massive energy-related transformation as it moves to a lower-emissions future. Energy demand continues to grow against the background of energy security and energy poverty. As a result, the energy industry is transforming, and we believe Canadian energy can play a leading role in supplying responsibly produced energy to the world.

The main message we are communicating with the government is to create the right business and regulatory climate to empower the energy services, supply, and manufacturing sectors to help Canada play a leading role on the world stage.



Providing Leading Industry Advocacy Collaboration to Drive Stronger Results

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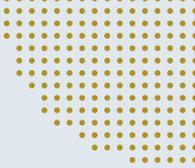
Enserva's current top priorities are:

1. Advocating for regulatory modernization and harmonization to decrease complexity and duplication.
2. Tackling labour shortages and labour modernization to define the sector's transitional workforce, as well as the training and competencies that will be needed.
3. Supporting the energy services path to net zero by rolling out resources for the benefit of our members.
4. Advocating for the expansion of government capital grants to partner with industry in deploying innovation and technology for a lower-emissions future.

Key 2022 Highlights:

- Rolling out of the Advocacy Roadmap which provides Enserva's high-level advocacy vision and current priority areas.
- Strong progress is being made on all four 2022-2023 advocacy priorities.
- 47 active advocacy initiatives across federal, provincial and local jurisdictions, and within the energy sector.





The Future of Unlocking Canadian Energy

We are proud to be the voice of Canada's service, supply and manufacturing sector, and to represent our member companies and their employees.

You – our members – will see a meaningful and intentional focus on increasing membership value, leading advocacy collaboration and growing our voice. Our advocacy, education, leadership, networking, and communications programs will all be pursued with our members interests, and those of the broader Canadian energy industry, in mind. Together, we can unlock Canadian energy to make the world a better place.

We are Enserva. We are the energy behind the energy.



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Thank You

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