



2025 Federal Election Toolkit



Overview

The Canadian federal election has been called for April 28, 2025. Voting gives Canadians the power to influence how the country is led, and which issues are prioritized.

As the election approaches, it's essential to consider how government decisions affect our lives, from economic stability to community well-being. Energy policy will be a significant focus, as it directly impacts the cost of living, employment opportunities, and Canada's innovation landscape. Amid rising trade tensions with the United States, these factors are even more important.

This toolkit is your resource for meaningful engagement on energy issues during the election. Whether you're engaging with your team, connecting with your community, or considering your vote, this guide provides the tools to bring energy policy into the conversation and promote informed decision-making.

HERE'S WHAT YOU'LL FIND INSIDE:

Key Energy Facts: A snapshot of Canada's energy sector and its contributions to Canadian life.

Question Guide and Advocacy Tips: Practical advice and talking points for engaging with political candidates, stakeholders, and community members.

Policy Comparison Sheet: A breakdown of energy-related commitments from major parties.

Additional Information: Quick access to further resources for election updates and voter tools.



How To Use This Guide

This election toolkit is designed to provide you with the information and resources needed to engage in discussions and make informed choices in the upcoming federal election. To get the most out of this guide:

1

Review the [Key Energy Facts](#) to understand how the energy industry shapes Canada's economy, jobs, environment, and communities, including its significant contributions to public funds.

2

Explore the [Policy Comparison](#) sheet to compare party positions on energy-related issues and consider how those policies may impact families and businesses.

3

Refer to the [Question Guide and Advocacy Tips](#) to prepare for conversations with political candidates, decision-makers, and community members.

4

Use the [Additional Information](#) to stay informed with reliable updates and resources.





Why Energy Policy Matters

Energy policy impacts more than just the production and distribution of resources – it shapes the foundation of daily life in Canada. From heating homes and powering industries to funding essential public services, energy is integral to our economy, communities, and shared future.

To uphold these priorities, we need policies that responsibly manage resources, ensure energy is accessible and affordable across Canada, and drive progress in innovation and sustainability. Thoughtful energy policy has ripple effects that impact:



Affordability:

Keeping energy costs manageable for households and businesses.



Economic Growth:

Creating jobs, attracting investment, and maintaining Canada’s global competitiveness.



Sustainability:

Ensuring environmental responsibility through reduced emissions and improved efficiencies.



Innovation:

Advancing technology and maintaining Canada’s role as a leader in responsibly produced energy.



Community Well-Being:

Supporting Indigenous partnerships, regional development, and infrastructure improvements.

Energy policy is also critical for Canada’s long-term economic health. Expanding energy production and exports can help grow our economy, increase government revenues, and support essential public services. By continuing to develop and integrate our energy resources – including oil, gas, renewables, and innovative technologies – Canada can strengthen its position as a global leader in responsible energy production. This approach not only benefits our country but also contributes to global climate goals and energy security by providing cleaner, reliable and more ethical energy alternatives.

By prioritizing sound energy policies, we can create a strong and thriving future for all Canadians.



Key Facts About the Energy Industry

Canada's energy industry is the cornerstone of the country's economy, providing significant benefits in terms of job creation, innovation, investment attraction, and energy security. As a critical driver of Canada's modern standard of living, understanding the industry's contributions is essential for informed and balanced discussions during elections.

Below are key facts demonstrating the crucial role the sector plays in strengthening Canada's economic foundation and global competitiveness.

ECONOMIC AND EMPLOYMENT CONTRIBUTION

The energy sector is a major contributor to Canada's economy, generating **over 10%** of Canada's total nominal GDP in 2023, amounting to **\$279 billion in economic output**. Petroleum products alone accounted for 7.7% of GDP, more than **\$208 billion**.

The energy industry supports nearly **700,000** direct and indirect jobs across Canada, representing **3.5%** of total employment in 2023. Of this total, over **446,000** were in the oil and gas sector, and over **15,000** identified as Indigenous.

Energy sector jobs paid an average of **\$121,435** per year, nearly double the average Canadian salary.

Oil and gas exports are a major driver of Canada's trade, accounting for around **25% of total exports**. In 2023, the value of oil and gas exports exceeded **\$177 billion**.

ENERGY SECURITY AND RELIABILITY

Canada, as the **4th largest oil producer** and **5th largest natural gas producer** globally, plays a vital role in meeting worldwide energy demand, including in emerging markets.

With world-leading human rights, environmental, and regulatory standards, Canada is the best source of reliable, secure, and responsible energy. The country's oil and gas sector is well-positioned to meet growing global energy demand while upholding the highest environmental and ethical practices.

PUBLIC PURSE

The Canadian government's budget relies heavily on the energy sector's contributions, averaging around **\$19 billion** per year over the past five years. This contribution is crucial for financing healthcare, education, infrastructure, and public services.

In 2022, the oil and gas industry contributed a record **\$34 billion** in royalties to provincial governments and is expected to exceed **\$20 billion** in 2024 and 2025.



700K

The energy industry supports nearly 700,000 direct and indirect jobs across Canada



10%+

The energy sector generated over 10% of Canada's total nominal GDP in 2023



\$34B

In 2022, the oil and gas industry contributed a record \$34 billion in royalties to provincial governments

ENVIRONMENTAL INNOVATION

The oil and gas industry is investing in innovative technologies to improve efficiency and reduce environmental impact, including carbon capture, utilization, and storage (CCUS) projects.

The industry is making steady progress towards achieving emissions reduction goals. The average oil sands emissions per barrel is **28% lower** than in 2009, and Alberta producers have reduced methane emissions by over **50%** compared to 2014 levels.

SUPPORTING INDIGENOUS COMMUNITIES

The oil and gas industry has partnered with Indigenous communities across Canada to provide training, jobs, and economic opportunities, helping support self-sufficiency and economic reconciliation through own-source revenue and employment opportunities.

Since 2012, dozens of equity deals in Canadian resource and energy projects have been completed or initiated, amounting to over **\$9 billion** in equity for Indigenous communities.

CANADIAN ENERGY SUPPLY

Oil and gas account for approximately **77%** of Canada's total energy supply, with over **40% from natural gas** and **33% from oil**. These reliable resources power critical sectors such as transportation, heating, and industry, ensuring the movement of goods and people and supporting essential industrial processes like chemical production and fertilizer manufacturing.

Oil and gas provide affordable and dependable energy, particularly during peak demand or harsh winters, when heating and electricity needs are at their highest.

Sources:

- Canadian Association of Petroleum Producers. "The Economic Impact of Canadian Oil and Gas." December 2023.
- Canadian Centre for Energy Information. Energy Fact Book 2024-25.
- Exner-Pirot, Heather. "Indigenous Equity and Its Growing Role in Canadian Energy and Resource Development." Macdonald-Laurier Institute, December 6, 2023.
- Government of Alberta. "Reducing Methane Emissions in Alberta."
- S&P Global Commodity Insights. "Canada Oil Sands Greenhouse Gas Intensity and Emissions Trends 2023."





Question Guide and Advocacy Tips

Engaging with political candidates, staff, community members, and stakeholders is a critical opportunity to ensure the energy industry, particularly oil and gas, remains a priority in public policy. On the next page you'll find a guide for fostering informed, balanced, and productive discussions, along with practical advice on engaging effectively.

Key Conversation Topics

Energy's Role in the Economy

- How do you see the energy industry contributing to Canada's economy?
 - What policies would you support to ensure the industry remains competitive on a global scale?
 - What is your stance on balancing job creation in the energy sector with environmental goals?
 - Do you believe that Canada should continue to grow its energy industry, in order to supply global demand?
 - Do you think that Canada can and should continue to balance job creation in the energy sector with its strong environmental goals?
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Affordability and Energy Security

- Do you believe that it is critical to ensure affordable and reliable energy for Canadians, especially during times of global volatility?
 - Should we grow our energy industry to enhance Canada's energy security while meeting domestic and international demand?
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Innovation and Growth

- What is your view on supporting innovation in the oil and gas sector, such as carbon capture, utilization, and storage (CCUS)?
 - How would you encourage investment in technologies that align the energy industry with long-term sustainability goals?
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Policy and Regulatory Environment

- What specific policies or incentives would your government introduce to support the responsible growth of Canada's oil and gas sector?
 - How would you address regulatory challenges to ensure timely project approvals that create jobs and economic activity in different regions?
 - What steps will you take to ensure Canada's regulatory framework attracts new investment in the energy sector?
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Global Energy Leadership

- How do you view Canada's role in meeting global energy needs, particularly for allies relying on secure and ethically produced energy?
- Do you support the development of critical energy infrastructure, such as pipelines and export facilities, to expand access to international markets?
- Would you advocate for expanding Canada's oil and gas exports to strengthen our position as a global energy leader and to displace higher emitting forms of energy?



Practical Advice for Engaging with Candidates and Policymakers



Attend Events and Forums

Candidate debates, town halls, and policy forums provide valuable opportunities to ask questions and observe how candidates address energy issues.



Invite Candidates to Your Facility or Community

Offer to host candidates at your workplace or local community to showcase how the energy industry operates responsibly and contributes to the local economy.



Frame Discussions Around Shared Goals

Highlight how energy policy impacts affordability, jobs, and Canada's standard of living. Position the industry as a partner in addressing common concerns like sustainability and innovation.



Ask Open-Ended Questions

Encourage dialogue rather than yes/no answers. For example: "How will you support the growth and innovation of the Canadian energy sector to ensure it remains a global leader?"



Use Data and Personal Stories

Bring relevant facts (e.g., employment figures, economic contributions) and connect them to real-life examples of how the industry benefits communities. This approach humanizes the discussion and makes it more relatable.



Follow Up

After meeting with a candidate or policymaker, send a thank-you note summarizing the discussion and reiterating your key points. Establishing ongoing communication is essential for building relationships.



Policy Comparison

The primary political parties in the 2025 Canadian federal election are:



The [Liberal Party](#) led by Prime Minister Mark Carney



The [Conservative Party](#) led by Pierre Poilievre



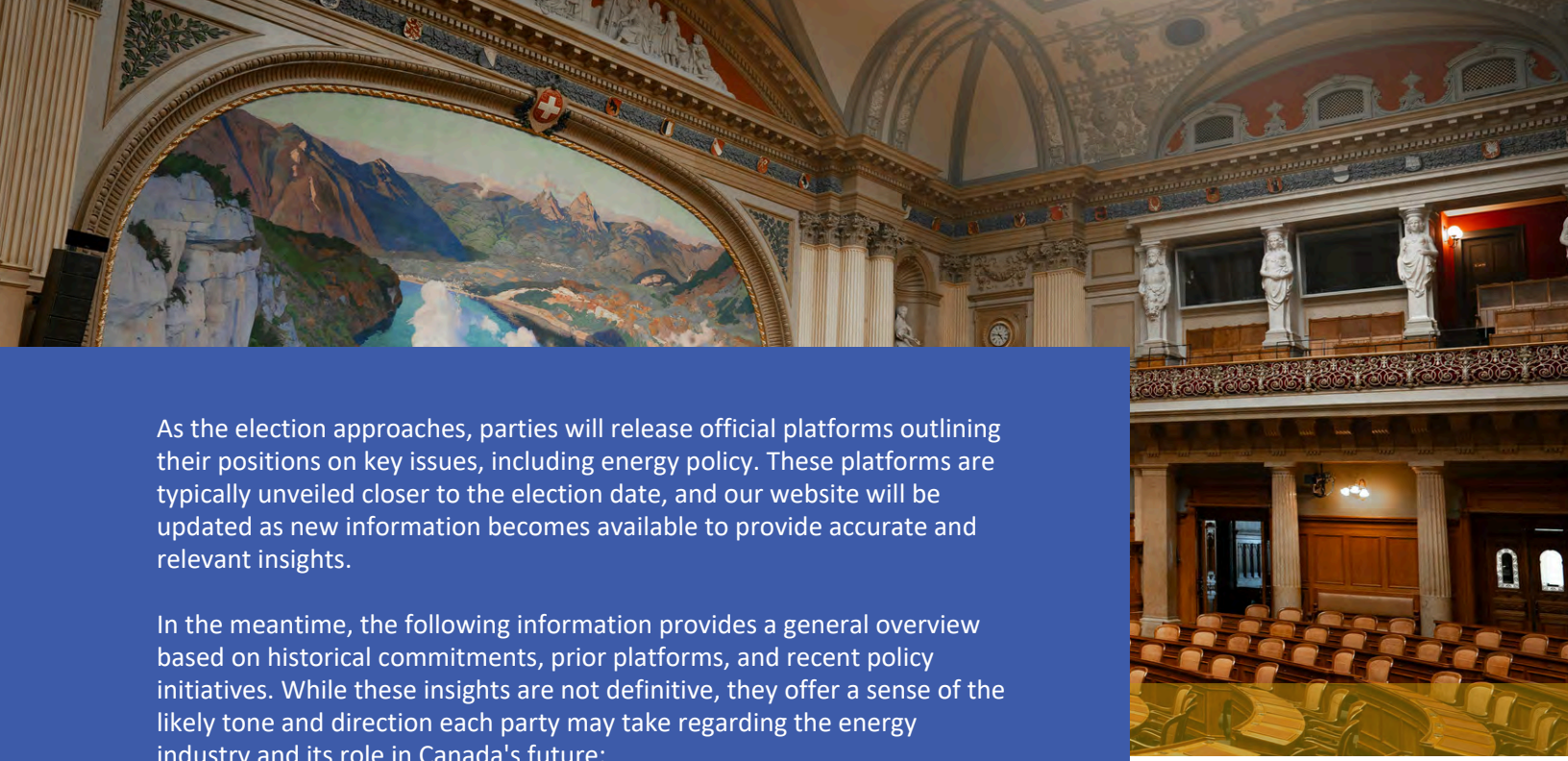
The [New Democratic Party](#) led by Jagmeet Singh



The [Bloc Québécois](#) led by Yves-François Blanchet



The [Green Party](#) led by Elizabeth May



As the election approaches, parties will release official platforms outlining their positions on key issues, including energy policy. These platforms are typically unveiled closer to the election date, and our website will be updated as new information becomes available to provide accurate and relevant insights.

In the meantime, the following information provides a general overview based on historical commitments, prior platforms, and recent policy initiatives. While these insights are not definitive, they offer a sense of the likely tone and direction each party may take regarding the energy industry and its role in Canada's future:

Liberal

The Liberal Party has focused on reducing emissions, transitioning to a low-carbon economy, and addressing climate change through a range of policies. These initiatives reflect a commitment to environmental sustainability, though they have introduced challenges for businesses in the energy sector due to added complexity and regulatory barriers. These challenges correspond to declining Gross Domestic Product (GDP) per capita and rising cost of living, which bring further challenges for families and individuals.

Key Actions:

Emissions Cap: Introduced a policy to cap and reduce emissions from the oil and gas sector.

Impact Assessment Act: Enacted legislation to evaluate the environmental, social, and economic effects of major energy projects.

Carbon Pricing: Expanded and upheld a national carbon pricing framework with a year-over-year increase that affects the cost of living. The consumer carbon tax is scheduled to hit \$170/tonne by 2030, up from \$20/tonne in 2019 – a 750% raise.

Clean Energy Investments: Committed funding to renewable energy projects, including wind, solar, green hydrogen, and carbon capture, utilization, and storage (CCUS).

Climate-Focused Regulations: Introduced measures such as methane reduction targets and clean fuel standards.



The Conservative Party emphasizes energy security, affordability, and leveraging Canada’s resource economy, with a focus on balancing environmental and economic priorities. Their approach often underscores the importance of economic growth.

Key Actions:

Streamlining Regulations: Advocated for reducing regulatory barriers to expedite energy projects.

Critical Infrastructure Development: Supported pipeline expansion and infrastructure projects to enhance energy exports.

Energy Affordability: Promoted policies aimed at reducing energy costs for households and businesses.

Technological Solutions: Supported carbon capture, utilization, and storage (CCUS) technology for practical emissions reduction.

Resource Development: Prioritized increasing Canada’s role as the leading responsible and ethical supplier of oil, natural gas, and other critical resources.



The NDP focuses on ambitious climate action, reducing reliance on fossil fuels, and fostering an energy transition. Their policies often highlight social equity and environmental responsibility in energy transition efforts.

Key Actions:

Fossil Fuel Phase-Out: Proposed ending any government funding for fossil fuels and phasing out production.

Renewable Energy Investments: Called for significant public investments in renewable energy sources.

Just Transition Policies: Advocated for worker support programs to facilitate transitions from fossil fuel industries to clean energy jobs.

Stronger Emissions Targets: Called for more aggressive climate targets aligned with international commitments.

Enhanced Regulation: Supported stricter regulations on emissions and environmental impacts of resource extraction.



The Bloc Québécois emphasizes Quebec's distinct priorities, advocating for provincial autonomy in resource management and promoting Quebec's hydropower. Their focus remains on representing Quebec's unique energy and environmental priorities.

Key Actions:

Promoting Hydropower: Highlighted Quebec's hydropower capacity as a pillar of Canada's energy strategy.

Opposing Oil and Gas Expansion: Opposed projects that expand oil and gas development, including pipelines.

Provincial Autonomy: Advocated for Quebec's control over its natural resource policies and environmental decisions.

Regional Environmental Focus: Emphasized policies that align with Quebec's specific environmental goals.

Support for Renewable Energy: Encouraged investment in renewable energy infrastructure in Quebec.



The Green Party centers its platform on bold climate action and transitioning rapidly to renewable energy. Their policies consistently emphasize environmental urgency and transformative change.

Key Actions:

Ending Government Funding for Fossil Fuels: Called for an immediate end to all government funding for oil and gas production.

Renewable Energy Transition: Prioritized government investments in renewable energy to replace fossil fuels.

Stringent Emissions Targets: Proposed policies to achieve net-zero emissions through stringent reduction targets.

Environmental Justice: Focused on community-centered approaches to energy transitions, especially for marginalized groups.

Ban on New Fossil Fuel Projects: Called for halting new oil and gas exploration and development projects.



Additional Information

IDENTIFY AND FIND OUT MORE ABOUT YOUR MEMBER OF PARLIAMENT/CANDIDATES

- To find your electoral district, your Member of Parliament, and other parliamentary responsibilities they hold, visit: <https://www.ourcommons.ca/Members>.
- To find the candidates in your riding and information on where to vote, visit <https://elections.ca>.
- MPs often have additional parliamentary responsibilities or appointments, including being named a cabinet minister or member of a committee. These are of special interest as your MP may have a closer connection to an issue and may potentially be in a position of influence on decision making or advocacy.

OpenParliament.ca:

This platform offers detailed profiles of current MPs, including their recent activities, speeches, and voting records. You can search by postal code to find your representative and stay informed about their parliamentary contributions.

[VISIT WEBSITE](https://openparliament.ca/politicians/)

openparliament.ca/politicians/

Global News - Canada Election Riding Profiles:

Ahead of elections, Global News compiles profiles for all 338 ridings in Canada. These profiles include information about local candidates, past election results, and riding demographics, helping you understand the political landscape of your area.

[VISIT WEBSITE](https://globalnews.ca/news/8079220/canada-election-find-your-riding-your-local-candidates-and-local-results/)

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