



# THE BENEFITS OF SYNERGY

A principled, collaborative approach to resource development for Albertans.



Synergy (*sīn'-ər-jē*): The interaction or cooperation of two or more organizations or groups to produce a combined effect greater than the sum of their separate effects - working together to achieve more!

## OUR GUIDING PRINCIPLES



### **RESPECT:**

The foundation of synergy is respect. Only with respect can there be open, honest dialogue to build and maintain mutual understanding.



### **RESPONSIVENESS:**

Synergy Alberta strives to meet the changing needs of members and stakeholders. As the Alberta energy landscape changes, we continue to evolve to provide the best support possible.



### **TRANSPARENCY:**

Participation in Synergy Alberta is open to all stakeholders!



### **ACCOUNTABILITY:**

Synergy Alberta serves its members, funders, and stakeholders.

*"I think the greatest benefit of synergy groups is the diversity of the groups. We get to hear and learn of the other parties, their troubles, and successes, rather than meeting as adversaries."*

**Arne Poulsen, Pembina Area Synergy**

## WHAT IS SYNERGY?

A synergy group is a multi-stakeholder group that works together to address energy development issues that can impact the social, environmental, and economic well-being of Alberta communities. Each group includes community members, local government, and the energy regulator, and operates with mutual respect, responsiveness, transparency, and accountability.

Synergy Alberta is a non-profit provincial umbrella organization that provides support for existing synergy groups and encourages the development of new groups in Alberta.

*"The greatest benefit of synergy is the safe space it provides for citizens and industry to meet and work through concerns in a respectful manner. Sharing knowledge, information and understanding enables us to live and work together as good neighbours."*

**Brenda Knight,**  
Calumet Synergy Association

## SYNERGY WORKS!

Synergy groups allow communities to have meaningful, ongoing participation in decisions that directly affect them. By supporting responsible and sustainable energy development, synergy processes can help minimize conflicts. They provide a forum for people to come together to share information, build understanding, form relationships, and discuss local issues and experiences.

*" When I get talking about synergy, I become very passionate. I love brainstorming to find solutions, common ground, and ways to work together. I love the new level of respect and trust that forms when we work together, and the feeling of comradery when looking for solutions to sticky issues."*

Judy Winter,  
West Central Stakeholders Group

## GET SYNERGIZED!

Synergy Alberta has held a conference in Alberta almost every year since its inception in 2006! These invigorating conferences give synergy group members from across the province the chance to meet, share ideas, challenges and successes!

Every conference involves networking, valuable learning from guest speakers, and opportunities to get involved in facilitated workshops.

Topics include effective and inclusive stakeholder engagement, new and emerging technologies, issues facing landowners ranging from invasive weeds to surface land leases, and much more. There's something for everyone!

The Annual Synergy Alberta Conference has been held in various locations around the province to allow a broad range of participants. They are always open to synergy group members, interested organizations and members of the public.

*"The greatest benefit of synergy is getting all the different stakeholders in the same room with a commitment to work together. The greatest personal benefit is making contacts that turn into friendships."*

**Jim Duncan,**  
Clearwater Trails Initiative



# THE LIFECYCLE ENERGY DEVELOPMENT

## OUR VISION

Alberta communities use the synergy model as supported through Synergy Alberta as a catalyst to achieve a principled, balanced, and sustained approach to resource development for Albertans.

## OUR MISSION

Synergy Alberta fosters and supports mutually satisfactory resource development outcomes in Alberta communities by providing information, mutual learning, communication, skill development, facilitation, and resources.

## GET IN TOUCH

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Our community. Our future.

