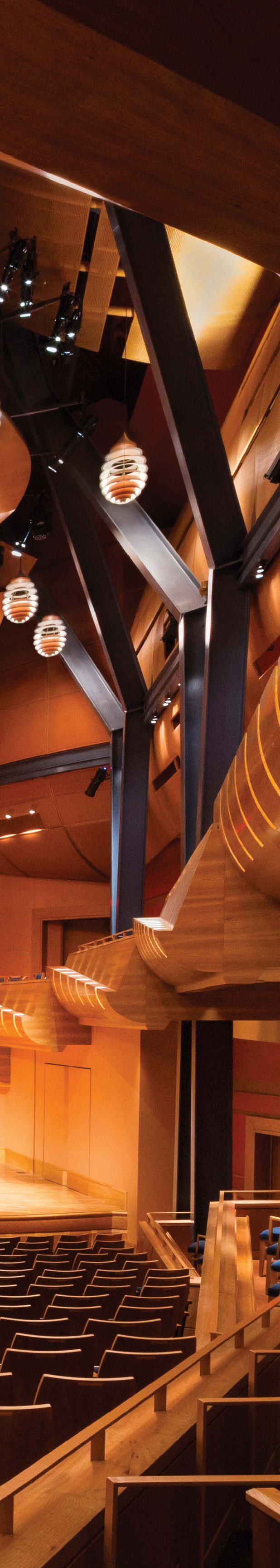




be





> calgary

be part of the energy



What does it mean to be part of Calgary's energy?

It's exhilarating, like taking the plunge on a new business idea or buying your very first home. It's exciting. An immersion in cultural experiences and cutting-edge ideas that have the potential to change the world. It's gutsy. By joining a highly collaborative community of entrepreneurs, creators, and innovators, you gain the courage and momentum you need to make your mark.

When you come to Calgary to set up or grow your business, you are becoming a part of an amazing energy as powerful as our glorious Rockies. In these pages, you will discover the dynamic people, places and companies that play a major role in shaping who we are.

Welcome to Calgary. Embrace the energy.

Calgary has the second highest labour force participation rate of major cities in Canada.

Statistics Canada, 2016

Since its start more than 45 years ago, **Shaw** has grown to become a leading enhanced connectivity company delivering broadband, video and phone services to 3.2 million Canadians. Last year, Shaw acquired Freedom Mobile, extending its position as a provider of wireless voice and data services through an expanding and improving mobile wireless network infrastructure. Through the Shaw Kids Investment Program, the company supports local and national organizations that improve the wellness and wellbeing of kids and families, including The Sheldon Kennedy Child Advocacy Centre, Ronald McDonald House of Southern Alberta and YouthLink Calgary.



ATB Financial, Alberta's largest homegrown financial institution, has come up with a new way to further its support of the province's entrepreneurs. The **ATB Entrepreneur Centre** is a unique experience dedicated to supporting all entrepreneurs by providing them with access to business strategists, networking opportunities, educational events and a wholistic banking approach.

**> be part of the
entrepreneurial
energy**



With Canada's lowest corporate taxes for small business, a young, highly educated and skilled population, and a business culture with a can-do spirit, Calgary is undoubtedly the Canadian capital of entrepreneurialism.



from what city is
Jennifer Carlson
feeding 18 million
wholesome meals
to babies across
Canada every year?
Find out at be part of the energy.ca

Baby Gourmet started with two moms selling homemade, organic baby food in local farmers' markets. With a focus on providing healthy and convenient baby food, Baby Gourmet was the first company to market baby food in an innovative pouch—packaging that has now become standard in the baby food segment. Since 2006, Baby Gourmet has risen to be Canada's leading brand of organic baby food, garnering over 30% of the category's market share. The award-winning duo, Jill Vos and Jennifer Carlson, are now recognized as two of the country's leading female entrepreneurs.



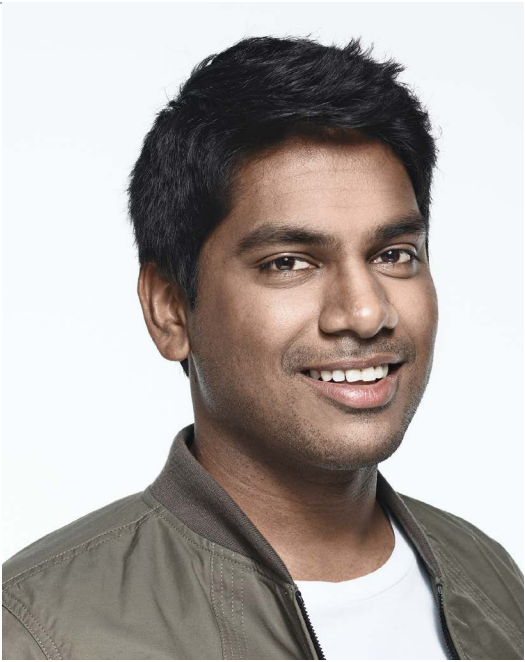
From its entrepreneurial roots as a trailer-hire company in 1947, Calgary's **ATCO** has grown into an international, multi-billion dollar business. Today, the company delivers innovative solutions in Structures & Logistics, Electricity, Pipelines & Liquids and Retail Energy. From versatile temporary and permanent structures, to a range of low-carbon energy technologies, ATCO is pioneering imaginative projects to help its customers solve the infrastructure and energy challenges of today and tomorrow. As an example, ATCO's award-winning Drake Landing solar community project in Okotoks, Alberta was the first in the world to receive 80 per cent of its yearly space heating from solar energy.

Calgary-based WestJet is proud to be Canada's most trusted airline, powered by an award-winning culture of care and recognized as one of the country's top employers. **WestJet**, and its regional airline, WestJet Encore, grew from small roots and now offers scheduled service to more than 100 destinations in North America, Central America, the Caribbean and Europe. In just 20 years, WestJet has established itself as a great Canadian success story.



Back in 1999, the founders of **Solium** jotted down an idea on how to simplify equity plan management on the back of a napkin over breakfast. With its innovative software-as-a-service (SaaS) technology which powers share plan administration and equity transactions, Solium now services 3,000 corporate clients with employee participants in more than 150 countries.

Calgary's Apoorv Sinha and his team at **Carbon Upcycling Technologies** (CUT) are rethinking carbon emissions by transforming captured CO₂ into a stable, solid form that can be utilized in various state-of-the-art applications. CUT enables greenhouse gas emissions to be put to use across a variety of industries including pharmaceuticals, construction and plastics.





District Ventures is Canada's first accelerator for consumer goods companies in the food and beverage and health and wellness sectors. Founded by renowned entrepreneur and best-selling author, Arlene Dickinson, District Ventures helps Canadian entrepreneurs take their business to the next level by increasing brand equity, distribution and sales. Through its unique partnerships, District Ventures is connecting entrepreneurs to industry experts from across the country, making it a Canadian centre of excellence and innovation. In just one year, the accelerator has helped grow over 20 companies, forming the next crop of leading Canadian entrepreneurs from right here in Calgary.

Renewable energy projects generate clean electricity, new jobs and economic development opportunities, and few cities in the world can match Calgary's energy experience. Through a combination of human, financial, and environmental resources, Calgary is well equipped to lead the charge in renewable energy.

The City of Calgary is the first jurisdiction in North America to have all their transit trains and municipal facilities powered by renewable sources.



Calgary Mayor Naheed Nenshi
with ENMAX President & CEO
Gianna Manes

For over a decade, **ENMAX** has been contributing to a cleaner energy future. Throughout Alberta, it has invested \$425 million in renewable energy projects such as wind, with the company's total generation from renewable sources at over 14 per cent. The company is also the province's largest solar market participant, responsible for about 50 per cent of all rooftop solar capacity.

Calgary-grown **Greengate Power** is one of Canada's largest renewable energy companies, having developed 450MW of wind power projects operating in Alberta. The wind energy those projects generate provides a clean source of energy to approximately 200,000 homes.

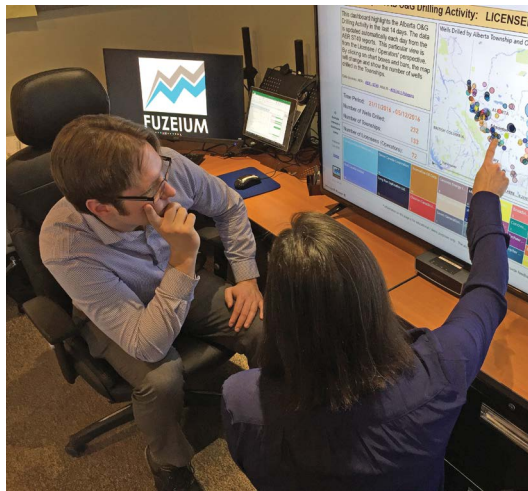
be part of the enterprising energy.

When Pheak Meas and his team wanted to lead the global shift towards crowdsourced investing, they did it in Calgary.
Find out why at bepartoftheenergy.ca

Calgary-based fintech firm, **Katapult**, provides crowdfunding software and services for private capital markets. It now operates in more than 20 countries on three continents. The software enables clients to set up and manage their investment platform for crowdfunding, private placements or investor management from any country in the world.



Calgary is home to many co-working spaces, incubators and start-ups, bringing entrepreneurs and freelancers together with all the energy and benefits of a typical office environment, as well as a sense of community. There are currently 12 co-working facilities in the city with more to come. A few of them include: Assembly, The Commons and Work Nicer.



Starting off as a co-working space designed to meet the needs of Calgary's entrepreneurs, **ReSourceYYC** has quickly become a community of innovators—a professional environment for networking and sharing, where ideas are forming and unique “collisions of ideas” are taking place.

External companies and organizations are taking note and now come to ReSourceYYC looking for innovative business solutions. Utilizing ReSourceNET, engineers and geoscientists are able to generate new opportunities on a closed network with the latest technical software programs provided by Calgary software such as geoSCOUT, ValNav, MOSAIC, SeisWare, Divestco and more. From alternative energy to geospatial technology, ResourceYYC has become a diverse talent hub, breathing fresh air into Calgary's innovation economy.

Calgary is home to the
most head offices and
small businesses per
capita in Canada.
FP 500 Statistics Canada, 2016



DIRTT is revolutionizing construction. Technology is the key to their delivery of speed, cost certainty, aesthetics and value in a notoriously uncertain and wasteful global industry. Proprietary ICE® software gives DIRTT clients a real-time, interactive videogame experience during the design of their interior spaces, whether commercial, healthcare, education or residential. Data-rich, 3D graphics seamlessly travel to the production floor where the unique design is precisely made-to-order. The construction then tilts up and clicks together: clean, fast and cost-efficient with agility built in.

Calgary is the fastest growing tech talent market in Canada.

RAS – CBRE Tech Talent Scorecard, 2016

More than 20% of post-secondary educated Calgarians specialize in science, technology, engineering and mathematics (STEM) programs. If you're looking to lead your industry, revolutionize it, or find the talent to grow your business, there's no better place than Calgary to do it.

AB. Advanced Education, 2014/15

> be part of the
innovative
energy



Chaordix™ uses the power of their Crowd Intelligence platform to help companies across the globe advance innovation, engage stakeholders and market their brands more effectively. Their innovative platform enables companies to understand, engage and co-create with customers, employees and other stakeholders. Brands like the LEGO Group, KPMG and American Airlines use the Chaordix platform to power their online communities and genuinely connect with the people invested in their success.



With multiple locations and hundreds of employees in Calgary, **Siemens** is helping organizations like Calgary Transit leverage today's digital transformation by matching technological innovations with client needs to deliver customized, first-class light rail transit to 300,000 Calgarians daily.



NASA relies on **NovAtel's** SPAN® technology in their research to better understand storm behaviour. Precisely measuring the orientation of NASA's Global Hawk Unmanned Aerial System as it collects data flying over hurricanes allows researchers to remove any wind effects caused by the aircraft itself. A better understanding of what causes storms to intensify, and improved predictions of storm intensity when they hit landfall, saves lives.

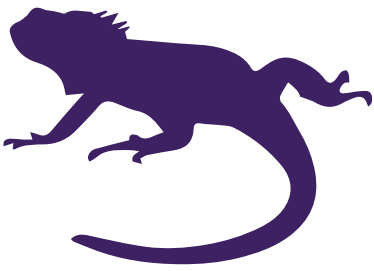
Calgary has the largest number of engineers and geoscientists per capita of any major city in Canada.

Statistics Canada, 2015

Calgary's **Robots and Pencils** is a mobile strategy and app development firm known for creating award-winning consumer apps, enterprise solutions and learning platforms. Working with clients like WestJet, ENMAX and Agrium, the company has built more than 250 apps used by millions of people worldwide.



Benevity, a certified B Corporation, is the global leader in online workplace giving, matching, volunteering and community investment software. Many of the world's most iconic brands like Microsoft, Apple, Google, Coca-Cola and American Express rely on Spark, Benevity's award-winning Cloud solution, to power corporate "Goodness Programs" that attract, retain and engage today's diverse workforce. Boasting several million users, Benevity has processed more than a billion dollars in donations to over 100,000 charities worldwide with software available in 15 languages and seven currencies.



Calgary's **NOVA Chemicals** worked with Tetra Pak to improve the barrier properties of its Tetra Evero®Aseptic, the world's first ambient carton bottle. NOVA Chemicals' polyethylene resin allowed the package, originally developed for ambient white milk, to be used for enriched dairy products including dairy alternatives, flavoured milk and toddler milk—and be stored at room temperature throughout the supply chain. Work to qualify the resin for Tetra Pak was conducted at NOVA Chemicals' recently expanded Centre for Performance Applications in Calgary.

One of Calgary's best-kept secrets is the strength and vibrancy of our tech community. Take a company like **Eguana Technologies**, which designs and manufactures high-performance electronics for residential and commercial energy-storage systems.

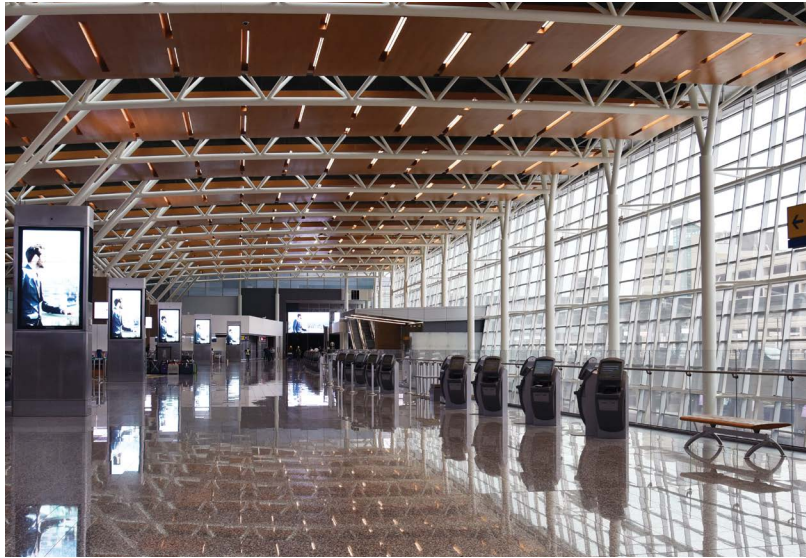
Or, **Calgary Scientific**, a business that empowers workers by facilitating collaborative and secure access to applications, data and images from their mobile or other device.



Another Calgary tech firm working on the cutting edge is **AppDevices**, which offers a software and service monetization platform for the connected devices that comprise the Internet of Things and connected vehicles like those from Jaguar Land Rover. Acquired in 2015 by San Francisco's AppDirect, the company has grown its employee head count by 43 per cent.

8 of the 10 world’s largest banks
have a presence in **Calgary.**

The Banker Database/ Banks Around the World, 2016



With the opening of its new state-of-the-art international terminal, an additional runway in 2014, and further enhancements to its cargo-handling infrastructure, **YYC Calgary International Airport** continues to grow in both size and importance and is a key player in establishing Calgary as a leading inland port. One of Canada’s busiest airports, YYC offers nation-leading warehouse, logistics and distribution services and capacity. YYC handled more than 137,000 tonnes of cargo in 2016, and is well connected to global markets with excellent connectivity for business and travel, including non-stop passenger and cargo service to Europe and Asia.



Calgary-based, internationally acclaimed designer **Paul Hardy** established his fashion and lifestyle brand 15 years ago. His celebrity client list has included Kate Hudson, Diane Kruger, Bette Midler, and Sarah McLachlan. In addition to Hardy’s design career, he founded a non-profit that devotes time to humanitarian initiatives for marginalized women and children in Eastern Africa impacted by political wars and HIV.



When the **De Beers Group of Companies** was looking for a place to open their new Operational Support Centre in Western Canada, the world’s leading diamond company chose Calgary. With flexible flight options to their growing operations in the Northwest Territories and other business activities across Canada, access to Calgary’s pool of talented science, math and engineering professionals, and competitively priced real estate at the YYC Corporate Centre—the decision was a win-win.

> **be part of
the global
energy**

The world has taken notice of Calgary’s achievements. Our ground-breaking innovations and ideas are helping to solve global problems and carving new paths for like-minded change-makers to follow suit. That’s why companies and people from around the globe are turning to us to solve their business challenges and create new opportunities.

Headquartered in Calgary, **Agrium** is the world’s largest retailer and provider of agricultural products, services, and solutions. Agrium plays a critical role in helping to achieve sustainable development goals established by the UN by actively supporting the 4R Nutrient Stewardship system. This system helps smallholder farmers in developing countries increase yields, improve food security and reduce poverty. In North America, precision agriculture and new product innovations are supporting 4R adoption to reduce greenhouse gas emissions while creating jobs and growing more on existing farmland.





Through a state-of-the-art, industry-first wastewater treatment plant, **Harmony Beef** recycles and purifies all the water used in its facilities. This leads to a 90% reduction in water use and saves 1.6 million gallons of freshwater per week—exceeding the bar for global processing standards. And their commitment doesn't end at conservation. By producing Alberta beef that meets the European Union's strict guidelines for imported meat, one of our nation's finest exports can now reach an untapped international market.

The Conference Board of Canada predicts *Calgary* will once again lead the country in GDP, with annual growth projected to reach 3.3% by 2020.

November, 2016

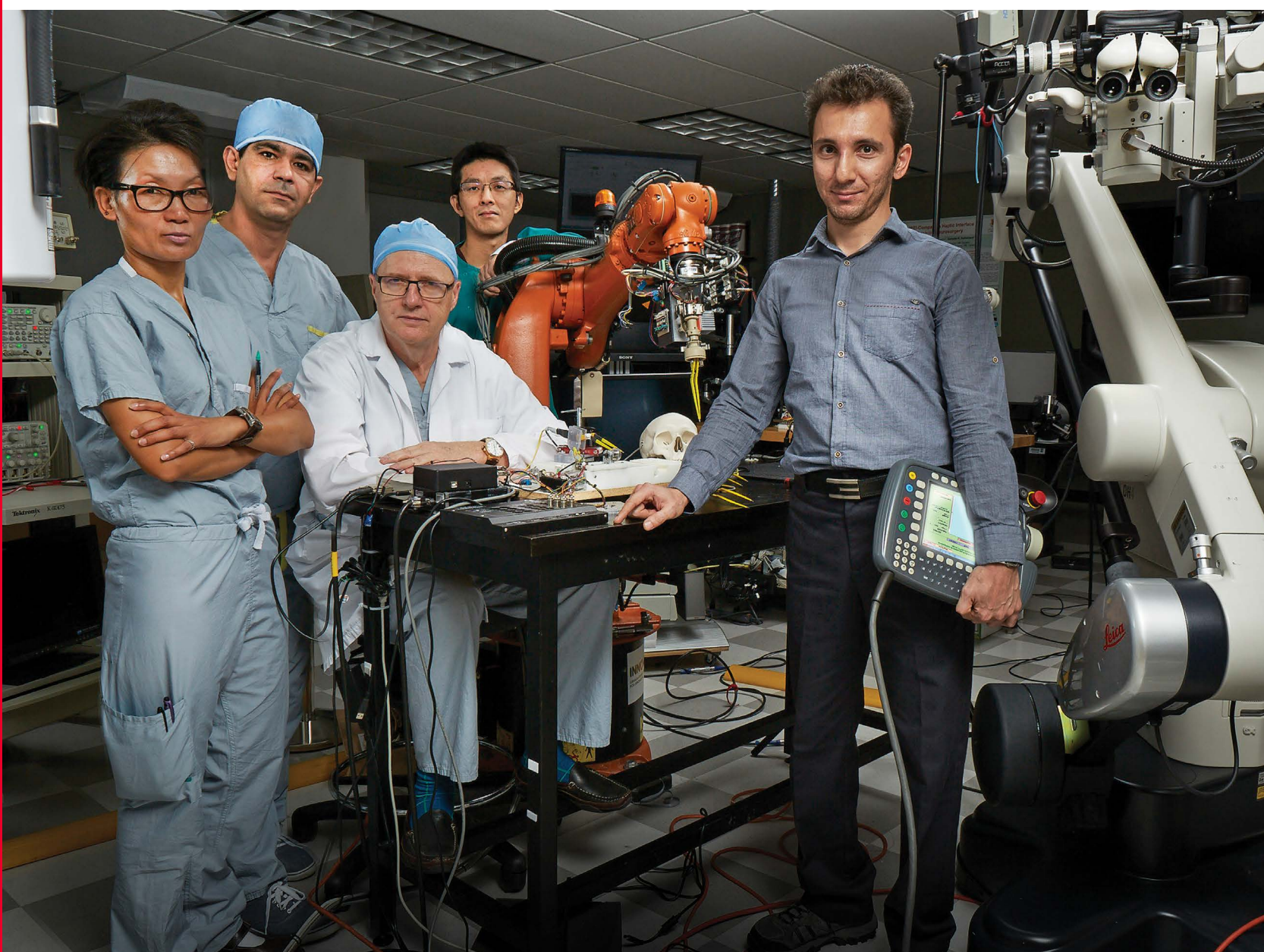
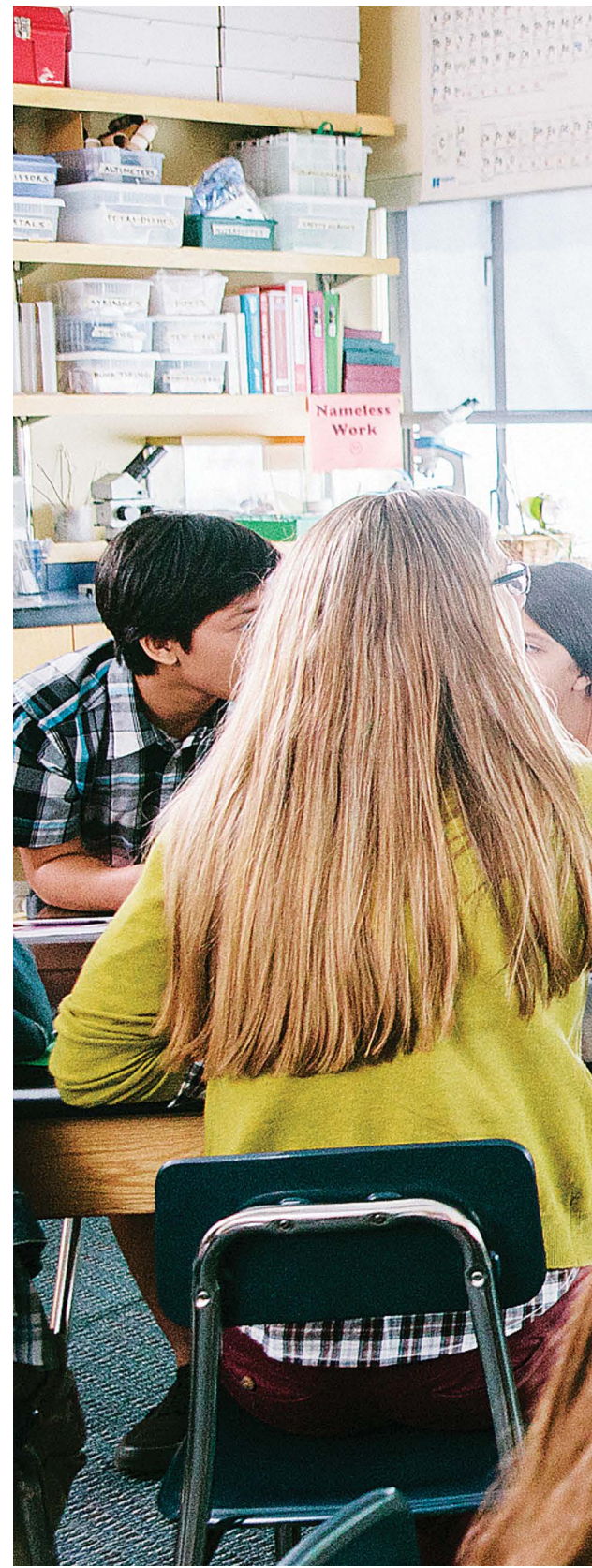


More than 1 billion people around the world lack access to electricity. When the sun sets, much of the developing world lives in darkness and cannot carry out tasks we take for granted. Calgary-based non-profit **Light Up The World (LUTW)** has been working to change that by providing solar electricity and technical training to off-grid communities living in energy poverty. Since its inception almost 20 years ago, LUTW has impacted more than 1.5 million people in 54 countries, providing energy systems for light, communications, health clinics and schools. Partnering with businesses like TransAlta, Enbridge and Capital Power, Light up the World is engaging the local community to get the support they need to provide clean electricity for off-grid communities in need.



> be part of the collaborative energy

An astounding amount of teamwork has gone into some of Calgary's greatest breakthroughs. Thanks to world-leading educational institutions and one of the youngest populations in Canada, Calgary is a place where great minds think—and do—alike.



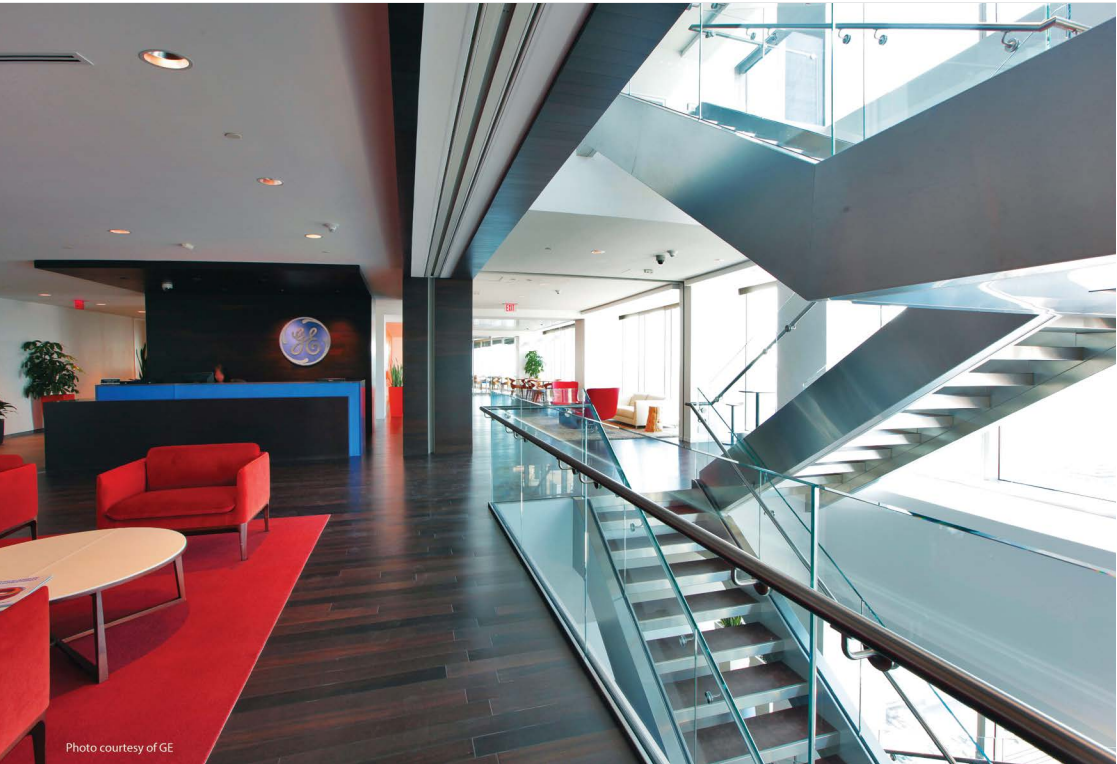
In 2002, **University of Calgary** professor and neurosurgeon Dr. Garnette Sutherland posed the question, "Can surgery be performed within an image for increased precision and accuracy, towards optimal patient outcome?"

Supported by the Calgary philanthropic community and multiple granting agencies, and with Macdonald Dettwiler and Associates (Brampton, ON) translating space R&D into medicine, Dr. Sutherland led the multidisciplinary collaborative venture to create neuroArm, the world's first MRI-compatible robot for brain surgery.

This team made history when, in 2008, neuroArm removed a brain tumour from a 21-year old woman at Calgary's Foothills Hospital. neuroArm has now been used on more than 65 patients. Dr. Sutherland has received multiple national and international recognitions for medical innovation, including the Order of Canada in 2012 and the NASA Exceptional Technology Achievement Medal in 2015.



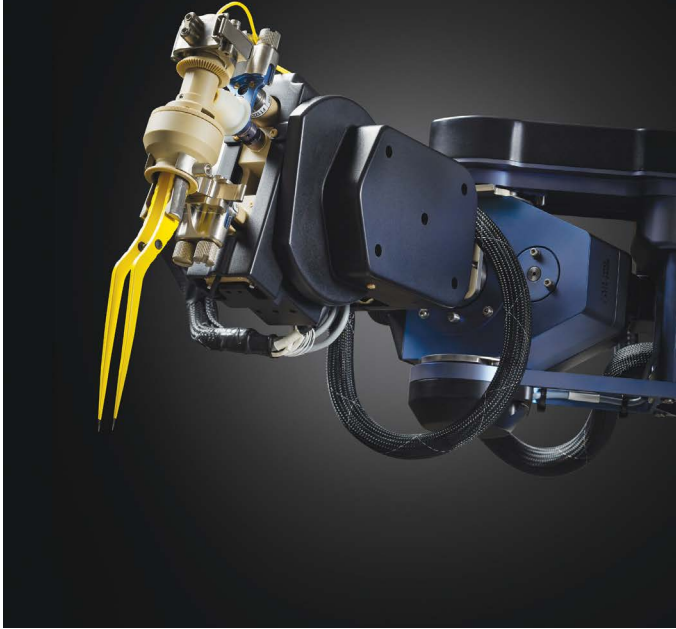
In 1991, Calgary's **SMART Technologies** created the world's first interactive whiteboard. Pivoting with the times, SMART now produces interactive flat panel display technology and software for schools and enterprise. Over 2.8 million classrooms in 175 countries around the world rely on SMART solutions to change the way students learn and interact with information technology. Recently acquired by Taiwanese tech manufacturing giant Foxconn Technology Group, SMART's made-in-Calgary success story has been driven by highly skilled professionals from the local market.



Through its Customer Innovation Centre in Calgary, **GE Canada** is working with Calgary-based HiFi Engineering to advance pipeline integrity by developing a new leak detection solution. Through collaborations like this, and its ongoing focus on Ecomagination and digital solutions, GE is creating new jobs in a transforming energy industry.

what city made it possible for Dr. Garnette Sutherland to develop the world's most advanced neurosurgical robot?

Find out at bepartoftheenergy.ca





Sustaining the quality of our water and the health of our environment through research, **Advancing Canadian Wastewater Assets (ACWA)** is an innovative partnership between the University of Calgary and the City of Calgary. Its goal is to advance wastewater treatment technologies to address environmental and human health issues.



As part of a smart cities pilot program, **SensorUp Inc.** placed a network of low-cost sensors throughout Calgary to measure, analyze and report our air quality. The system reveals real-time content of the air we breathe. The air quality program is one of several pioneering environmental projects being undertaken by the city's entrepreneurs, companies and educational institutions, with the goal of improving life in Calgary, as well as changing the world for the better. SensorUp's technology provides internet of things software in regions like the Arctic and is helping to make smart cities a reality all over the world.



Two of Canada's most pioneering energy companies are also two of its most cutting-edge. **Cenovus Energy** and **Suncor Energy** have collaborated with the BC Cleantech CEO Alliance to create Evok Innovations, a bold new funding partnership designed to support and accelerate emerging cleantech solutions for the oil and gas sector. Cenovus and Suncor have committed up to \$100 million combined over 10 years to fund cleantech entrepreneurs. The technology developed through Evok could solve key environmental and economic challenges in the oil sands industry and could also be applied to other industries in Canada and around the world.



Bow Valley College



A recent study by Monitor Deloitte ranked Calgarians as the best educated in a comparison of eight peer cities globally. This success can be attributed to Calgary's seven outstanding post-secondary institutions including: SAIT, University of Calgary, Alberta College of Art + Design, Mount Royal University, Bow Valley College, St. Mary's University and Ambrose University.

Calgary's **Southern Alberta Institute of Technology (SAIT)** is a global leader in applied education and offers more than 100 career programs and more than 1,000 continuing education courses. Action-based learning, solution-focused research and enterprising collaborations with industry partners ensures SAIT students are career-ready when they graduate.

The **University of Calgary (UCalgary)** is one of Canada's leading research universities, with 14 faculties offering more than 250 academic programs at the undergraduate and graduate level, and more than 50 research institutes and centres. Two-thirds of the university's alumni live and work in the Calgary area. In 2016, UCalgary was ranked as the top young university in North America by the Times Higher Education World University Rankings, and as one of the top 200 universities in the world by QS World University Rankings and Times Higher Education World University Rankings.

As Alberta's only dedicated art, craft and design college, the **Alberta College of Art + Design** plays an important role in nurturing creativity and driving innovation and economic diversity in Calgary and around the world.

Mount Royal University's (MRU) unique offering of student work placements, co-operative education and community-service learning options sets its graduates apart with 77 per cent of them finding employment after graduation, compared with the national average of 59 per cent (2014/'15). Undergraduate programs include diverse areas of study, from aviation and

midwifery to broadcasting and child studies. MRU is also one of the largest lifelong learning providers in the country through their Continuing Education program.

Calgary and region's only Comprehensive Community College, **Bow Valley College** is the only individual post-secondary institution in Canada to become a United Nations Educational, Scientific, and Cultural Organization (UNESCO) Centre and a Centre for Technical and Vocational Education and Training (UNEVOC). With more than 15,000 full-time, part-time and online students from 142 countries, Bow Valley College is a leader in business and health career training, community studies, creative technologies, adult upgrading and English Language Learning.

St. Mary's University is an innovative teaching and research university that provides affordable, accredited and highly valued degrees in the liberal arts, sciences and education. Their 875 full and part-time students are inspired to combine academics with a passionate commitment to ethics, social justice and respect for diversity of opinion and belief.

Granting degrees in the liberal arts, sciences, business, education and Christian ministry, **Ambrose University** welcomes learners from all traditions. A hub for academic excellence, the university is ranked #2 in Canada for faculty-student interaction. Through initiatives like its Canadian Poverty Institute and Soul of the Next Economy Forum, Ambrose brings together experts and community stakeholders, harnessing research to drive social innovation.

**Alberta has more
Oscar, Golden Globe
and Emmy wins in the
last decade of any
province in Canada.**

IMDb Database, 2007-2016



© MIR — Courtesy of Allied Works Architecture

American author John B.L. Soule is often credited as writing “Go West, young man, and grow up with the country.” While he was referring to the concept of manifest destiny at a time when the west was wild, the saying rings true for the ambitious men and women who have settled in Western Canada and chose Calgary as their creative muse.



Launched in 2012 in Calgary, **MakeFashion** has developed, funded and produced over 120 wearable tech projects and showcased at over 50 international events in the past five years. MakeFashion builds and coaches teams of designers, artists, engineers and makers to produce internationally-acclaimed wearable tech projects.

MakeFashion uses new technology and creative design to tell stories about life experiences. Their team of 48 fashion designers and engineers work all year to design and create “fashion-tech” garments that express their artistic visions.

**> be part of the
creative energy**



2016 was the Year of Music in Calgary. In addition to hosting the JUNO Awards, a celebration of excellence in Canadian music that was also the first televised awards show broadcast in 4K ultra high-definition, the city also celebrated the opening of **Studio Bell**, home of the **National Music Centre** in the city's East Village.

Studio Bell is an international hub for music and technology, and includes the Canadian Music Halls of Fame, live music venues, recording studios and exhibitions that invite visitors to explore and interact with music. One of their most famous artifacts is the Rolling Stones Mobile Studio, a piece of history that has recorded albums by Bob Marley, Led Zeppelin, Fleetwood Mac and of course, the Rolling Stones.

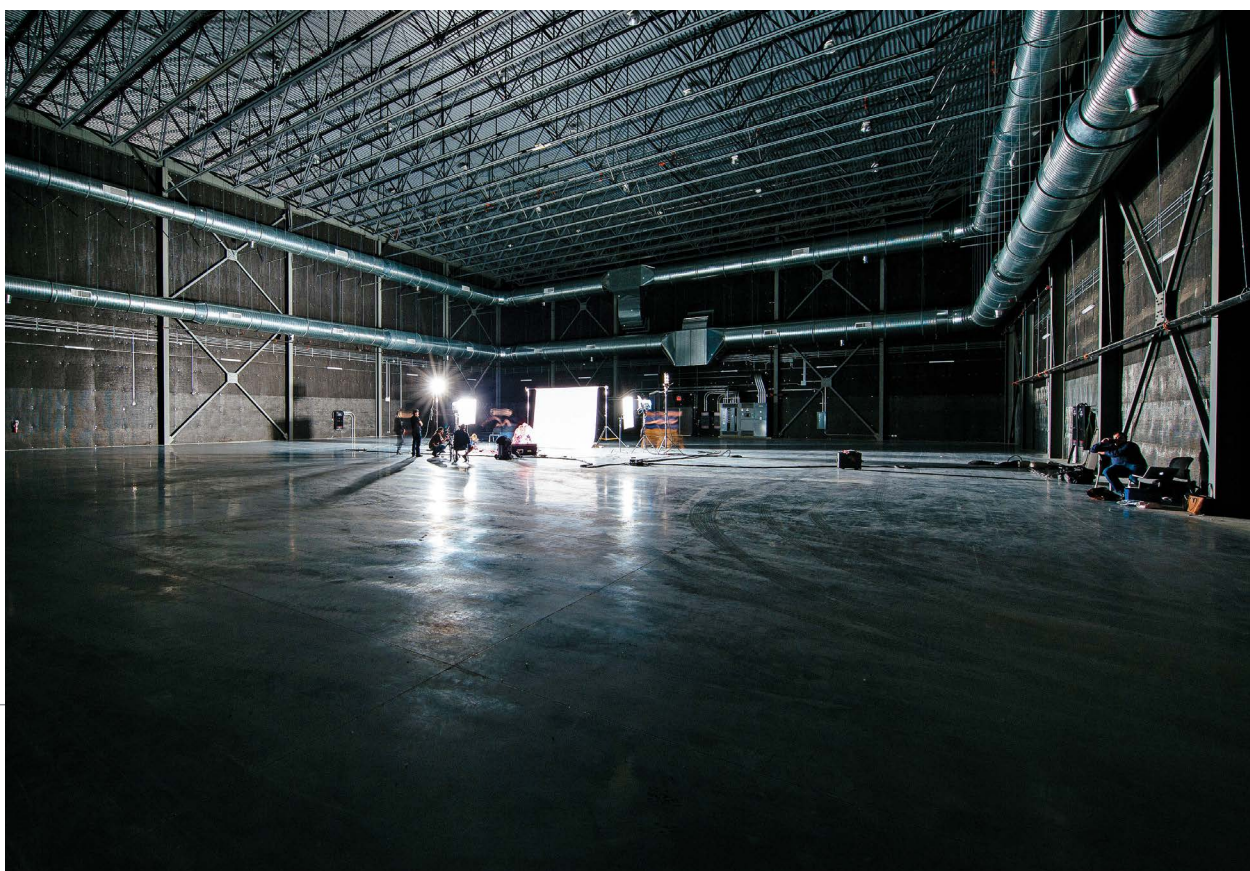


Best known as one of the world's leading professional jazz dance companies, **Decidedly Jazz Danceworks (DJD)** also runs Calgary's largest recreational dance school for both adults and children of all ages and all experience levels. Working from their brand new \$26 million dance centre, DJD offers Calgarians many opportunities to experience jazz both as audience members and dance class participants.



In 2011, Calgarians Connor and Leslie Gould quit their day jobs to build **Camp Brand Goods**, a clothing and accessories retailer for outdoor and style enthusiasts alike. With all of their products quality tested in the Canadian Rockies, Camp Brand Goods is a fantastic blend of dreamy inspiration, notable design and functional comfort.

As Canada's fourth-largest filming jurisdiction, Calgary boasts award-winning crews and talent, along with world-renowned locations including the Rocky Mountains, prairies and Badlands. To offer even more diversity, the **Calgary Film Centre** recently opened its \$28.2 million facility offering year-round production support. Featuring 50,000 square feet of purpose-built sound stages, plus an additional 35,000 square feet of warehouse and multi-purpose spaces and William F. White International Inc. as anchor tenant, the facility can play host to any type of production. And with 3,000 creative industry graduates annually, film-friendly Calgary has a growing skilled workforce to make any creative project happen.



***Calgary* ranks second of major cities in Canada for healthy lifestyle and life satisfaction.**

Conference Board of Canada, City Health Monitor, 2016

As part of Calgary's pathway system, the most extensive in the world, the breathtaking RiverWalk not only borders many of the city's beautiful parks, but it also hosts a wide range of murals, sculptures, cultural festivals, restaurants, and recreation and rest areas for Calgarians of all ages and ability levels.



More than just a naturally beautiful place, Calgary boasts striking architecture that's as diverse and bold as the people who live here.

The Peace Bridge, designed by Santiago Calatrava, was ranked in 2012 as one of the world's top 10 architectural projects.



Courtesy of Gilles Thibault Photography

Operating at the intersection of creativity and science, Calgary's **Beakerhead** is combining the power of engineering with the passion of art. The registered charity is a driving force in stimulating ingenuity among the makers and innovators of tomorrow. By bringing the arts and sciences together through engagement and thought-provoking fun, Beakerhead is inspiring a new, more creative generation of leaders.

With its proximity to the Rocky Mountains, sprawling prairies and the US Pacific Northwest, it should come as no surprise that Calgary is home to some of the most inspired creative professionals in North America. From local clients including the Calgary Zoo and Village Brewery, to giants like Rolex and Toyota, Calgary is behind some of the most successful and well-known brands in Canada and around the world. With award-winning agencies like **Critical Mass, Venture Communications, Evans Hunt and Arthur Hunter** to industry-leading production partners like **Studio Dialog, V Strategies** and **Joe Media**, Calgary's creatives think big and go bigger.

Calgarians are creators, doers and believers. As a consistent top-five finisher in Economist Intelligence Unit's annual Most Liveable Cities ranking (2009-2016), creatives can focus on what they do best in one of the most comfortable, supportive environments in the world.

Team at Critical Mass



calgary

be part of the energy.ca

Everyone is invited to be part of this rare breed of energy that is inherently Calgary. There's never been a better time to help us write our next chapter. You too can join the ranks of the entrepreneurs, dreamers, innovators and mavericks that have followed their passion and ambition to Calgary—the city where great ideas happen.

