

Our philosophy of practice



Advancing low-carbon, environmentally sustainable economies through strategic communications

*Jacquie Hoornweg, president
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The Canadian Public Relations Society definition of public relations includes advancing business goals while also acting in the public interest.

To do so, requires best-practice communications within and outside of the organization:

- Internally, the function integrates the expectations of its publics (competence, safety, environmental performance, affordability) within the business activities and it supports workface communications that help leaders deliver.
- Externally, the communications function serves as a bridge, helping to share knowledge amongst parties, bringing it in and out of the organization thus contributing to a positive public agenda.

Ultimately strategic communications can make organizations better, by aligning them to the needs of civil society. Doing so can advance business goals by strengthening the organization's ability to meet expectations and contribute positively to the benefit of employees, communities, rightsholders, stakeholders and other publics.

The practice allows the organization to contribute positively to the planet's health and biodiversity, bringing sustainable employment, prosperity and spin-off economics as it advances sector knowledge.

It's also good for business. The strategic and ethical use of communications helps companies build the intangible asset of reputation; so hard to build, so easy to lose. At its best, strategic communications becomes a conduit that gives organizations the power to do good and to thrive while doing so.

Within the energy sector, the necessary scale and speed of change and investment, to achieve net-zero by 2050, will require that collectively, we strengthen businesses with the resources, mindset and competencies to execute rapid, massive change.

In Canada, this will be imperative to support our own sustainable energy and industrial policy goals and to remain competitive in attracting investment in our energy, civil and industrial infrastructure. It can also set us up to provide expert support as global partners in energy transformation. To achieve these objectives will also require the will of the public, governments at all levels, and investors.

To earn the necessary buy-in for net zero infrastructure development will require significant improvement in energy literacy. People need information to sort fear from risk and to ensure ethical practices and value-add advancements are rewarded in the market and welcomed in host communities.

Strategic communications, through engagement, consultation and education, can play a key role in ensuring policies advance that support solutions that deliver on societal goals of clean, affordable, reliable energy and strengthened sustainability. It can help those solutions gain policy favour over ideologically sound yet impractical, premature solutions that may include unrecognized negative impacts.

At the same time, effective communications can help move ideological aspirations into achievable solutions by supporting advocacy for research and development that drives required innovation and the breakthroughs that bring technology readiness.

Ultimately, at Joule Communications, we work to support advancement of energy solutions that support the United Nations Sustainable Development Goals. We strive to ensure all people have an opportunity to advance on the hierarchy of needs, as we support gender equity goals (given women and children are most impacted by scarcity of energy resources) and ensure environmental sustainability, globally and in our own backyard. At the end of the day, what goes around, comes around. And we are committed to making that something exceptional.

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