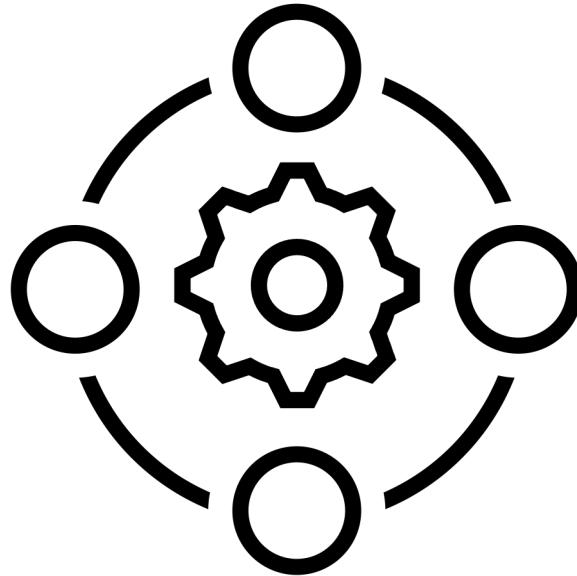


# Alberta's Industrial Heartland Association

Mark Plamondon  
Executive Director

*April 12, 2023*

**Alberta's Industrial Heartland Association (AIHA)** is a municipal government supported economic development association. AIHA's mandate is to attract heavy industrial investments into Alberta's Industrial Heartland.



AIHA is a 24-year partnership of **five** municipalities and **three** associate members. AIHA is non-profit and does not seek any financial reward from project sponsors.



M U N I C I P A L I T I E S

A S S O C I A T E  
M E M B E R S

## INTERNAL DEPARTMENTS



### BUSINESS DEVELOPMENT

Works with companies to understand if AIH makes sense for their next investment



### EXTERNAL RELATIONS

Advocates for project sponsors at all levels of government



### COMMUNICATIONS AND COMMUNITY OUTREACH

Connects the community and stakeholders to activity in region

## STRATEGIC PILLARS

### Promote Project Opportunities in AIH

Attendance at notable global industry events

Marketing and advertising campaigns focusing on competitive advantages of the region

### Improve the Business Case for AIH

Robust study and intelligence building programs

Policy and engagement opportunities, such as the Designated Industrial Zone

### Advance AIH Social License and Community Support

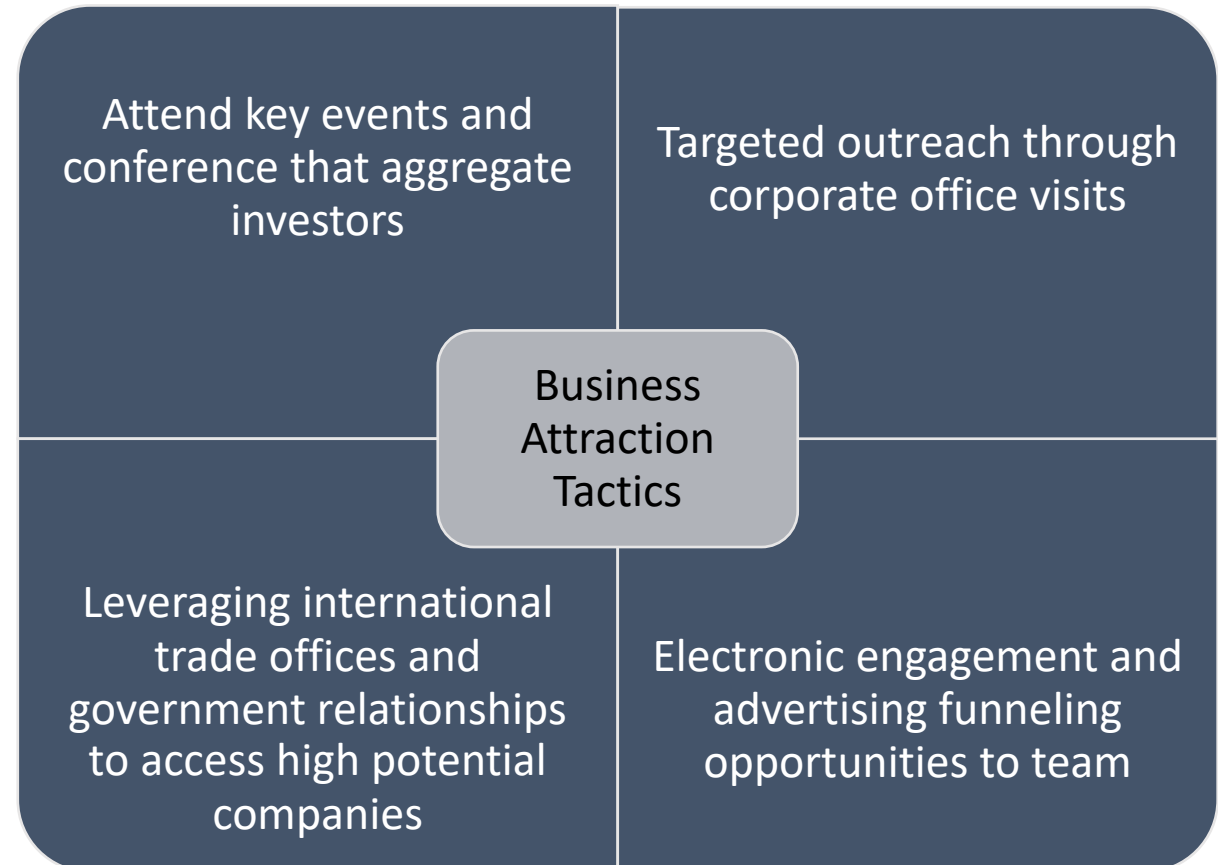
Supporting community engagement organizations such as Life in the Heartland

Amplify positive stories from companies operating in AIH

# PILLAR 1: PROMOTE PROJECT OPPORTUNITIES IN AIH

## Primary opportunities sought:

- Chemicals/Petrochemicals:
  - Methanol
  - Fertilizer (i.e. ammonia)
  - Ethylene and derivatives
  - Propylene and derivatives
  - Animal nutrition
  - Specialty chemical products and plastics
  - Midstream supporting infrastructure (fractionation, storage, short rail)
- Diversification and Sustainability:
  - Renewable fuels (SAF, Biodiesel)
  - Battery materials
  - Municipal waste to energy
  - Small modular nuclear reactors
  - Low-carbon power
  - Carbon capture, sequestration, and utilization (CCUS)
  - Hydrogen



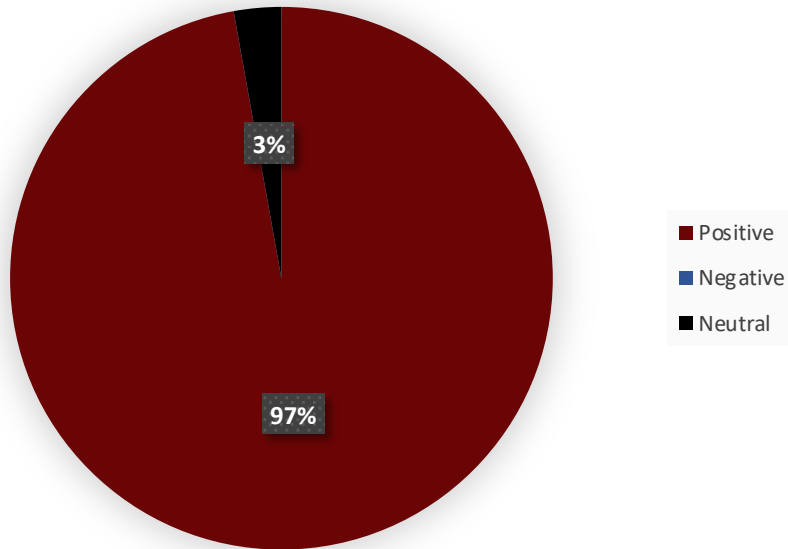


# PILLAR 1: PROMOTE PROJECT OPPORTUNITIES IN AIH

## Social Media Coverage (Sep - Nov):

Mentions	889
Reach	292,303,574
Earned media/publicity value	\$1,869,813
Positive or neutral sentiment	93 per cent

## Media Sentiment – Q4



## Sample of sponsored articles:

EDMONTON JOURNAL

This article is Sponsored by Alberta's Industrial Heartland Association

Sponsored: Innovation And Tech In Alberta / Innovation And Tech In Alberta

### Products from Alberta's Industrial Heartland feed industries around the world

*Companies in the Heartland foster cultivation, connection and creation for Alberta and beyond*

Ben Forrest • Postmedia Content Works  
Published Nov 20, 2022 • Last updated Nov 21, 2022 • 4 minute read



Nutrien is one of the earliest tenants of Alberta's Industrial Heartland, a vast 582-square-kilometre of prime industrial land north of Edmonton. SUPPLIED


EDMONTON JOURNAL

Sponsored: Innovation And Tech In Alberta / Innovation And Tech In Alberta

### Alberta's Industrial Heartland aids economic recovery with world-class manufacturing infrastructure

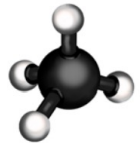
*"Alberta's Industrial Heartland is playing a pivotal role in Alberta's and Canada's economic recovery," says executive director Mark Plamondon*

Ben Forrest • Postmedia Content Works  
Published Jul 08, 2022 • Last updated Jul 08, 2022 • 4 minute read



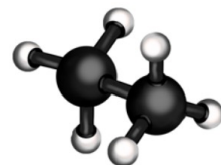
Alberta's Industrial Heartland is located throughout parts of Lamont, Strathcona and Sturgeon counties, as well as portions of Edmonton and Fort Saskatchewan. SUPPLIED

## Growth Opportunities



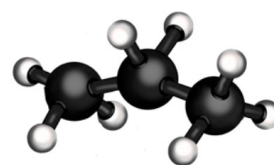
Methane

- Methanol
- Urea / Ammonia
- Hydrogen
- Liquid organic hydrogen carriers
- Animal nutrition



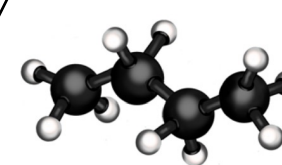
Ethane

- Ethylene
- Ethylene Derivatives (PE, PO, EDC, etc.)



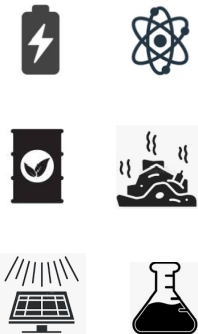
Propane

- Propylene
- Propylene derivatives (PP, PO, IPA, SAP)
- Animal nutrition



Butane

- Iso-octane
- Maleic anhydride
- C4 derivatives



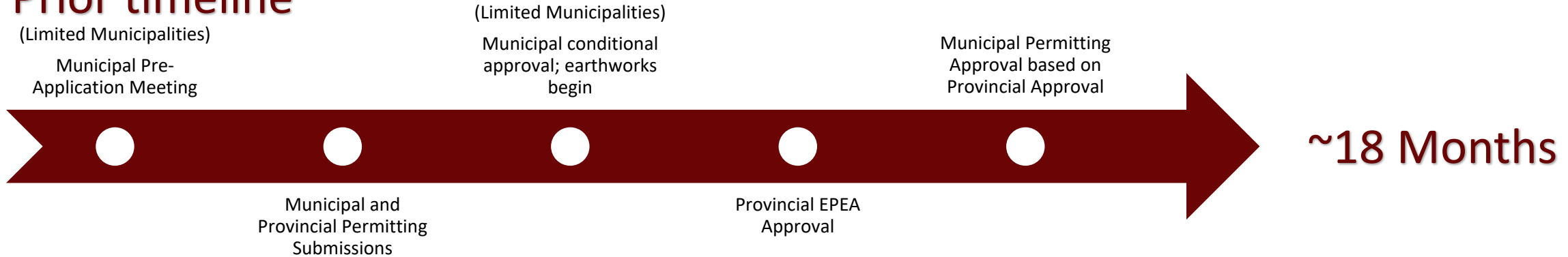
- Specialty chemicals
- Bio-oil / Bio-refining
- Small modular reactors
- Lithium processing
- Waste to energy
- Renewable power
- Battery materials

AIHA Staff meet frequently with provincial and federal officials to discuss AIH policy priorities, including:

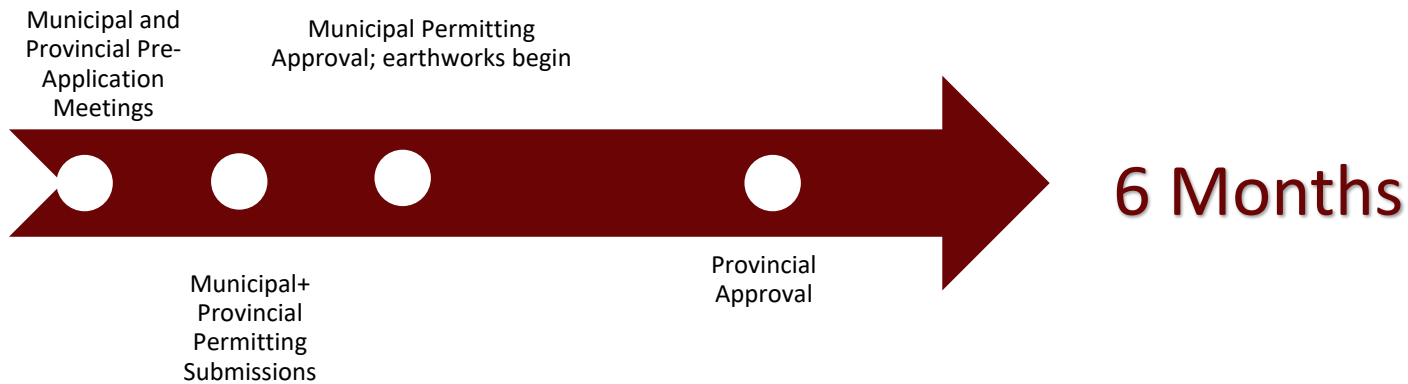
- Carbon Sequestration infrastructure and development
- Hydrogen industry development and potential for export
- New infrastructure priorities and upgrades for AIH
- Enhancement or maintenance of Petrochemical Incentive programs, such as APIP
- The Designated Industrial Zone



## Prior timeline



## New timeline – Designated Industrial Zone



### Key factors for achievement:

- Document standards aligned between Municipalities and Province to reduce proponent workload
- Decoupled municipal approvals from provincial approval
- Adoption of pre-application meeting (Applicant Advisory Service) to reduce confusion of requirements and process
- Discussions beginning to nest federal approval timelines where required



# PILLAR 3: ADVANCE AIH'S SOCIAL LICENSE AND COMMUNITY SUPPORT



Continuing support for **Life in the Heartland**



Continuing support of **Fort Air Partnership**

# THANK YOU

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