

Dila, Mary GCPE:EX

From: Bennacer, Yamina <yamina.bennacer@adstandards.com>
Sent: November 21, 2016 10:50 AM
To: Dila, Mary GCPE:EX
Subject: Our Ref #141438 - Government of BC - LNG - TV Ad
Attachments: 3118_001.pdf

Dear Ms. Dila,

Advertising Standards Canada (ASC) has received consumer complaints regarding the above-referenced advertising. ASC is the advertising industry's national self-regulatory body, and responds to consumer complaints about advertising and administers the *Canadian Code of Advertising Standards (Code)*.

We are seeking a corporate contact who can provide us with a copy of the advertisement for our review.

Information about the *Code* and the Consumer Complaint Procedure is available at our website listed below. Please contact me if you have any questions or concerns.

Sincerely,

Yamina Bennacer
Manager, Standards
yamina.bennacer@adstandards.com

Advertising Standards Canada
175 Bloor Street East
South Tower, Suite 1801
Toronto, Ontario M4W 3R8
www.adstandards.com
Tel: 416 961-6311 x 249
Fax: 416-961-7904



Advertising Standards Canada
175 Bloor Street East, Suite 1801
Toronto, Ontario M4W 3R8

Important notice: The information contained in this email is privileged and confidential. It is intended only for the person or entity named above and should not be read by or disclosed to any other person or entity. If you are not the intended recipient of this communication, please notify the sender immediately at 416-961-6311 or by reply email. Thank you in advance for your cooperation.

Advertising Standards Canada has received your e-Complaints Submission as summarized below. We will review your submission carefully and respond to you shortly. If you have any questions or comments regarding this submission, please respond by reply e-mail.

Thank you for using the e-Complaints Response System.

ASC Reference # 141438

Your Information

s.22

Advertisement Information

Advertiser: B.C. Government
Product/Service: L.N.G.
Ad Language: English
Where Seen: Television - various channels
When Seen: 13 Nov 2016 and prior days/times
Attachments:

Description of advertisement:

The government advertisement is for L.N.G and states that B.C will reduce greenhouse gas emissions by 322 megatons annually by using natural gas.

Your concern

This is very strange. According to Environment Canada in 2014 the entire nation produced 732 megatons and the amount produced by the province is 63 megatons. More than a slight exaggeration here? Source material is the government report titled: - National Inventory Report 1990-2014: Greenhouse Gas Sources and Sinks in Canada - Executive Summary. They are claiming they are reducing emissions by five times more than B.C produces.

You have given consent to ASC to disclose to the advertiser your name and contact information together with your complaint in case the advertiser wishes to contact you directly.

You have acknowledged and accepted the following terms of service.

ASC cannot process consumer complaints from persons who are affiliated or associated in any way with a competitor of the advertiser or any of the advertiser's advertising/promotion agencies. By acknowledging and accepting these terms where indicated below, you confirm that neither you nor any member of your household/family has any direct or indirect affiliation or association with a competitor of the advertiser or any of the advertiser's advertising/promotion agencies.

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For more information please visit our website at www.adstandards.com

Advertising Standards Canada has received your e-Complaints Submission as summarized below. We will review your submission carefully and respond to you shortly. If you have any questions or comments regarding this submission, please respond by reply e-mail.

Thank you for using the e-Complaints Response System.

ASC Reference # 141461

Your Information

s.22

Advertisement Information

Advertiser: BC Govt.
Product/Service: LNG industry
Ad Language: English
Where Seen: Global tv
When Seen: Prime time 5:00 - 7:00
Attachments:

Description of advertisement:

In this ad, the BC govt. describes their commitment to Liquefied Natural Gas. They call LNG a form of clean energy. I believe this to be a false statement. Extracting LNG is fossil fuel extraction and processing. There is nothing clean about it. Is a govt. allowed to use taxpayers money to say something that is completely false? I would like the ad pulled. I have spoken to my Liberal MLA and lodged a complaint with the TV station.

Your concern

As stated in the other section, I object to the ad explicitly calling LNG clean energy. I also object to it being played during the news hours as if it is legitimate, fact checked news. Calling LNG clean energy is misleading.

You have given consent to ASC to disclose to the advertiser your name and contact information together with your complaint in case the advertiser wishes to contact you directly.

You have acknowledged and accepted the following terms of service.

ASC cannot process consumer complaints from persons who are affiliated or associated in any way with a competitor of the advertiser or any of the advertiser's advertising/promotion agencies. By acknowledging and accepting these terms where indicated below, you confirm that neither you nor any member of your household/family has any direct or indirect affiliation or association with a competitor of the advertiser or any of the advertiser's advertising/promotion agencies.

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For more information please visit our website at www.adstandards.com

Dila, Mary GCPE:EX

From: Dila, Mary GCPE:EX
Sent: November 22, 2016 2:27 PM
To: 'Bennacer, Yamina'
Cc: Ozawa, Hide GCPE:EX
Subject: RE: Our Ref #141438 - Government of BC - LNG - TV Ad

Hello Yamina,

I'm following up on my communication from yesterday, with a clarification.

I included in my note that the ad states, in the caption on the screen: "Reduced Global Emissions by 322 Million Tonnes Annually".

I would like to reiterate this point – that the 322 million tonnes represents annual global emissions reduction – in the calculation below..

Here is the calculation that demonstrates the reduction of 322 million tonnes in global GHGs by using natural gas:

- The estimate is a sum of three significant jurisdictions displacing coal with natural gas: Ontario, USA and China.
- In Ontario: Since 2007, when coal accounted for about 25 per cent of its electricity generation, the province has reduced its greenhouse gas (GHG) emissions by approximately **34 megatonnes (Mt)** or 17 per cent.
- The US electricity sector from 2005 to 2014 had approximately **280 Mt net lower emissions** despite rising electricity production. Much of this was caused by the displacement of coal with natural gas.
- China: estimates show the physical tonnage of coal consumption decreased by approximately 2% in 2014. Energy demand continued to grow through this period so if we assume this was made up with natural gas as per 5 year plan, it is a modest **7.8 million tonnes**.
- Adds up to **322 million tonnes annually**.

Again, I'm be happy to provide any additional information. Apologies for any confusion.

Regards,

Mary

From: Bennacer, Yamina [mailto:yamina.bennacer@adstandards.com]
Sent: November 21, 2016 12:55 PM
To: Dila, Mary GCPE:EX
Cc: Ozawa, Hide GCPE:EX
Subject: RE: Our Ref #141438 - Government of BC - LNG - TV Ad

Thank you Mary.

We will keep you informed shortly on the results of our review.

Sincerely,

Yamina Bennacer
Manager, Standards
yamina.bennacer@adstandards.com

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From: Dila, Mary GCPE:EX [<mailto:Mary.Dila@gov.bc.ca>]
Sent: November-21-16 3:47 PM
To: Bennacer, Yamina
Cc: Ozawa, Hide GCPE:EX
Subject: RE: Our Ref #141438 - Government of BC - LNG - TV Ad

Hello Yamina,

Thank you for your notification.

I am the Executive Director, Communications Support Services, Government Communication and Public Engagement, responsible for advertising for the Government of British Columbia. I have also copied Hide Ozawa, Director, Marketing and Advertising Services, Government Communication and Public Engagement.

As requested, here is a link to the ad:

<https://www.facebook.com/BCProvincialGovernment/videos/1543106025707684/>

Per the complainant's statement:

Your concern

This is very strange. According to Environment Canada in 2014 the entire nation produced 732 meg by the province is 63 megatons. More than a slight exaggeration here? Source material is the gover Inventory Report 1990-2014: Greenhouse Gas Sources and Sinks in Canada - Executive Summary. reducing emissions by five times more than B.C produces.

The complainant takes issue with two things:

- 63 megatons (or million tonnes)
- The notion that BC is reducing emissions in BC by 5 times more than it produces

The ad does not say that BC is reducing emissions in BC by 322 megatons. Rather, the narration says "Natural gas has reduced global greenhouse gas emissions dramatically", and then the caption on the screen states "Reduced Global Emissions by 322 Million Tonnes Annually".

Here is the calculation that demonstrates the reduction of 322 million tonnes in global GHGs by using natural gas:

- The estimate is a sum of three significant jurisdictions displacing coal with natural gas: Ontario, USA and China.
- In Ontario: Since 2007, when coal accounted for about 25 per cent of its electricity generation, the province has reduced its greenhouse gas (GHG) emissions by approximately **34 megatonnes (Mt)** or 17 per cent.
- The US electricity sector from 2005 to 2014 had approximately **280 Mt net lower emissions** despite rising electricity production. Much of this was caused by the displacement of coal with natural gas.
- China: estimates show the physical tonnage of coal consumption decreased by approximately 2% in 2014. Energy demand continued to grow through this period so if we assume this was made up with natural gas as per 5 year plan, it is a modest **7.8 million tonnes**.
- Adds up to **322 million tonnes**.

In terms of next steps in the review process, do I need to contact the complainant directly – this seems to be suggested on your website? Please advise!

Please let me know if you'd like to discuss this – I'd be happy to walk you through the information – or if you require additional details.

Regards,

Mary

From: Bennacer, Yamina [<mailto:yamina.bennacer@adstandards.com>]

Sent: November 21, 2016 10:50 AM

To: Dila, Mary GCPE:EX

Subject: Our Ref #141438 - Government of BC - LNG - TV Ad

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Yamina Bennacer
Manager, Standards
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Dila, Mary GCPE:EX

From: Dila, Mary GCPE:EX
Sent: November 21, 2016 12:47 PM
To: 'yamina.bennacer@adstandards.com'
Cc: Ozawa, Hide GCPE:EX
Subject: RE: Our Ref #141438 - Government of BC - LNG - TV Ad

Hello Yamina,

Thank you for your notification.

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As requested, here is a link to the ad:

<https://www.facebook.com/BCProvincialGovernment/videos/1543106025707684/>

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- The US electricity sector from 2005 to 2014 had approximately **280 Mt net lower emissions** despite rising electricity production. Much of this was caused by the displacement of coal with natural gas.

- China: estimates show the physical tonnage of coal consumption decreased by approximately 2% in 2014. Energy demand continued to grow through this period so if we assume this was made up with natural gas as per 5 year plan, it is a modest **7.8 million tonnes**.
- Adds up to **322 million tonnes**.

In terms of next steps in the review process, do I need to contact the complainant directly – this seems to be suggested on your website? Please advise!

Please let me know if you'd like to discuss this – I'd be happy to walk you through the information – or if you require additional details.

Regards,

Mary

From: Bennacer, Yamina [<mailto:yamina.bennacer@adstandards.com>]

Sent: November 21, 2016 10:50 AM

To: Dila, Mary GCPE:EX

Subject: Our Ref #141438 - Government of BC - LNG - TV Ad

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Sincerely,

Yamina Bennacer

Manager, Standards

yamina.bennacer@adstandards.com

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Toronto, Ontario M4W 3R8

www.adstandards.com

Tel: 416 961-6311 x 249

Fax: 416-961-7904



Advertising Standards Canada
Les normes canadiennes de publicité

Dila, Mary GCPE:EX

From: Bennacer, Yamina <yamina.bennacer@adstandards.com>
Sent: December 1, 2016 8:19 AM
To: Dila, Mary GCPE:EX
Cc: Feasby, Janet
Subject: RE: Climate leadership plan / LNG spot

Hi Mary,

FYI, I have included the definition of "Advertising" set by the Code:

"Advertising" and "advertisement(s)" are defined as any message (other than those excluded from the application of this Code), the content of which message is controlled directly or indirectly by the advertiser expressed in any language and communicated in any medium (except those listed under Exclusions) to Canadians with the intent to influence their choice, opinion or behaviour.

Based on the fact that the advertisement in question has been permanently removed from all marketing materials, this complaint is now "administratively resolved" and we will close our file on this matter.

Your cooperation with this process is greatly appreciated.

Sincerely,

Yamina Bennacer
Manager, Standards
yamina.bennacer@adstandards.com

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-----Original Message-----

From: Dila, Mary GCPE:EX [mailto:Mary.Dila@gov.bc.ca]
Sent: December-01-16 11:15 AM
To: Bennacer, Yamina
Cc: Feasby, Janet
Subject: Re: Climate leadership plan / LNG spot

Hi Yamina,

Thank you for your clarification re marketing including paid and unpaid forms of media.

With this definition, we will pull the video from the website, to satisfy the ASC's criteria.

Can you please confirm, that with this action, we have complied with ASC's requirement to consider the matter administratively resolved.

Regards,

Mary

Sent from my iPhone

> On Dec 1, 2016, at 7:54 AM, Bennacer, Yamina <yamina.bennacer@adstandards.com> wrote:

>

> Hi Mary,

>

> Thank you for your email.

>

> In order for ASC to "administratively resolve" this case, the ad needs to be permanently withdrawn from all marketing materials which include paid and unpaid advertising. Therefore, if the ad is still available on your website, we will need to adjudicate the complaints to Standards Council for its review.

>

> Please do not hesitate to contact me for any questions you may have.

>

> Sincerely,

>

> Yamina Bennacer

> Manager, Standards

> yamina.bennacer@adstandards.com

>

> Advertising Standards Canada

> 175 Bloor Street East

> South Tower, Suite 1801

> Toronto, Ontario M4W 3R8

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>

>

>

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>

>

> -----Original Message-----

> From: Dila, Mary GCPE:EX [mailto:Mary.Dila@gov.bc.ca]

> Sent: December-01-16 10:34 AM

> To: Bennacer, Yamina
> Subject: Re: Climate leadership plan / LNG spot
>
> Hi Yamina,
>
> Thanks for your response.
>
> The ad has been permanently pulled from all marketing material including all paid media (tv, online, social).
>
> As discussed, we consider the facts presented in the video to be accurate and informative, and as such we have left it on a website (it is not prominently featured).
>
> Please advise that this action is acceptable.
>
> Best,
>
> Mary
>
>
>
> Sent from my iPhone
>
> On Dec 1, 2016, at 6:22 AM, Bennacer, Yamina
<yamina.bennacer@adstandards.com<mailto:yamina.bennacer@adstandards.com>> wrote:
>
> Hi Mary,
>
> I apologize for the delay, Janet was out of the office yesterday and I wanted to review this with her prior to responding to you.
>
> If the ad is permanently withdrawn from all marketing material (TV, YouTube), we will consider the case as "administratively resolved" and we will close our files on this matter. Could you please confirm that the ad in question is being withdrawn from all marketing material?
>
> Thank you for your cooperation.
>
> Sincerely,
>
> Yamina Bennacer
> Manager, Standards
> yamina.bennacer@adstandards.com<mailto:yamina.bennacer@adstandards.com>
>
> Advertising Standards Canada
> 175 Bloor Street East
> South Tower, Suite 1801
> Toronto, Ontario M4W 3R8
> www.adstandards.com<http://www.adstandards.com/>
> Tel: 416 961-6311 x 249
> Fax: 416-961-7904
>
> <image001.gif>
>

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>

> From: Dila, Mary GCPE:EX [mailto:Mary.Dila@gov.bc.ca]

> Sent: November-30-16 5:50 PM

> To: Bennacer, Yamina

> Subject: RE: Climate leadership plan / LNG spot

>

> Hello Yamina,

>

> Can you please confirm that my understanding as outlined below aligns with yours.

>

> Thanks!

>

> Mary

>

> From: Dila, Mary GCPE:EX

> Sent: November 29, 2016 5:45 PM

> To: Bennacer, Yamina

> Subject: Re: Climate leadership plan / LNG spot

>

> Hello Yamina,

>

> I am confirming that we are pulling the ad. It will be replaced with a new spot by EOD November 30th/December 1st.

>

> It is my understanding that this action serves to resolve the matter of the complaints, and that the ASC will thereby consider this matter closed.

>

> Thank you for your assistance.

>

> Mary

>

> Sent from my iPhone

>

> On Nov 29, 2016, at 7:16 AM, Bennacer, Yamina

<yamina.bennacer@adstandards.com<mailto:yamina.bennacer@adstandards.com>> wrote:

> Thanks Mary!

>

> Yamina

>

> From: Dila, Mary GCPE:EX [mailto:Mary.Dila@gov.bc.ca]

> Sent: November-28-16 5:30 PM

> To: Bennacer, Yamina

> Subject: RE: Climate leadership plan / LNG spot

>

> Thank you Yamina.

>

> We are taking action to replace the ad - I will confirm details with you.

>

> Regards,

>
 > Mary
 >
 >
 >
 > From: Bennacer, Yamina [mailto:yamina.bennacer@adstandards.com]
 > Sent: November 28, 2016 6:20 AM
 > To: Dila, Mary GCPE:EX
 > Subject: RE: Climate leadership plan / LNG spot
 >
 > Hello Mary,
 >
 > As per the Canadian Code of Advertising Standards (Code), ASC has the administrative discretion to resolve cases that involve an apparent contravention of either or both Clauses 1 and 3 without requiring formal adjudication by Council if the advertiser has remedied the contravention by permanently withdrawing or appropriately amending the advertisement in question. Therefore, if you pull the ad by that date and/or substitute it for another ad, we would consider this case resolved and we will close our files on this matter.
 >
 > Please feel free to contact me for any additional questions you may have.
 >
 > Thank you for your cooperation.
 >
 > Sincerely,
 >
 > Yamina Bennacer
 > Manager, Standards
 > yamina.bennacer@adstandards.com<mailto:yamina.bennacer@adstandards.com>
 >
 > Advertising Standards Canada
 > 175 Bloor Street East
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 > Tel: 416 961-6311 x 249
 > Fax: 416-961-7904
 >
 > <image001.gif>
 >
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 >
 > From: Dila, Mary GCPE:EX [mailto:Mary.Dila@gov.bc.ca]
 > Sent: November-25-16 4:54 PM
 > To: Bennacer, Yamina
 > Subject: Climate leadership plan / LNG spot
 >
 > Hello Yamina,
 >
 > Thanks again for the call this morning, and walking us through the process.
 >

> As mentioned, we are considering our options with regard to the ad and our media buy.
>
> In the meantime I have a question of clarification:
>
> You (or Janet?) mentioned that if we pulled the ad from TV by November 30th, the ASC would consider the matter resolved, and not proceed with a council review. Can you confirm my understanding on this? Also, if we pulled the ad by that date, and substituted it for another ad (different message and creative), would the ASC similarly consider the matter resolved?
>
> I appreciate your consideration of this.
>
> Regards,
>
> Mary
>
> Mary Dila
> Executive Director
> Communication Support Services
> GCPE
> T: 250 356-7823
> C: 250 508-6478
>

Dila, Mary GCPE:EX

From: s.22
Sent: December 11, 2016 11:38 AM
To: Dila, Mary GCPE:EX
Cc: Manahan, Suzanne MNGD:EX
Subject: RE: LNG in BC television ads - Information on \$20bn estimated investment - deceptive advertising - Complaint under Advertising Standards Council of Canada Code.

Hello,

Thank you for providing additional information, although it in itself is confusing.

Government advertising that tax dollars are paying for should be accurate, informative and easy to understand, not based on suppositions and estimates.

Approximately \$9Bn of the value comes from private sector investment in acquisition of other companies, mostly outside of Canada, and is not direct investment in BC.

Approximately \$12Bn is based on estimates of upstream capital investment not fully substantiated, and the rationale for selecting the percentage allocated to LNG not explained.

Clause 1 of the Advertising Standards Council of Canada's code states:

1. Accuracy and Clarity

In assessing the truthfulness and accuracy of a message, advertising claim or representation under Clause 1 of the Code the concern is not with the intent of the sender or precise legality of the presentation. Rather the focus is on the message, claim or representation as received or perceived, i.e. the general impression conveyed by the advertisement.

(a) Advertisements must not contain inaccurate, deceptive or otherwise misleading claims, statements, illustrations or representations, either direct or implied, with regard to any identified or identifiable product(s) or service(s).

(b) Advertisements must not omit relevant information in a manner that, in the result, is deceptive.

(c) All pertinent details of an advertised offer must be clearly and understandably stated.

(d) Disclaimers and asterisked or footnoted information must not contradict more prominent aspects of the message and should be located and presented in such a manner as to be clearly visible and/or audible.

(e) Both in principle and practice, all advertising claims and representations must be supportable. If the support on which an advertised claim or representation depends is test or survey data, such data must be reasonably competent and reliable, reflecting accepted principles of research design and execution that characterize the current state of the art. At the same time, however, such research should be economically and technically feasible, with due recognition of the various costs of doing business.

I am at this point going to be submitting a formal complaint to the Advertising Standards Council under my interpretation that the information you have advertised on television and on official BC Government websites is inaccurate and misleading.

In particular, as per item b) these ads omit relative information in a manner that, in the result, is deceptive.

These details you claim should be noted by a disclaimer or asterisk as per item d) and readily available to any citizen who chooses to look for more information without having to go to the lengths that I was required to do.

Further, I would like to make a formal request for the cost of producing and distributing these specific LNG ads.

Design/production costs of the ads, as well as the separate broadcast costs to promote over traditional media.

I'm personally aware of being displayed over several days on CTV Vancouver Island during the 6 o'clock news, but that would only be a limited portion of what was broadcast.

Please also provide a list of TV and/or radio and/or print publications that it is advertised in.

Regards.

s.22

On Nov 29, 2016 11:13 AM, "Dila, Mary GCPE:EX" <Mary.Dila@gov.bc.ca> wrote:

Dear s.22

Please find listed below references for the company announcements noted in our earlier communication.

Mitsubishi – Encana

<https://www.encana.com/pdf/communities/canada/cutbank-ridge-partnership-backgrounder.pdf>

PetroChina

<http://www.pipelinenewsnorth.ca/news/industry-news/shell-inks-deal-with-petrochina-1.1123248>

INPEX

<http://www.jogmec.go.jp/english/news/release/release0096.html>

Chevron

<http://www.platts.com/latest-news/natural-gas/vancouver-britishcolumbia/chevron-to-buy-50-of-kitimat-lng-project-as-it-6949190>

Progress Energy

<http://www.progressenergy.com/2013/11/08/progress-energy-agrees-to-purchase-talismans-montney-natural-gas-interests-in-british-columbia-3/>

JAPEX

http://www.jogmec.go.jp/english/news/release/news_01_000003.html

Woodside

<http://www.woodside.com.au/Investors-Media/announcements/Documents/10.04.2015%20Woodside%20Closes%20Purchase%20of%20Apache%20Interests%20in%20Kitimat%20Asset.pdf>

FortisBC

<https://talkingenergy.ca/projects/tilbury-lng-facility/economic-and-employment-benefits>

Upstream

- Annual capital investments in upstream sourced from CAPP's Statistical Handbook and only includes expenditures for exploration and development (excludes operating expenditures and royalties)
- Estimated from B.C. Oil and Gas Commission's drilling statistics and considers rigs released by companies involved in the development of the LNG industry in British Columbia

I trust this additional information helps to answer your questions.

Regards,

Mary

From: s.22

Sent: November 25, 2016 6:29 PM

To: Dila, Mary GCPE:EX

Cc: Manahan, Suzanne MNGD:EX

Subject: Re: LNG in BC television ads - information on \$20bn estimated investment

Thank you.

- Please provide further details and breakdowns of sources of the estimates in the est \$12bn upstream benefits and how they directly relate to investment in BC LNG. This upstream section alone accounts for over half of the advertised commitment and is suspect and misleading without further details.
- Please advise if the 2 noted acquisitions by Chevron and Woodside for 50% operating interest of Kitimat LNG are for separate percentages or include any transfer of assets between them that is being accounted for twice.
- Please provide further details of FortisBC expansion and how it directly related to LNG alone vs other local spending
- Please provide confirmation that Progress Energy's agreement to acquire interests from Talisman actually resulted in a confirmed acquisition, and that those partnerships are directly related to LNG in BC.

Thank you,
s.22

On Nov 25, 2016 3:54 PM, "Dila, Mary GCPE:EX" <Mary.Dila@gov.bc.ca> wrote:

Dear s.22

Thank you for your email requesting information on the \$20 billion of investment as highlighted in the climate leadership information campaign.

Major global companies have shown a strong commitment to BC's natural gas sector and its future. To date, over \$20 billion is estimated to have been invested by industry to further B.C.'s LNG opportunity.

Below is a table that highlights the companies and their investments to date:

| COMPANY | INVESTMENT \$ | DETAILS | DATE |
|-------------------------------------|----------------|---|---------------|
| Acquisition | | | |
| Mitsubishi Corp. (EnCana) | \$2.9 billion | Joint-venture deal. Mitsubishi 40% interest in EnCana's Cutbank Ridge (Montney) assets. EnCana remains operator | February 2012 |
| PetroChina (Shell Canada) | \$1 billion | Joint-venture deal with PetroChina purchasing 20% interest in Shell's Groundbirch assets (Montney) | February 2012 |
| INPEX (Nexen) | \$1.14 billion | 40% participating interest in the shale gas projects in the Horn River, Cordova and Liard basins from Nexen Inc. | August 2012 |
| Chevron | \$1.3 billion | Acquired a 50% operating interest in Kitimat LNG, the proposed Pacific Trail Pipeline, and a 50% in natural gas rights in the Horn River and Liard Basins | December 2012 |
| Progress Energy | \$1.5 billion | An agreement to acquire interest in two partnerships from Talisman Energy Inc. | November 2013 |
| JAPEX | \$0.54 billion | 10% interest in North Montney area | April 2013 |
| Woodside | \$1.07 billion | Acquired a 50% operating interest in Kitimat LNG, the proposed Pacific Trail Pipeline, and a 50% in natural gas rights in the Horn River and Liard Basins | April 2015 |
| Expansion | | | |
| FortisBC | \$0.06 | More than \$60 million in committed local spending | June 2016 |
| Upstream | | | |

| | | | |
|-----------------------|------------------------|--|-----------|
| Various (upstream) | \$3 billion | Total capital investments in upstream = \$5.2 billion; 57% of \$5.2 billion = \$3 billion estimated for LNG | 2012 year |
| Various (upstream) | \$3.4 billion | Total capital investments in upstream = \$5.7 billion; 60% of \$5.7 billion = \$3.4 billion estimated for LNG | 2013 year |
| Various (upstream) | \$3.2 billion | Total capital investments in upstream = \$7.3 billion; 44% of \$7.3 billion = \$3.2 billion estimated for LNG | 2014 year |
| Various (upstream) | \$2.4 billion | Total capital investments in upstream = \$5.0 billion; 48% of \$5.0 billion = \$2.4 billion estimated for LNG | 2015 year |
| TOTAL | \$21.5 BILLION+ | | |

I trust this information answers your question, but should you require further information, please don't hesitate to contact me.

Regards,

Mary Dila

Executive Director

Marketing and Communications Support Services

Government Communications and Public Engagement

Government of British Columbia

From: s.22

Date: November 22, 2016 at 6:58:00 PM PST

To: Suzanne.Manahan@gov.bc.ca

Subject: LNG in BC television ads

Hello,

I found your name on the BC government directory as a contact for the LNG task force. If you are not an appropriate contact please direct my enquiry to the appropriate section and advise me where I am being referred.

Could you please provide me with detailed information and supporting documentation that confirms the claim in the ad located on your climate change website here: <http://climate.gov.bc.ca> and being shown on local television (example during CHEK TV news today approx 6:35pm) indicating that \$20Billion dollars has already been invested in BC LNG.

I am concerned about the accuracy of this statement and prior to submitting a complaint to the Advertising Standards Council of Canada I am requesting specific details of the claimed investments.

Regards,
s.22

Dila, Mary GCPE:EX

From: Feasby, Janet <janet.feasby@adstandards.com>
Sent: December 22, 2016 10:47 AM
To: Dila, Mary GCPE:EX
Subject: Our Ref #141575 – Government of BC – LNG – Television Advertisement
Attachments: 141575 – Government of BC – LNG – TV Ad 22.12.16.pdf

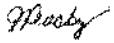
Importance: High

Hi Mary.

Attached is the letter that we just sent to ^{s.22} to clarify this matter.

We sincerely apologize for the confusion.

Thank you.



Janet Feasby
Vice President, Standards
Tel: 416 961-6311 x 243
www.adstandards.com



Advertising Standards Canada
115, boulevard Ontario, 10^e étage, 1000

Important notice: The information contained in this email is privileged and confidential. It is intended only for the person or entity named above and should not be read by or disclosed to any other person or entity. If you are not the intended recipient of this communication, please notify the sender immediately at 416-961-6311 or by reply email. Thank you in advance for your cooperation.



Advertising Standards Canada
Les normes canadiennes de la publicité

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Via email: s.22

December 22, 2016

s.22

Dear s.22

Re: Our Ref #141575 – Government of BC – LNG – Television Advertisement

Further to ASC's letter to you on December 21, we are writing today to clarify the matter. Our earlier letter inadvertently contained incorrect information, and does not accurately represent the sequence of events or the communication between ASC and the advertiser.

ASC had previously received a complaint about this advertisement, which was handled under its "Administratively Resolved" complaint handling procedure. The facts are as follows.

ASC contacted the advertiser to inform them that it had received a complaint. ASC requested that the advertiser provide it with the advertising, including its rationale to substantiate the advertising content. With this, ASC advised that a Standards Council meeting would be scheduled to review the ad and rule on the complaint. However, the proposed timing of the Standards Council meeting and the end date of the advertiser's planned media buy for the advertisement coincided closely.

On this basis, the advertiser removed the advertisement and ASC determined the matter to be administratively resolved. In effect, the substance of the complaint was not determined by ASC or Standards Council. However, the advertiser opted to remove the advertisement and ASC now considers the matter closed.

We apologize for any confusion or misunderstanding.

Yours sincerely,

Janet Feasby
Vice-President, Standards

Dila, Mary GCPE:EX

From: Dila, Mary GCPE:EX
Sent: December 22, 2016 1:14 PM
To: Porter, Rodney GCPE:EX; Woolley, Paul GCPE:EX; Ozawa, Hide GCPE:EX
Cc: Gleeson, Kelly T GCPE:EX
Subject: UPDATE DEC 22: Climate Leadership info campaign and LNG spot

Hi folks,

Further to some activity on social media this morning including claims that are clearly wrong, I want to ensure that we are all working with the correct information. Below I've summarized the sequence of events. This provides a snapshot of the facts, our communications and actions taken.

Recap:

- On Nov. 4, 2016, the provincial government launched a Climate Leadership information campaign that included four TV spots: Supplying Clean LNG, Clean Tech, 100% Clean Electricity and Restoring Forests.
- One of the first spots to air was Supplying Clean LNG, which referenced an investment of more than \$20 billion by industry in B.C. to date.
- In late November (Nov. 22, Nov. 25), a member of the public contacted the provincial government to question the \$20 billion figure.
- A detailed explanation was provided by GCPE. The recipient responded with a request for more details and sources. Government responded with a list of the sources.
- On Dec. 11, the individual claimed that the detailed response from government did not represent a direct investment nor substantiated the \$20 billion fact. The individual advised he was going to submit a formal complaint to Advertising Standards Canada. He also asked for information about the cost and placement of the ads.
- On Dec. 21, Advertising Standards Canada responded to the individual who shared the response with government. The emailed letter erroneously stated that "in light of your concerns... We're informed by the advertiser that, after receiving your complaint, the advertisement was permanently withdrawn from all marketing materials."
- In fact, Government opted to replace Supplying Clean LNG with Restoring Forests a few days ahead of schedule to resolve the matter and focus on the purpose of the campaign, which was to raise awareness about the Climate Leadership plan and provide information for British Columbians on how to get involved.
- On Dec. 22, GCPE communicated by phone with Advertising Standards Canada to address how the issue was characterized in the Dec 21st correspondence.
- Subsequently, Advertising Standards Canada wrote that their "earlier letter inadvertently contained incorrect information, and does not represent the sequence of events between ASC and the advertiser." The letter states: "In effect, the substance of the complaint was not determined by ASC or Standards Council. However, the advertiser opted to remove the advertisement and ASC now considers the matter closed."

Mary Dila

Executive Director

Communication Support Services

GCPE

T: 250 356-7823

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