



## CSPG Rebranding Frequently Asked Questions (FAQ's)

### Why is the CSPG rebranding?

Because now is the time. We have been avoiding change because it is difficult, costly, and we tend to put off what we can until “later”. Successful species learn, or physically modify themselves to adapt to changing environmental conditions and stresses. So will we.

The Canadian Society of Petroleum Geologists (CSPG) has been in existence for almost 100 years, but not always by the current name. We were previously known as the Alberta Society of Petroleum Geologists and voted to change to our current name in 1973 to reflect a more national character for our organization.

We are rebranding to better serve the needs of our members. Society is demanding an energy transition, and our foundations built on primarily petroleum geoscience are rapidly expanding. Looking at the sheer number and breadth of interests of our Technical Divisions, we are much more than simply “petroleum”.

### Why are we rebranding now?

We have had the tagline “Canada’s Energy Geoscientists” since 2011, demonstrating that this has been a long-term goal for the CSPG. The Board of the CSPG began discussing rebranding in 2019, but the initiative was delayed by Covid. In late 2021, at the Board’s annual strategy session, it was voted to continue the task of evaluating rebranding the society in 2022, and we are following through on this.

We are in the midst of a societal pivot, who are demanding cleaner energy sources and a low-carbon future. Our membership can help deliver this, but we need to be part of the solution, and not viewed as simply tied to our original focus.

### Why the name CEGA?

The new name being proposed for our organization is the “Canadian Energy Geoscience Association” or CEGA. Let’s break down each word, and consider their importance.

- **Canadian** - a key component of our membership identity, reflecting where we work, study, and live. We may work internationally, but Canada hosts some of the world’s largest and most strategically important energy sources – beyond oil and gas.
- **Energy** – while remaining true to our roots in petroleum, energy recognizes the expanding focus on alternative resources for our individual and company members, and society.
- **Geoscience** – our technical organization’s core scientific branch, which has become increasingly interdisciplinary and inclusive. Geologists, petrophysicists, geophysicists, and all the sub-disciplines can be summed up in this term.
- **Association** – reflects our holistic nature as “a group of people gathered for a common purpose” rather than a society. We may have different backgrounds and training, but we all have the same scientific interests.



And finally, CEGA, may be thought of as a word, or term, whereas CSPG is simply an acronym. Most of our membership have only known us by that acronym, so it is understandable that a change to the name CEGA will take time to get used to.

## What was the process to select the name CEGA?

The CSPG Board of Directors began workshopping name ideas in 2019. In 2021 a committee was formed involving CSPG staff and members, representing a diverse set of demographics, to come up with the approach to rebranding as well as name ideas. Many ideas were suggested, but CEGA was the name that most represented what felt like the forward direction of the Society. The name was brought to the Board in Q1 2022 for a motion, where it was unanimously accepted.

## When will the vote happen?

The name change will be put to a vote through a special motion in conjunction with the Society's Annual General Meeting (AGM) in early December 2022. A notice to all voting members will be sent out approximately one month in advance and be posted on our website and through social media platforms.

## What is the process for voting on the proposed name change, and the terms?

Voting on the proposed name change requires a "Special Resolution" under the Canada Not-for-Profit Corporations Act. This means that the Act requires that a resolution is passed by a majority of not less than two-thirds of the votes cast on that resolution (after proper notice of a meeting has been given). The voting on this special resolution will be part of the Annual General Meeting, which requires a minimum quorum of 5% of the total CSPG membership who are eligible to vote. Voting will be by a show of hands, counted by the CSPG Managing Director and their designate(s). Proxy voting in advance will be allowed. Details on this will be sent with the official notice of the special resolution.

## What happens afterwards?

It depends on the outcome of the vote, so there are 2 scenarios we need to consider.

### Scenario One:

The vote is to change the name of the "Canadian Society of Petroleum Geologists" to the "Canadian Energy Geoscience Association". Legally, the name will be registered with the government by the end of 2022. We will amend the articles of incorporation, and the organization will receive a certificate of amendments, showing the new name of the corporation "Canadian Energy Geoscience Association". We will proceed with rebranding the corporation throughout the first half of next year, with the aim of having our website redesigned in the second half of 2023. All existing technical divisions, committees, social media sites and our website will be adjusted to reflect this new branding. New letterheads, slide decks, digital media, and merchandise will be introduced in due course (aiming for end of 2023).



## Scenario Two:

There are not enough votes to change from the “Canadian Society of Petroleum Geologists” to the “Canadian Energy Geoscience Association”. There will be no change in our name, although the Board is still investigating rebranding the organization in terms of website updates, colour palette changes, logos, etc.

## How will the name change affect our current vision and programs?

The Society has been pivoting at a measured pace for over a decade. We are not abandoning petroleum geology, but seek to confirm our mandate to include all aspects of energy geoscience. Changing our name is a clear signal to our members and society that we are part of the solution for clean energy and are ready to move forward.

Our vision will remain unchanged: *“To be the premier community of energy geoscientists”*. Changing our brand will allow for stronger interaction with our current partner societies, academia, the general public, and forging greater alliances with new groups, both domestically and internationally.

Navigating a new course is never easy, the maps are still being compiled as we move forward. Our programs will adjust. We will be more inclusive when it comes to alternative energy as we plan our conferences, short courses, and talks. Geothermal, hydrogen, CCUS, helium, critical minerals for both energy production and storage will all play a greater role in our organization moving forward. This will provide new opportunities for geoscientists, and we will need to adapt training offerings and focus areas. As geoscientists there will be more for us to do in the future, certainly not less.

## Get involved

- Have other questions? Please contact Simon Haynes at [presidentelect@CSPG.org](mailto:presidentelect@CSPG.org)
  - We will post new Q&A's throughout the rebranding process
- Please check back regularly as we will update this document as more information becomes available.