



# North Atlantic

## North Atlantic Wind to Hydrogen Project Public Participation Plan

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## List of Acronyms and Abbreviations

EA	Environmental Assessment
PPP	Public Participation Plan
North Atlantic	North Atlantic Refining Corp.
HGP	Hydrogen Generation Plant
HP	Hydrogenation Plant
NL	Newfoundland and Labrador
LOHC	Liquid Organic Hydrogen Carrier
KV	Kilovolt
MW	megawatt
PSA	Public Service Announcement
GEDP	Gender Equity, Diversity and Inclusion Plan
ATV	All-terrain vehicle

# 1. Introduction

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North Atlantic Refining Corp. (North Atlantic) is proposing to undertake the development of a Wind to Hydrogen project (the Project) on the Isthmus of Avalon Region in Newfoundland and Labrador (NL). This Project will entail the development, construction, operation and eventual decommissioning of a 324 MW Wind Farm consisting of 45 wind turbines on an undeveloped peninsula situated between Sunnyside and Deer Harbour. The Wind Farm will provide renewable electricity via a 138 kV transmission line to a newly developed Hydrogen Generation Plant (HGP), from where generated hydrogen will be transported to a Hydrogenation Plant (HP) for transformation into a Liquid Organic Hydrogen Carrier (LOHC), which will then be shipped from North Atlantic's port facilities to domestic and international markets for use in various decarbonization technologies. The Public Participation Plan (PPP) has been prepared by North Atlantic for the Project.

## 1.1 Legal

This document has been developed in compliance with the requirements of the Government of NL. As a component of a Project Registration under the **Environmental Protection Act** (Environmental Assessment Regulations), the document is considered to reflect a commitment by North Atlantic to carry out the actions described and to report on results achieved.

## 1.2 Scope

The PPP is based on engagement and consultation with stakeholders and Indigenous peoples during the Environmental Assessment (EA) Registration process, and articulates the commitments made to open and transparent communication over the life of the Project. The plan covers the duration of Project planning through to decommissioning, detailing how and when public and stakeholder participation will occur. It will be available to, and utilized by, relevant staff for reference in planning and executing engagement activities.

## 1.3 Objectives

This Public Participation Plan (PPP) outlines the approach for engaging the public and stakeholders throughout all Phases of the Project. The plan aims to ensure transparent communication, foster inclusive decision-making, and proactively address concerns related to the wind to hydrogen development. The goal is to ensure that affected communities are informed, their concerns are heard, and their input meaningfully shapes the Project where feasible. This PPP sets-out the objectives, roles and responsibilities, engagement activities, and monitoring during the Planning, Construction, Operation and

Maintenance, and Decommissioning and Rehabilitation Phases of the Project. It is intended to be flexible to meet the evolving needs of the Project and its stakeholders.

North Atlantic developed this Plan to achieve the objectives of:

- Informing the public about the Project's purpose, scope, timeline, and potential impacts;
- Providing clear and timely information;
- Educating the public about wind energy and Project specifics;
- Offering multiple ways for public engagement and input;
- Fostering collaboration with affected communities and stakeholders;
- Addressing concerns and integrating feasible suggestions into the Project; and
- Complying with applicable regulations.

## 1.4 Roles and Responsibilities

North Atlantic will designate public engagement roles and responsibilities to various staff, who will be tasked with engagement and consultation, as well as monitoring and evaluation. The following roles have specific duties regarding public engagement, as outlined below:

Communications and Engagement Manager:

- Work with Tier 1 contractors to ensure their participation in supplier development events;
- Develop up-to-date communication materials;
- Respond to community and media inquiries; and
- Responsible for government relations.

Community Relations Advisor:

- Establish a Community Liaison Committee;
- Plan information sessions, including employment and supplier development sessions;
- Act as a conduit between the Project Team and local communities;
- Coordinate and participate in public engagement events; and
- Maintain a Project phone number, email address(es), webpage, and Stakeholder Engagement Log.

Project Lead / Team Leads / Subject Matter Experts:

- Provide support on inquiries and concerns, as needed;
- Respond to inquiries, concerns, and recommendations in fields of expertise; and
- Participate in public engagement events.

## 2. Engagement Strategy

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The North Atlantic Group of Companies has been working with local communities for more than 30 years. North Atlantic's approach to building successful facilities is to work closely with residents in a way that is respectful and fits the needs of the surrounding communities. Understanding that different stakeholders have diverse interests and objectives with respect to the Project, North Atlantic appreciates the need for a multifaceted engagement approach. The foundation of North Atlantic's engagement strategy is based on three pillars: Inform, Consult, and Collaborate. The following actions support these pillars:

- Apply customized engagement and communication tools that are effective for each audience.
- Ensure accessibility and inclusivity by using plain language and visual graphics to explain complex and technical topics, host both in-person and virtual meetings, select in-person venues that are accessible, and host meetings and events at convenient times.
- Encourage stakeholders to participate actively in the Project planning and approval process to ensure concerns are addressed and ideas are incorporated.
- Work with local communities to develop community benefits that meet their needs.

## 3. Communication & Engagement Tools

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North Atlantic has developed a set of communication and engagement tools intended to improve consultation and provide consistency in sharing Project information and responding to questions. Table P-3.0-1 provides the list of communication tools.

**Table P-3.0-1 Communication tools.**

Tool	Description	Frequency
Project website	A regularly updated Project website is hosted at <a href="http://www.greenenergyhub.ca">www.greenenergyhub.ca</a> . The website will be the main source of information related to construction plans, community updates, and environmental documents.	Ongoing
Email address	Dedicated email address for inquiries, <a href="mailto:greenenergy@northatlantic.ca">greenenergy@northatlantic.ca</a>	Ongoing

Tool	Description	Frequency
Email distribution list	A Project email distribution list was compiled during the Registration phase. Interested stakeholders have been invited to add their email address to the list. This distribution list will continue to be used to share notifications, PSAs, newsletter, and other information.	Ongoing
Newsletter	A newsletter will be posted to the website and distributed to recipients on the email distribution list. The newsletter will provide regular updates on Project activities, upcoming events, and spotlight team members.	Quarterly
Social media	Social media accounts will be used to share Project information and updates, and notifications for public information sessions.	Ongoing
Posters	Public notifications such as posters and handouts in the local communities will be used to raise awareness of public information sessions	Ongoing
Press releases	Press releases will be used to inform the media of public information sessions and other Project updates.	As required
Public Service Announcements (PSA)	PSAs will be used to inform residents of upcoming activities, such as construction work, transport of goods, traffic advisories, etc. They will be shared with media, as well as adjacent communities.	As required

Engaging in meaningful two-way communication requires actively involving stakeholders in the conversation. Several engagement tools will be used to generate interest and participation from a variety of stakeholders and the public, as described in Table P-3.0-2.

**Table P-3.0-2 Engagement tools.**

Tool	Description	Timing
Project Office	A Project office located in the community will provide residents direct access to the Project team and enhance two-way communication.	Construction Phase
Public information sessions	Public information sessions will be hosted in locations on the Isthmus of Avalon at key times during Project planning and construction to provide status updates and notice of upcoming activities. In addition, topic specific sessions will be held to provide information on business and employment opportunities.	Planning and Construction Phases
Community Liaison Committee	A Community Liaison Committee will be established to foster constructive two-way information sharing between North Atlantic and the local community. Invitations will be extended to community groups, organizations, and residents to participate in the committee. The committee Terms of Reference will be posted to the Project website.	Construction and Operation & Maintenance Phases
Community social events	Social events will be hosted in the community to provide an opportunity to meet the Project team and ask questions in a relaxed, informal setting.	All Phases

Tool	Description	Timing
Community and industry events	The Project will participate in events hosted by industry partners and the community, such as conferences, tradeshows, and social events.	All Phases
Stakeholder Meetings	Face-to-face and virtual meetings will be hosted with key stakeholders to provide up-to-date information and discuss topic specific areas of interest.	All Phases

## 3.1 Stakeholder Areas of Interest

Stakeholders have varying interests and needs when it comes to Project information. Tailoring the tools and methods used to communicate with stakeholders will enhance participation and reach of information dissemination. Table P-3.1-1 lists the likely areas of interest for various stakeholder groups. As the Project advances through the subsequent phases, the list and areas of interest may evolve as new groups and organizations express an interest.

**Table P-3.1-1 Stakeholder areas of interest.**

Stakeholder Category	Areas of Interest	Engagement Method/Tool
General Public	<ul style="list-style-type: none"> <li>• Project size and scope</li> <li>• Construction schedule</li> <li>• Community infrastructure and resources (roads, water supply, waste, fire and emergency services)</li> <li>• Land and resource usage (hunting, fishing, ATVing, berry picking, trails)</li> <li>• Public safety</li> <li>• Increased traffic</li> <li>• Visual aesthetics of the Town</li> <li>• Property values</li> <li>• Local benefits</li> <li>• Sponsorships</li> </ul>	<ul style="list-style-type: none"> <li>• Project website</li> <li>• Project office</li> <li>• Project email and toll-free number</li> <li>• PSAs and public notices</li> <li>• Newsletter</li> <li>• Email distribution list</li> <li>• Community Liaison Committee</li> <li>• Social media</li> <li>• Public information sessions</li> <li>• Benefits Plan</li> <li>• Complaints resolution process</li> </ul>
Municipalities	<ul style="list-style-type: none"> <li>• Public safety</li> <li>• Community infrastructure and resources (roads, water supply, waste, fire and emergency services)</li> <li>• Tourism</li> <li>• Employment and business</li> </ul>	
Local interest groups and community organizations	<ul style="list-style-type: none"> <li>• Trail network</li> <li>• Access road</li> <li>• Historical resources</li> <li>• Sponsorships</li> </ul>	
Indigenous	<ul style="list-style-type: none"> <li>• Environmental monitoring</li> </ul>	<ul style="list-style-type: none"> <li>• Project website</li> </ul>

Stakeholder Category	Areas of Interest	Engagement Method/Tool
	<ul style="list-style-type: none"> <li>Employment and business</li> </ul>	<ul style="list-style-type: none"> <li>Benefits Plan and Gender Equity and Diversity Plan</li> <li>Employment sessions</li> <li>Supplier development sessions</li> <li>Meetings, as needed</li> </ul>
Government	<ul style="list-style-type: none"> <li>Compliance with EA commitments and environmental monitoring</li> <li>Stakeholder and Indigenous engagement</li> </ul>	<ul style="list-style-type: none"> <li>Meetings, as needed</li> <li>Record of engagement</li> <li>Benefits Plan</li> <li>Complaints resolution process</li> </ul>
Industry	<ul style="list-style-type: none"> <li>Project progress</li> <li>Construction schedule</li> <li>Employment and business opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Project website</li> <li>Email distribution list</li> <li>Employment sessions</li> <li>Supplier development sessions</li> </ul>
Business Community	<ul style="list-style-type: none"> <li>Business opportunities</li> <li>Supply chain</li> <li>Effects on existing businesses</li> </ul>	<ul style="list-style-type: none"> <li>Project website</li> <li>Project office</li> <li>Email distribution list</li> <li>Supplier development sessions</li> </ul>
Tourism/Arts and Culture	<ul style="list-style-type: none"> <li>Effects on tourism</li> <li>Historical resources</li> <li>Hotel availability</li> </ul>	<ul style="list-style-type: none"> <li>Project website</li> <li>Project office</li> <li>Public information sessions</li> <li>Meetings, as needed</li> </ul>
Education	<ul style="list-style-type: none"> <li>Project progress</li> <li>Types and timing of professions required</li> </ul>	<ul style="list-style-type: none"> <li>Project website</li> <li>Email distribution list</li> <li>Training and employment information sessions</li> </ul>
Environmental Advocacy	<ul style="list-style-type: none"> <li>Compliance with EA conditions</li> <li>Environmental monitoring</li> </ul>	<ul style="list-style-type: none"> <li>Project website</li> </ul>
Diversity Organizations	<ul style="list-style-type: none"> <li>Employment and business</li> <li>Types of skilled trades required</li> <li>Timing of hiring</li> <li>Permanent jobs</li> </ul>	<ul style="list-style-type: none"> <li>Project website</li> <li>Training and employment information sessions</li> <li>Gender Equity and Diversity Plan</li> </ul>
Labour/Unions	<ul style="list-style-type: none"> <li>Types of skilled trades required</li> <li>Timing of hiring</li> <li>Permanent jobs</li> </ul>	<ul style="list-style-type: none"> <li>Project website</li> <li>Training and employment information sessions</li> </ul>
Fishery	<ul style="list-style-type: none"> <li>Placentia Bay vessel traffic and shipping schedule</li> <li>Maine effects</li> <li>Environmental monitoring</li> </ul>	<ul style="list-style-type: none"> <li>Project website</li> <li>Project office</li> <li>Email distribution list</li> <li>Meetings, as needed</li> </ul>
Media	<ul style="list-style-type: none"> <li>Project status and schedule</li> <li>Employment and business</li> <li>Site events or incidents</li> </ul>	<ul style="list-style-type: none"> <li>Press releases</li> <li>PSAs</li> </ul>

## 4. Engagement During Project Phases

Stakeholder interests and needs will change as the Project progresses through its lifecycle. Engagement activities will be tailored to the specific phase of development. Continuous communication and information distribution tools outlined in Section 3.0 will be used during all phases. Phase-specific engagement is described in Table P-4.0-1.

**Table P-4.0-1 Engagement activities during project phases.**

Phase	Activities
Planning	Develop a Benefits Plan, including a Gender Equity, Diversity and Inclusion Plan (GEDP), in consultation with stakeholders.
	Host public information sessions, including topic specific sessions on labour and employment requirements and business opportunities.
	Establish a Community Liaison Committee with participation from diverse stakeholders to ensure a wide range of expertise and perspectives are engaged. The committee will meet quarterly during Planning and Construction Phases and the early years of Operation and Maintenance Phase. The goal of the committee will be to seek information and facilitate a mutual understanding on issues of public concern such as safety, environment, community benefits, etc.
	Continue to distribute a quarterly newsletter with the aim to educate the public on various aspects of the Project, and to highlight progress, schedule of upcoming activities, environmental monitoring, etc.
Construction	Open a Project office in the community to enhance public engagement and help increase community ownership and support. Through the office, maintain open communication with the public to keep them informed about Construction Phase progress, environmental work, potential disruptions, and mitigation measures.
	Work with stakeholders to implement the Benefits Plan and Gender Equity, Diversity, and Inclusion Plan.
	Host a reception for media, partners, government and key stakeholder at the onset of the Construction Phase.
	Develop a construction awareness campaign to provide advance notice to communities, motorists, and marine vessel operators regarding the commencement of work related to the access road and transmission line, site clearing, blasting operations, helicopter activity, delivery of oversized equipment via TCH and local roads, marine traffic, etc.
	Post construction advisories and signage in relevant areas to advise the public to exercise caution.
Operation & Maintenance	Continue engagement with stakeholders through established channels, including the Community Liaison Committee, to address issues or concerns relating to operations such as noise, vibration, marine traffic, environmental monitoring, and land and resource use.
	Issue a public announcement and press release on the commencement of the Operation and Maintenance Phase.
	Host a grand opening press conference and reception for stakeholders, Indigenous organizations, media, and the community.

Phase	Activities
	Offer site tours to local government, service organizations, industry partners, schools and other interested parties.
Decommissioning & Rehabilitation	Host meetings and presentations on the development of a Decommissioning and Rehabilitation Plan.
	Conduct public information session to gather feedback on community expectations for the area.

## 5. Indigenous Engagement

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North Atlantic will seek opportunities to continue working with Indigenous peoples to share knowledge and environmental data, create employment and contracting opportunities, and explore ways in which Indigenous communities can directly benefit from the Project.

In addition to the communication and engagement tools utilized for public and stakeholder engagement (Section 3), North Atlantic will directly engage with Indigenous peoples through:

- Chief and Council Meetings;
- Community information sessions; and
- Development of the Gender Equity, Diversity and Inclusion Plan.

## 6. Emergency Response

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Emergency Response Protocols and procedures are described in full in the Emergency Response Plan (Appendix M). If an emergency occurs at the HGP, HP or Wind Farm, the public will be provided with real-time, accurate information about the nature of the incident and the actions taken. The Community Liaison Committee will be engaged in the event of an emergency to help streamline communication and ensure the safety and well-being of the surrounding communities.

North Atlantic will conduct regular public awareness campaigns to educate the community about emergency procedures, communication channels, and the importance of staying informed. North Atlantic will also establish a feedback mechanism to gather input from community and industry stakeholders, allowing for continuous improvement of the communication strategy.

## 7. Community Complaints Resolution Process

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North Atlantic is committed to building strong relationships with the surrounding communities through ongoing engagement, establishing a community liaison committee, and opening a local Project office; however, there is potential for issues or concerns to arise from time to time. To ensure an open and transparent process is available to the community, North Atlantic will establish a formal complaints resolution process.

An accessible community complaints resolution process will be developed in accordance with best practices and will include:

- A formalized process for receiving, investigating, resolving, responding, and closing complaints from the community.
- Publicly available information that clearly outlines the timeline and actions to address complaints.
- Publicly available channels for the submission of a compliant, including a local contact person, phone number, email address, and mailing address.
- A response to the complainant detailing how the issue was resolved and a commitment to follow-up monitoring to mitigate reoccurrence.
- Documentation of the complaint and resolution in an internal Project database that is shared with the team to raise awareness and help mitigate similar complaints from reoccurring.

The process will be finalized in consultation with the Community Liaison Committee and a one-page Community Complaints Resolution Process reference guide, including contact information, will be shared with the public via the Project website.

## 8. Monitoring and Reporting

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North Atlantic collects and logs any Project-specific interactions into a Stakeholder Engagement Log. The Stakeholder Engagement Log contains information on interactions including dates, topics discussed, who was interacted with, and the response provided. Communications are categorized and funnelled to the appropriate responder to resolve inquiries and complaints as noted in Section 1.4. The Stakeholder Engagement Log enables the Project Coordinator to monitor interactions and identify trends or reoccurring issues to be addressed.

## 9. Evaluation and Updating

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The PPP is a living document and will be adaptable to changing community needs, cultural contexts, and Project dynamics. The PPP will be reviewed and revised, if required, upon:

- The start of a new calendar year;
- The start of a new Project phase; and
- Relevant feedback originating from engagement efforts.

Updates and changes will be incorporated on an ongoing basis to ensure the continued relevance of this document.