Oil Sands Alliance

Powering Canada's economy

Now's the time, Canada. The oil sands industry is ready to help strengthen our economy when we need it most. Costs are rising, incomes aren't keeping up and economic uncertainty has families struggling. That's why it's important to keep all sectors of our economy going strong — including our oil sands. Oil Sands Alliance is made up of Canadian Natural, Cenovus, ConocoPhillips Canada, Imperial and Suncor, representing five of Canada's largest producers.

Innovating Canada's oil sands

COSIA is the innovation arm of Oil Sands Alliance. Since 2012, COSIA has focused on collaborative action and innovation in oil sands environmental technology.

COSIA brings together academics, researchers, innovators and others to collaborate on solutions that could produce improvements in four priority areas:

- **Land**
- **Water**
- **Tailings**
- **Greenhouse gases**

By the numbers



521,000+ jobs

Canadians directly or indirectly employed by the oil and gas industry.[1]



$153.2B to governments

generated through oil and gas taxes and royalties between 2018 and 2024.[2]



$1 trillion in economic impact*

contributed to Canada's economy over the past 25 years by the oil sands.[3]



THE WORLD NEEDS SECURE ENERGY

Global consumption of oil is just over **100M** barrels per day[4]

Global middle class is growing by **100M** people per year[5]

Canada has the **4th largest** proven oil reserves in the world[6]

[1] "Energy Fact Book Spring 2026." Natural Resources Canada, 2026.
[2] "Oil and gas extraction revenues, expenses and balance sheet." Statistics Canada, Sept. 29, 2025.
[3] Macdonald-Laurier Institute, 2024. (2000–2021 data collected through CAPP; 2021–2024 data from public sources.)
[4] "Oil Analysis and Forecast to 2030." International Energy Agency, 2024.
[5] Agnolucci, Paolo & Makarenko, Nikita. "Growing oil supplies amid moderating demand and geopolitical uncertainty: What lies ahead for oil?" World Bank Blogs, Nov. 5, 2024.
[6] "Energy Fact Book Spring 2026", Natural Resources Canada, 2026.

* This number does not represent profits or dividends. It is the amount of direct spending: capital, operating expenses, taxes and royalties.

Canadian Natural · cenovus ENERGY · ConocoPhillips Canada · Imperial · SUNCOR

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