

Aera Energy

Aera is a natural gas, oil exploration and production company

Working on sustainable initiatives around Oil & Gas

APPROACH



HASKAYNE
School of Business



5 high-performance teams generated innovative business solutions in 8 weeks

OUTCOMES



100+ New Insights
and Ideas



20+ Strategic Growth
Opportunity Areas



20+ Detailed Business
Concepts



5 Business Cases
for Senior Leadership

KEY TRENDS

- **Overregulation:** the non-renewable energy market is pressured by increasing regulations for CO2 emission reduction
- **Global climate change:** market players consider new revenue streams from other markets by selling carbon or using renewable energy sources
- **Alternative energy sources:** increased competition from players such as hydroelectric, solar, wind and biofuels
- **Ending resources:** limited availability of resources require new approaches and redefinition of the industry

"Things are moving very quickly at Aera and we are getting together our company strategy and these results from the IXL Innovation Olympics are front and center...The work done, really took a lot of weight off our shoulders."

Joanne Christenses, Engineering Technology Manager