

The role of natural gas





25th world gas conference
"Gas: Sustaining Future Global Growth"



Energising the Image of Gas

PGC E Committee Session

Date: Wednesday, June 6

Venue: Kuala Lumpur, Malaysia



Patron



Host



Host Sponsor





- Corporate Communications Director at NV Nederlandse Gasunie.
- Chair of the IGU study group on Image of Gas.
- Former manager marketing and communications at Westland Energy Group
- Former Head of Communications at NUFFIC (Netherlands University Foundation for International Cooperation).
- Trainer and author (communications and leadership).

Four topics for debate

- Open, human and shaping the future
- Getting back in the backyard
- Selling old fuel to a new world
- Winning the listening ear of policymakers

Hansch van der Velden

STUDY GROUP RECOMMENDATIONS: HUMAN, OPEN AND SHAPING THE FUTURE







Reputation is an asset for the industry

Communi-
ties

Politicians

Business

Public

Excellent performance x Excellent communications

= REPUTATION

Social context

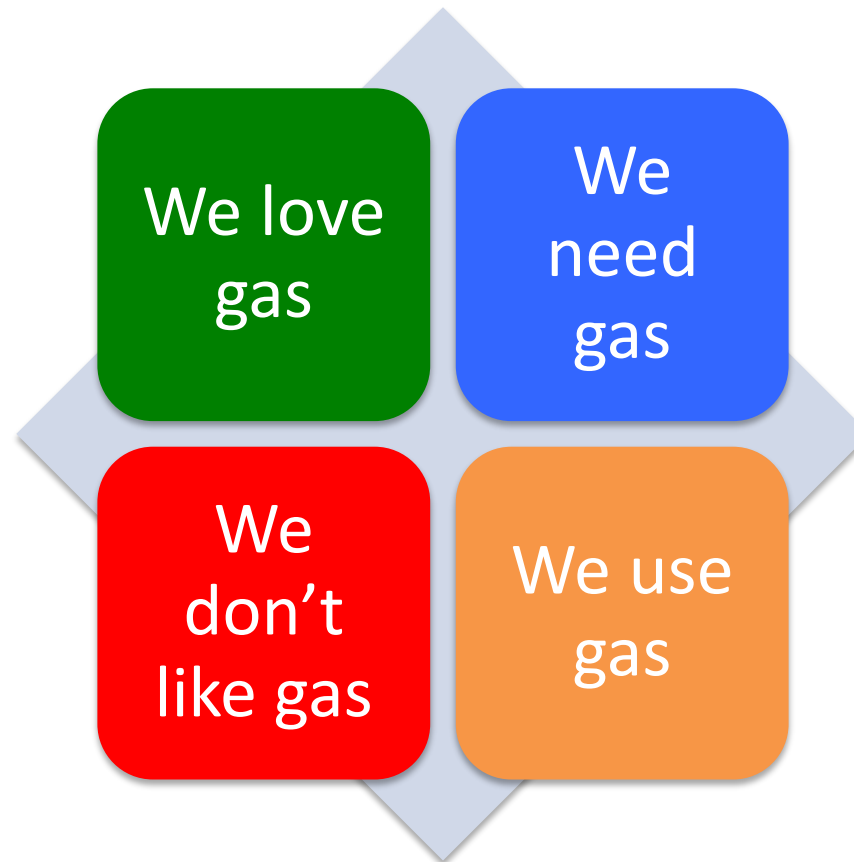
Govern-
ment

NGO's

Media

Academia

There is no ONE image of gas



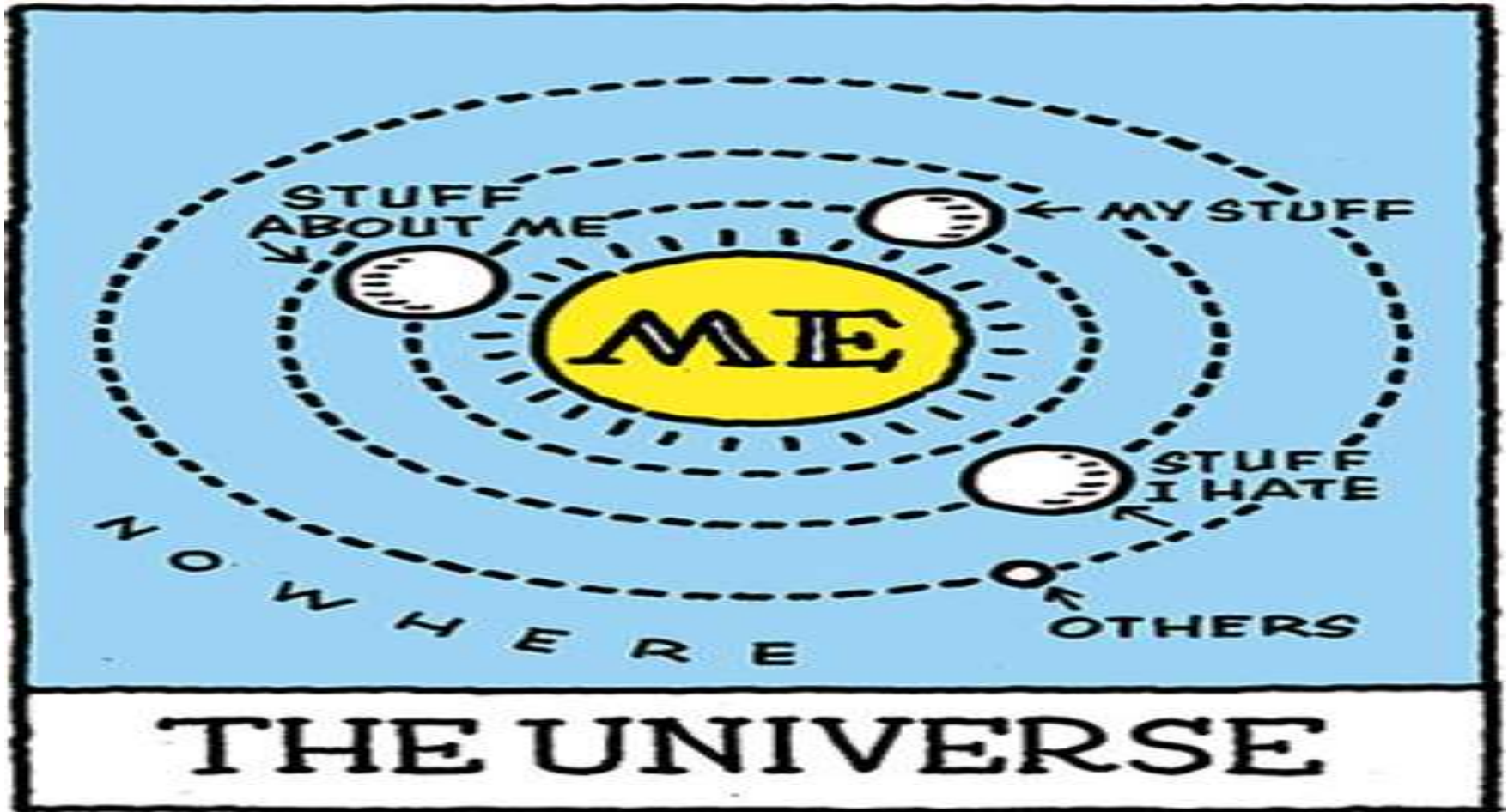
Addressing concerns and feelings of the audience



Effective communications is about what we say and how we say it



Resonating with your audience

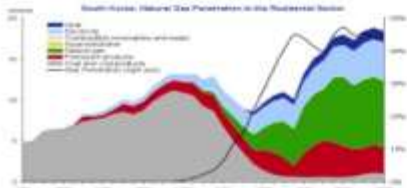


Talk about innovation and social contribution

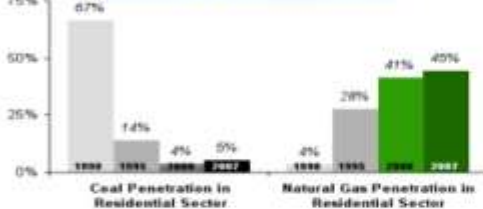
Sun, wind and gas



Facts are not messages

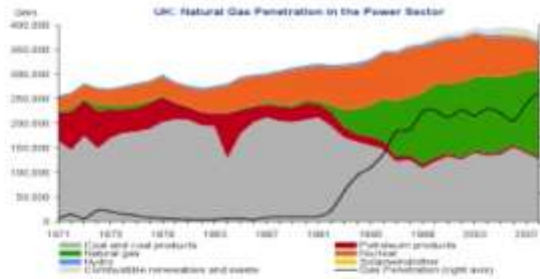
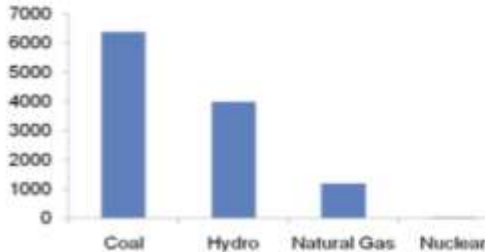


South Korea: Coal and Natural Gas Penetration in the Residential Sector

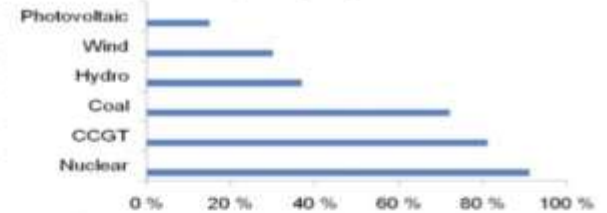


2000 2002 2004 2006 2008

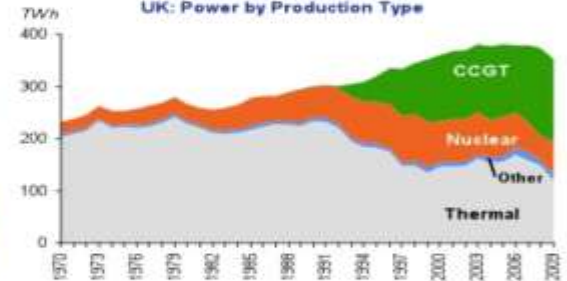
Immediate Fatalities, 1970-92



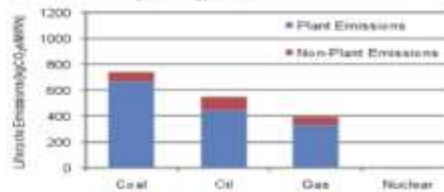
Average Capacity Factor



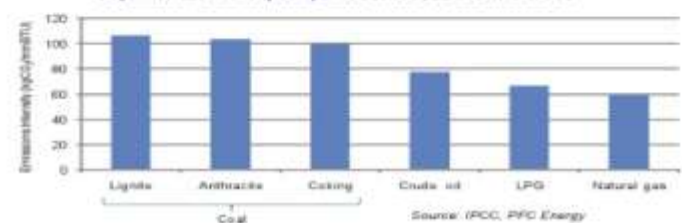
UK: Power by Production Type



European Powergen Lifecycle GHG Emissions by Fuel Type: Future Plants



CO₂ Emissions Intensity Comparison of Coal, Oil and Natural Gas



Gas needs a human face



Gas needs a human face



Engage!

- More media and social media outreach
- Out of our comfort zone
- Engage the young generation



Human, open and shaping the future.



Open

- Part of society
- Responsible
- Accountable
- Open
- Online
- Transparent
- Listen to criticism
- Approachable



Human

- Touch people's lives
- Personal
- Acknowledge concerns
- Emotions and values
- Local contribution
- Part of the community



Shaping the future

- Part of the solution
- Alliances
- Inclusive
- Pro-active
- Confident
- Innovative

Natural Gas



Human, Open and Shaping the Future

Opening remarks from the panel



Opening remarks on the image of gas, the communication challenges the industry is facing, and panel recommendations.

Human, Open and Shaping the Future



- President and Chief Executive Officer of the Canadian Gas Association (CGA), the trade association for the natural gas delivery industry in Canada.
- Has worked in government and private consulting for almost two decades, principally on energy policy issues.
- Former President of High Park Group, a Canadian public affairs consulting firm with extensive energy sector public policy and communications work.
- CGA is currently active in a broader multi-association initiative called the “Canadian Natural Gas Initiative” to promote natural gas in Canada.



- Executive Vice President of External Communications for Royal Dutch Shell.
- President of the European Association of Communication Directors (EACD).
- Heads up the communications task force of the European Round Table of Industrialists.
- Previously SAP's Chief Communications Officer.
- More than 15 years' experience in corporate and public communications including including Procter and Gamble (P&G) , Henkel and as a political advisor in Germany's parliament.



- Susan L. Sakmar, Esq. - Adjunct Professor of Law at the University of San Francisco School of Law.
- Author of the book “Energy for the 21st century: opportunities and challenges for LNG” forthcoming 2012.
- Author of article: “The Global Shale Gas Initiative: Will The United States Be The Role Model For The Development Of Shale Gas Around The World?”, Houston Journal of Int’l Law (2011).
- Research and teaching experience in International Trade (WTO) and the Environment and Global Shale Gas Development.
- Formerly accountant at Chevron Corporation and litigation attorney at Bronson, Bronson & McKinnon.



- Principal at HK Energy Consulting.
- Former Secretary General, Korea Gas Union.
- Former Chairman of GASEX (Gas Information Exchange in the Western Pacific Region).
- Former Executive Vice President, Operations and Technology Development in KOGAS.
- Former Director of R&D Center, KOGAS.
- Former Crude oil manager in the Korea Oil Corporation (now SK Corporation).



- Vice President of Corporate Affairs at Woodside Energy, one of Australia's top ten publicly listed companies, and the nation's largest publicly listed oil and gas company.
- Responsible for government and community relations, external and internal communications, branding and social investment.
- Former journalist with a 12 year career, mostly as a senior political reporter for *The West Australian*, and *The Australian*.
- Member of the External Affairs Taskforce which sits within the Australian Petroleum Production and Exploration Association. APPEA is also an associate member of the IGU.



25th world gas conference
"Gas: Sustaining Future Global Growth"

Energy Leadership for a Smart Energy Future: How Natural Gas and CGA Can Help Deliver It

MARCH 12, 2012

TIMOTHY M. EGAN

PRESIDENT AND CEO

CANADIAN GAS ASSOCIATION

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FOR THE NATIONAL AUDIENCE

FORECAST: Canadian natural gas will contribute more than a trillion dollars to our economy over the next 25 years. Good for Canada. And better energy for people the world over.



Switching heavy duty fleets to natural gas reduces emissions. By the truck load.

Canada's are fortunate to have one of the world's largest supplies of natural gas - more than a century's worth at our consumption levels. And over the next 25 years, natural gas contributes over a trillion dollars to Canada's economy - it supports investment and jobs - while providing Canada and people the world over with clean, reliable energy.

Discover the possibilities at canadiannaturalgas.ca

Natural gas is used to:

- Heat homes and businesses
- Power industry
- Generate electricity
- Fuel vehicles
- Prepare nourriture
- All of the above

How versatile is cleaner-burning natural gas? The answer is a resounding yes. Affordable Canadian natural gas does all of the above for us, and more. It's used to power Canadian homes, and power from Canada's industry that provides energy to the world. Burning clean, clean, clean. It's also hydrocarbon, and natural gas produces fewer pollutants and greenhouse gas emissions. Good for Canada. And for the environment.

Discover the possibilities at canadiannaturalgas.ca

REGIONAL SPECIFIC MESSAGES

IN BC: NEW PRODUCTION: JOBS, ECONOMY, REVENUES, USE

Asia needs energy. BC has huge reserves of cleaner-burning natural gas. The next step is natural.



Forecast: The BC government will earn more than \$170 billion in natural gas revenue. Turns out, BC's abundant natural gas fuels all kinds of good things.

Forecast: BC's will employ over 100,000 jobs for people the world over.

Social Services
Education
Health Care

Discover the possibilities at canadiannaturalgas.ca

La conversion des parcs de poids lourds au gaz naturel réduit les émissions. À la tonne.



IN QUEBEC: LIFESTYLE / AND CLEAN ATTRIBUTES

Le gaz naturel sert à:

- Chauffer les maisons et les entreprises.
- Faire fonctionner les industries.
- Faire fonctionner les véhicules.
- Préparer un bon steak frites.
- Toutes ces réponses.

Generating electricity with natural gas is affordable and can mean fewer greenhouse gases and less smog.



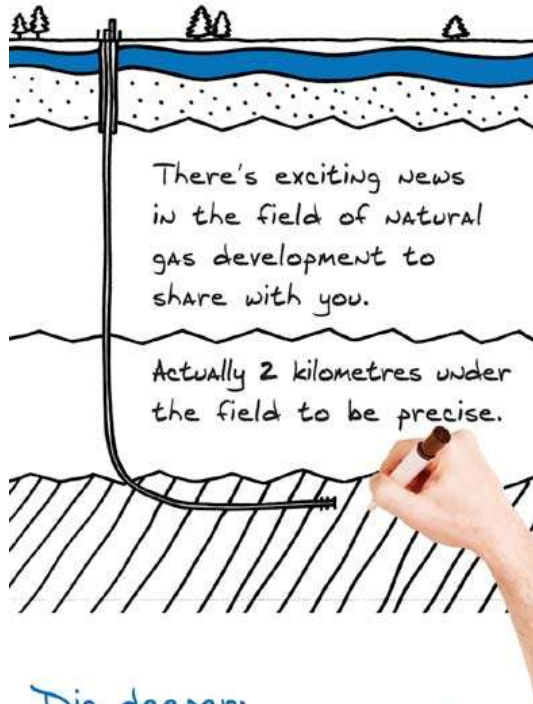
Strong efficient and affordable natural gas to generate electricity, to light our lives and power our technology can help address climate change and improve air quality. These clean and versatile energy sources are making energy-carrying pipelines for 100% and greenhouse gases by 100%. The answer is natural gas. Discover the possibilities at canadiannaturalgas.ca

Patron IN ONTARIO: ROLE IN POWER GENERATION, & INDUSTRIAL/MANUFACTURING SECTOR GROWTH



In shale producing regions

More facts.
Less friction.



Dig deeper:

To learn the facts about responsible Canadian natural gas development go to morefactslessfriction.ca

CAPP
CANADIAN ASSOCIATION
OF PETROLEUM PRODUCERS

The Canadian Association of Petroleum Producers (CAPP) represents member companies that produce over 90 per cent of Canada's natural gas and crude oil.

More facts.
Less friction.

Hydraulic fracturing has already been used in more than 175,000 Canadian natural gas wells without harming drinking water.



Dig deeper. Go to
Morefactslessfriction.ca

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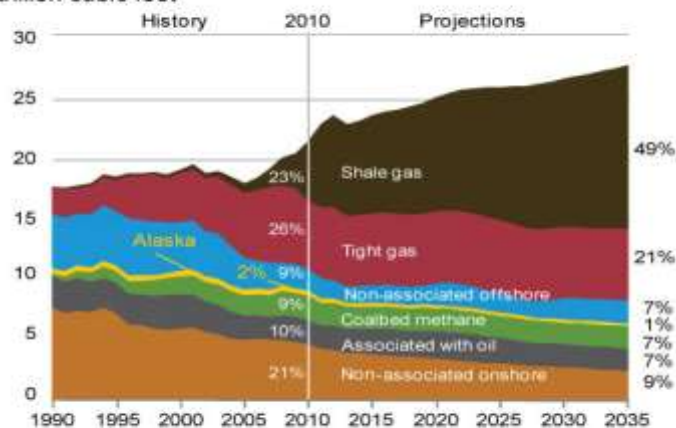
Susan L. Sakmar

THE IMAGE OF GAS IN THE USA

The image of gas in the US

U.S. Natural Gas Production, 1990-2035

trillion cubic feet





Source: U.S. Energy Information Administration, AEO2012
Early Release Overview, January 23, 2012.



How industry is reaching out to the public



- Industry wide efforts to promote natural gas as clean, abundant, and domestic.
- Natural gas is good for the environment and energy security.
- Natural gas abundance is rapidly expanding economic opportunities in the US.
- Natural gas is a “foundation fuel” – not a bridge fuel.
- ANGA 
America's Natural Gas Alliance
- AGA 
American Gas Association

From shale gas to LNG exports



Photo: National Geographic



Photo: ExxonMobil

Hokyong Kim

THE IMAGE OF GAS IN KOREA

The Image of Gas in Korea

- **Clean Energy**
 - Air Pollution & Global Warming
- **Convenient & Comfortable** fuel for home life
- **Easy Replacing** fuel for emergency
- **Abundant** in Supply
- **Economic** than electricity in Residence & Commercial
- **Less dangerous** than electricity

■ **Government:**

- Intensify the **Safety Regulation** for Gas
- Intensive Drive for **Clean Air** and **Low Carbon Emission**
- Support for **Security of Gas** – Regulation
- Support for the **infrastructure** network of the gas
- Proper gas and electricity **price**

■ **Gas Companies**

- Active and Intensive R&D for utilization of Gas
- No interruption of gas supply
- Competitive gas price-Security & management
- Good Reputation and Reliability on Safety

Recommendation on Image of Gas

- Convenient and Economic fuel for home life
- Clean Energy for Air Pollution and Global Warming
- Competitive fuel with electricity for commercial cooling
- Economic, Clean fuel for Power Generation
- Excellent replacer for Power Generators
 - Peak absorber for temporary increase of power demand
 - For emergency shut down of the base loader
 - Construction in short period
- Abundant in Supply
- Relatively Safe fuel

Getting back in the

BACKYARD

*Debate about the
challenges in engaging
local communities.*

Natural gas in the backyard



Selling old fuel to

NEW WORLD

Debate about the focus of natural gas messages and the emotional appeal of communications.

What people think of natural gas



Winning the listening



of policy makers

Debate about the positioning of natural gas versus renewables or other alternative fuels.

Natural gas versus other fuels



Thank you for your
participation !

Natural Gas



Human, Open and Shaping the Future



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Host



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