

26th World Gas Conference

1 – 5 June 2015, Paris, France



Public Accenptance

Mr. Jae-Ho Song
Incoming Vice President of IGU
CEO of KyungDong City Gas



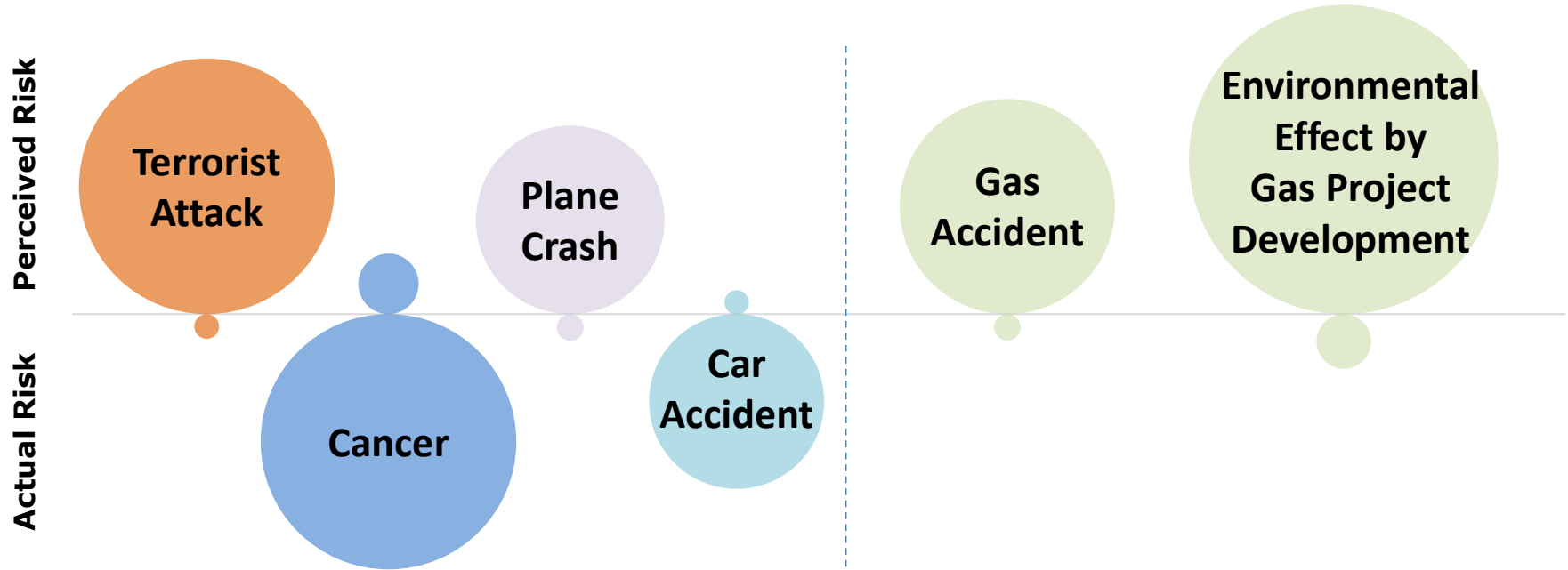
NIMBY Battle in Asia – Korean Case

- Mass protest against the construction of high voltage transmission tower in Miryang, Korea since 2008

- Residents had fought with national utility KEPCO for 8 years until now
- Construction project had been pushed ahead in early stage without any serious communication between KEPCO and local residents.
- No public acceptance model or communication strategy



Perceived Risk vs. Actual Risk



Perceived risk matters more than what it is actually

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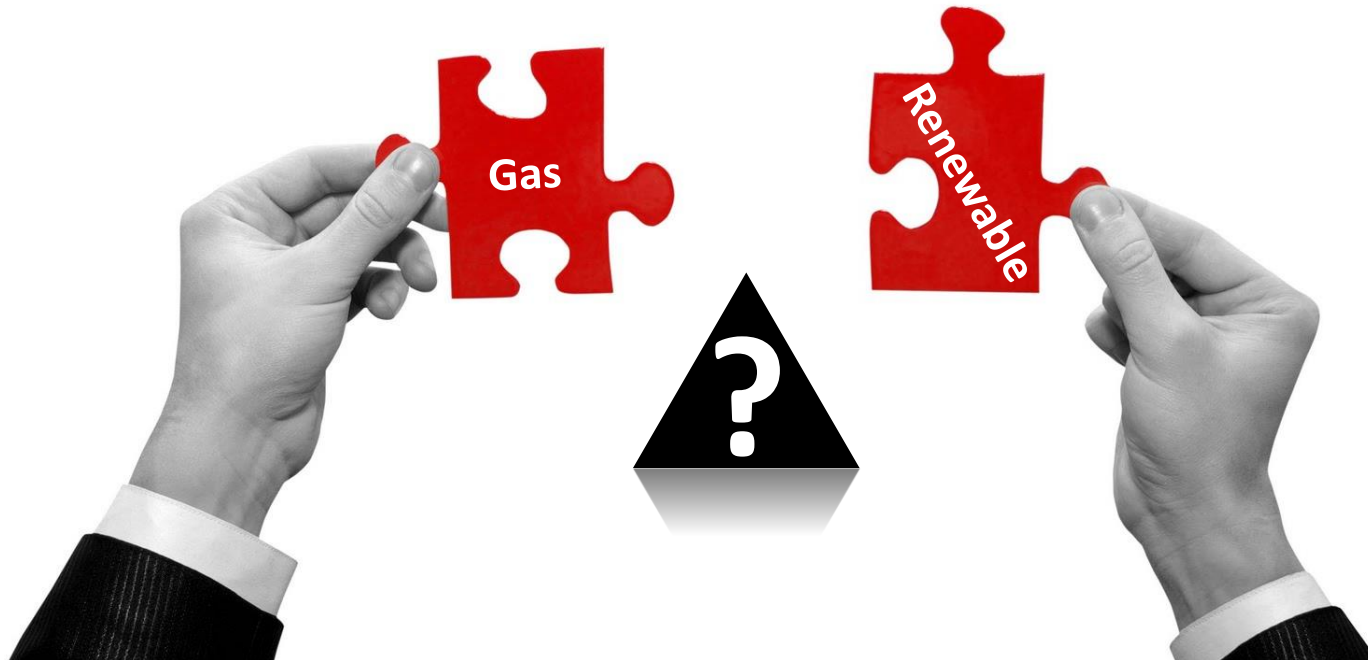


New Perspective on relationship between Gas and Renewable

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Combination with Gas and Renewable



Past Energy Source vs. Future Energy Source



Past Energy Source vs. Future Energy Source

“ Repositioning as
clean paths For the future ”

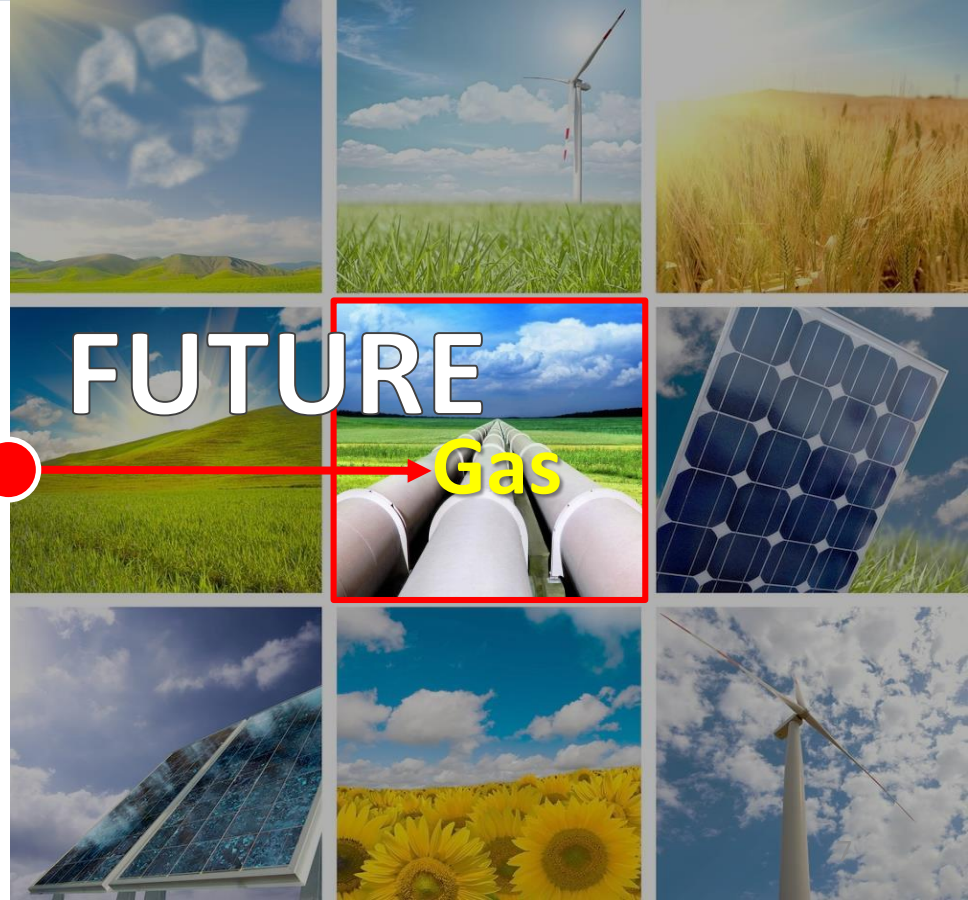


Image Test on Energy Source



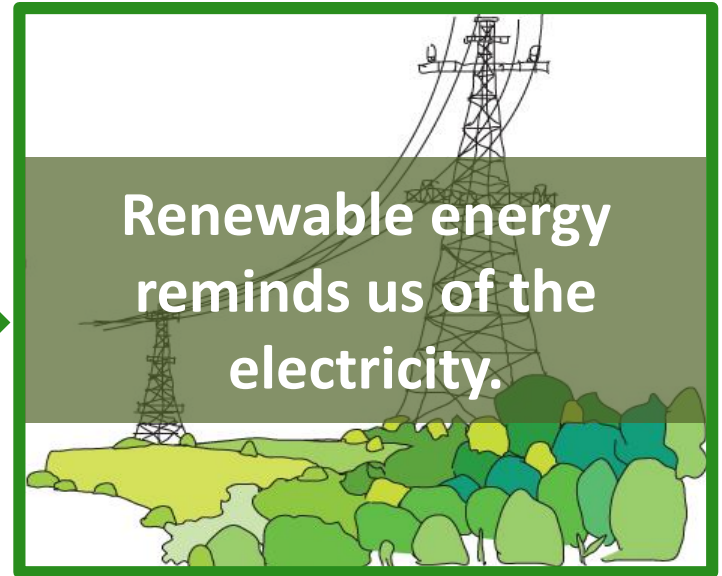
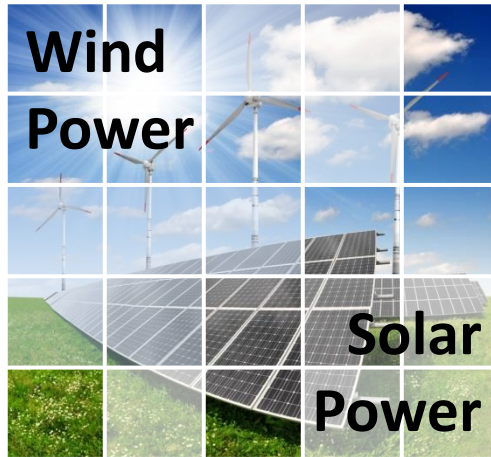
What is the image of

Gas

Renewable

The Image of Renewable

Renewable

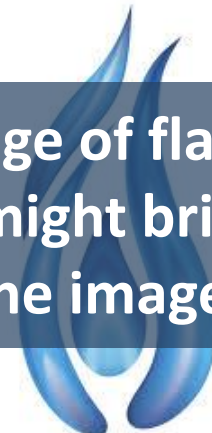


The Image of Gas

Gas



The image of flames and heat might bring you with the image of gas



True Partnership between Gas and Renewable

Gas



*Realistic fossil option that
can produce electricity
through a clean system*



Renewable



*Need to solve
intermittency problem
when generating*

***Combination with **Gas** and
Renewable through Electricity***

