

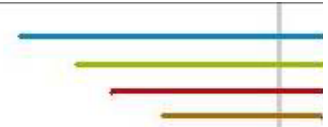


## **SG 2. Competing with other energies**

*– What can we learn?*

### **Key focus of research**

- Previous PGCE studies will be checked to avoid repeat work, in particular the last triennium.
- It was agreed to focus on the following alternative energies: nuclear, wind, solar, biogas, oil, hydro.
- Study group teleconferences will be held biannually between PGCE meetings as a minimum.
- Research will be conducted by study group members initially on their own countries: Australia, France, Australia, Qatar, USA, Egypt, Netherlands, Russia,
- It was agreed that the research will categorise energy supply activities into two areas: mature and emerging markets.



## Key focus of research

- Group will look for examples of situations where gas has been the basis for another energy source to be established.
- It was acknowledged that SGE2 would put most effort into talking with other energy industry groups.
- A key aim is to organise workshops with other energy industry groups and NGOs.
- A survey will be issued to all PGCE members on two topics: 1) internal communications and 2) drivers for a gas supplier to include renewable energy in their business.
- The group agreed that it should "think outside the box".
- Close communications will be kept with TF2, in particular with their progress on seeking a "clear message for role of natural gas in a low carbon future" and talking outside IGU.





# 1 GAS MESSAGE

- Focused on marketing by other energies directed a high level government and low level, on the ground communities.
- Review the use of the internet by other energies on advocacy and marketing. In particular look for examples of good websites and contribute to i-gas study.
- Review of how other energies are portrayed in the media and how this is managed.
- Issue survey to PGCE members asking for examples of internal communication tools and practice to create ambassadors from own workforce.





## 2 LEADERSHIP

- Look for examples of visible leadership in other energies (the "face of xxx") where leaders have been used a tool for advocacy.
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## 3 LOBBYING GOVT

- Review how other energies lobby government.
- Look for examples of successful lobbying.
- Look for learnings from other enemies where they have managed to make a complex message simple, authentic and convincing.
- Investigate the success of associations or coalitions in lobbying government.

## 4 GAS & RENEWABLES

- Look at what the message should be when promoting gas and renewables.
- investigate the relationship between gas and renewable energy - partner or competitor.
- Issue survey to PGCE members asking what the drivers are for a gas supplier to include renewable energy in their business.



- Methodology, schedule, deliverables
- To be formulated in the next few weeks.