



Golden age of
gas?

**Not in my
backyard!**

Study Group PGCE.3



“COMMUNICATION & PUBLIC ACCEPTANCE OF NATURAL GAS PROJECTS”

Why public acceptance is important?



- We need gas pipelines, storage fields, CO2 storage, shale gas, LNG plants...
- More and more, public acceptance is deciding factor in the success of these projects.
- Communities often say Not in My Backyard
- How can communications and public engagement **create trust** and get the **local green light**?

Questions we have already



- What is public support?
- How much weight does ‘for the better good’ have?
- How do communities organize opposition?
- How can we address the knowledge gap locally on NG?
- What role do local media play?
- What other voices are important for citizens?
- Why won’t people trust technology? What ‘risks’ can citizens accept?
- Who should represent your company – and who should not?
- What are do’s & don’t in public outreach / door-to-door?
- How open and transparent should we be?

Connected and Multinational Group of Experts



Members now

- Julio
- Guy
- Juan
- David
- Christian
- Fergal

- Hansch – Chair
- Dimitri – Co Chair

Work together

- iGas: social media to reach communities & how it is used.

- TaskForce Advocacy: political influence & local support.

- SG 2: best practice public support of other energies

- Your input case studies.

NEED MEMBERS FROM OTHER REGIONS

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- Recommendations to the IGU
- Learning of best & worst cases for all
 - Spain. Poland. Ireland. France...
- Engagement during next three years to promote the debate.
- Matt Damon in our panel

Hansch van der Velden - Chair



- 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).

Dimitri Schildmeijer – Co-Chair



- Corporate Communications Specialist.
- Co-Chair of the IGU study group on Image of Gas.
- Former communications manager at ExxonMobil EMEA

Community relations are key in development of NG



KL2012

“In general, our industry needs to do a better job of listening and responding to these concerns.”

Peter Voser (Shell)

“An important learning from the rapid development in North America is the importance of open communication with government leaders at all levels as well as local communities.”

Rex Tillerson (ExxonMobil)

“I believe stakeholders will be the main drivers of change. Our business is not sustainable if we are not responsible operators, accepted by all stakeholders, including civil society.”

De Margerie (Total)