



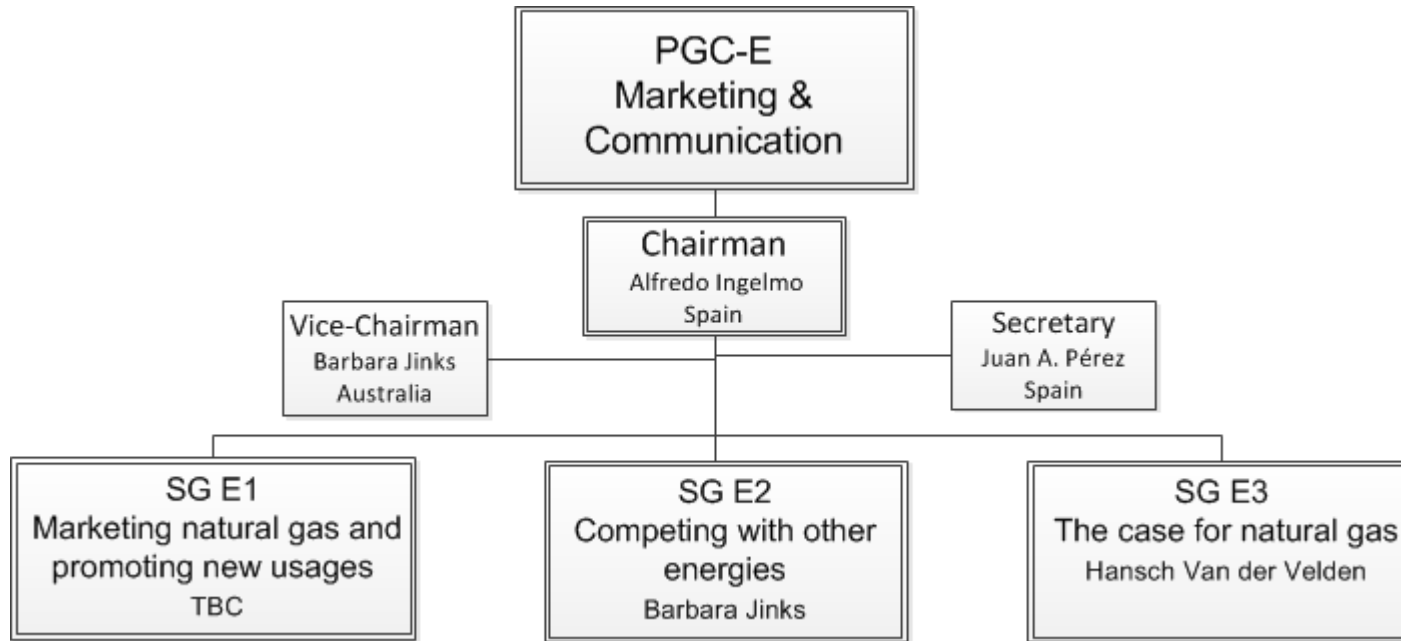
# PGC E – Marketing and Communication 2012-2015 TRIENNIUM

Barcelona, October 2nd 2012





# PGC E Structure and officials





## PGC E Team

- There are 26 countries represented, covering Africa, Asia, North and South America, Oceania and Europe.
- There are 36 Gas companies represented and 4 National gas associations
- We are 51 members registered as Committee participants

Source: PGC-E and WGC CC Secretary





# AGENDA



**PGC E Contribution to IGU Strategic Vision**



**The working programme**



**Transversalities with other committees**



**Calendar**



# PGC E Contribution to IGU Strategic Vision

## Vision

***IGU shall be the most influential, effective and independent non-profit organisation serving as the spokesperson for the gas industry worldwide.***

Source: IGU Executive Committee meeting Tianjin City, China on 18 October 2005



# PGC E Contribution to IGU Strategic Vision

## Mission

- IGU will advocate for natural gas as an integral part of a sustainable global energy system.
- IGU will promote the political, technical and economic progress of the global gas industry, directly and through its members, and in collaboration with other multilateral organizations.
- IGU will work to improve the competitiveness of gas in the world energy markets by promoting the development and application of new technologies and best practices, while emphasizing sound environmental performance, safety and efficiency across the entire value chain.
- IGU will support and facilitate the global transfer of technology and know-how.
- IGU will maximize the value of its services to members and other stakeholders.

Source: IGU Executive Committee meeting Tianjin City, China on 18 October 2005



# PGC E Contribution to IGU Strategic Vision Objectives

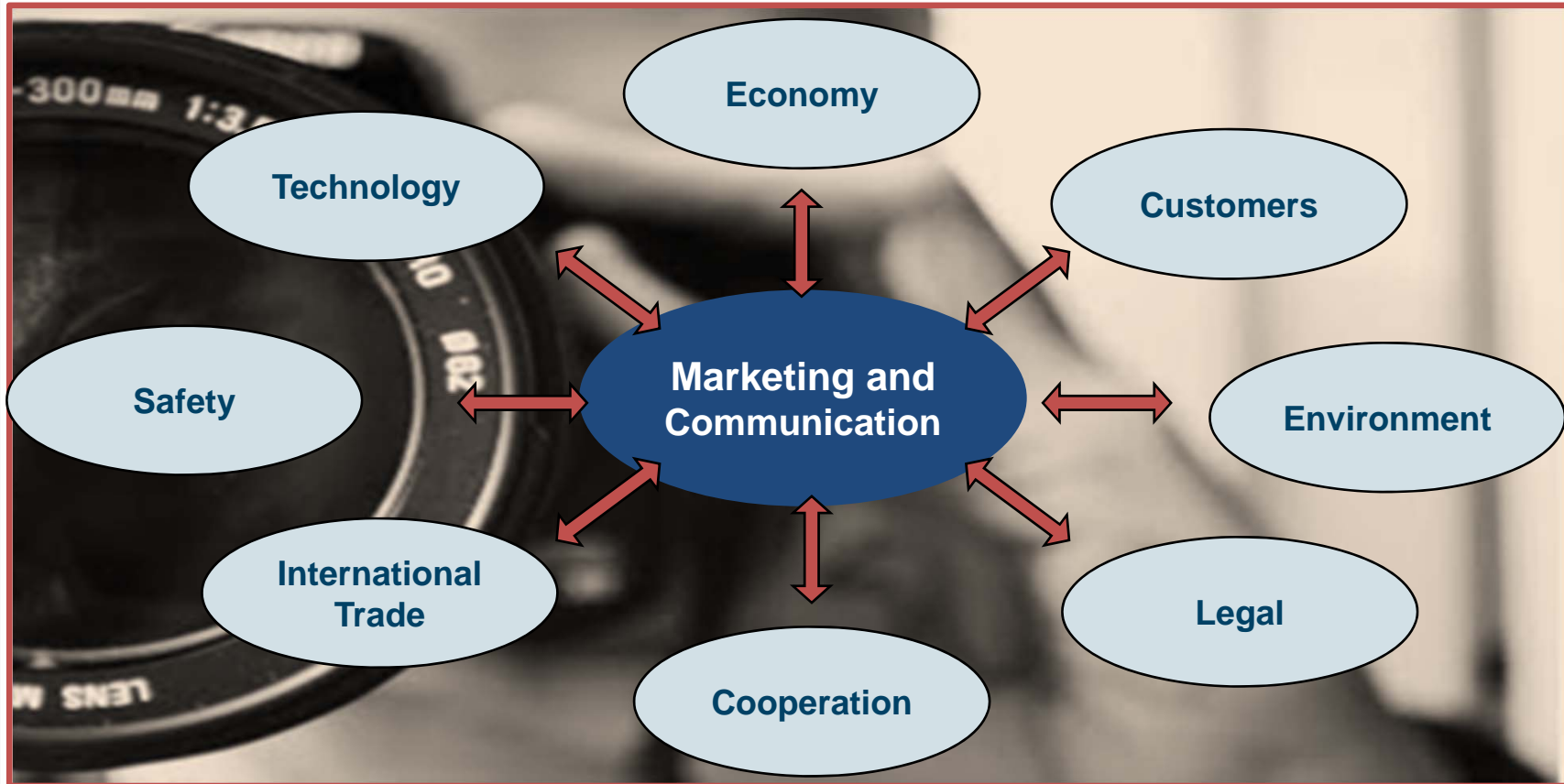
- **ECONOMY:** Promote all activities within the entire gas chain
- **CUSTOMERS:** Encourage development of good customer services and customer relations
- **TECHNOLOGY:** Encourage research and development towards new and better technologies
- **SAFETY:** Promote the safe production, transmission, distribution and utilization of gas;
- **ENVIRONMENT:** Encourage and promote development of clean technology, renewable energy applications and other activities, which will add to the environmental benefits of gas;
- **INTERNATIONAL GAS TRADE:** Encourage international trade in gas by supporting non-discriminatory policies and sound contracting principles and practises;
- **LEGAL:** Promote and contribute to the development of legislation
- **CO-OPERATION:** Enhance partnership with industry and manufacturers, and co-operation with Governments, policy makers and energy related organizations

Source: IGU Executive Committee meeting Tianjin City, China on 18 October 2005



# PGC E Contribution to IGU Strategic Vision

## Marketing and Comm as a focal point







# PGC E Contribution to IGU Strategic Vision

## IS THIS THE GREATEST STORY NEVER TOLD?

Marketing  
Demonstrate

Press  
Advertising  
Internet  
Media

Synergy  
Audience  
Channel  
Conference

Flow

Powerful  
Solutions  
Knowledge  
Attraction

Learning

Resources

Promotion  
Campaign  
Opportunities  
Partnership  
Communication  
Awareness  
Advocacy

Image  
Growth  
Competition



# The working programme

## Where do we come from?

Topics from the 2009-12 Triennium

- SG1. “Natural gas and Renewables”
- SG2. Marketing Strategies / Campaigns
- SG3. Winning Communications Strategies for Natural Gas
  - And Special report, “IGU Online Proposal” by SG3 / PGC-E



# The working programme

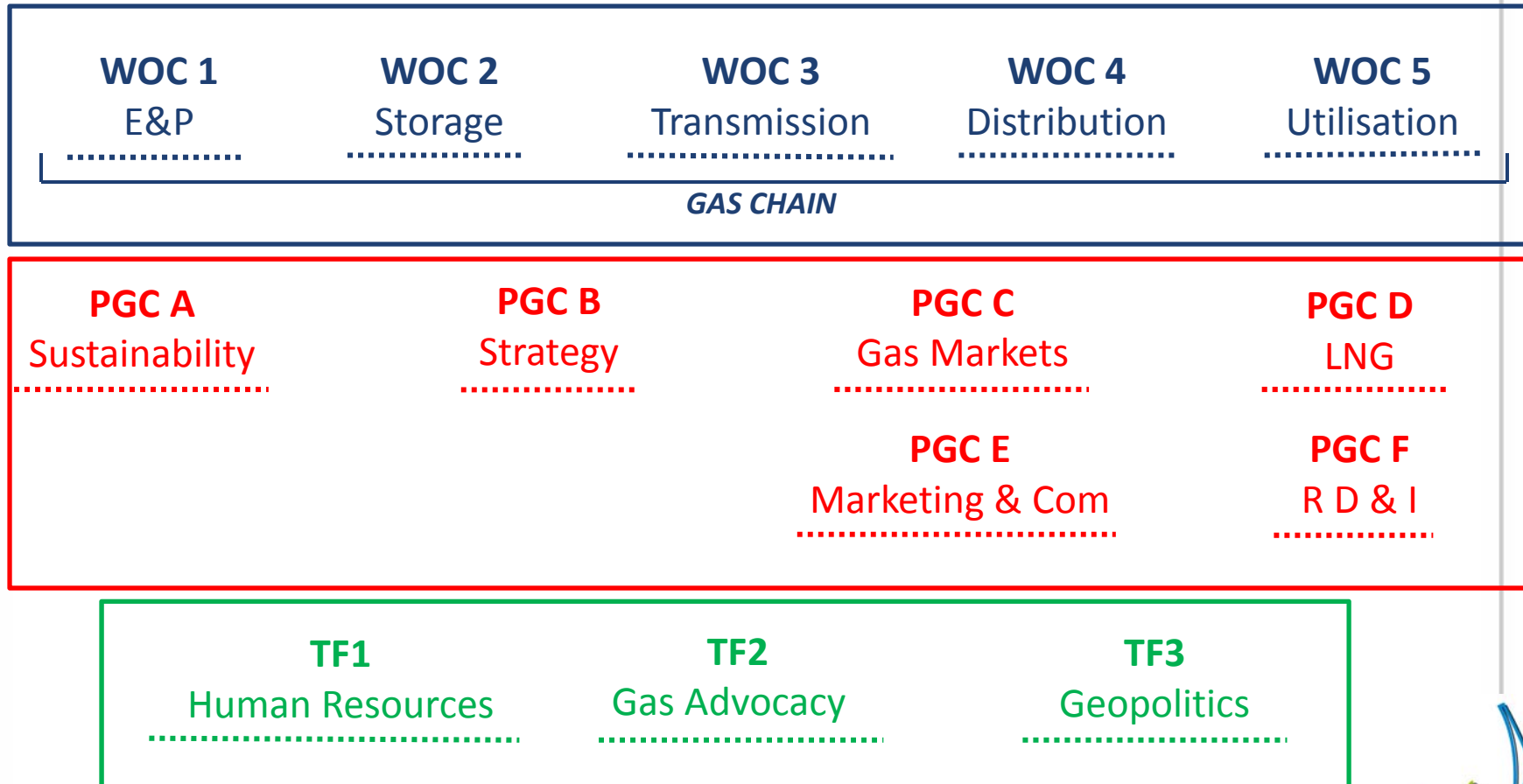
## Triennium 2012-15

- Twofold objective:
  - successful promotion and sale of natural gas
  - effectively convey the merits of natural gas and its role in sustainable development and in a clean economy.
- Three study groups (SG), each of them focused on the following key topics:
  - **SG1.** Marketing natural gas and promoting new usages – the search of best practices
  - **SG2.** Competing with other energies – What can we learn?
  - **SG3.** The case for natural gas – advocacy and effective communication strategies
  - **i-gas:** A Transversal topic covered by the three study groups on the impact of on-line and new media on the gas industry. PGCE also aims to give continuity to the report produced by SG3 / PGC-E on 2011 “IGU Online Proposal” - **(Suggested by the French Presidency)**



# Transversalities with other committees

## Committees





# Transversalities with other committees

## 1. TF2 – Gas Advocacy (**Suggested by the French Presidency**)

- **Rationale:** During the 24th World Gas Conference in Buenos Aires in 2009, the IGU concluded that: “gas needs to have a more effective and consistent voice”.
- **Chair:** Michele Pizzolato (ENI)

## 2. PGC F – RD&I

- **Rationale:** Innovation on new business model for current uses and research and development for new uses of gas
- **Chair:** Rod Rinholm (GTI)

## 3. WOC 5 – Utilisation

- **Rationale:** Particularly in the end-user segment, WOC5 will gladly cooperate with PGC-E. I am sure there is a room for some sort of joint projects (studies, strategies etc)
- **Chair:** Eugene Pronin (Gazprom)

## 4. TF1 – Human Resources

- **Rationale:** How to win the battle for future talent relating it to the image that our industry was projecting on the minds (and hearts) of the future business generations.
- **Chair:** Agnes Grimont (SuezGDF)



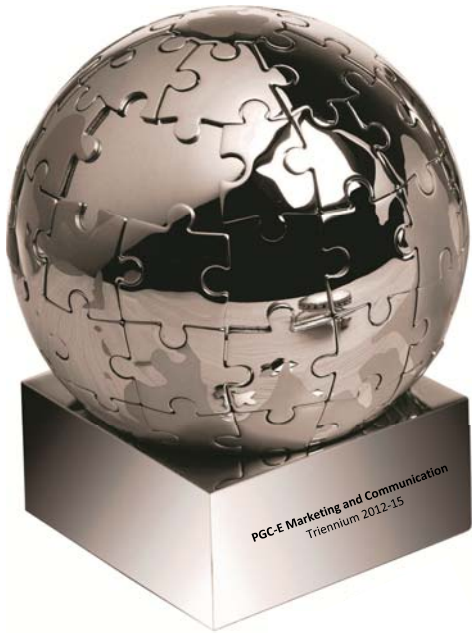
# Calendar meetings

- Quarterly conference call with SG leaders and Committee officials
- Committee meetings each semester, before the IGU council meeting
- Partial deliverables of the final report at each of the Autumn meetings

	PGC-E Meeting	CC Meeting	PGC-E Meeting	CC Meeting
2012			1-3 October	16-19 October
			Barcelona, Spain	Ottawa, Canada
2013	26-28 March	9-11 April	7-9 October	22-25 October
	<b>Spring meeting</b>	Sevilla, Spain	<b>Autumn meeting</b>	Beijing, China
2014	19-21 March,	25-27 March	29 Sept-1 October	14-17 October
	<b>Spring meeting</b>	Brisbane, Australia	<b>Autumn meeting</b>	Berlin, Germany
2015	2-4 March	24-26 March	11-13 May	1-5 June
	<b>Spring meeting</b>	Cairo, Egypt	<b>Autumn meeting</b>	<b>WGC 2015, Paris, France</b>

Note: Tentative dates for PGCE meetings





***Thank you for your attention***

