



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

# Energising the Image of Gas

PGC E STUDY GROUP 3



Patron



Host



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# There is no ONE image of gas

We love  
gas

We  
need  
gas

We  
don't  
like gas

We use  
gas

# Reputation is an asset for the industry

Communit  
ies

Politicians

Business

Public

Excellent performance x Excellent communications

= REPUTATION

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Social context

Govern-  
ment

NGO's

Media

Academia

# Addressing concerns and feelings of the audience

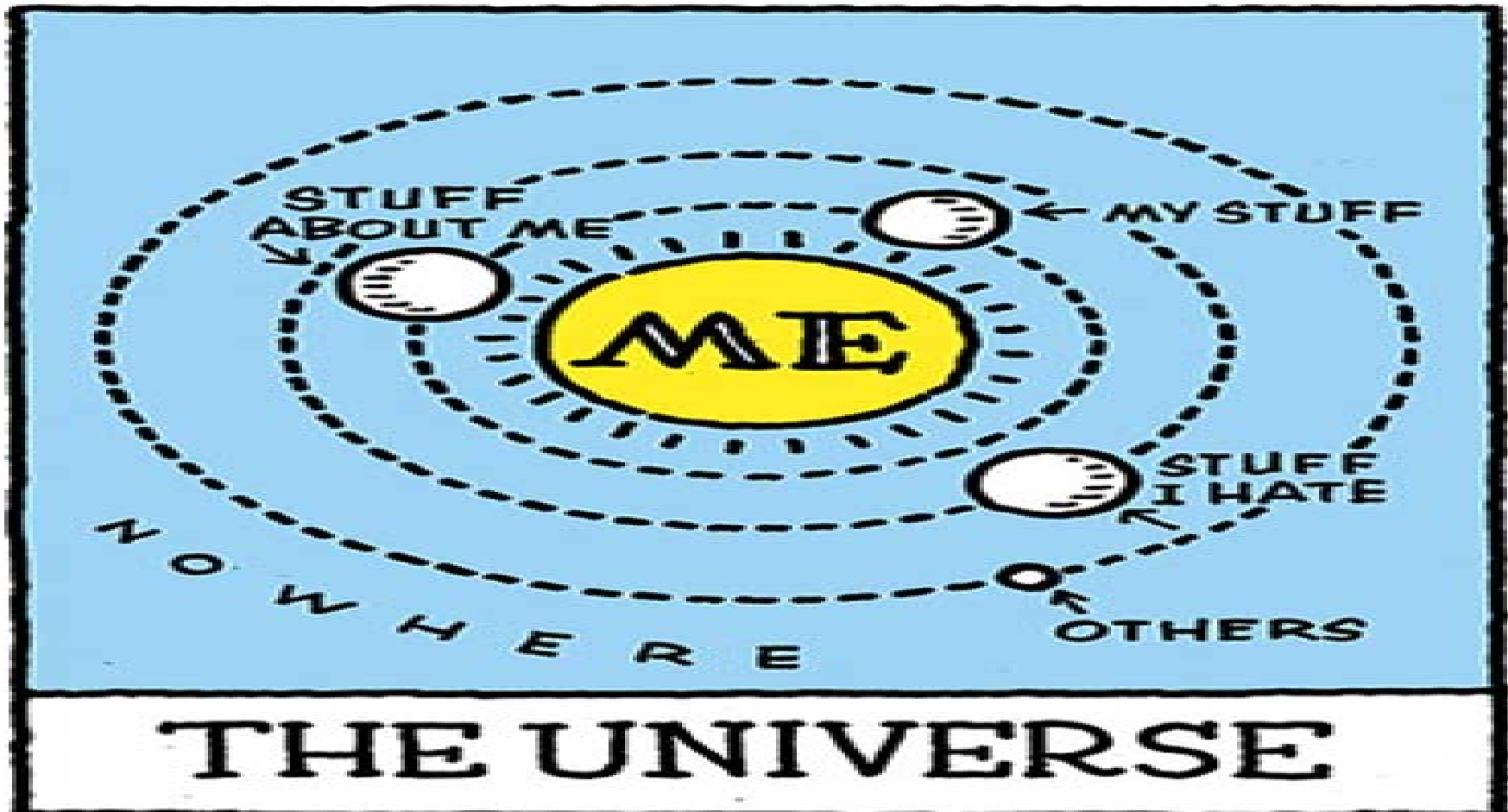


# What we say and how we say it





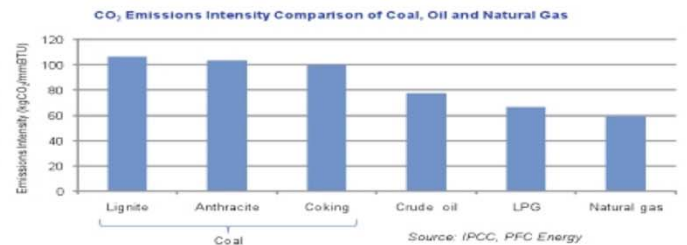
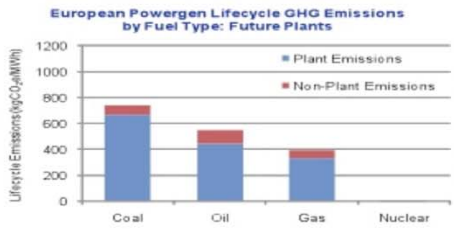
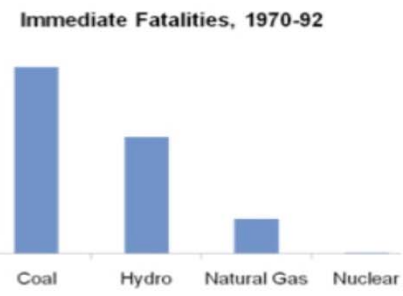
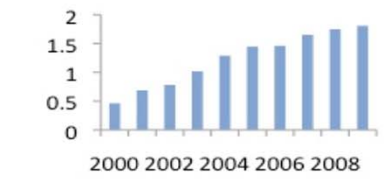
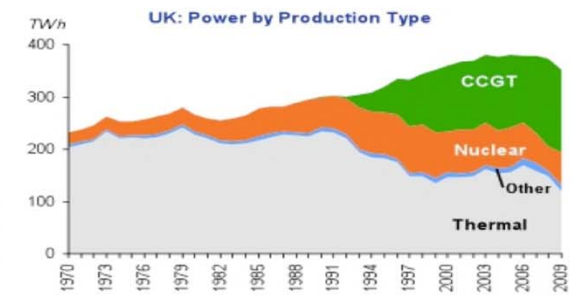
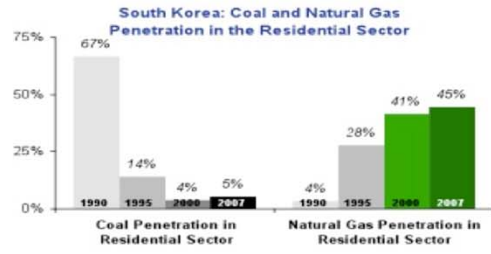
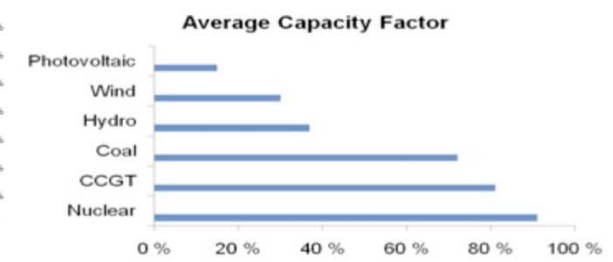
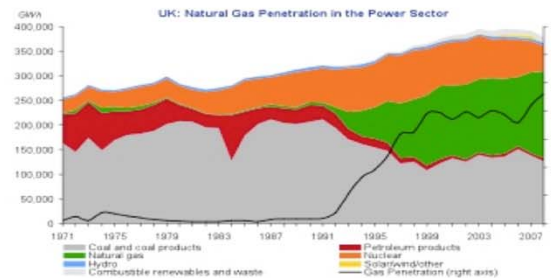
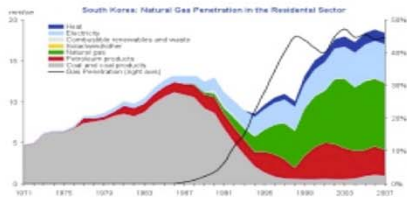
# Resonating with your audience



# Talk about innovation and social contribution



# Facts are not messages

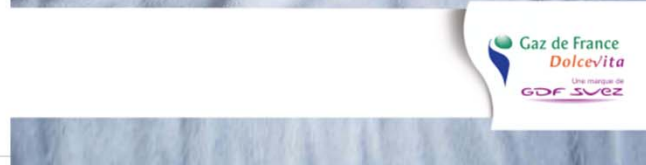


# Gas needs a human face





# Gas needs a human face



# Engage!

- Social media outreach
- Out of our comfort zone
- Engage the young generation
- Alliances



# Human, open and shaping the future.



## Open

- Responsible
- Accountable
- Open
- Transparent
- Listens to criticism,
- Approachable  
Ready to engage.  
Pro-active



## Human

- Acknowledges concerns
- Personal  
Sharing values
- People working with people
- Part of the community
- Local contribution



## Shaping the future

- Part of the solution.
- Alliances, not enemies.
- Inclusive.
- Part of sustainable energy mix
- Innovative  
Promising sector

# Natural Gas



Human, Open and Shaping the Future





Golden age of  
gas?

**Not in my  
backyard!**

## 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)

## StudyGroup E3: Communications and Public Acceptance



- We need gas pipelines, storage fields, CO2 storage, shale gas, LNG plants...
- Wherever we work, public acceptance is key to the success of our projects.
- Communities often say Not in My Backyard
- How can we match excellent performance with excellent local communications, create trust and get the local green light?
- StudyGroup will give recommendations on creating public acceptance - building on lessons learned from *Human, Open and Shaping the Future*

## Connected and Multinational Group of Experts



- Members from all continents.
- Work towards Paris report AND ALSO invest in communications during the next three years (press releases, articles, speeches, meetings, online...).
- Work together with iGas and the TaskForce Advocacy.
- Come up with practical output – ‘golden standards’, examples, best practices...



## 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