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# ***i-gas industry***

*David Konvalina*

*Barcelona, October 2, 2012*

# Why i-gas industry?

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- Are we doing enough on the ONLINE field?
  - Company level
  - Industry level
  - IGU



# New issues and continuity

## *“Growing together towards a friendly planet”*

- 2050 natural gas prospective coordinated by PGC B
- Natural gas, a key factor for sustainable development in emerging countries (PGC C)
- i-gas industry (PGC E)
- Efficiency and convergence with renewable energies and electricity (PGC F)
- Best practices (all committees)
- Human Capital a transversal approach from all committees led by TF HR

# Our focus

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## 1. Description: Where we are?

- ↳ Sales
- ↳ Marketing
- ↳ Communication of technical data (e.g. nominations...)
- ↳ Other areas

## 2. Future development

- ↳ All above mentioned
- ↳ Social media



# Sources

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## Industry level:

- Results of the study from triennium 2009-2012
- Inputs from working groups & other committees

## Company level:

- Quick survey among member companies (TBD)

# Modus operandi

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# BACKUP

## Online presence analysis (2011)

| URL                             | <a href="http://www.igu.org">www.igu.org</a>   | <a href="http://www.worldcoal.org/">www.worldcoal.org/</a>   |
|---------------------------------|--|--|
| Structure of home page          | Content plan (navigation)<br>Static IGU flag/IGU logo<br>News section (links to press releases)<br>Event info (links to IGU related events)  | Content plan (navigation)<br>4 main sections with brief, key messages<br>CCS counter (tons of CO2 stored underground)<br>News section (link to 1/4ly newsletter)   |
| General impression of home page | It seems unfinished, as if missing content.<br><b>A site for members only, "don't come here again if you are not a member..."</b>  | A clean look & feel, simple, clear information. Stressing a general concern of the environment, and the benefits of coal within.<br><b>A site that invites to re-visit</b>   |
| General content plan            | (1) <u>About IGU:</u><br>Information on current trienium (organization, vision/mission/ objective, annual reports...) and 2 previous trieniums<br>(2) <u>Trienium 09-12: Committees &amp; special projects</u><br>Organization & access to committee sections (member areas) | (1) <u>About Coal:</u><br>What is coal, where is coal found, coal mining, uses of coal, methane, coal market & transportation<br>(2) <u>Carbon Capture &amp; Storage (CCS):</u><br>The role of CCS, technologies, financing, CCS map |



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Microsoft Office Exce