

1st official PGC E Meeting - Barcelona , SPAIN

1-3 October 2012

**Hotel Condes de Barcelona
Passeig de Gràcia 73-75
08008 Barcelona**

MINUTES

1. Opening by the Chairman

Alfredo Ingelmo welcomed to Barcelona the members to the 1st official committee meeting.

PGC E meeting to the Tour de table

In order to give both new and old members the possibility to get to know each other, each participant presented him/herself, stating name, company, country and if given former engagement in IGU

2. Presentation of PGC E Committee for triennium 2012-2015

Alfredo Ingelmo, chairman of PGCE, presented the PGC E Contribution to IGU Strategic Vision, structure of the Committee, transversalities with other committees and the triennium working program

(This presentation is displayed on the IGU Website: www.igu.org)

3. Presentation from the IGU Coordination Committee

Georges Liens, Chairman of the Coordination Committee, introduced the French team and the Strategic guidelines for this triennium :

- Advocating for the development of natural gas as a foundation fuel for Sustainable Development
- Promoting an accurate combination with renewables & electricity
- Improving the availability of natural gas in new areas & in developing countries
- Attracting and retaining Human Resources for the
- Future

Eleven committees made up of members of the International Gas Union are taking part in the Triennial Work Program that has been designed around four strategic guidelines entitled “Human resources for the future”, “Natural gas, THE destination fuel for sustainable development”, “Natural gas available everywhere” and “An appropriate combination of gas, renewables and electricity”.

In addition, three new task forces have been created, to lead the following projects: “Geopolitics and Natural Gas” – which will continue the work started in the preceding triennium –, “Human Resources” and “Gas Advocacy”.

The different PGC, WOC and TF were presented as well the membership participation in each of them.

The chairman of the CC presented the key milestones for special reports and papers submission, and the dates and venues of the Triennium CC meetings. In each CC meeting it will take place a workshop devoted to one of the four pillars.

The TWP 2012-2015 (triennial work program) is available :
<http://www.wgc2015.org/le-triennium/le-triennium-francais/>

The french team has developed a new website for the World Gas Conference 2015

www.wgc2015.org

A collaborative platform was presented, this platform will showcase the work in progress it will Initiates and encourages exchanges in the Working Groups and stimulates interconnection between committees. In the following weeks members of the group will receive an invitation to register.

<http://ccmembers.wgc2015.org/>

the platform allows to:

- share an idea
- attach a document
- comment an idea
- vote for an idea
- see upcoming meetings

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4. PGE E role at the WGC 2012 in Kuala Lumpur

Hansch van Der Velden, leader of one of the study groups in the past triennium related the participation of PGC E in the world gas conference in Kuala Lumpur, June 2012, with three excellent sessions.

Study Group Natural gas & renewables. Leader Uwe Klass

- Case studies & recommendations on combining natural gas with renewables.
- Pilot or small scale applications are developing today. Most promising options:
 - Natural gas and solar/heat pump in home heating
 - Blending biogas into existing NG streams.
 - Wind / solar power > hydrogen > blend into gas
- Successful combinations need three key drivers:
 - Availability of renewable resource
 - Acceptance by communities
 - Economics of the project
- Successful case studies presented in KL – e.g. Bio-Erdgas or the Hydrogen plant

Study Group Marketing campaigns. Leader: Urs Zeller

- For growth in competitive energy markets, professional marketing is necessary. This study looks at how the industry markets natural gas and what can be the best practices.
- Success factors include:
 - Brand visibility
 - Only better image can 'sell' at higher prices.
 - Electricity = electricity. Gas = gas. Identity where your value added is.
- Value added:
 - For commercials – play on price & contracts
 - For residential – play on price and customer services
 - For natural gas vehicles – better get ready for continuous and massive investment by the sector if it needs to be successful.

Study Group Image of natural gas. Leader: Hansch van Der Velden

- A good reputation of natural gas will not come naturally.
- Formulated recommendations for the IGU and the gas industry at large to strengthen the image and reputation of natural gas.
- Key drivers of a better reputation:
 - What we say (more innovation, soft values...)
 - How we say it (emotional appeal)
 - With whom we engage (new publics and online)
- “Human, open and shaping the future”

(This presentation is displayed on the IGU Website: www.igu.org)

5. Marketing session

Professor Jorge Gonzalez, from IESE Business School gave us an excellent marketing session focused on the customer. Customers of the future are shaped by Socio-Economic, Geo-Politic and Technological changes.

"There is only one valid definition of a business purpose: to create a customer ... it's the customer who determines what a business is ... it is why there are two basic functions in business, marketing and innovation."

The rising of the digital natives, the new opportunities on mobility and computing have changed dramatically how we are connected

TO LISTEN never has been so important, because our customers love to talk!, we have to listen to our customers

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6. PGC E Plenary Session

Then the study group leaders presented the proposal for their study group during the coming triennium.

SGE.1 Marketing natural gas and promoting new usages. Alfredo Ingelmo, presented the scope and purpose of this group, as the leader has to be defined

- Analyse marketing & promotion campaigns for the use of natural gas
- Provide special attention to relevant market differences such as growing and mature markets, cold and warm weather markets, regulatory schemes, etc
- Analysis of market-applied innovation and new technologies, including hybrids.
- Profitability analysis of technologies relative to the level of usage covered

SGE.2 Competing with other energies. Barbara Jinks, leader of SGE.2 presented the scope and purpose of this group

- Analyse advocacy activities of other energy sectors (coal, oil, nuclear, renewables)
- Analyse others' communication activities
- Analyse others' marketing and promotion activities that aim to expand their activity and attract new customers
- Contribute to i-gas (impact of internet)

SGE.3 Communication & public acceptance of natural gas projects. Hansch van Der Velden, leader of SGE.3 presented the scope and purpose of this group and the main themes it will cover.

- 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
- 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

(All presentations are displayed on the IGU Website: www.igu.org)

7. i-gas industry – Contribution to special report

David Konvalina, who will lead the i-gas industry report presented the scope and purpose of this group, related with the image and presence of natural gas in the internet. This report needs to be feed by Inputs from working groups & other committees

(This presentation is displayed on the IGU Website: www.igu.org)

8. Marketing Session: The Spanish Residential Market

Mireia Martinez, Marketing Director of Gas Natural Fenosa, presented how the commercial policies had to adapt to a deregulated market in Spain.

The sector faces some challenges, we need to Improve customer knowledge:
Marketing Analytics Platform to improve sales efficiency

The online channel has to be more self-management, online sales, social networking.

Innovation has always to be present, through smart homes, appliances, new tariffs ...

(This presentation is displayed on the IGU Website: www.igu.org)

9. Update on IGU activities / website

Georges Liens gave an overview about IGU's organization, its latest activities and main policy messages.

(This presentation is displayed on the IGU Website: www.igu.org)

10. Initial composition of the study groups

The members of PGC E were asked to join one of the three study groups.

11. The use of natural gas for transportation

José R. Freire, Head of transport solutions for Gas Natural Fenosa, presented the natural gas as an excellent choice as transportation fuel, with noticeable economic and environmental advantages.

We had opportunity to visit a public service station in Barcelona urban space, next to Gas Natural Fenosa Headquarters

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12. Presentation form TF2 “Gas Advocacy”

Michele Pizzolato, chairman of TF2 and Giulia Migueles, Secretary of TF2, connected to the meeting through videoconference. Michele presented the scope and purpose of this Task Force new in the IGU committee's structure for this triennium

Natural gas has an important role to play in a sustainable energy future. In order to face the main gas advocacy's challenges of the next triennium, we need coherent policies

(This presentation is displayed on the IGU Website: www.igu.org)

13. Spanish Gas Sector

Marta Margarit, General Secretary of Sedigas, the Spanish Gas Association, gave a general overview of the Spanish Gas Sector, main figures and work done so far in marketing and communication.

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14. Study group presentations

After the 2 study groups working sessions the study groups presented their conclusions of the two days meetings and the way forward of study group.

- **SG1-** Marketing natural gas and promoting new usages, Alfredo Ingelmo
- **SG2-** Competing and coordinating with other energies, Barbara Jinks
- **SG3-** Communication & public acceptance of natural gas projects, Hansch Van der Velden

- **i-gas industry** – Contribution to special report, David Konvalina

15. Wrap & Conclusions

Chairman of the Committee congratulates the members of the groups, who are consolidating the SG work, team, scope of work and focus.

Chairman informed that he will be representing PGC E in the next Coordination Committee in Ottawa.

Members are encouraged by the chairman to be active and present at the IGU Collaborative platform and Twitter

Chairman of PGC E recognize the very good job done by the host, Gas Natural Fenosa during the 2 days meeting.

Next PGC E meeting will take place in Paris 25-27 March 2013 and will be hosted by GDF Suez and GrDF

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