

OBJECTIVE: CREATE AN ATTRACTIVE AND RESPECTED DIGITAL PLATFORM FOR GLOBAL GAS SECTOR ADVOCACY

Phase 1 (to October 2013): build portal

- Refresh IGU design/profile
- Develop new communication concept for IGU
- Develop & launch new IGU external website (using existing content, but more accessible, modern, user-friendly)
- Develop and plan engagement campaigns

Phase 2 (to January 2014): build “pull” strategy

- Launch engagement campaigns
- Develop advanced functionality, tools etc.
- Develop new content or revise existing material



IGU'S ROLE IS TO ADVOCATE FOR GAS, IN A REASONABLE AND OBJECTIVE MANNER

“The role of the IGU is to promote and advocate gas as an integral part of a sustainable global energy system and to advocate the technical and economic progress of the gas industry”



OBJECTIVE: CREATE A RESPECTED AND ATTRACTIVE DIGITAL PLATFORM FOR GLOBAL GAS SECTOR ADVOCACY

- Advocate natural gas as an integral part of a sustainable global energy system
- Promote the political, technical and economic progress of the global gas industry
- Work to improve the competitiveness of gas in world energy markets
- Support and facilitate the global transfer of technology and know-how
- Maximize the value of IGU's services to members and other stakeholders

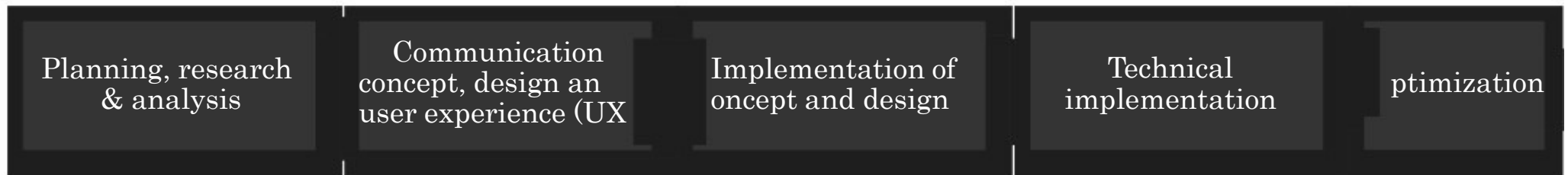


IF SUCCESSFUL, OUR PROJECT WILL CONTRIBUTE TO FULFILLING IGU'S VISION

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



■ = Milestone ◆ = Workshop ◆ = Meeting



- Strategy documents
- Insight

- Insight and feedback in WS.
- Begin to write content for site (extract from existing PDF's)

- Write content for site (extract from existing PDF's)
- OK final design and concept

- Write content for site (extract from existing PDF's)
- Publishing content

- Write content for site (extract from existing PDF's)
- Publish content



COMMUNICATIONS CONCEPT AND STRATEGY

VALUE PROPOSITION: A SHORT DESCRIPTION OF WHAT GAS DOES BEST AND BETTER THAN ITS COMPETITORS

Gas delivers sustainable economic development

It offers excellent value to countries and societies looking for energy resources that can help them grow sustainably - now.



POSITIONING: THE QUALITIES THAT MAKE GAS A LEADER IN SPECIFIC CATEGORIES OR COMPETITIVE AREAS

Gas is more adaptable, cleaner and better value in its key markets

Gas is the most adaptable of all the mainstream sources of energy. It can be used equally well as an input for electricity generation, home or industrial heating, and as industrial feedstock.

Gas is cleaner than coal in terms of emissions produced. Gas is also increasingly perceived by the public being safer than nuclear energy.

When compared to petroleum for use as transportation fuel, gas is cleaner, as it produces less local and global emissions.

Gas delivers great long-term value, as measured by cost-competitiveness under both current conditions and expected

creuna
long-term scenarios



GAS POSITIONING IN KEY COMPETITIVE ARENAS

Power Generation

Adaptable

Cleaner

Good value

Transportation

Cleaner

Good value

CONTEXT: THE SOCIAL AND POLITICAL CONTEXT THAT WE OPERATE IN AND ARE RESPONDING TO

Gas competes mainly against coal and nuclear for electricity generation and against petroleum in transportation applications

While global energy consumption is rising, there is a growing consensus that we must also battle issues such as climate change and pollution

Politicians are concerned about wasting scarce resources by “betting on the wrong horse”, as we make a transition towards greater use of renewable energy

Politicians, the key energy policy decision makers, are most concerned about energy security, affordability and environmental impact



TARGET AUDIENCE: GLOBAL POLICY MAKERS AND THEIR INFLUENCERS

- The audience consists of politicians, policy influencers, NGOs and the media
- The ultimate audience for the IGU's gas advocacy is global politicians and their strategic advisors - this group turns ideas into concrete energy policies on a global scale
- Policy institutes, NGOs and the media are also crucial, as they influence politicians
- Academics also play a role in the energy policy discussion, in their capacity as researchers, discussion partners and consultants
- In many cases, the roles in the target audience are fluid, for example over time academics often end up working for NGOs or policy institutes



WITHIN EACH TARGET GROUP, IGU HAS PRIMARY AND SECONDARY PRIORITIES

Politicians

- G8
- G20
- World Bank
- UN
- (EU)

NGOs

- Greenpeace
- WWF
- Worldwatch
- Earthwatch
- Climate Council

Policy & Opinion Influencers

- IEA
- GECF
- World Energy Council
- IRENA
- International Atomic Energy Agency
- International Regulators Forum

Media

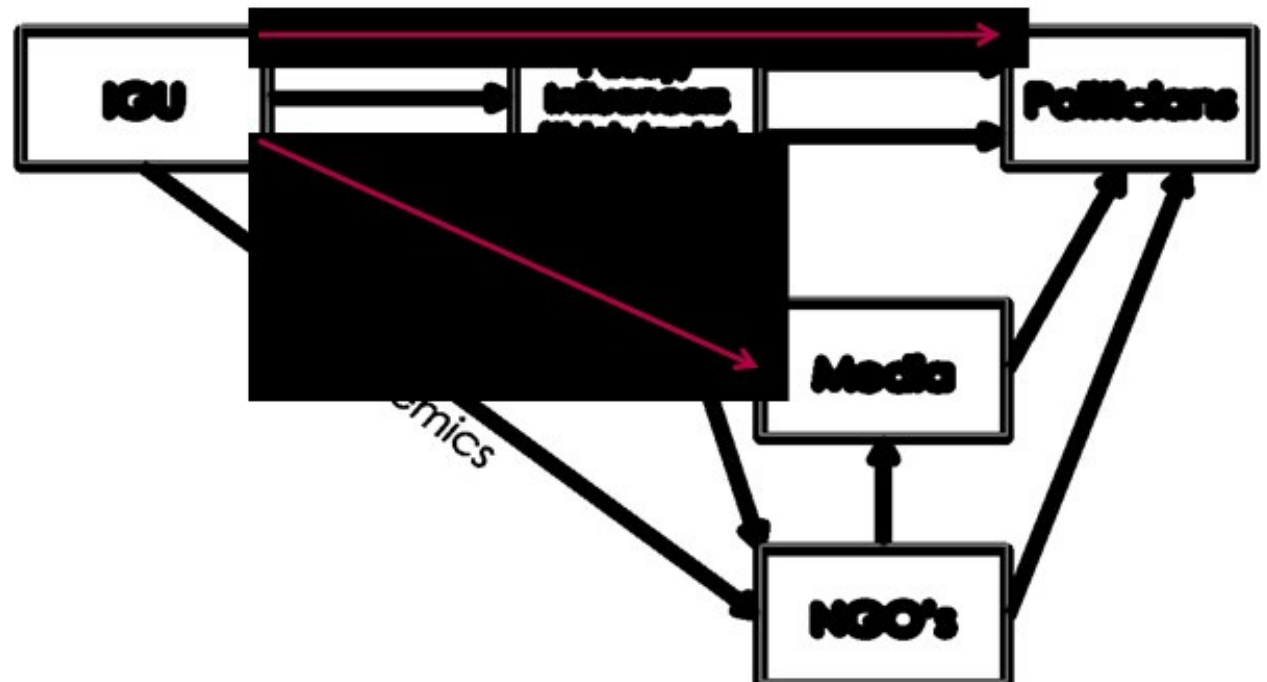
- FT
- Economist
- WSJ
- Platts
- Other digital
- Bloomberg
- CNN
- CNBC

- OECD
- BRICS
- MIKT
- Atlantic Council



AUDIENCE STRATEGY

- Policy influencers/NGOs:
Establish IGU as a key source of objective data on gas and focal point for energy debate
- Media:
Establish IGU as a reliable source of data packaged content related to both gas and the future of energy
- Politicians
Establish IGU as a key resource that can inform and help simplify complex issues related to gas and energy debate



IGU GAS “BRAND” COMMUNICATIONS STRATEGY: SUMMARY

- “Pull” not “push” communications
- Benefit oriented
- Focus on the key competitive levers: advantages of gas
 - vs. nuclear/coal (electricity for homes)
 - vs. petroleum (transportation)
- Highlight the vision - the future - in order to unlock inertia, to explain why change is needed in favor of gas
- Engage and find common ground with a range of audiences, from policy experts to novices in the media
- Carefully challenge existing preconceptions



COMMUNICATIONS STRATEGY:

USE “PULL”, NOT “PUSH” COMMUNICATIONS

- Rather than spend massive resources to broadcast a one-way message, we need to create content that is trustable, relevant and easily transmittable
- We need to package content in way that is fresh and appealing to the target audience and its influencers
- We generate credibility by cultivating a network of both advocates and respected third party “sparring partners”



COMMUNICATIONS STRATEGY: FOCUS ON AUDIENCE BENEFITS

- Emphasize the payoff - the benefits for the audience - and not just IGU's vision or desires
- Draw attention to why gas is relevant to their mission and beliefs
- Prove sustainability by highlighting gas'
 - short term benefits; cleaner air locally & globally
 - long term benefits: enabling renewable energy programs



COMMUNICATIONS STRATEGY: FOCUS ON THE KEY COMPETITIVE LEVERS

Focus audience attention on the key issues:

- what makes gas a better choice than coal or nuclear for meeting electricity generation needs?
- why should transportation systems make room for gas to complement petroleum?

Gas delivers outstanding value, compared to other options:

- cleaner air and lower emissions now
- a long-term partner for renewable energy
- Is good long term value



COMMUNICATIONS STRATEGY: EMPHASIZE THE FUTURE

- In order to shape long-term energy choices we need to create consensus on a vision of the future
- We need to show how gas responds to our challenges today and helps create the future that the audience desires



COMMUNICATIONS STRATEGY: CREATE COMMON GROUND FOR A RANGE OF AUDIENCES

- We aim to engage a mix of audiences from experts to novices, all of whom have an important role to play in gas advocacy
- To communicate our highly complex data and ideas, we must use easily understandable language and formats that will satisfy the needs of both technical and non-technical audiences



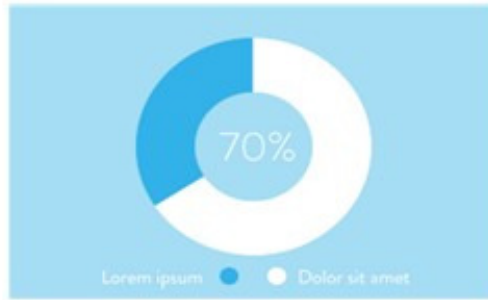
COMMUNICATIONS STRATEGY: CAREFULLY CHALLENGE EXISTING PRECONCEPTIONS

- Gas, although an well-established energy source, is in some ways a challenger, as it aims to drive a careful evolution of existing energy systems
- This means we need to build a case base on the objective reasons for change
- IGU's advocacy for gas should be characterized by willingness to go deep in the data, find and draw attention to the tough questions, to spark reasonable debate that can shed light on why gas is valuable for the world





















GRAPHIC ELEMENTS

Large infographics and icons at the entrances to the section pages



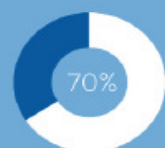
Icons

Member	Valuable	Clean air	Gas
			
			
Power	Pipe line	Heat	Light bulb
			
Adaptable	Event	Publication	FAQ
			
Renewable	Knowledge		
			

CLEANER AIR

Learn how LNG-powered ferries are reducing marine emissions

READ MORE



Lorem ipsum • Dolor sit amet

GAS KNOWLEDGE ARTICLE

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INNOVATION ARTICLE

Paulum, cum regem Persem captum adduce eodem flumine invecio? Confecta res esset.

26th

WORLD GAS CONFERENCE
PARIS - FRANCE
1 - 5 JUNI 2015

UPCOMING EVENT

Paulum, cum regem Persem captum adduce eodem flumine invecio? Confecta res esset.



NEW-IGU GLOBAL GAS REPORTS 2014

Paulum, cum regem Persem captum addu eodem flumine invecio? Confecta res

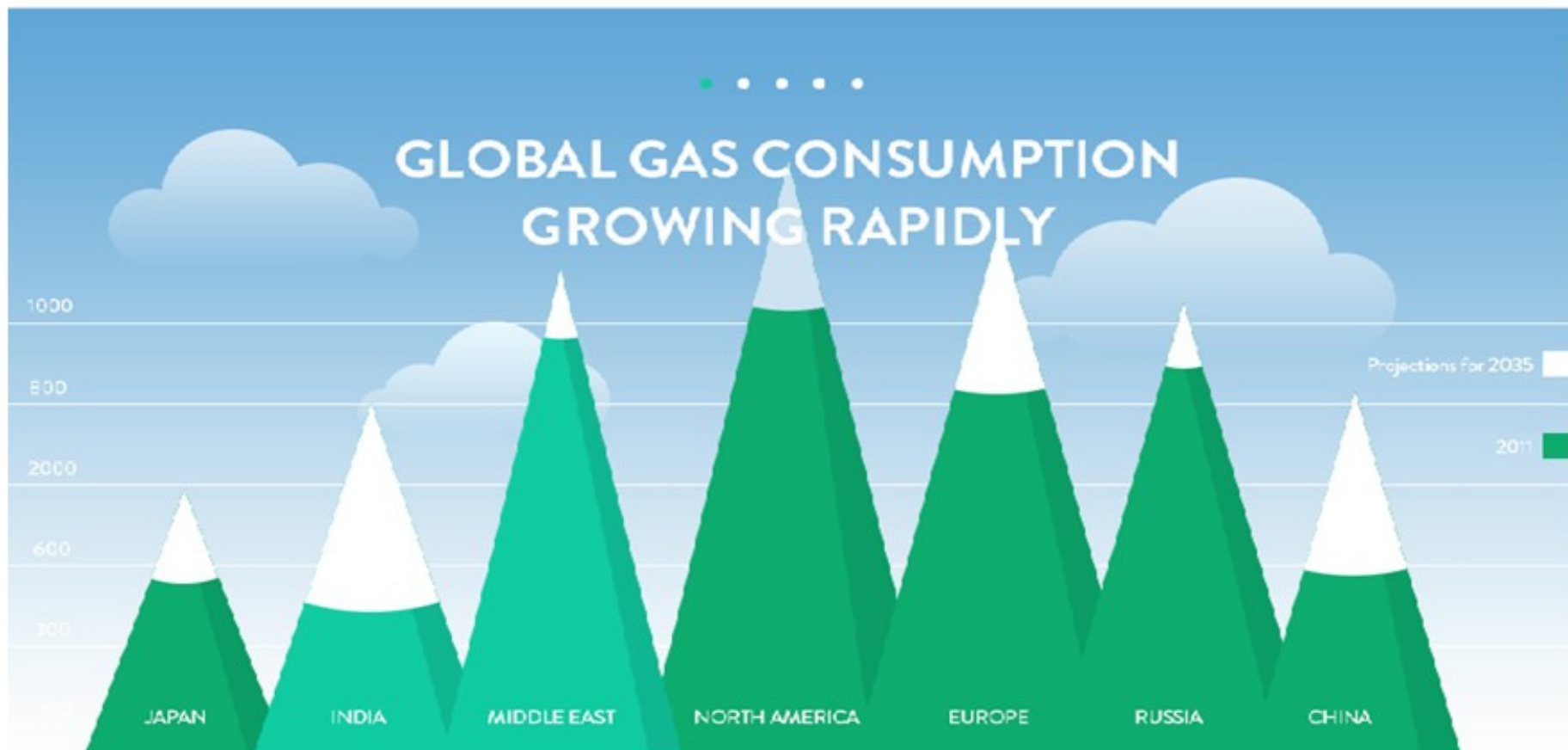
CONTACT

International Gas Union
Office of the Secretary General
c/o Statoil
Box 3, 1330 Fornebu
Norway
Tel. +47 51 99 00 60
Fax +47 67 80 56 01



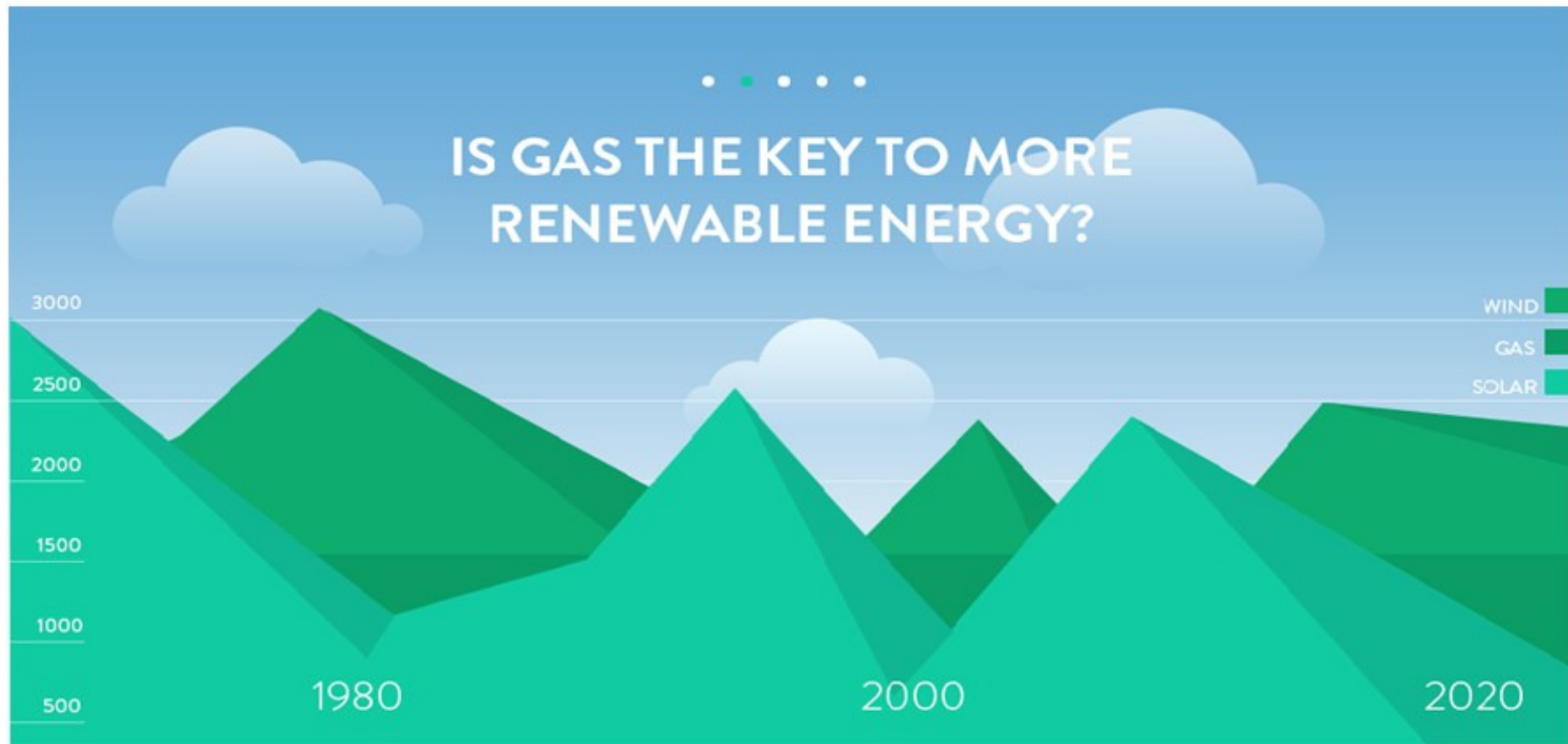
GRAPHIC ELEMENTS

Examples of illustrations, graphs and curves



GRAPHIC ELEMENTS

Examples of illustrations, graphs and curves



List sample!



Contact

HOME

GAS KNOWLEDGE

NEWS AND EVENTS

ABOUT IGU



WHY GAS

NATURAL GAS IS THE
CLEANEST OF OUR
FUELS.

25%

23%

70%

NATURAL GAS IS THE FUEL THAT BUILDS NATIONS

ENERGY IS CRITICAL TO OUR LIVELIHOODS TODAY. BUT HOW WILL WE MEET OUR CHILDREN'S NEEDS – AND THOSE OF THEIR CHILDREN? WE HAVE A GLOBAL VISION FOR GAS THAT CAN HELP US BUILD OUR SUSTAINABLE ENERGY FUTURE RIGHT NOW.

The world faces many challenges in meeting the aspirations of its citizens, now and in the future. To improve people's living standards, we need energy resources that can support economic development, combat climate change and improve local air quality. Natural gas delivers excellent value meeting these challenges. Learn more by reading our Global Vision for Gas.



Global vision for gas.pdf

ADAPTABLE

Natural gas is uniquely adaptable. It can be used in more situations than virtually any other fuel, for example electricity generation, home and industrial heating, transportation and industrial feedstock. [Learn more](#)

CLEAN AIR

Natural gas is energy rich and produces lower emissions than other carbon fuels. It uses reliable technology that can be adapted to carbon capture processes. [Learn more](#)



ADAPTABLE

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USES OF NATURAL GAS

Paulum, cum rogem Porsem captum adducor, eodem flumine invecio. Confectareseset. Virtutibus igitur rodissimo mihi videtur et ad consuetudinem nostrae orationis via posuisse contraria.

[VISIT](#)

CLEAN AIR

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CLEAN AIR

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[VISIT](#)

VALUABLE

Natural offers excellent value compared to other forms of energy. [Learn more](#)



ECONOMIC DEVELOPMENT

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[VISIT](#)

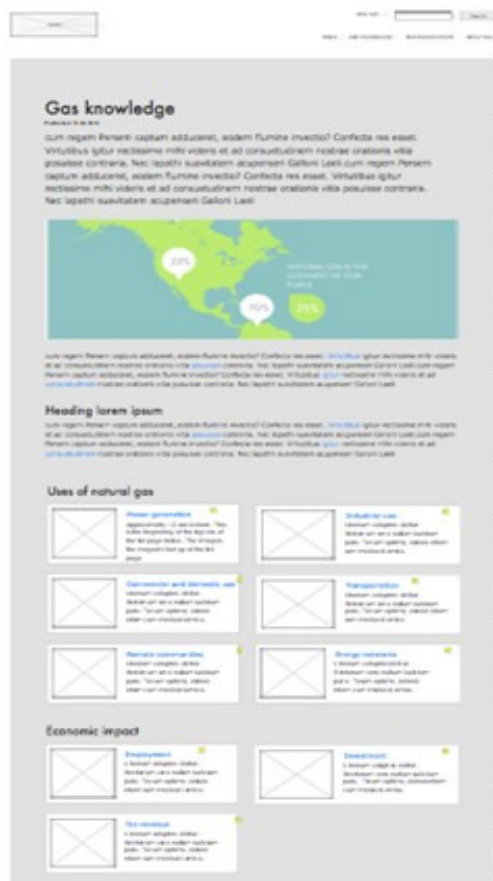
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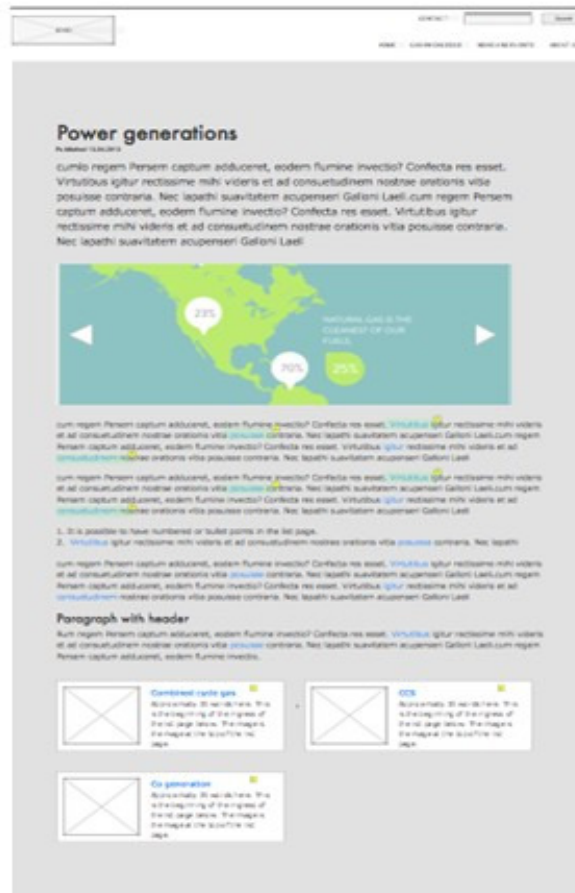


Hierarchy: Three SITE LEVELS

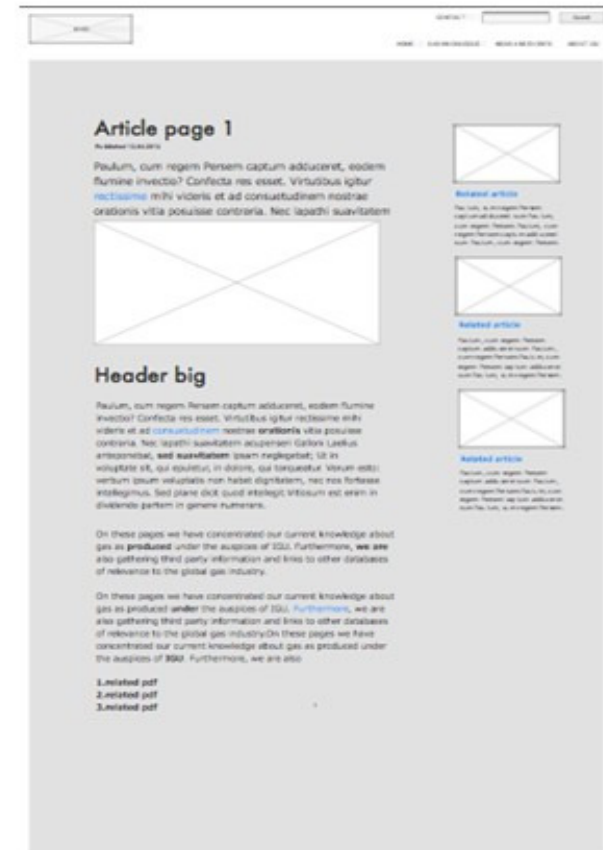
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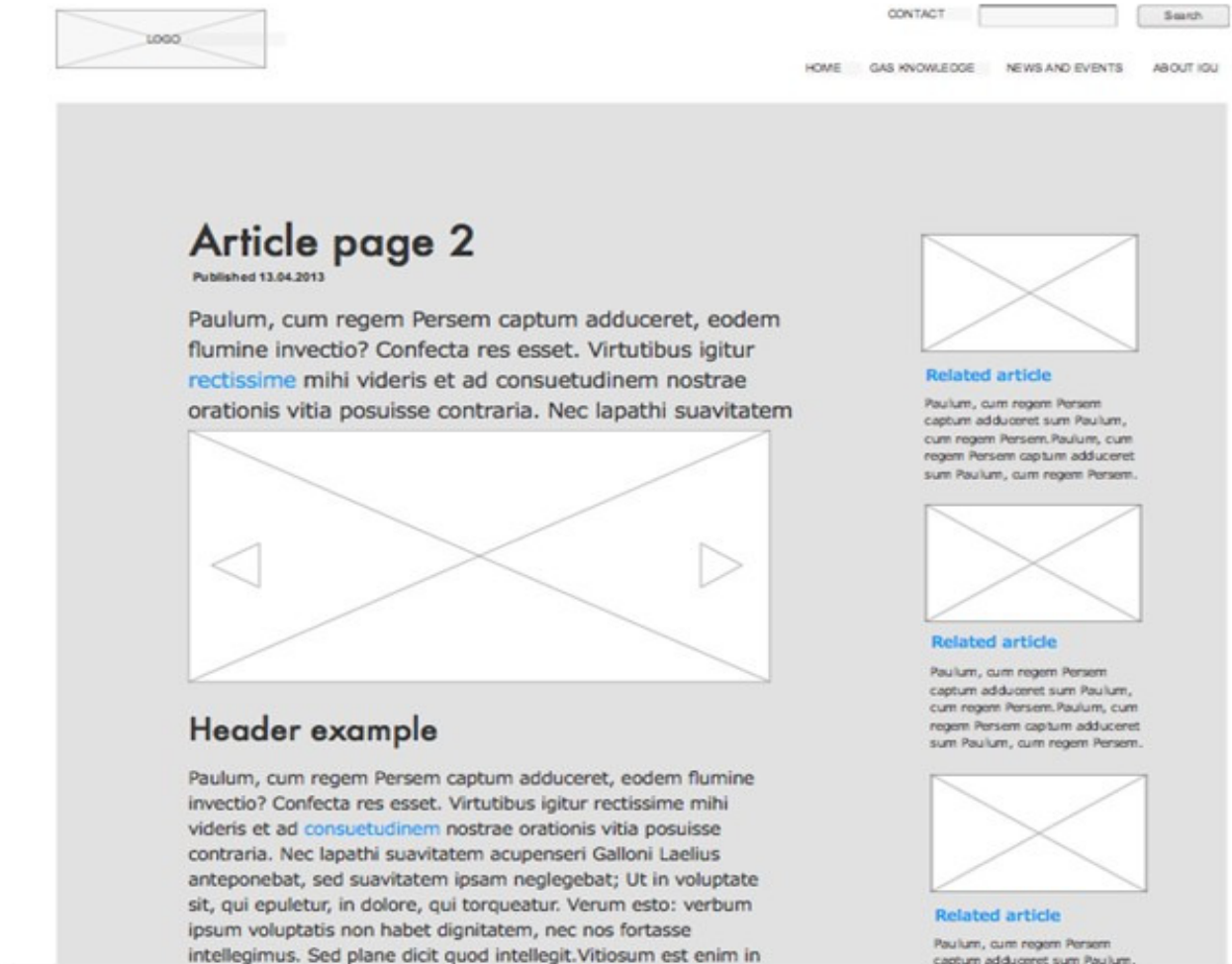


Article page

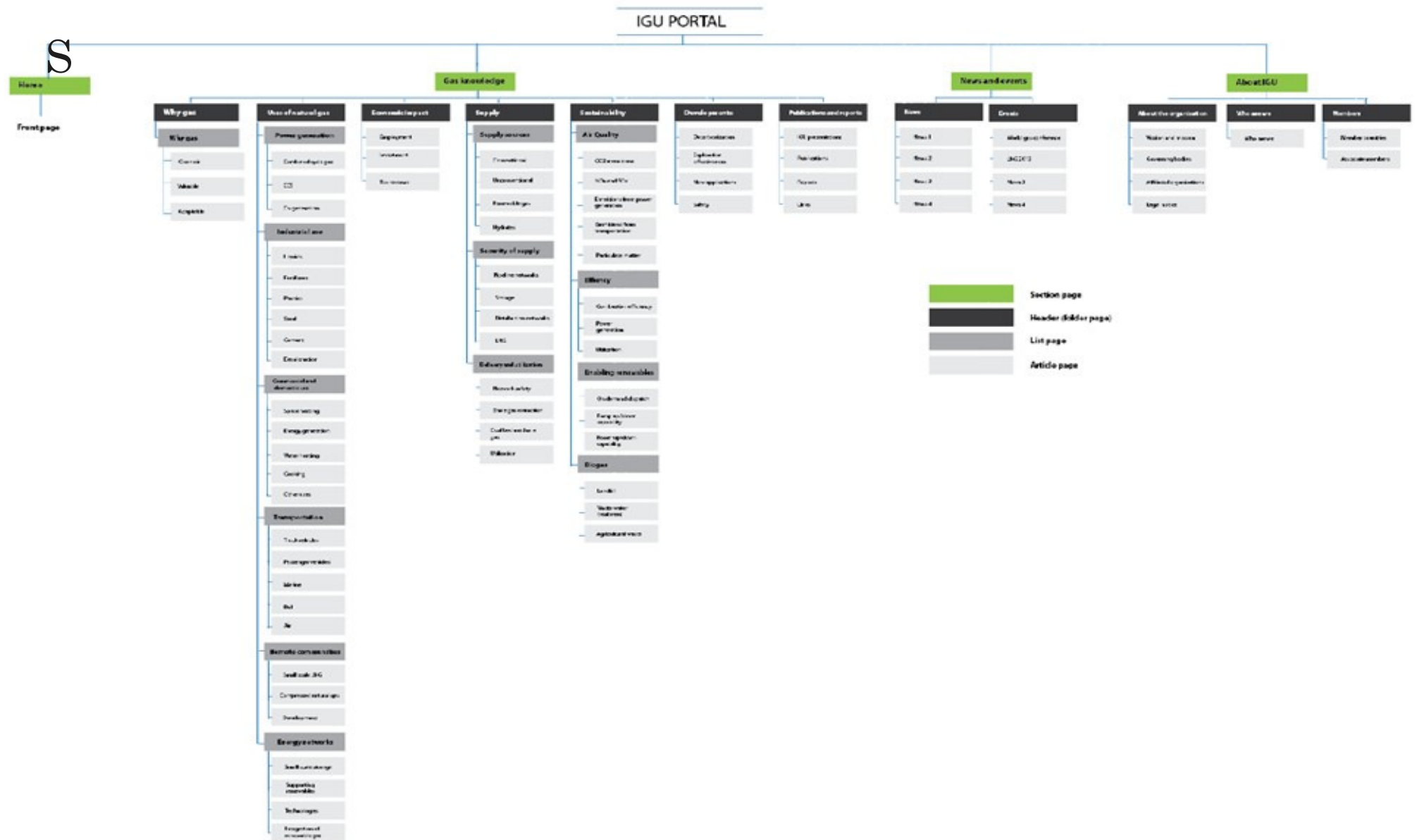


CROSS/Internal LINKS Between articles

- In the text
- Related articles

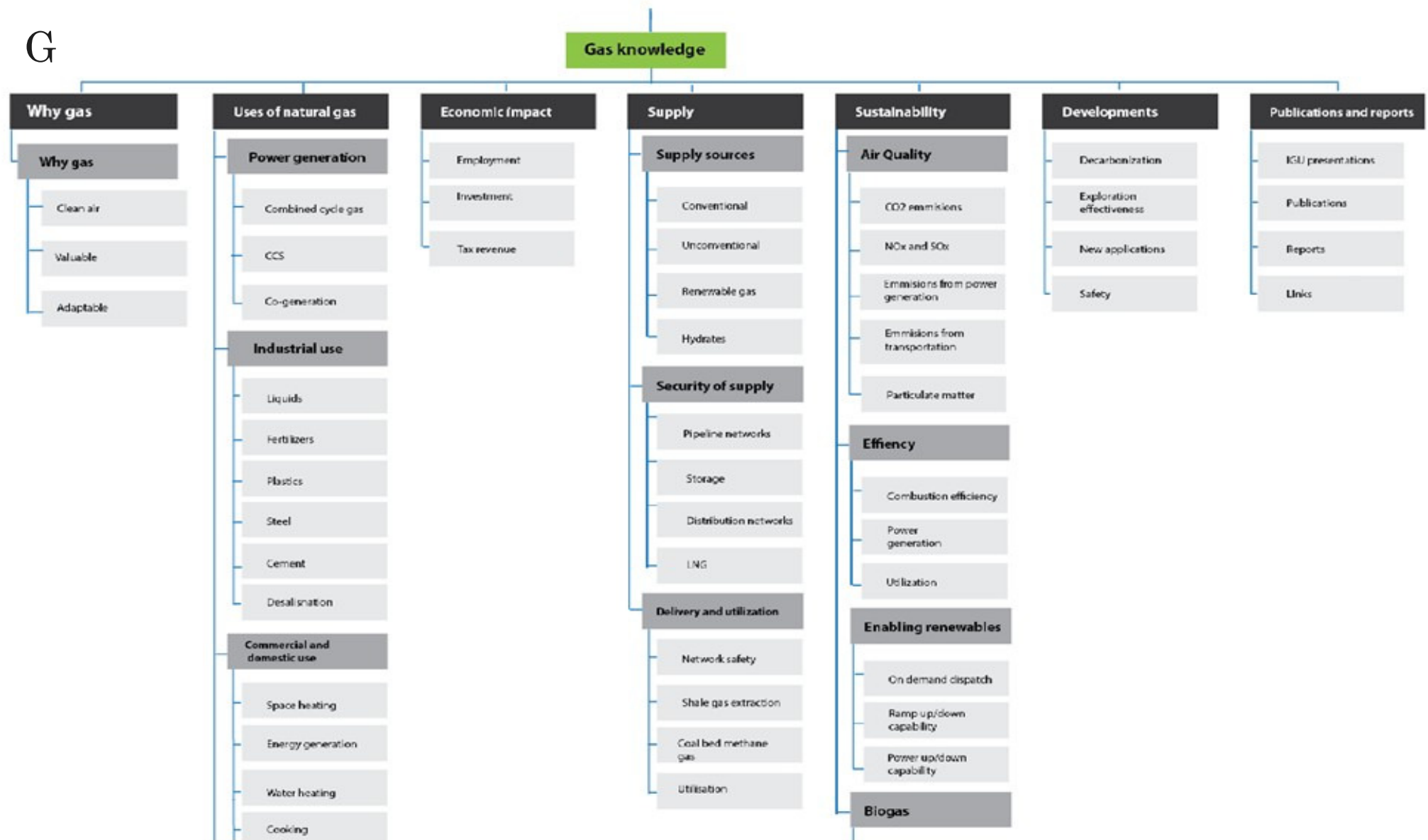


SITE MAP



GAS knowledge

G

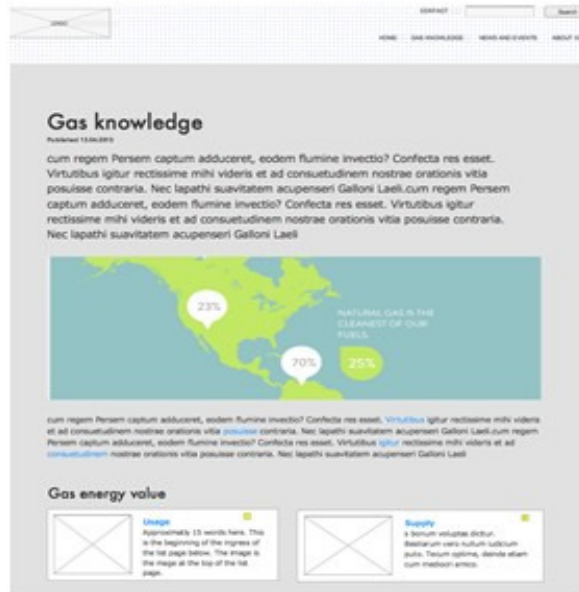


News and events and about IGU

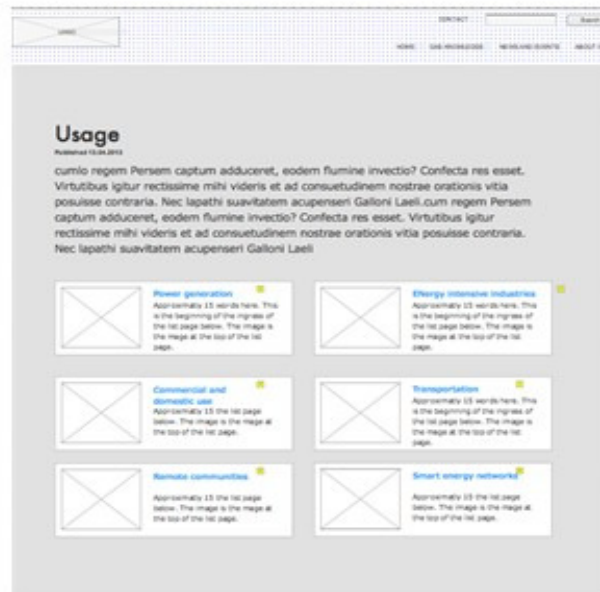


ARCHITECTURE LIMITATION

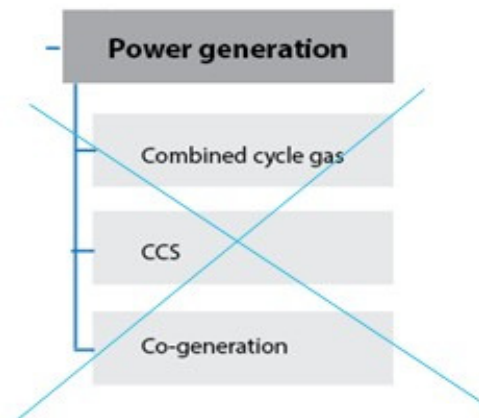
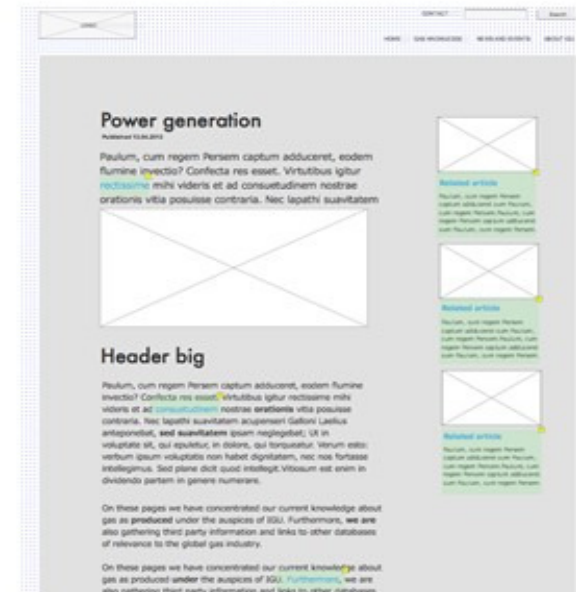
Section page



List page



Article page



GAS KNOWLEDGE- CHOOSING A STRUCTURE

Prototype:

- ▲ Why gas
- ▲ Uses of natural gas
- ▲ Economic impact
- ▲ Supply
- ▲ Sustainability
- ▲ Development
- ▲ Publications and reports

IGU suggestion:

- ▲ Gas energy value
 - ▲ Usage
 - ▲ supply
- ▲ Sustainability
- ▲ Gas for the future
 - ▲ Economic contribution
 - ▲ Investing towards the future

