

# PGC E Marketing & Communication



25<sup>th</sup>-27<sup>th</sup> March 2013 Paris,  
France

GDF SUEZ



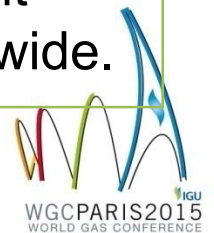
# IGU serves as spokesperson for the gas industry



- Has served the global gas industry since 1931
- Promotes political, technical & economic progress of the gas industry
- Emphasising sound environmental performance
- The World Gas Conference every 3 years
  - 2012: Kuala Lumpur - Malaysia
  - 2015: Paris - France
  - 2018: Washington D.C - USA

## Vision:

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



# Committee Structure 2012–2015

## CHAIRMAN OF COORDINATION COMMITTEE

SECRETARY

VICE CHAIRMAN OF CC

WOC 1  
E&P

WOC 2  
Storage

WOC 3  
Transmission

WOC 4  
Distribution

WOC 5  
Utilisation

*GAS CHAIN*

PGC A  
Sustainability

PGC B  
Strategy

PGC C  
Gas Markets

PGC D  
LNG

PGC E  
Marketing & Com

PGC F  
R D & I

TF1  
Human Resources

TF2  
Gas Advocacy

TF3  
Geopolitics

# A fact: The role of gas

Natural gas will play an increasingly key role on the energy future (and present!)

Debate  
around  
natural gas

Transition fuel...

or

Destination fuel



**Certainty of its key role in the short-term and long-term energetic landscape**

- CO2 emissions reduction
- Upstream and infrastructure owners – leading the way
- A boost in supply associated to the proliferation of unconventional gas

# A belief: The voice of gas needs to be heard as strong and credible

## The Great Paradox

“While most agree on the increasing importance of natural gas, natural gas is missing from energy policy debates around the world.” *(Report by CERA – The Voice of Gas – June 2010)*

- Despite the benefits of natural gas, CERA concludes that gas is **“a fuel without voice”**.



### Top-of-Mind

- Important to the stakeholders
- Promote policies that support natural gas and its benefits



### Twin challenge

- Climate change
- Energy security
- → Natural gas is already a solution!



### Important story to tell

- Communicate on the key benefits of natural gas
- The industry needs to invest in efforts to tell this story



# Strategic guidelines: main headlines

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

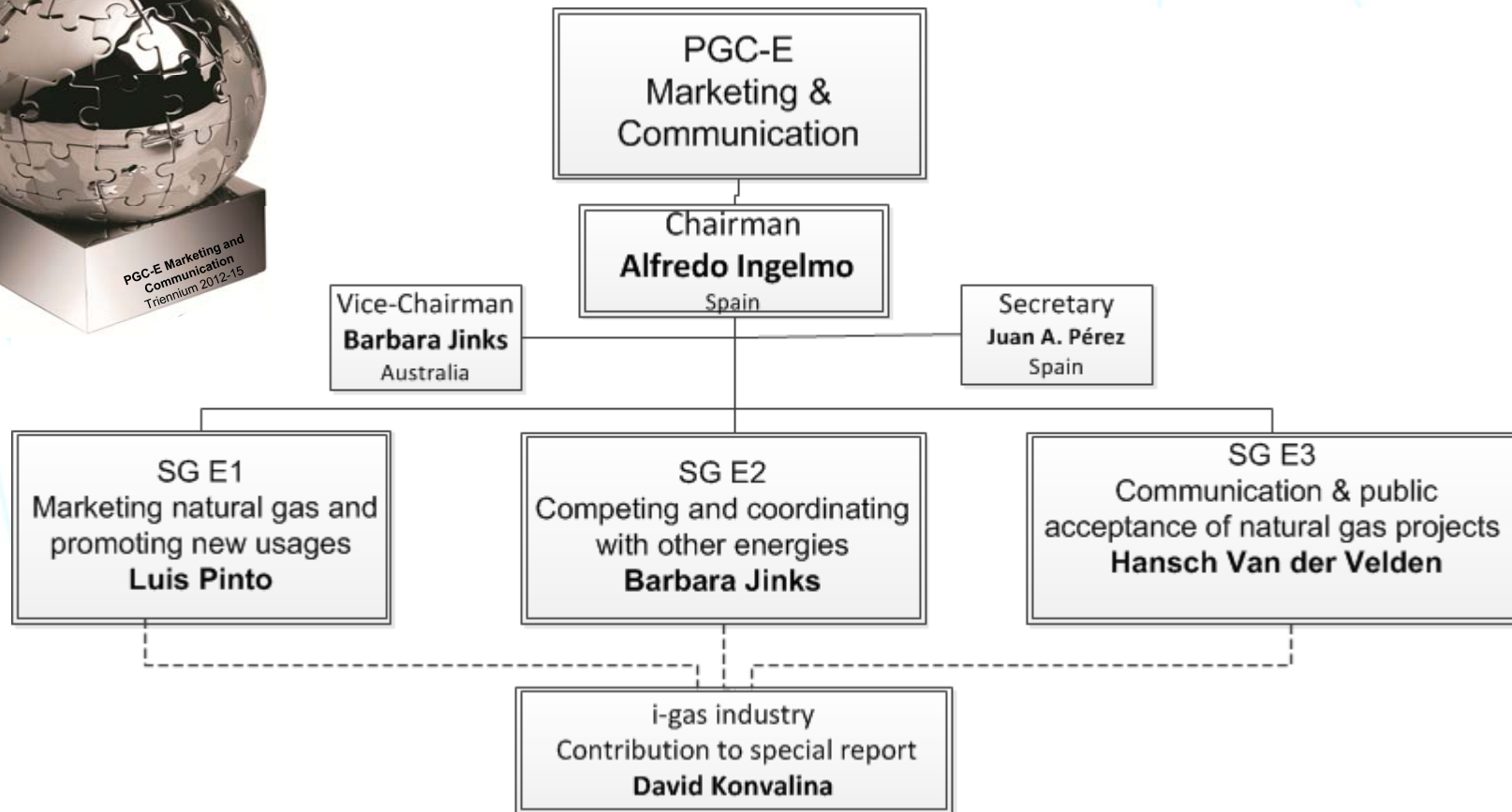
- Advocating for the development of **natural gas** as a foundation fuel **for Sustainable Development**
- Promoting an accurate **combination with renewables & electricity**
- Improving the availability of **natural gas** in new areas **& in developing countries**
- Attracting and retaining **Human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

# The working programme

- 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
  - ✓ **SG2.** Competing and coordinating with other energies
  - ✓ **SG3.** Communication & public acceptance of natural gas projects
  - ✓ **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 aims to give continuity to the report produced by SG3 / PGC-E on 2011 “IGU Online Proposal”



# PGC E 2012 - 2015 Team





# Membership / PGC E

## ♦ *Total nominated members : 62 (+11)*

	<i>Meeting attendees</i>
<i>1<sup>st</sup> meeting in Barcelona 1-3 October</i>	<b>26</b>
<i>2<sup>nd</sup> meeting in Paris 25-27 March</i>	<b>29</b>

- ♦ *There are **27 countries** represented, covering Africa, Asia, North and South America, Oceania and Europe.*
- ♦ *There are **36 Gas companies** represented and **4 National gas associations***
- ♦ *We cover the **whole value chain of natural gas** with upstream, midstream, downstream, transportation, distribution and suppliers companies*

# 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)

# Transversal Pillars issues /

## ♦ **Yellow Pillar (renewables and electricity combination) :**

- *How to effectively cooperate with renewable and power generation. Bundling products or generation of hydrogen with renewable energy.*

## ♦ **Purple Pillar (Human Resources) :**

- *We need 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.*

## ♦ **Green Pillar (Sustainable Development) :**

- *The search for business models that supports new uses of gas*

## ♦ **Red Pillar (Gas everywhere) :**

- *Convey the merits and the right image of gas worldwide through professional communication is critical to the image of the industry (specifically supply side)*

# External relations & others / PGC E

## External relations :

- *Actively looking for opportunities to explain IGU/PGC E on external forums. Some already scheduled*

## Articles for IGU Magazine :

- *3 articles, one per study group and year*
- *Deadlines*
  - ✓ *June 2013*
  - ✓ *December 2013*
  - ✓ *December 2014*

## Goal of first article to be released on june 2013

# Meetings schedules / PGC E

## *Date and location of the 6 meetings*

	PGC-E Meeting	CC Meeting	PGC-E Meeting	CC Meeting
2012			1-3 October Barcelona, Spain	16-19 October Ottawa, Canada
2013	25-27 March Paris, France Michel le Men	9-11 April Seville, Spain	7-9 October Washington, USA Darrell Wilson	22-25 October Beijing, China
2014	3-5 March Doha, Qatar Marcellus Catalano	25-27 March Brisbane, Australia	29 Sept-1 October Amsterdam, Netherland Hansch Van de Velden	14-17 October Berlin, Germany
2015	2-4 March Berlin, Germany Anke Tuschek	24-26 March Cairo, Egypt		1-5 June WGC Paris, France

- 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

# ***Thank you for your attention***

