



Status report PGCE study group 2

compete & coordinate with other energies



2nd meeting Paris, France 25-27 March 2013

Barbara Jinks



Members



♦ SG Leader

No 2 No 2

Barbara

Anja

Australia

Holland

Akmal

♦ Guilhem

Marcellus

Phil

Vyacheslav

Mapi

Egypt

France

Qatar

Australia

Russia

Spain



SGE2 tasks



- Analyse advocacy activities of other energy sectors (coal, oil, nuclear, renewables)
- \ Analyse others' communication activities
- ♦ Analyse others' marketing and promotion activities
- ♦ Contribute to e-gas



Method - analyse:



- **** Leadership
- **\ Lobbying government**
- ♦ Gas and renewables



World Coal Association international campaign



16 October 2012

- Say Communications appointed to raise WCA profile globally through international comms campaign.
- Campaign's <u>objectives</u> to educate stakeholders on importance of coal in improving energy access, alleviating energy poverty and providing mixed energy economy for greater security.
- Campaign initially target Europe, India, China, Australia, Brazil, USA.
- Our partnership is an exciting opportunity to ensure coal is recognised as a critical player in the global energy mix amongst key stakeholders."

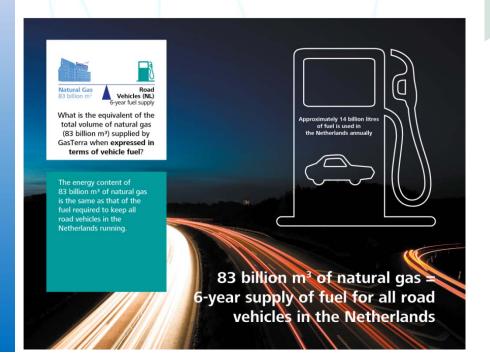


SGE2 Status



♦ Draft case studies prepared by SGE2

members



Consider the Environmental Footprint vs. Costs and Benefits **A Comparison with Renewable Energies**



The Riverside Energy Center is a 600 MW combined cycle natural gas-fired electric generating facility located in Beloit, Wisconsin. Cost: \$393 million Built: 2004 Area: 3 acres



The Olmedilla Photovoltaic Park is a large photovoltaic (solar) power plant in Olmedilla de Alarcón, Spain with 60 MW. Cost: \$530 million Built: 2008

Area: 700 acres



The Tehachapi Pass Wind Farm was one of California's earliest wind projects. The newly developed Alta Wind Energy Center will be the largest in the US with 1.200 MW.

Cost: \$1.2 billion

Original Built: 1980s (New Build: 2012) Area: 32,000 acres





SGE2 Status



- Talked with other energies
- Planned panel discussions (gas/renew/coal/env/policy)
- \$ 3 surveys drafted: leadership, internal comms, drivers for renewables



Expectations from Paris meeting



- Members present case studies (10 mins)
- Finalise questions for PGCE surveys:
 - leadership
 - internal communications
 - drivers for renewables
- Understand better position solar/biogas
- Agree scope of case studies



PGCE study group 2 update



Thank you for your attention

