



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**

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:

- ✦ Gas message
- ✦ 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 objectives 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 Built: 2012)
Area: 32,000 acres

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Natural Gas
83 billion m³

Road Vehicles (NL)
6-year fuel supply

What is the equivalent of the total volume of natural gas (83 billion m³) supplied by GasTerra when expressed in terms of vehicle fuel?

The energy content of 83 billion m³ of natural gas is the same as that of the fuel required to keep all road vehicles in the Netherlands running.

Approximately 14 billion litres of fuel is used in the Netherlands annually

**83 billion m³ of natural gas =
6-year supply of fuel for all road vehicles in the Netherlands**

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

