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***i-gas industry  
(not e-gas any more)***

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*Paris, March 26, 2013*

# Why i-gas industry?





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Are we doing enough on the ONLINE field?





- Company level
- Industry level
- IGU



# Current status of the work

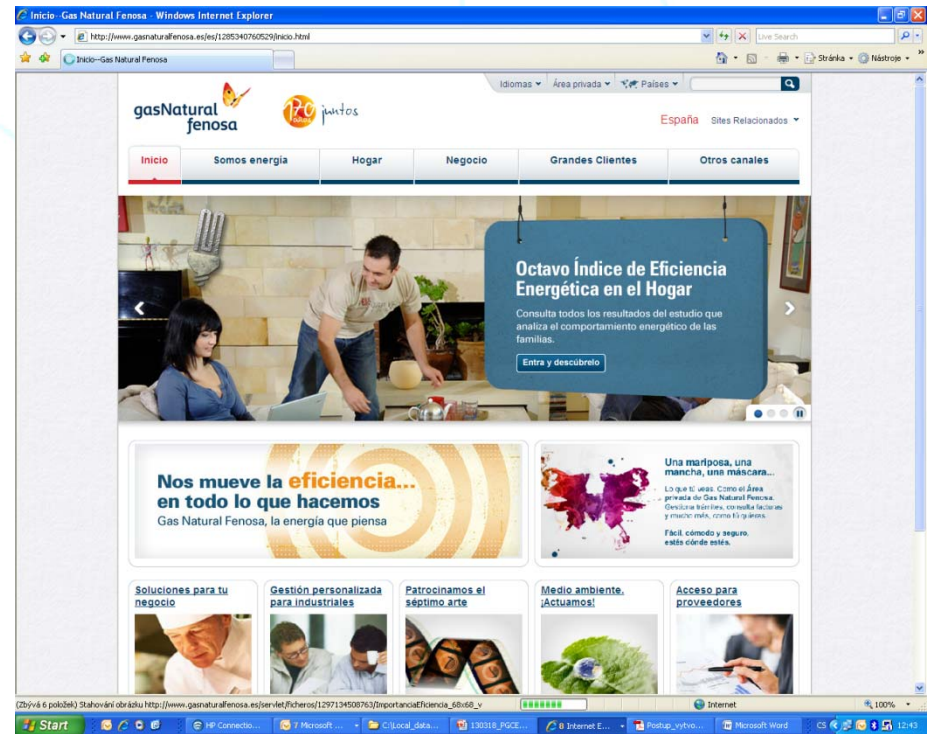
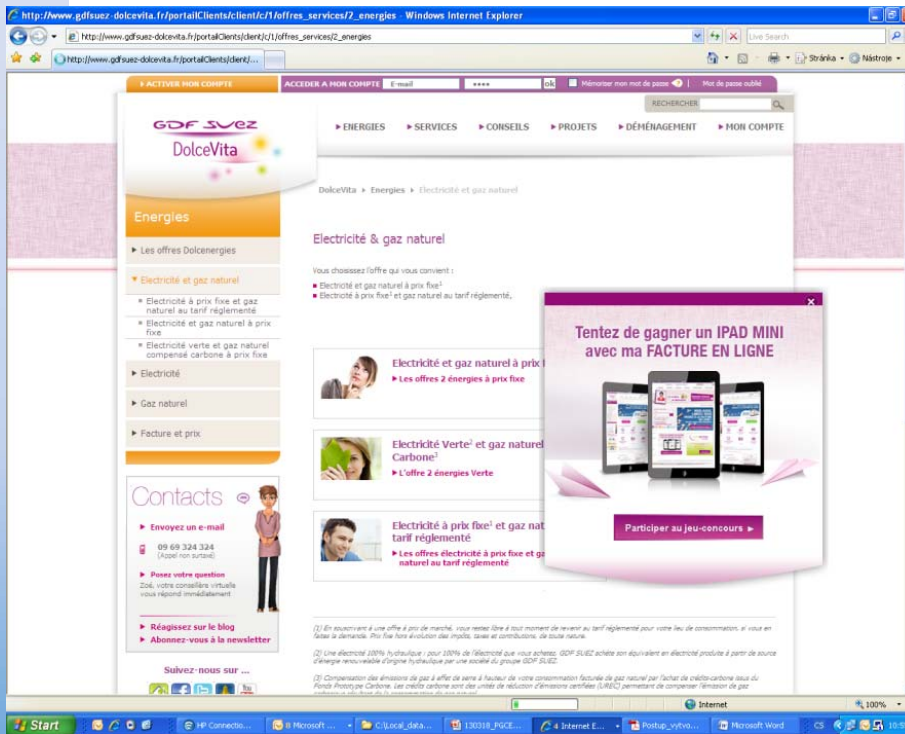
BATTLEFIELD	STATUS
A. Situation analysis	
1. Company level	
↳ 1.1 Sales	
↳ 1.2 Marketing	
↳ 1.3 Communication of technical data (e.g.nominations...)	
↳ 1.4 Other areas	
2. Industry level	
3. IGU	
B. Future development	

**Legend:**

-  hasn't started yet
-  starting phase
- ..
-  almost ready
-  finished

## A1. Company level

# Companies active in Sales & Marketing field on own websites...



- All (probably) companies use website as a standard communication tool

## A1. Company level

...as well as on external ones.

The screenshot shows the 'Which? Switch' website interface. At the top, it says 'Which? Switch' and 'About Which? | Careers | Contact us | Help'. Below that, there are navigation links: 'Switch', 'FAQs', 'Energy suppliers', 'Energy advice', 'Latest energy news & prices', and 'About Which? Switch'. A progress bar indicates '1 Current situation', '2 Savings', and '3 Switch'. A main headline reads: 'We have found 51 ways you could save up to £315.49 per year... better than your current situation with an estimated annual spend of £1460.86 and an estimated monthly spend of £121.74'. Below this, there's a 'Consumer Focus' logo and a section for 'Gas and electricity' with tabs for 'Gas only' and 'Electricity only'. A table of results is shown:

Supplier	Tariff name	Annual savings	Which? Rating	Make the Switch!
Spark Energy	Spark Advance Monthly Direct Debit	£315.49		More information
SCOTTISHPOWER	Online Energy Saver 21 Monthly Direct Debit	£146.41	★★★★	CHOOSE THIS ONE
first:utility	ISave v14 (Dual Fuel) Monthly Direct Debit	£139.68	★★★☆☆	CHOOSE THIS ONE

The screenshot shows the 'www.check24.de' website interface. At the top, it says 'www.check24.de (57) [51457] [strompreis-vergleich24-kurzrechner] [] - 1 - Windows Internet Explorer'. Below that, there are search filters: 'PLZ', 'Verbrauch', 'Laufzeit', 'Zahlweise', and 'Nutzung'. A main headline reads: 'Alle Preise auf Basis des ersten Jahres inklusive sämtlicher Steuern und Abgaben (Bruttopreise)'. Below this, there's a 'Ihr Vergleichstarif' section with a price of '1.055,61 €'. A table of results is shown:

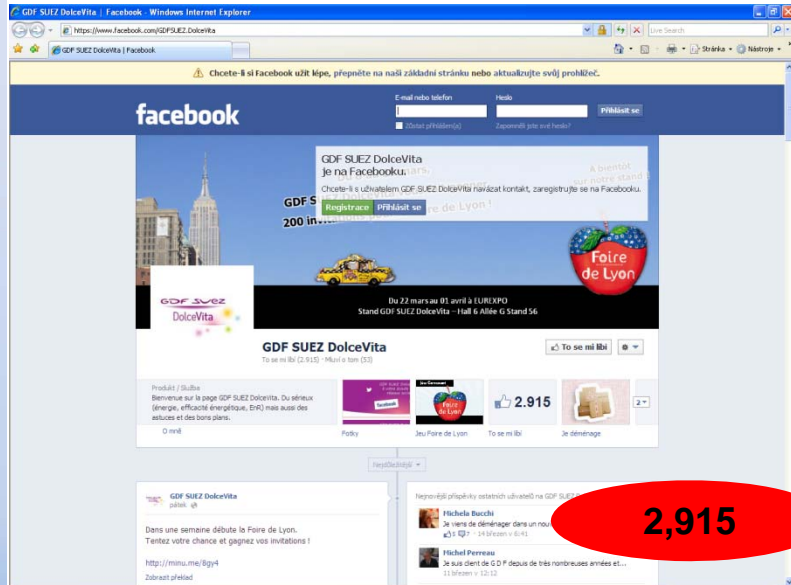
Supplier	Tariff name	Annual savings	Which? Rating	Make the Switch!
Grünwelt Energie	Grünwelt Energie Märkte der Stromsünder grünstrom 12	841,17 €		More information
Ökostrom	Ökostrom 12	845,00 €		More information
Fluxstrom	Fluxstrom 3600er Family Spezialtarif Bonus 21	518,12 €		More information

- Intermediaries e.g. comparison sites extremely active in making customers switching



## A1. Company level

# Utilities start to communicate on Social networks, however with different success



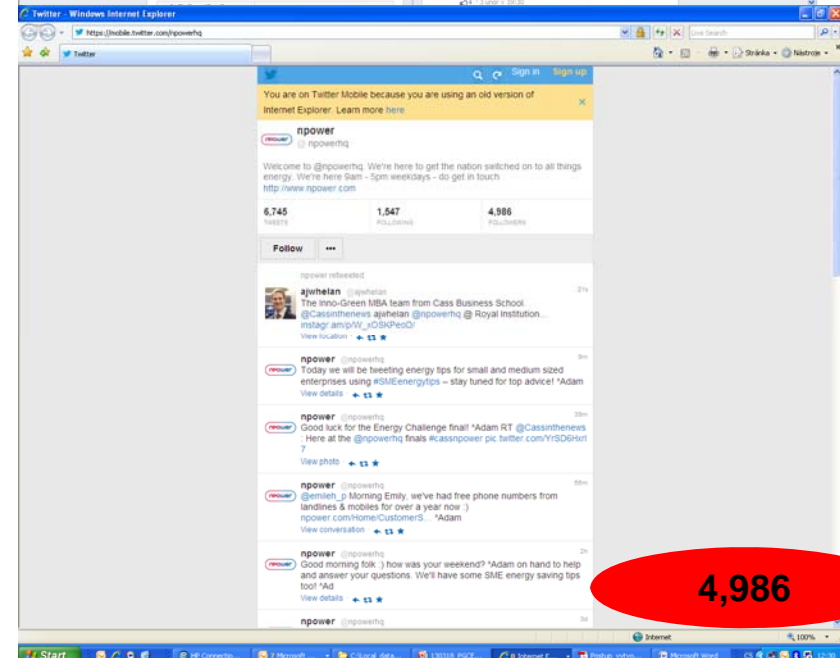
A screenshot of the Facebook page for GDF SUEZ DolceVita. The page header shows the company name and a 'Like' button with a count of 2,915. The main content area features a large image of a city skyline and text in French. Below the main image, there are several posts from users, including one from 'Michela Burchi' and another from 'Michel Perrau'. A red oval highlights the number '2,915' on the page.



A screenshot of the Facebook page for NV Nederlandse Gasunie. The page header shows the company name and a 'Like' button with a count of 145. The main content area features a large image of a gas flare in a field and text in Dutch. Below the main image, there are several posts from users, including one from 'Brenda de Vries' and another from 'Dennis Dosting'. A red oval highlights the number '145' on the page.



A screenshot of the Facebook page for Shell. The page header shows the company name and a 'Like' button with a count of 3,500,000. The main content area features a large image of a Shell gas station and a blue bus. Below the main image, there are several posts from users, including one from 'Luk Pal' and another from 'Jessica Tobeck'. A red oval highlights the number '3,500,000' on the page.



A screenshot of the Twitter page for npower. The page header shows the company name and a 'Follow' button with a count of 4,986. The main content area features a large image of a power plant and text in English. Below the main image, there are several tweets from users, including one from 'ajehelan' and another from 'npower'. A red oval highlights the number '4,986' on the page.

## A2. Industry level

# The more dirty energy source, the better the website

The screenshot shows the homepage of the World Coal Association. At the top left is a search bar. The main header features the WCA logo and a large image of a coal mine. A navigation menu on the left includes links for Home, Coal, Coal & Energy Access, Coal & the Environment, Coal & Society, About WCA, Resources, Blog, and Members Area. The main content area has a large banner for 'Coal' with the text 'fuels 41% of global electricity generation' and a 'MORE STATISTICS' button. Below this are four categories: Coal Facts, Introducing WCA, Energy Poverty, and Carbon Capture & Storage. A 'NEWS' section features a headline: 'HEAL REPORT – ABSURD RECOMMENDATIONS BASED ON BIASED ANALYSIS' dated 15.03.2013. A 'TWITTER' section shows a tweet from @Worldcoal about a report on cold weather deaths in England and Wales.

The screenshot shows the homepage of the Nuclear Energy Institute (NEI). At the top right is a search bar and navigation links for Home, Login, and Contact Us. The main header includes the NEI logo and a navigation menu with links for Key Issues, Public Policy, News & Events, Financial Center, Resources & Stats, Careers & Education, How It Works, and About NEI. The main content area features a large banner for 'NUCLEAR Clean Air Energy.' with an image of a family in a field. Below the banner are five 'Key Issues' buttons: Protecting the Environment, Reliable and Affordable Energy, New Plants, Safety and Security, and Nuclear Waste Disposal. The page is divided into three columns: 'Breaking News' with several headlines, 'Policy Updates' with several headlines, and 'Resources and Stats' with several headlines. A 'World Nuclear Fuel Cycle 2013' event is also promoted.

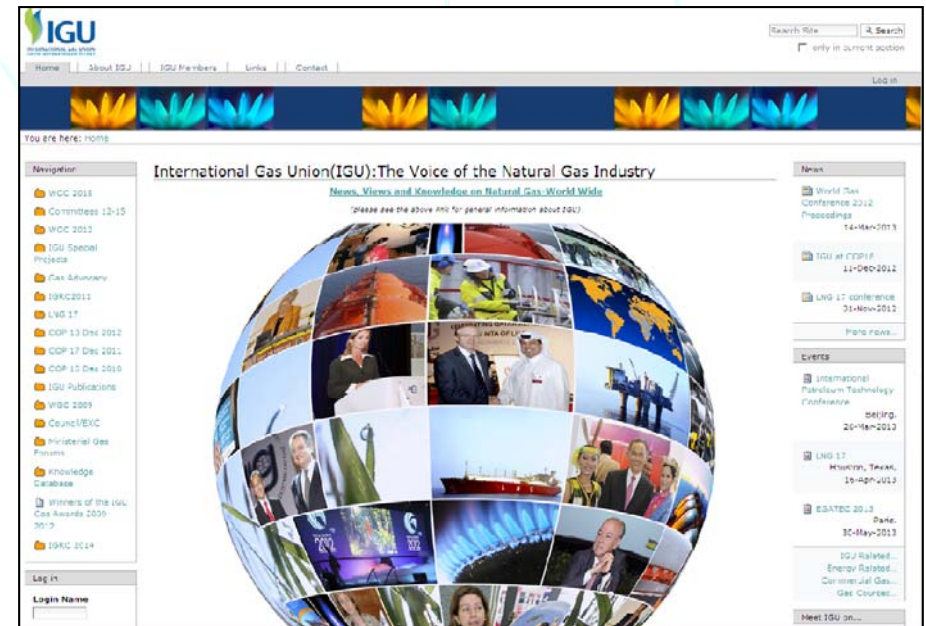
### A3. IGU

# IGU site did not offer much to the external visitor...

## 2011



## 2013





# IGU website has a significant potential for improvement...

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- Recommendations:
  - Focus/purpose
  - Content
  - Layout
  - Navigation
  - ...