



Study Group Meeting

Communication and Public Acceptance of Natural Gas Projects

Paris, 25-27 March 2013

PGC E3

The goal of our work

Achieving company commitment on communications and public engagement to **create trust with communities** and earn **local public acceptance of natural gas projects.**

Scope of the study group

- Focus on the local NIMBY challenge.
- Focus on natural gas projects including shale gas, terminals, LNG, storage, pipelines, onshore production, methane...
- Focus on global practice, not just Europe. May learn from other industries.
- Focus on a model-approach that can work across the board.
- Focus on case studies.

Expected output from our Study Group

- ❖ Promote discussion within the sector on public acceptance.
 - External: best practice in community communications, including online.
 - Internal: introspection on culture, values and KPI's.
- ❖ Develop model (mutual gains) based on learning's of case studies in Spain, Poland, Ireland, France, South Africa, Brazil, Australia, USA, Ireland...
- ❖ Give guidelines, gaps, call to action and recommendations to the IGU.

The / in Nimbby

- *Can using social media help address NIMBY e.g. increase proximity, frequency, personal tailoring and dialogue?*
 - *Advantage versus disadvantage*
 - *How can it work to your benefit?*
 - *Suitable level, who owns it inside company?*
- *How will communities or/and opponents use SM to mobilize, campaign, vent or otherwise.*

We have made progress!

Members today

- ◆ Julio – Spain
- ◆ Guy – France
- ◆ Juan – Spain
- ◆ David – Czech Republic
- ◆ Christian – Austria
- ◆ Roland – Spain & S America
- ◆ Fergal – Ireland
- ◆ Hansch (Chair) – Netherlands
- ◆ Dimitri (Co Chair) – Belgium
- ◆ Dave (Canada)



**“We get
our future license to
operate by going door to
door and communicate with
openness and
humanity.”**

Hansch van der Velden,
Chair Study Group