

Presenting Study Group E3



**STUDY GROUP E3 =**

**“COMMUNICATION & PUBLIC  
ACCEPTANCE OF NATURAL GAS  
PROJECTS”**

For more information, contact Dimitri Schildmeijer at  
[dimitri@schildmeijer.eu](mailto:dimitri@schildmeijer.eu) or +32 486439063.



Golden age of  
gas?

**Not in my  
backyard!**

## Public acceptance is key to the success of our industry.



- We need gas pipelines, gas storage fields, CO2 storage, onshore- and offshore production site, shale gas locations or LNG terminals...
- More and more, public acceptance is deciding factor in the success of these projects.
- Communities are increasingly vocal and often say Not in My Backyard!
- Our Study Group will focus on how company communications- and public engagement can **create trust** and earn **local public acceptance of natural gas projects?**

## Questions the Study Group already has?



- What is public support? How to get it? How to lose it?
- What argument carry weight with local citizens? Will they accept projects 'for the greater good'?
- How do communities organize support or opposition? What is their strength?
- How important is the knowledge gap locally on NG projects?
- What role do local media play? What other voices are important for citizens?
- Why won't people trust technology? What 'risks' can citizens accept? How open and transparent should we be?
- Who should represent the company – and who should not?
- What are do's & don't in public outreach?

## Who we are and how we will work



### Members today

- Julio - Spain
- Guy - France
- Juan - Spain
- David – Czech republic
- Christian – Austria
- Roland – Spain & South America
- Fergal – Ireland
- Hansch (Chair) - Netherlands
- Dimitri (Co Chair) - Belgium

**WE WELCOME NEW MEMBERS – ALSO FROM OTHER REGIONS OF THE WORLD !**

### Working together with IGU

- iGas team: social media can help reach communities and is used by communities in opposition.
- StudyGroup E2: best practice public support of other energies
- All: Input for case studies from fellow members (Australia, Portugal, South Africa).
- IGU TaskForce Advocacy: political influence & local support.

## Expected output from our Study Group



- Recommendations to the IGU
- Learnings of case studies in Spain, Poland, Ireland, France, South Africa, Brazil, Australia, USA, Ireland...
- Study group activities during next three years to promote the debate (interview, seminar, articles, speeches...).
- Matt Damon in our panel in Paris.

## Hansch van der Velden - Chair



- Corporate Communications Director at NV Nederlandse Gasunie.
- Chair of the IGU study group on Image of Gas.
- Former manager marketing and communications at Westland Energy Group
- Former Head of Communications at NUFFIC (Netherlands University Foundation for International Cooperation).
- Trainer and author (communications and leadership).

## Dimitri Schildmeijer – Co-Chair



- Corporate Communications Consultant and Trainer.
- Co-Chair of the IGU study group on Image of Gas (2009-2012).
- Former communications manager at ExxonMobil EMEA
- Supports Gasunie for the IGU Study Group E3.



## Community relations are key in development of NG



### World Gas Conference, Kuala Lumpur 2012

“In general, our industry needs to do a better job of listening and responding to these concerns.”

Peter Voser (Shell)

“An important learning from the rapid development in North America is the importance of open communication with government leaders at all levels as well as local communities.”

Rex Tillerson (ExxonMobil)

“I believe stakeholders will be the main drivers of change. Our business is not sustainable if we are not responsible operators, accepted by all stakeholders, including civil society.”

De Margerie (Total)