

Triennial Work Programme 2012-2015

Report to WOC-1 and PGC-A on TF-1 meeting in Doha (19 Sept)

Nazri Malek
WOC-1



After much discussion among team members, three themes were identified to be focused on for the 2012-2015 triennium:

- 1) Branding of the industry to the public – war on perception
- 2) Attracting youth into entering studying/working in Science, Technology, Engineering & Mathematics (STEM)
- 3) Attracting and retaining women in the workforce of the oil & gas industry

*These are based on own notes and observation; subject to change as advised by official TF1 records

Key issues:

- Industry being seen as dirty
- Industry being seen as a dying one

Key efforts to do:

- 1)Start a “war on perception” of the industry
- 2)Showcase, via IGU, on clean energy that is being provided by natural gas
 - Movies/clips

Key issues:

- Youth are not interested in entering into STEM
- Even for those that are interested, the gas industry would not be the industry of choice upon graduation

Key efforts to do:

- 1)Sharing of best practices among companies that have been sponsoring students in STEM – to improve and also to entice other companies that have not done so to commence
- 2)Special incentives for children of employees in the gas industry to study STEM
- 3)Ride on branding effort/continue on previous triennium's social media effort to attract youth into seeing STEM as exciting

Key issues:

- Perception (and reality) of the industry being male-dominated
- Ladies leaving the industry after a short stint when there is potential to be fulfilled

Key efforts to do:

- 1) Survey of the women who are currently in the industry: why they are there and why they chose to stay
 - Will be used as a baseline on guiding principles of attracting and retaining females in the industry.
- 2) Sharing of best practices from companies with higher percentage of women in the workforce (e.g Statoil, as presented by some statistics)

Continuity of the Youth Program held at WGC 2012

Expected to be more integrated with the actual WGC 2015, with venue being on-location at the exhibition center

Consideration of getting previous WGC2012 Youth Program participants to participate and share experience, while helping set up the program