

# HIGH LEVEL IGU MARKETING SUMMIT

*Improving the Image of Natural Gas*

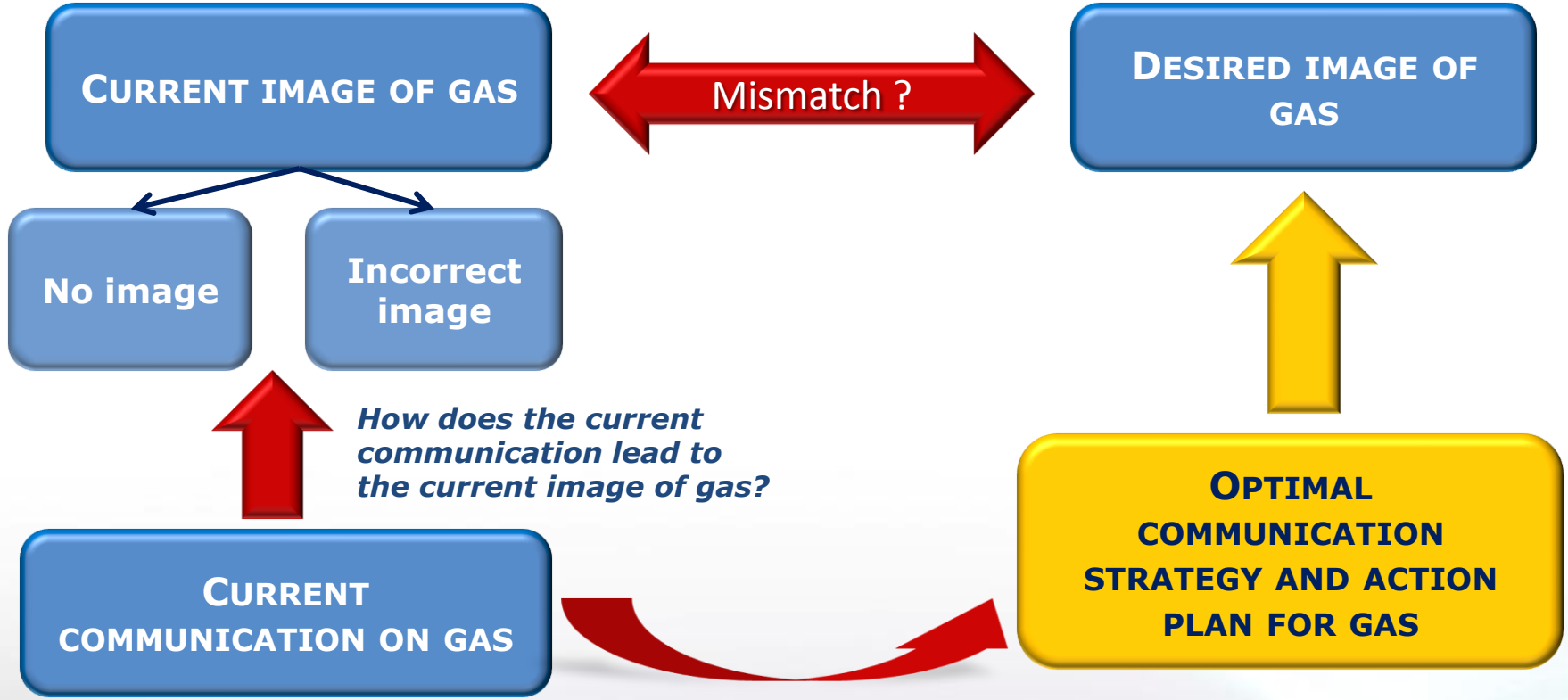
*The Approach of Eurogas  
– an association's response*

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**euro**  **gas**  
THE EUROPEAN UNION OF THE NATURAL GAS INDUSTRY

# 1. ANALYSIS: THE NEED FOR A GAS COMMUNICATION STRATEGY



**THE GOAL OF THE GAS COMMUNICATION STRATEGY:**  
**IMPROVE THE PERCEPTION OF GAS**

- **STARTS FROM THE CURRENT SHARED IMAGE AND COMMUNICATION ON GAS**
- **FOCUS ON THE DESIRED IMAGE OF GAS AND A SHARED COMMUNICATION STRATEGY AND ACTION PLAN**

Recognizing and analyzing the problem

Mobilizing Resources

Identifying and promulgating Key Actions and Messages

Defining Target Groups

Strategic Considerations

| Target group                      | Perception of gas  | Special focus on key messages  |
|-----------------------------------|--|--|
| NGOs                              | <ul style="list-style-type: none"> <li>• Diversified perception within this target group</li> <li>• Gas is a transition fuel (only needed until 2030)</li> <li>• After 2030, gas' future is still unknown</li> </ul>                       | <ul style="list-style-type: none"> <li>• Gas is an essential part of the energy mix for decades to come</li> <li>• Gas is a natural partner for renewables</li> <li>• Replacing oil and coal burn with gas reduces CO<sub>2</sub> emissions</li> </ul> |
| Energy opinion leaders            | <ul style="list-style-type: none"> <li>• Gas is not an environmentally friendly fuel</li> <li>• Gas supply is not secure</li> <li>• Gas is a "bridge" fuel</li> </ul>  | <ul style="list-style-type: none"> <li>• Gas is the cleanest fossil fuel (less SO<sub>x</sub>, NO<sub>x</sub>, fewer particulates)</li> <li>• Gas is abundantly available</li> <li>• Gas supplies are secure</li> </ul>                                |
| Research & Knowledge institutions | <ul style="list-style-type: none"> <li>• "Ignorance" about gas</li> </ul>  | <ul style="list-style-type: none"> <li>• The gas industry is technologically advanced</li> </ul>   |
| General public                    | <ul style="list-style-type: none"> <li>• Gas supply is insecure</li> <li>• Gas is a fossil fuel and not environmentally friendly</li> <li>• Gas is not sustainable energy source for the future</li> <li>• Gas is old fashioned</li> </ul> |  |



## **Range of activities**

Core activity – 2050 Roadmap, building a case for gas, supported by consistent messages in all related position papers

Events – Workshops/Conferences

Brochures/interviews of President

Alliances –  
campaign

EU Gas Associations → joint

Other – RES

Associations/Environmental NGOs

***THANK YOU FOR YOUR ATTENTION***