Communications Task Force
Terms of Reference – June 2017

COMMUNICATION GOALS AND DELIVERABLES

IPIECA’s strategic direction for 2017-2020 is to provide leadership on environmental and social issues for the oil and gas industry. Proactive, targeted and consistent communication is critical to implementing the IPIECA strategy. The main goals are to:

- Encourage uptake of IPIECA guidance and enhance the quality of deliverables
- Improve IPIECA’s outreach with both member organizations and external stakeholders
- Proactively communicate industry positions and progress on environmental and social issues
- Build IPIECA’s reputation as the leadership organization for the oil and gas industry on environmental and social issues

Outcomes:
- Increasing member communication: Member companies are able to maximize the benefits of their membership of IPIECA thanks to increased awareness and uptake of guidance, tools and industry messages.
- Building IPIECA’s reputation: IPIECA is seen as a leadership organization representing its global membership on environmental and social issues and working towards its vision of successfully improving environmental and social performance.
- Supporting working group communications: IPIECA communications are effective and achieve the agreed objective.

TASK FORCE RESPONSIBILITIES

The Communications Task Force (CTF) primary responsibility is to enable increased outreach and penetration of IPIECA’s work in member companies, the wider oil and gas industry and key external stakeholders.

The CTF members’ role is to:

- Promote IPIECA internally and externally through pro-actively communicating IPIECA’s work and messages through their internal and external networks.
- Support the development of IPIECA messaging on environment, climate and energy and social issues.
- Provide a knowledgeable resource and expertise to review, challenge and assess key communication activities.

This will involve:

- Promoting and improving awareness of IPIECA
  - within companies at both operational and corporate level, from field to CEO level outreach
  - externally through own stakeholder networks and social media outreach
- Sharing good practice on effective methods of communication and engagement of IPIECA activities
- Supporting the implementation of the IPIECA annual Communications Business Plan

This will allow individual companies to maximize the benefits of their membership of IPIECA through increased awareness and uptake of guidance, tools and industry messages both internally and with their key stakeholders.

CTF members will be actively involved in supporting IPIECA communications deliverables.

In addition to overall input to IPIECA communications through involvement in regular promotion and support of IPIECA activities, CTF input will be sought through taking the responsibility to support particular tasks, according to interest / expertise (e.g. supporting a focus area, or specific deliverable, helping with website development or social media strategy etc).

The CTF also provides opportunity for members to share good practices and knowledge with peers in the industry and to enhance understanding of oil and gas industry topics on environmental and social issues.

GOVERNANCE

The CTF reports directly to the Executive Committee and has a Chair and at least one Vice Chair.

The CTF is comprised of communications and public affairs specialists nominated by member companies and associations with expertise ranging from public relations, corporate communications, HSE/CSR communications or media. CTF members provide a critical link between Prime Members and company’s communication departments. CTF members need to have a direct connection with HSE/CSR/sustainability functions of the company.

IPIECA communications activities are led by the Secretariat Communications Team comprised of the Programme and Communications Director, Communications Manager and Website and Communications Officer.

The CTF will primarily work through email and conferences calls, and convene face to face meeting as required. The meeting dates and location will be selected by the members of the Task Force.