COMMUNICATIONS

Total budget: £50k

Proactive, targeted and consistent communication is critical to implementing the IPIECA strategy. The main goals of the Communications Task Force 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 IPIECA 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

INCREASING MEMBER OUTREACH
The Communications Task Force will focus on increasing outreach to member companies, improve awareness of IPIECA’s activities and products at both operational level and C-Suite level, through:

- Sharing good practices through members networks and developing a toolkit to help members in their internal communication; and
- Developing communications materials on the Sustainable Development Goals and climate change for use by members focused on C-suite or senior UN level.

Outcome: Member companies can maximize the benefits of their membership of IPIECA through uptake of guidance, tools and industry messages.

BUILDING IPIECA’S REPUTATION
The Communications Task Force will raise IPIECA’s profile within the oil and gas industry and with key stakeholders as the leadership organization for the oil and gas industry on environmental and social issues by:

- Supporting IPIECA’s presence at industry and external events including: UNFCCC COP-24, Convention on Biological Diversity COP-14, SPE-HSSE 2018, UN High Level Political Forum; and
- Building on IPIECA’s unique value proposition and its corporate messaging; and positioning IPIECA so that stakeholders understand what the industry does through the association.

Outcome: 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 GROUPS COMMUNICATION
The Communications Task Force will advise working groups on developing and implementing communication plans by:

- Reviewing working group business plans (late 2017) to identify communications plans and support needed and develop an IPIECA overall yearly calendar with key events and publications; and
- Supporting activities such as stakeholder mapping, consistent messaging, reviewing/editing materials, advising on campaign strategies, maximising presence at external events or developing social media plans.

Outcome: IPIECA communications support the agreed business plans of the working groups.
COMMUNICATIONS RESOURCES (£40K)
Communications resources in support of the workstreams above will be developed, maintained and updated to reflect new messaging and support communications objectives:

• Development of content and materials: including the Annual Review, IPIECA in Profile, C-Suite material
• Digital communication: IPIECA website updates and maintenance; and
• Promotion of materials: conference/event materials, webinars, videos, blogs, intranet.

In the context of IPIECA’s role in supporting the transition of the oil and gas industry to a low-carbon future, there is an opportunity for IPIECA to support members in relation to their renewables activities.

• Develop a renewables/alternative energy compendium of good practices building on existing IPIECA good practices.

**Outcome:** Support of member’s activities in relation to renewables going beyond oil and gas.

OTHER (£10K)
Miscellaneous communications costs - Printing, mail out, calls, meetings