**Marketing & Communications Committee (MCC)**

**Call for Papers text**

# Study Group: Public Acceptance and Stakeholder Engagement

**Session title**

*The Power of the Public: how to gain public acceptance or lose it*

**Objectives**

It looks like a perfect storm for public acceptance of natural gas in Western economies. The climate accord in Paris, the debate on the country of origin of gas, local anxiety over earthquakes, shale gas and gas infrastructure disruptions; and the image of the sector as an old-fashioned out of touch business.

It is all hands on deck to define a role for natural gas in a sustainable energy future. That role is not only driven by what we want to be – affordable, available, acceptable -- but very much so by how society believes gas contributes to the larger goals of sustainability and environmental care. The conversation with society will be central to our success. Is gas part of the problem, or part of the solution?

Therefore, our study group will investigate new and improved strategies and methods for public communication, social media outreach and stakeholder dialogue.

Our premise is that the industry must find novel ways of stakeholder engagement. Ways that are more transparent, more open and more collaborative. Ways that promote dialogue and two-way communications. Ways that put the stakeholder’s goals central, makes listening a promise and is not afraid to communicate in question marks, not exclamation marks.

Our study group believes that communications is a contact sport – and the industry needs to get better at this.

**Examples of papers that are welcome**  
Therefore, we value input from ALL stakeholders on how we can strengthen public acceptance and stakeholder engagement.

Examples of welcome paper submissions are:

* Cases of successful stakeholder engagement - in and outside of the gas industry.
* Examples of coalition building – how to bring stakeholder groups together to tackle a common issue.
* Models, examples and approached to improve public acceptance.
* Insights into how to build support of for new business projects.
* New formats of successful dialogue and engagement.
* Campaign examples that build common ground among stakeholders.
* Education and public relations campaigns that help build support for gas in the public and policy circles.
* How to create a more receptive environment for gas projects, including outreach to youth.
* How to deal with opposition groups effectively – how to make them part of the solution.
* How to make social media a channel for the industry to engage stakeholders.

**Keywords**

Public acceptance, conversations, outreach, collaboration, trust, communications, stakeholder engagement, social media outreach.

# Study Group: A Natural Partnership: Gas, Clean Air and Marine Transportation

**Session title**

*Marketing methods that increase the use of LNG in marine transportation*

**Objectives**

* Demonstrate how to effectively communicate and market LNG for marine transportation by highlighting the environmental, health and financial benefits.
* Demonstrate how the whole gas value chain can work together to reduce emissions by increasing the use of LNG for marine transportation.

Approximately 90% of world trade is carried by the international shipping industry on more than 50,000 vessels and many of those vessels are powered with diesel fuel. As the shipping industry moves toward standards to reduce emissions, LNG as a marine fuel is well-positioned to increase its role in the transportation market. In addition to reducing emissions, LNG can provide financial reliability and economic advantages.

Given the new market opportunities for LNG in the marine market, this study group will examine ways to communicate and market the benefits of LNG specifically the environmental and health benefits.

**Examples of topics**

* How to communicate and promote the environmental, health and safety benefits of LNG for vessels.
* How the entire value works together to develop a successful project.
* How the natural gas sector is communicating with ship owners, ports and others to promote clean marine transportation using LNG.
* How to link and communicate LNG for marine use to social responsibility.
* Ways to increase the acceptance of LNG in the market place.
* Initiatives promoting clean marine transportation.
* What are the challenges the natural gas sector faces and how have they overcome those challenges.
* Successful partnerships promoting clean marine transport.
* How to communicate the positive attributes of LNG to influence acceptance and policy.

**Keywords**

Marine fuel, LNG for transportation, shipping, LNG vessels, gas mobility, marine pollution, ports, marine policy.

# Study Group: Marketing Innovation & Innovations in Marketing

**Session title**

*Marketing innovation and innovations in marketing*

**Objectives**

* Demonstrate how a marketing communications approach can create a demand pull for innovative natural gas technologies and acceptance for the new technology.
* Demonstrate that using both proven and innovative marketing techniques can create market demand for natural gas technologies.
* Demonstrate how the use of innovative marketing communications can influence stakeholders and decision makers to gain trust in and support the adoption of new natural gas technologies.

Natural gas and the awareness of its applications varies greatly around the globe. In many countries, natural gas enjoys a large market share as every-day energy uses for both industry and mass markets. The International Gas Union is seeking to improve the awareness and competitiveness of the technological advances of natural gas around the world.

Natural gas is generally a low interest market category, making the advancement of new technology innovations into the market difficult, even in high market share environments. In industrial applications, the price of natural gas tends to be the dominant factor in decision making, while energy reliability and clean air (or sustainability) are secondary considerations. The technology of natural gas is often taken for granted and the advantages that gas brings to industrial processes or life style, are also often overlooked.

Natural gas in emerging markets represents an interesting challenge for companies who have yet to establish customer relationships, making the use of innovative marketing approaches critical in gaining both acceptance of the fuel and trust in the technology.

Therefore, our study group will investigate the most effective methods for marketing natural gas innovations, using innovative marketing techniques.

**Examples**

* How marketing approaches have enabled the successful adoption of emerging gas technology in emerging and developed markets.
* How marketing of new technology has assisted the penetration of gas into a new market.
* Innovative uses of social media in marketing communications for innovation / new innovative solutions.
* Successful case studies or approaches taken to turn a pilot project in commercial business using marketing communications.
* Success in marketing of natural gas combined heat and power (CHP), power-to-gas projects, gaswind, gas to liquid projects, gas & renewable solutions, gas for cooling, compressed natural gas (CNG) for mobility, synthetic natural gas (SNG).
* Innovative techniques to better understand your market: what do people know about new technologies, and how is that important for your strategy.
* How do you excite people in new gas technology?
* Use of the public media for technology messages.
* How to make gas technology attractive?
* What can the NG sector learn from other industries about the acceptance and even excitement over new technology.
* Examples of how marketing communications can attract investment and create a market pull.

**Keywords**

Marketing innovation, communications, technology marketing, new technology, trust.