

QUARTERLY CALL

Secretary General and MCs

Welcome and Hello!

Purpose of quarterly calls

A regular sounding board for:

- Information sharing and active listening to inform planning and strategy
- Testing new ideas for resonance
- Building connection and community
- Identifying opportunities for members activation
- Sharing stories of success

Agenda

6 July 2020

1. Q2 update on Strategy: Agile. Essential. Growth.
2. Measures of success - impact and influence
3. Growing together – value generation opportunities using community products

Agile. Essential. Growth.
Q2 update

Agile. Essential. Growth. – Q2 update



Agile – Covid-19 catalyst

- **Agile insights engine**
 - **COVID-19** – Community-wide agile surveys – 3 surveys published (**61+** countries reach)
 - **Scenarios and Signals scanner** – beta version
 - **Scenarios summits / gaming** (in design)
- **Value-added voice and visibility campaign of strategic communication**
 - Increased website traffic, social media visibility and footprint, op-ed placements
 - **Visibility push** – Sec General blogs, interviews with Council leadership
- **MC amplification** – bringing COVID insights to the regional conversation
 - **Operational support** – Staying active during Covid guide, producing a digital event guide, Members conversation on Best Practices
- **Go Digital** – digital delivery and lift across network



Essential – unique core

- **Insights engine**
 - **Innovation series** – Hydrogen, Grid, Transmission, Storage
 - **Energy Trilemma Index 2020** prep
 - **Issues Monitor 2021** methodology review
- **Convening power**
 - WEW Oct 2020 – digital delivery
 - Congress 2022 delivery & Road to Congress
 - Congress 2025 bids
- **Members Capacity building** – Trilemma, IM commentaries trainings; Scenarios use, etc.
- **Empowering impact communities**
 - **FEL-100** – Record number of FEL applications, new FELs onboarded, FELs signals competition
 - **SET-100** – 2020 Awards with record number of applicants – process for digital Tech Fest



Growth – create our future

- **WE Talks** – digital events portfolio – launch in July
- **Build on existing/new branded products**
 - **We Lab pilot** – Hydrogen Global
 - **WE Prize** – scoping new initiative
 - **WE Academy** – scoping relaunch
- **Strengthening regional growth opportunities**
 - Rethinking partnership models incl. **regional** partners opportunities
 - Regional strategies development

EXAMPLE: COVID-19 – whole global community action

Frequent and bite-sized timely insights

- Agile global community perspective via regular surveys – reach to **61+ countries**, 3 publicly released insights briefs
- Crisis **Scenarios** – flexible **leadership tool** for decision making under uncertainty
- Scenarios signals scanning system – digital **Signals Scanner** launched – more than **600+ signals** collated (as of 1 July)

Value-added voice and amplification

- MCs webinars and regional conversations on COVID
- Crisis **comms** – increase in website traffic, social media (x2 page views LinkedIn Jan-May)
- Officers Council and Executive Chairs perspectives on website – nearly 10 interviews posted



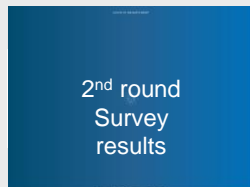
Preparing For A Future While Managing The Crisis

1st round of survey results



The Shape Of The 'New Normal'

1st round of survey results



A vital transformation of global energy systems is underway

2st round of survey results



Covid-19 Crisis Scenarios Summary



Signals Scanner beta version

Measures of success – impact and influence

Q2 Community events and Engagements (April – June)

90+ Webinars total organized by our Members ~ 7,000+ attendees

20+ Secretary General External Speaking Engagements

1st Road to Congress Event with 184,000+ live views

1st May Governance Meetings held digitally



ENERGY TRANSITION TALK
Webinar registration link above

Innovating for Uncertain Times

Wednesday, June 3rd
15:00 - 16:00 CEST

Join us to hear how start-ups are addressing the challenges of the COVID-19 pandemic with innovative solutions for the energy transition.

The event will be moderated by Jan Diez, Managing Director of Disrupting Foundation. Guest speakers include Dr. Angela Wilkinson, Secretary General of the World Energy Council, Andreas Kuhlmann, CEO of dena, Julia Paßberg, Principal at SET Ventures, and three outstanding start-ups from the SET network.

Speakers:

- Andreas Kuhlmann, Chief Executive, Germany Energy Agency (dena)
- Dr. Angela Wilkinson, Secretary General and CEO, World Energy Council
- Julia Paßberg, Principal, SET Ventures
- Tobias Engelmeier, Founder and Managing Director, TFE Energy
- Filippo Ferraris, Co-Founder and Chief Product Officer, Enerbrain
- Mica Leibeberg, Vice President, IS Co-Founder, Ener4U

INNOVATION BRIEF LAUNCH
Performing while transforming: The role of transmission companies in the energy transition

Tuesday, 16 June
19:00 - 19:00 BST

Transmission of electricity plays a crucial role in meeting growing demand for clean, affordable, reliable and equitable power. As the pace of global energy transition continues to accelerate, the role and position of transmission companies is changing in fast and fundamental ways.

Hear how transmission companies are preparing and shaping the grid of the future during this interactive webinar moderated by Mark Coughlin of PwC Australia.

SPEAKERS

- Andreas Kuhlmann, Chief Executive Officer, dena
- Dr. Angela Wilkinson, Secretary General and CEO, World Energy Council
- Dr. Paul Wilson, Director, PwC Netherlands
- Dr. Al-Bashkin, Chief Executive Officer, GCC Interconnection Authority
- Dr. Angela Wilkinson, Secretary General and CEO, World Energy Council

WORLD ENERGY COUNCIL 25th CONGRESS
13:00-14:30 11:00-12:30 (Moscow time)

17 June 2020
1st online conference on Road to Congress 2022

COVID-19: ACCELERATING A BETTER ENERGY FUTURE FOR ALL

ALEXANDER NOVAK, Minister of Energy of the Russian Federation
DR ANGELA WILKINSON, Secretary General and CEO, World Energy Council
DR LEONHARD BIRNBAUM, Member of the Management Board, E.ON, CEO, Energy, Chief of the Studies Committee, World Energy Council

PAVEL LIVINSKY, Chairman of the Management Board and Executive General, Rosset
HELI MA CROFT, Managing Director and Global Head of Community Strategy, Global Research, RBC, Capital Markets
SERGEY BRILEV, Deputy Director, "E-Chance Russia", President, Global Energy Association

Organizers: ROSCONGRESS Building Trust, WORLD ENERGY COUNCIL
Held with the support of: Global Energy International, ROSSETI
In collaboration with: Bloomberg, ПАО «РЭС»

02 JUN 2020 WORLD ENERGY COUNCIL

02.06.2020 - 02.06.2020
Global Webinar

Webinar Series:
Building Digital Resilience in the Energy Transition

23 APR 2020 WORLD ENERGY COUNCIL

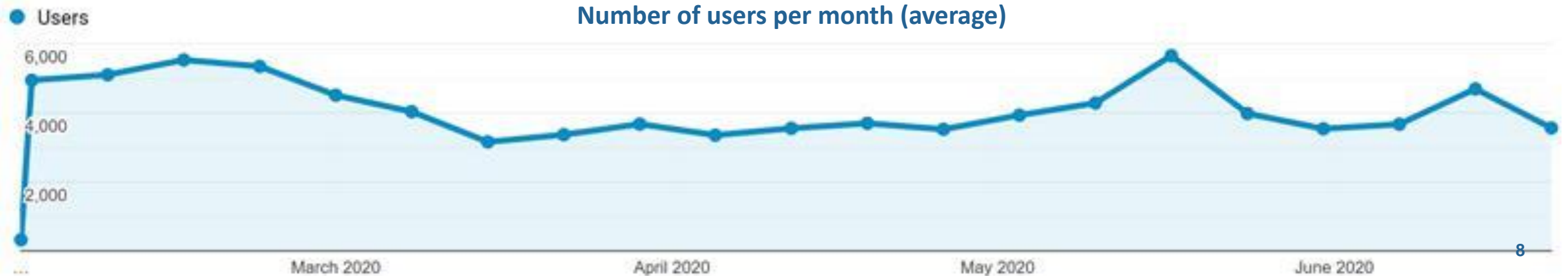
23.04.2020 - 23.04.2020
Global Webinar

COVID-19 and the Impact on Transmission Around the Globe

Website increased traffic

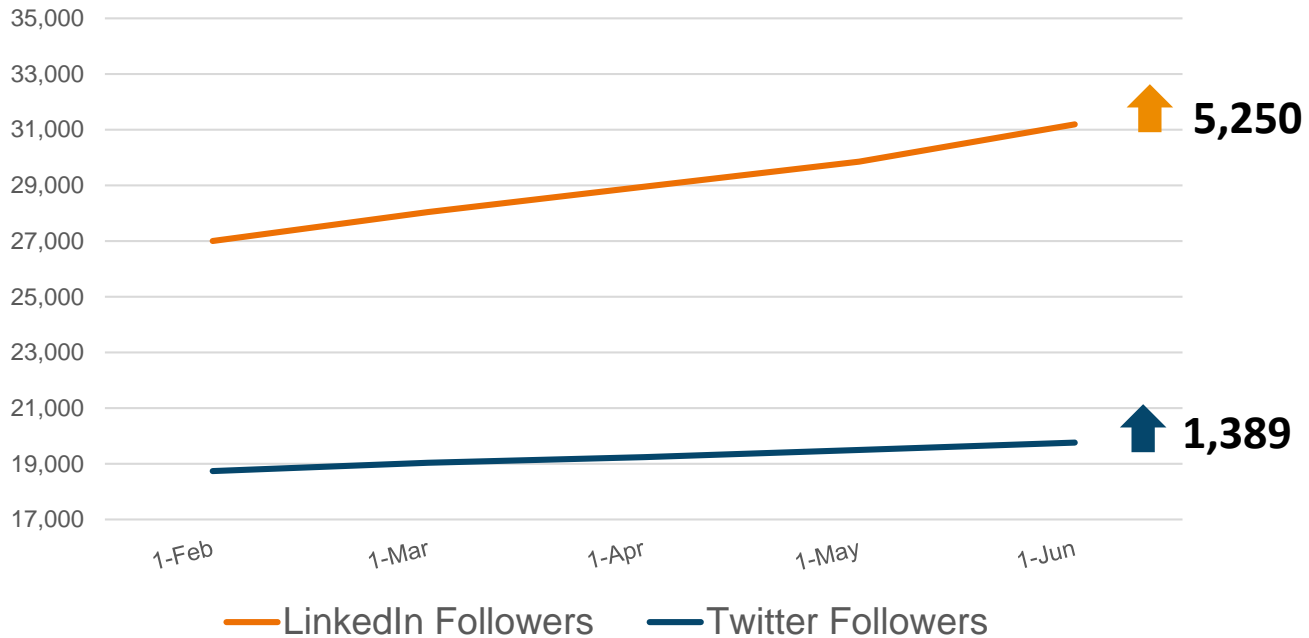
Users per country

Country	Users	% Users
1. United States	10,441	13.54%
2. United Kingdom	6,781	8.80%
3. India	4,793	6.22%
4. Germany	2,800	3.63%
5. France	2,472	3.21%
6. China	2,470	3.20%
7. Colombia	2,383	3.09%
8. Netherlands	2,220	2.88%
9. Canada	1,888	2.45%
10. Mexico	1,719	2.23%



Social Media

New social media followers
(Feb – Jun 2020)



Year-over-Year Growth
(June 2019 – Jun 2020)



LinkedIn



14,851

Total: 32,251



Twitter



3,797

Total: 20,121

Social Media: powerful examples

earned 18.1K impressions

Join us on 11 June for a first-of-its-kind webinar, facilitated by [@FEL_Nigeria](#), bringing together the captains of the Nigerian oil and gas industry to examine [#energytransition](#) and industry strategies for adapting to survive and thrive post-COVID-19 wecnigeria.org/events-2/ pic.twitter.com/XJE7Zkr5Y4



8 47 131

earned 7,856 impressions

Join [@WECouncil](#) and [@en_roscongress](#) on 17 June for 'Covid-19: Accelerating a Better Energy Future for All'. This is the first in a series of 'Road to Congress 2022' digital events leading to the 25th World Energy Congress. bit.ly/3hasT9w

[#energy](#) [#WEC25](#) [#RoadToCongress](#)
pic.twitter.com/NtBwWJ9BEU



2 18 22

earned 2,888 impressions

Share by 28 May! What challenges and opportunities have you faced in the wake of [#COVID19](#)? Our global survey is now open to the energy community at-large as we explore how to emerge from the crisis more resilient & continue to accelerate energy transition bit.ly/2Z6YWRh pic.twitter.com/6TD0OcnUml



13 13

earned 3,661 impressions

Hydrogen Global Charter signatory [@snam](#) will break down the current status of [#hydrogen](#) infrastructure on our online workshop in partnership with [@UNECE](#) and facilitated by our [#Innovation](#) Director, Marzia Zafar

Key insights and conclusions will be published here. Stay tuned!
pic.twitter.com/eprgYX9Z2M



1 8 14

Road to Congress Event: Covid19 - Accelerating a better energy future for all

- Multi-channel strategy
- Digital and broadcast
- Live and on-demand



Number of views:

Russia 24 TV channel, Global Energy
236 000 live views

Bloomberg LIVE:
436 subscribers, 200k terminals



On You Tube:

English YouTube:
291 live views

Russian YouTube:
606 live views
+635 views in replay



Website numbers:

English webpage (June 17-21)
885 views (567 unique)

Russian webpage (June 17-21)
833 views (615 unique)

You will find the recording on [the Congress website](#) and [YouTube channel](#)

Stronger together: MC amplification and cooperation

Enhanced engagement with our members and across our community constituencies

How to Stay Active Guide

- Ideas on how to provide value to members
- Tips for working remotely
- Best practices examples

MC Good Practices Meeting

- Case studies from Nigeria, France, Chile, Colombia, Sri Lanka
- Focused on discussing the challenges and opportunities MCs have faced in this crisis.

Start Up Energy Transition Webinar

- Speakers: 3 SET finalists, WEC + Dena CEOs
- 180 attendees from 58 countries
- Focused on the role innovation plays in crises like COVID

How to Produce a Digital Event Guide

- Tips for producing a digital event
- Analysis of platforms available

Programme Committee interaction

- Tools & platforms for amplification
- Ideas for members & revenue diversification
- Translation and tailoring to local needs

Global and national visibility

- Secretary General has joined various webinars and MC digital activities
- LO insights team has as well been actively joining MC webinars and digital activities

New Studies and Releases

- MCs involved in onboarding interviewees
- LAC planning a regional webinar with interviewees on Transmission

Go Digital - May Meetings

- Successfully adapted the May Meetings to an online format
- 5 meetings organised over 2 days
- 128 attendees (in total)

And More?!



Your contributions

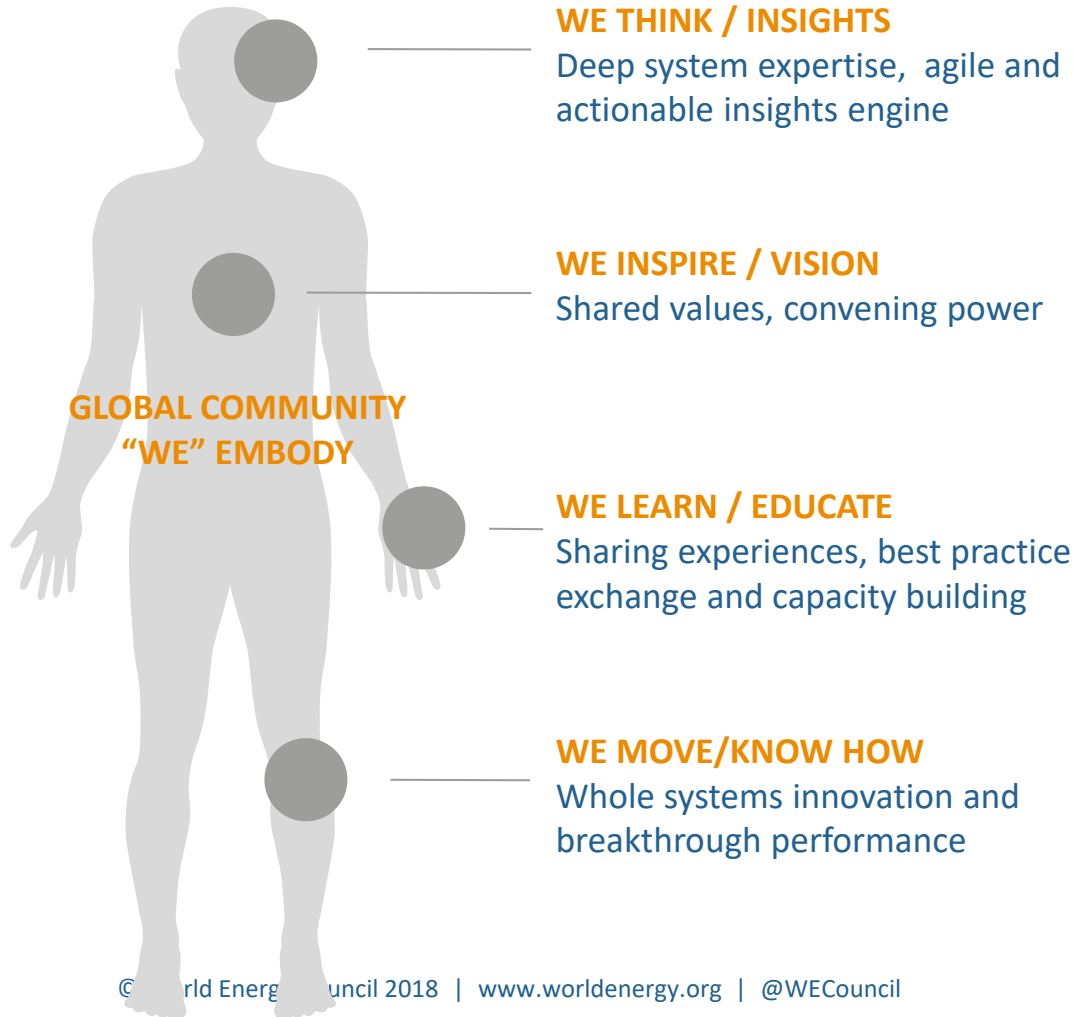
- Examples from MCs: how do you activate in – Agile. Essential. Growth
- *Panama Podcast, Nigeria, Germany, Lebanese, NZ, French webinars/online events*

Growing together
Community programmes & value generation
opportunities

Community programmes

Programmes

■ New programmes
■ Well established knowledge programmes



WE Scenarios 2060, 2040 COVID-19 Signals scanner	WE ETI Global ranking National time series Country clusters	WE IM Global maps Regional maps National maps Segments and Pulse	WE Congress The triennial premier stage for showcasing of whole community movement and all assets
WE Talks Shaping the leadership agenda and dialogue on global energy transition	FEL-100 40 year programme of leadership development	WE Prize Science of heroic Imagination and bottom-up action	
WE Academy Global educational platform and trainings offerings	WE Books Children literacy on energy and energy transition		
WE Innovation Forums Hydrogen, Transmission, Storage, Blockchain	SET-100 Start-up Energy Transition Award with DENA	WE Lab Ecosystem Bootcamp Incubator, Fund & regional sprint	



Growing together

- Which products are you using most to grow influence and impact?
- Which value generation opportunities are you planning this year?
- Survey

Thank you!