

**WORLD
ENERGY
COUNCIL**

Secretaries' Strategy Day

16 October 2017

Lisbon, Portugal

SECRETARIES STRATEGY DAY

#WorldEnergyWeek

16 October 2017 | World Energy Week, Lisbon

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MC engagement overview - 2016

September
2016

- Secretaries' Strategy Day survey. Feedback on content and areas for improvement
- Process of 1:1 interviews with range of stakeholders across members, partners, Officers, etc.

October
2016

- Outcomes of Secretaries' Strategy Day survey shared and feedback received from members
- Secretaries' Strategy Day discussion
- Shared and discussed post-EA report on 10 main feedback areas, including energy transition narrative, regional narratives, structural challenges, need for a positioning refresh

November
2016

- Open calls with all MCs to reflect on Secretaries Strategy Day discussion
- Shared the outcomes of the discussions in a report to members for feedback. The report highlighted overall agreement with the 10 main feedback areas

MC engagement overview – 2017

January
2017

- Report on the 8 focus areas of the Strategy Review shared with members for feedback: enhance membership representation, members at the center of the organization, value proposition, operations, content alignment, revenues, partner programme, competitive landscape

April 2017

- Value proposition mind map and value survey shared with members for feedback

May 2017

- Members workshop in London and outcomes of the workshop shared with members for feedback, including need for regional content, increase visibility, increase two-way communications

MC engagement overview – 2017

June 2017

- Report on the red thread and feedback received from members on the red thread concept and its use

September
2017

- Discussions on the red thread organised in all regions with the support of Regional Vice Chairs. Positive perception of the tool.

October
2017

- Discussions on the overall strategy process conducted in all regions with support of Regional Vice Chairs
- Shared the Value Proposition document with all members for discussion at Secretaries' Strategy Day

Some comments

How does all this bring value to my members?

Members need to be put back at the centre of the organisation

We don't want the Council's mission to change

We need to make sure that regional diversity remains at the heart of the Council's structure and work

I like the red jumper concept

As Future Energy Leaders we want to contribute actively

What do you mean by digital platform?

Context

- Proposing a set of Beliefs and Ambition that are aspirational and will help to guide the organisation as we plan and implement the strategy
 - In service of deepening and enhance the value to our members, building on our strengths and professionalising all that we do
 - Described in terms of “Where we are going”, “How we will get there” and “Who we are” (Our People Values)
- The Beliefs and Ambition inform and underpin the Value Proposition which is expressed in terms of “Our organisation”; “Content” and “Member & Employees”
 - The Value Proposition defines how the WEC will differentiate itself and what is important in service of delivering value to the members
- Establishing and fully operationalising our Beliefs, Ambition and Value Proposition will be a multi-year journey
 - Important to ensure support and engagement early in the process
 - Moving from implicit to explicit statement of values – provides a common language and articulation of what is important to our ways of working and culture, reflecting the diversity of our networks
 - Provides focus, a means of prioritising and measuring success over time
 - Done well should be enduring and underpin our future success

Our Beliefs & Ambition

Our plans are aspirational and our goal is to deepen and enhance the value to our members, building on our strengths and professionalising all that we do ...

➤ Where we're going

Our Mission

To promote the sustainable supply and use of energy for the greatest benefit of all people.

Our Vision

To be thought leader of the grand energy transition addressing critical energy issues at global, regional and local levels.

Our Strategic Direction

A modern progressive organisation serving the needs of its members and the public through:

- Excellence in **Content** and product that is impactful
- **Stakeholder** focused organisation that continues to grow
- Modern **Digital and platforms** for interactive **engagement**;
- Aligned and efficient **Operations** that maximise effective delivery.

➤ How we'll get there

Pioneering Thought Leadership

We are innovators that leverage our rich history & relationships to facilitate linkages across the entire energy system based on convening the best minds in the industry.

Engaged People & Network

We are one networked team -network platform - striving for the opportunity to contribute to and pioneer the grand energy transition.

Functional Excellence

We leverage our capabilities and modern digital technology to create new opportunities and promote our key messages with conviction.

Values & priorities

We make and execute decisions in line with our values and priorities agreed at Congress by our membership.

➤ Who we are

Agility

We embrace innovation and believe in continuous development. We energise others to achieve more.

Excellence

We set high standards pursuing great results that exceed expectations.

Trust

We are transparent, honest and fair. We set goals and we hold ourselves to account.

Openness & Respect

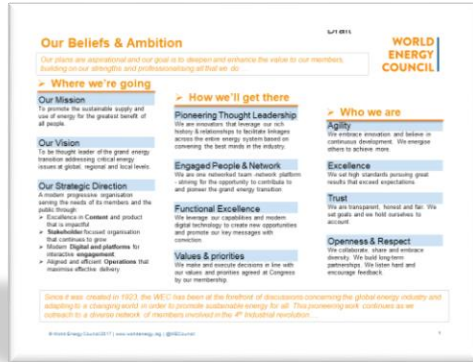
We collaborate, share and embrace diversity. We build long-term partnerships. We listen hard and encourage feedback.

Since it was created in 1923, the WEC has been at the forefront of discussions concerning the global energy industry and adapting to a changing world in order to promote sustainable energy for all. This pioneering work continues as we outreach to a diverse network of members involved in the 4th Industrial revolution....

Our Value Proposition

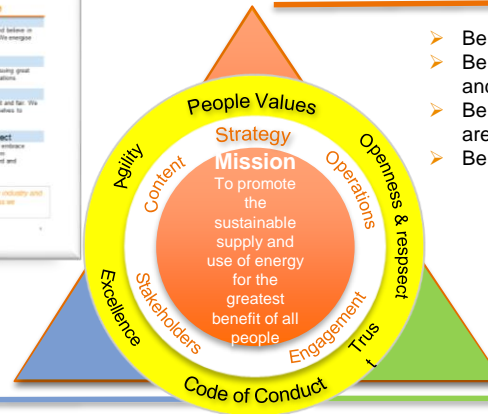
Draft

Informed by our beliefs & ambition... in full support of deepening and enhancing the value to our members and professionalising all that we do ...



Our Organisation

- Be **connected**... be part of global energy nexus
- Be **relevant**... address critical energy issues of the day and impact change
- Be **courageous**... position content and relationships that are pioneering
- Be **innovative**... in all that we do



Content

- Bring alive our mission
- Represent our global membership
- Influence the debate...energise the networks
- Time is of essence; be current and balanced

Members / Employees

- Engage with global networks & key influencers of today across the energy system
- Engage with energy leaders of tomorrow
- Create and access content that leads to impactful change
- Work using advanced platforms that enable participation
- Contribute to a knowledge based community (e.g. WEC Academy)
- Work with a team that is committed to our mission
- Celebrate being part of a global energy platform at Congress

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Best Practices Sharing Around Members

- Germany Member Committee
 - Carsten Rolle, Secretary, German Member Committee

Best Practices Sharing Around Members

- Korea (Rep) Member Committee
 - Suji Kang, External Affairs and Communications, Korea Energy Foundation

Best Practices Sharing Around Members

- Romanian Member Committee
 - Dr Gheorghe Balan, Secretary, Romanian MC
 - Andrei Covatariu, FEL Romania

Best Practices Sharing Around Members

- MCs in the audience should give their own examples that illustrate the value proposition while focusing the discussion in the following questions:
 - What are successful examples from your experience that demonstrate the value proposition?
 - What opportunities can you identify to deliver the value proposition to your stakeholders?
 - What do you think your strength or weaknesses are in terms of taking advantage of the value proposition the Council has to offer?

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Thank you

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