



# Image Challenges in Energy Industry: Role of Transparency in addressing Image Challenges

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# Oil & Gas Industry: Fuelling World Prosperity

- Catalyst for growth
- Enables populations to achieve opportunity
- Energy industry will continue to be an enabler for progress



# Regional (GCC) Image of Industry

- Great Employer
- Top Industry
- Great Social Responsibility
- A source of pride

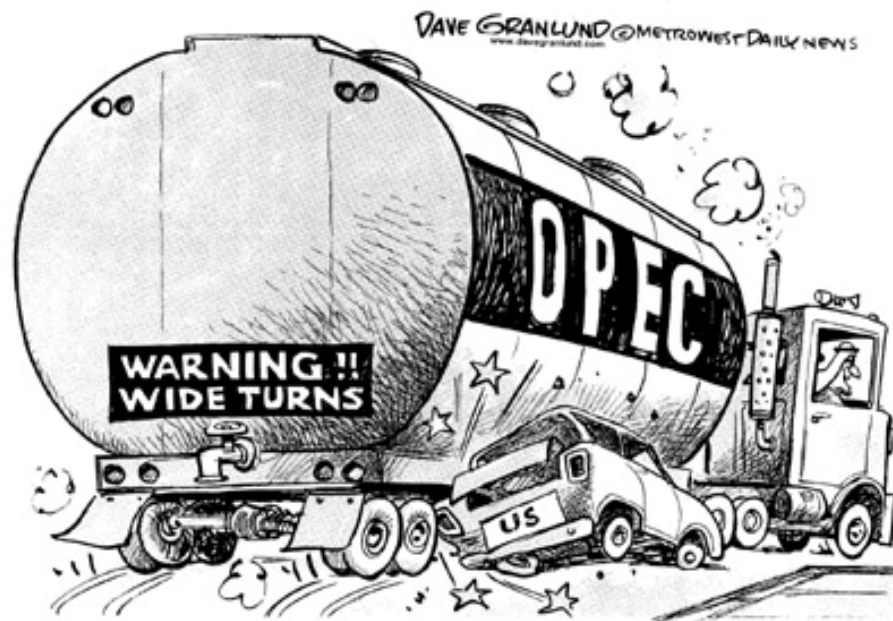




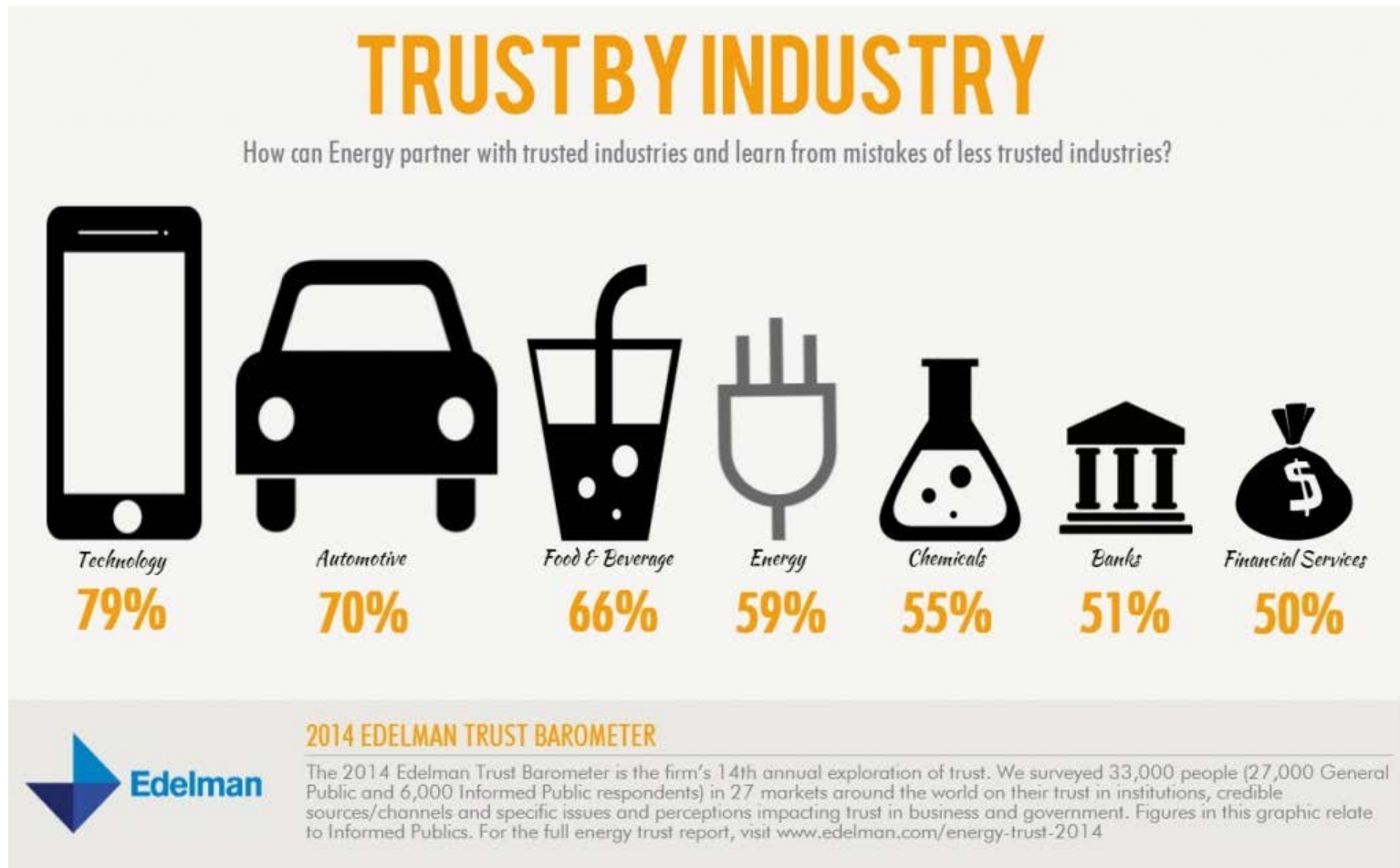
# Globally the Image Looks Different



# Cloudy Global Picture



# Global Trust in Energy Industry is Low



# Reasons for Disparity of Image

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1. Historical legacy (Breakup of Standard Oil 1911)
2. Emerging new power (OPEC 1960, Arab Embargo)
3. Bad handling of disasters (Exxon Valdez, BP Deep Horizon Accident)
4. Lack of human face: Empathy, & Engagement
5. Avoids frank communications (Engineering based industry)
6. **Lack of Transparency (Enron, etc.) resulting in non trust**



# Various Key Transparency Initiatives

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- Dodd Frank Act (for energy trading )
- UK Anti- Bribery Act
- Transparency and Accountability Initiative
- The Extractive Industries Transparency Initiative
- **Joint Organisations Data Initiative (Global initiative coordinated by the IEF)**



# IEF a Platform for Dialogue & Transparency



# IEF Members Account for around

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90%

of  
Global Oil and Gas  
Supply & Demand

# IEF Values Neutrality & Engage all Stakeholder's



# The IEF's Unique Value Propositions

Neutrality

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Promoting Inclusive Global  
Energy Cooperation

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Energy Data

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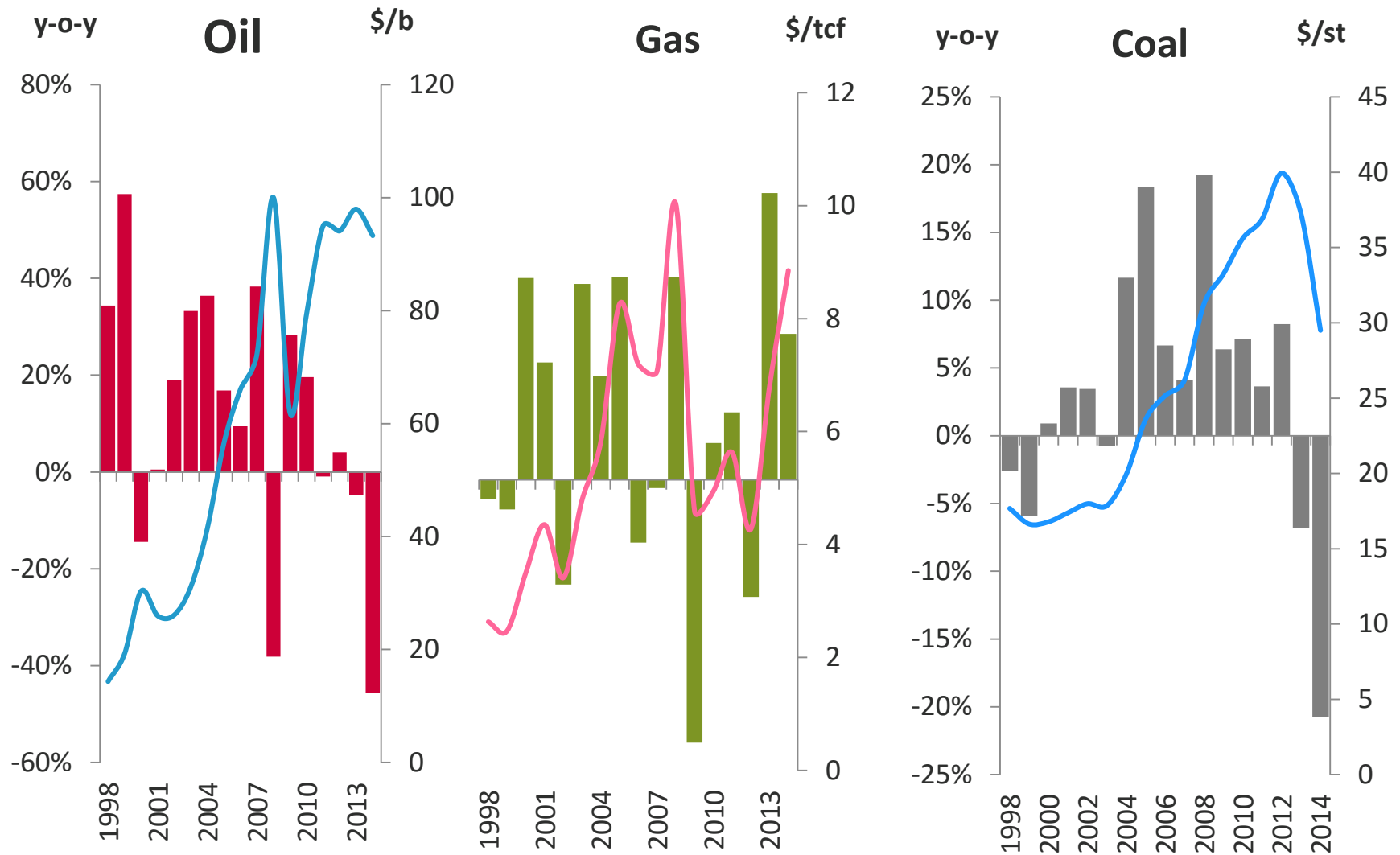
Transparency (JODI)

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# JODI Created to Address Energy Price Volatility



# JODI: A Positive Image of a Transparent Energy Industry

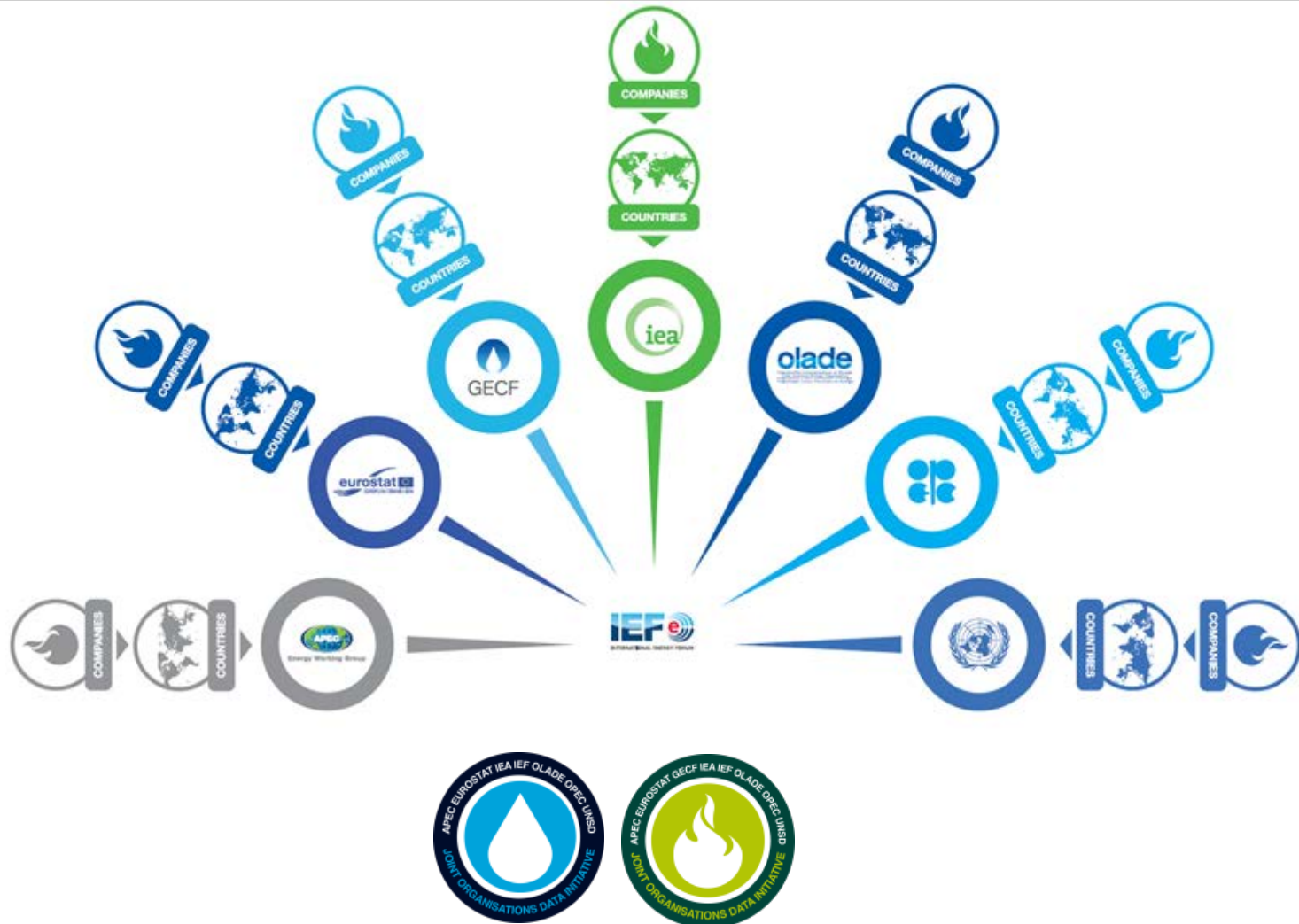


# JODI: A Positive Image of a Transparent Energy Industry





# JODI: Visible Cooperation by the Industry





# JODI: A Positive Image of a Transparent Energy Industry

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## JODI-Oil Reach (100+ Countries)





# JODI (Transparency ) Benefits

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- Reduces market volatility
- Supports sound decision-making
- Encourages investments
- Concrete outcome from producer- consumer dialogue
- **Improve Image of Industry**



# Suggested Steps to Improve Image

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1. Overcome historical legacy (new thinking)
2. Bring human face during crisis
3. Expand R&D & cultivate creativity
4. Communicate positive stories of industry (fighting poverty, social responsibility, etc.)
5. Learn from other industry such as Airline
6. Bring young minds to join the industry
7. More Transparency– More Transparency

# Thank You



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