

2 Congreso Internacional del Gas LP Exceptional Energy

El dilema de las comunicaciones en el Gas LP

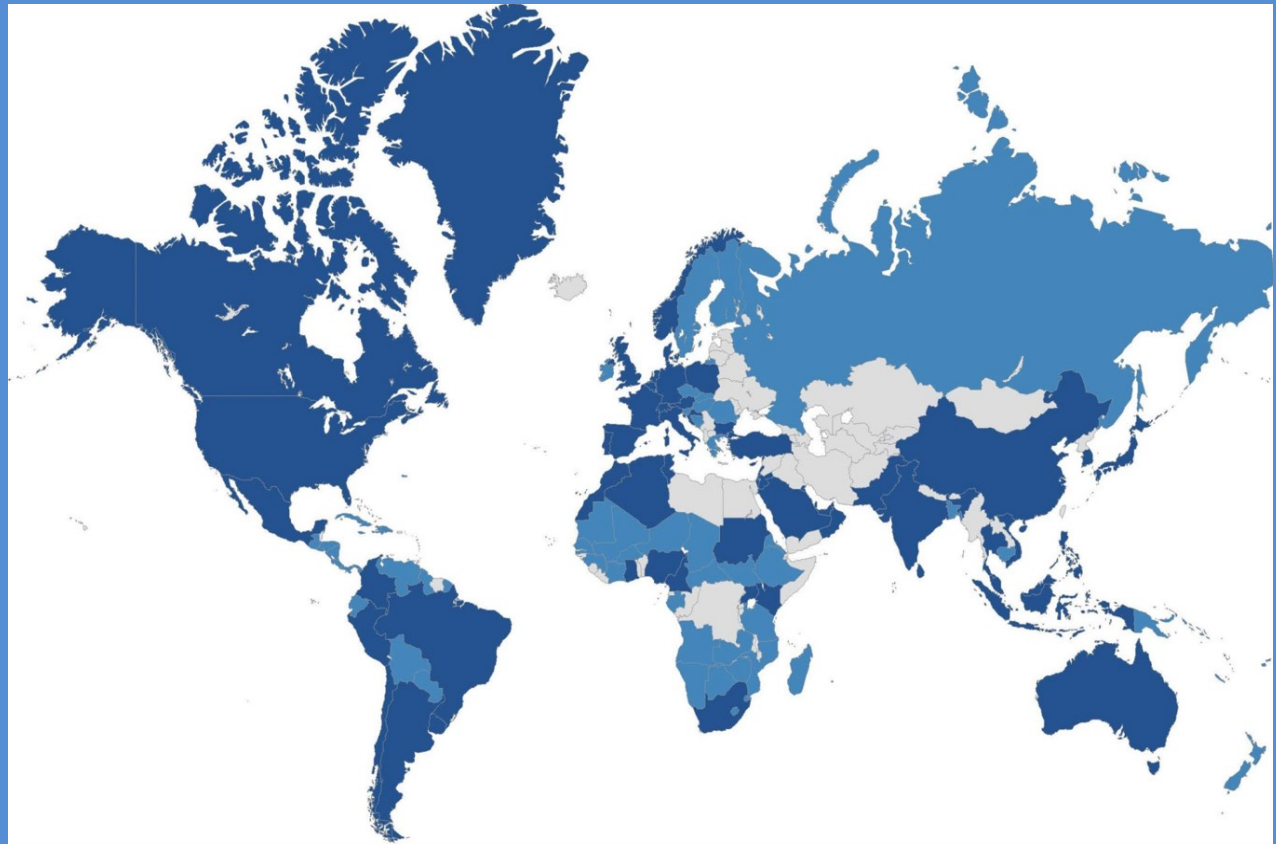
Alison Abbott, Communications Director, WLPGA
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A city skyline at sunset, with a large, dark silhouette of a hand reaching down from the top left corner, holding a glowing rectangular frame. The frame contains the text "What is the WLPGA?". The background shows several tall buildings with lit windows, and a bright sun is visible in the center, creating a lens flare effect. The sky is a mix of orange, pink, and blue.

What is the WLPGA?

*The unique global body representing the
interest of the LPG industry*

**300 members
125 countries**



LPG

—

The Communications Paradox

WHAT PEOPLE ARE LOOKING FOR





WHAT PEOPLE ARE
NOT
LOOKING FOR

LPG

- Over a **BILLION** people use LPG
- **27 MILLION** vehicles drive on Autogas
- Production of **300 MILLION TONNES**
- Present in more countries than **COCA COLA**
- **Changing people's lives** in a fundamental way
- **KEY** to achieving climate goals

SO WHY DO SO FEW PEOPLE CARE?



**NOT NEW
NOT COOL
FOSSIL
LOW TECH
YESTERDAY'S FUEL IN MANY COUNTRIES**



WE HAVE THE STORY

INDOOR AIR POLLUTION
OUTDOOR AIR POLLUTION
HYBRID LPG ELECTRIC CARS
ADOPTION BY LARGE CUSTOMERS



EVEN
WHEN WE
ARE THE
PERFECT
FUEL



OVERCOMING THE PARADOX: CHALLENGES

IMAGE & REPUTATION CAN BE **POLAR OPPOSITES**

FRAGMENTED INDUSTRY MANY SMALL ACTORS

PLETHORA OF APPLICATIONS

LIMITED UNDERSTANDING

LPG IS NOT COOL

NOT A
FAIR FIGHT



WHAT CAN WE DO?



ENERGY COMPANIES HAVE TWO CLIENTS



CONSUMERS



GOVERNMENTS

POLICY MAKERS ARE
GAME CHANGERS





**UPCOMING BANS OF PETROL
AND/OR
DIESEL CARS**

UPCOMING BANS ON HEATING OIL

COUNTRIES ARE
TURNING THE HEAT
ON HEATING OIL





WELCOME TO
ENERGY POLICY
LAND

THE TIME FOR **PRO-ACTIVE** POLICY OUTREACH IS

NOW

TURN EVERYONE WHO WORKS FOR THE INDUSTRY INTO AMBASSADORS

WE NEED TO SPEAK WITH ONE VOICE


ORGANISE TRAINING SESSIONS, EVENTS, BBQS, ETC

FOCUS ON THE BENEFITS OF LPG

SHOW WHAT LPG DOES FOR PEOPLE AROUND THE WORLD

**ALL COMMUNICATION SHOULD HAVE A
CLEAR GOAL IN MIND**

**MARKET
GROWTH**

A photograph of a warehouse or storage area filled with numerous blue LPG cylinders. The cylinders are arranged in neat rows on multiple levels of dark metal shelving. The lighting is bright, highlighting the metallic surfaces of the cylinders and the structure of the shelves. An orange rectangular box is overlaid on the left side of the image, containing white text.

**MOST PEOPLE
DON'T BUY LPG
BECAUSE
THEY LIKE THE
CYLINDER**

WHY DO PEOPLE USE LPG?

I DON'T HAVE A CHOICE

I HAVE ONLY EVER KNOWN LPG

and

LPG IS SUPERIOR TO THE FUEL I CURRENTLY USE

PROVIDES THE CONTROLLABLE HEAT I NEED

EMITS LESS CO₂ AND POLLUTANTS

IS PORTABLE WITH HIGH ENERGY DENSITY

CAN BE STORED FOR A LONG TIME

CAN BE STORED ON SITE

IS COST EFFECTIVE

IT'S ALL ABOUT THE PIE



**BIGGER SLICE
OF THE PIE**



**MAKING THE PIE
BIGGER**

HOW DO WE MAKE THE PIE **BIGGER?**

NEW APPLICATIONS = **GROWTH**

YOU USE LPG FOR ***THAT?!***

www.lpg-apps.org

WHAT CAN BE DONE?

EDUCATE OURSELVES: TRAIN EVERYONE IN THE COMPANY

EXPLAIN THE POTENTIAL TO YOUR CUSTOMERS

PROMOTE APPLICATIONS IN **NEW WAYS**

WHAT CAN WE DO: **APPLIANCE MANUFACTURERS**

HOLD THE KEY TO LARGE SCALE ADOPTION OF LPG POWERED APPS

**USE SOCIAL MEDIA OR COORDINATED WRITING TO REQUEST LPG POWERED
VERSIONS OF APPLICATIONS**

POST POSITIVE EXPERIENCES WITH LPG POWERED EQUIPMENT

INVEST IN APPLICATIONS TO SHOW CUSTOMERS

TARGETED CAMPAIGNS ON SPECIFIC APPS

APPLICATION EVANGELISTS AT GLOBAL LEVEL

**BUSINESS AS USUAL
IS NOT ENOUGH**

**THIS IS AN OPPORTUNITY
THE FUTURE OF OUR INDUSTRY IS AT STAKE**



**LET'S BUILD AN
LPG POWERED
FUTURE,
TOGETHER**

LETS START WITH **THREE EASY AND FREE SOLUTIONS**

@worldlpgassoc





HEALTH



CLIMATE



ECONOMIC GROWTH
& SOCIAL PROGRESS



RESOURCE
EFFICIENCY



EFFICIENCY



ENERGY FUTURE

60% OF ALL LPG PRODUCED
IS A CO-PRODUCT OF NATURAL GAS



OR

OIL EXTRACTION

AND THUS RESOURCE EFFICIENT BY ITS VERY NATURE

IN SOME CASES LPG IS A



TRANSITION
FUEL



BRIDGE
TO USING
NATURAL GAS

LPG PROVIDES BUSINESS
**WITH A LOCALLY STORED,
RELIABLE SOURCE OF ENERGY**



**THAT CAN PROVIDE
INTENSE CONSTANT
& CONTROLLABLE HEAT**



CHARTER
OF BENEFITS

THE STORY OF LPG

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32nd World LPG Forum & European Congress

24-27 September 2019 ♡

AMSTERDAM

