

# Posicionamiento, reputación e imagen del Gas LP

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# The WLGPA



 **THE ASSOCIATION AWARDS** | International & European **2021**

**WINNER**

**International Association of the Year**

 **WLPGA**

**World LPG Association**

# Positioning, Reputation and Image

- The Global PRI
- WLPGA's Tactics
- PRI for Colombia

# Change is coming ...

- Fundamental Shift
- Driven by regulation
- Pathway to decarbonisation
- Shift away from fossil





# Liquid Gas?

- Liquid Gas Europe
- France Gaz Liquides
- Liquid Gas UK
- ...



# The change and LPG

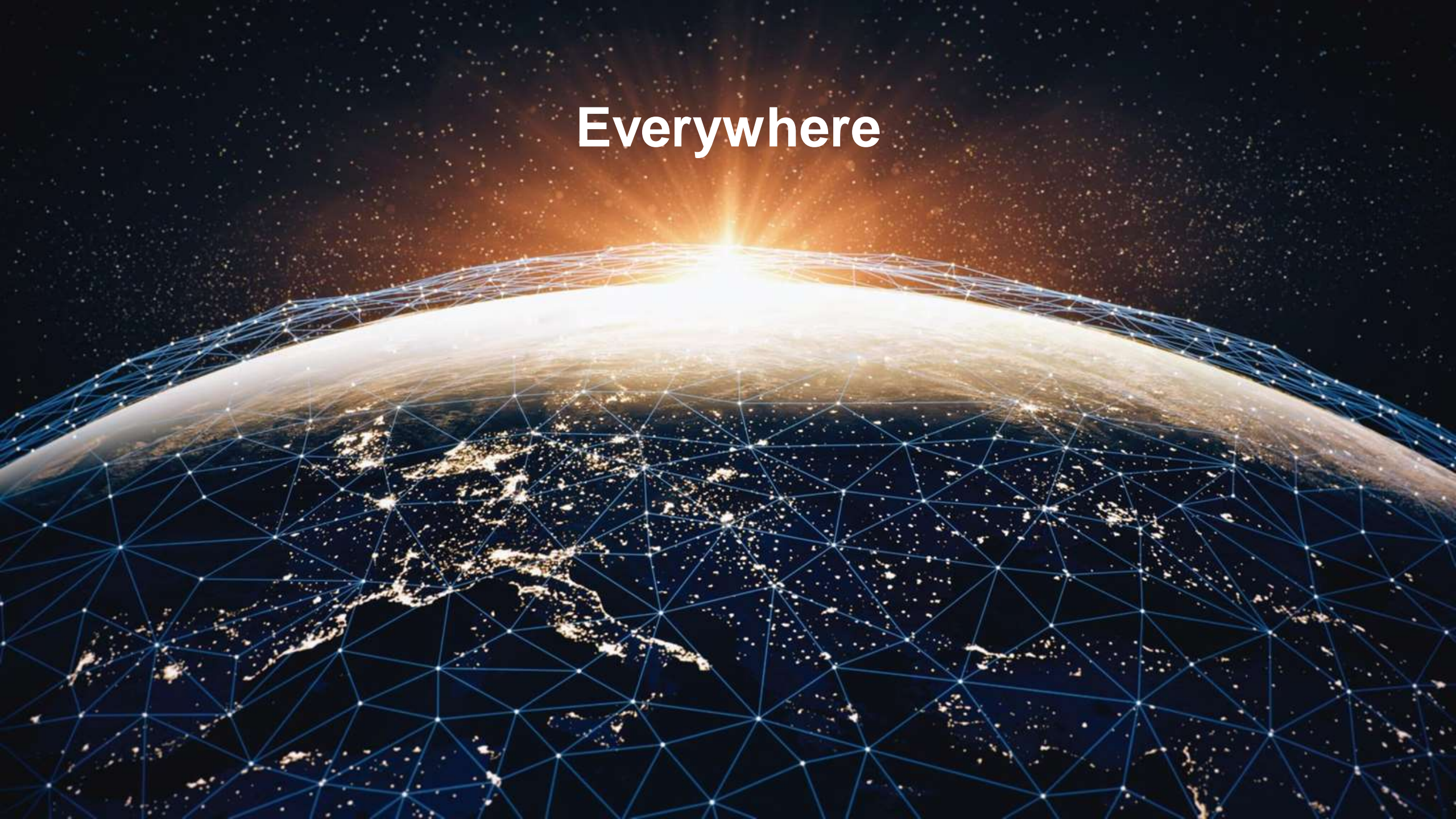
- Major contribution to reducing emissions
- But we are not part of the plan
- Particularly in Europe
- Markets under threat
- Redefine WHERE LPG fits

The background image is a photograph of a sky at sunset or sunrise. A thick layer of white, fluffy clouds covers the lower half of the frame. Above the clouds, the sky transitions from a pale yellow near the horizon to a clear, deep blue at the top. The text "Where does LPG fit in?" is centered in the upper half of the image, in a white, sans-serif font.

**Where does LPG fit in?**



**Everywhere**





An aerial photograph showing a narrow, light-colored dirt road winding through a dense, lush green forest. A small red car is driving on the road, positioned slightly to the right of the center. The trees are tall and closely packed, creating a textured canopy of various shades of green. The lighting suggests a bright day, with some highlights on the road and the tops of the trees.

**LPG - the only fuel that can make energy more efficient  
and reduce emissions across the globe,  
regardless of energy maturity**



A hand is shown from the palm side, holding a glowing, digital representation of the Earth. The globe is composed of a network of white dots connected by thin white lines, with some dots glowing orange. The hand is illuminated from below, creating a warm, golden glow that fades into the dark background. The text "It's Time" is in the top left, and two paragraphs of text are on the right.

# **It's Time**

**It is time for  
policymakers to take off  
*the electrification only  
blinkers***

**and**

**It is time for the LPG  
industry to take action**

# Six Absolute Global Benefits

1. Efficient
2. Portable
3. Clean
4. Versatile
5. Accessible
6. Available





# WLPGA Tactics and Key Messages

The LPG industry must  
pull together in one  
voice with a global,  
powerful, focused and  
**policy driven**  
campaign



# How?

- Traditional advocacy
- Thought leadership positioning
- Stakeholder cooperation
- Media outreach
- Social media
- Data driven communication



# Strategy

- Define level of fit
- Outline the role at each level
- Carve out regulatory niches





# Campaign Elements

- Positioning Document
- Stakeholder Mapping
- Global Study
- Media Strategy
- Social Media
- Toolkit



# The Power of Associations

- Create a powerful chorus
- Dissemination in region
- Further together



# #LPGday 7<sup>th</sup> June

- Extremely high engagement level
- Creativity from members
- A great 'unifier' for WLPGA membership
- ... and beyond





# PRI for Colombia

- Perception and facts
- Key role of LPG in reducing emissions
- A long-term role in the transition
- Put People First



# A Message House for Colombia

- Environmental
- Employment
- Health
- Social





**LET'S PUT PEOPLE FIRST  
AND LEAVE NO-ONE BEHIND**





**We are part of the solution  
an Exceptional Energy**





2022 / NEW DELHI

**LPG**  
**WEEK**

14<sup>th</sup> – 18<sup>th</sup> November  
New Delhi, India

A large crowd of diverse people, seen from an aerial perspective, is arranged to form the geographical outline of the United States. The individuals are wearing various colored shirts, creating a mosaic effect. In the center of the map, over the area of the Great Plains, there is a white rectangular box containing the text "thank you".

thank you