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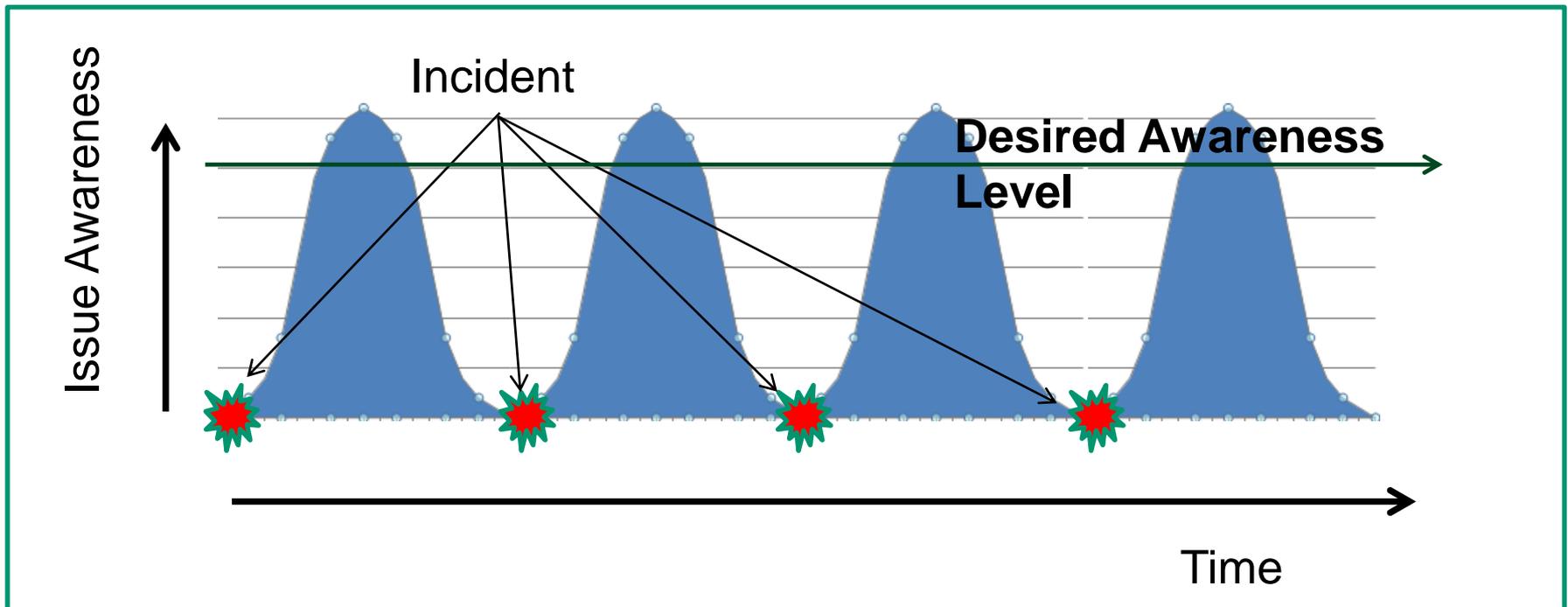
# Industry Technical Advisory Committee

Outreach and Communications

Tom Coolbaugh

# Sustaining Awareness & Overcoming Barriers

- The goal: A basic level of understanding of oil spill response and the tools employed by the global response community
- Problem: Issue awareness is cyclical and currently declining



# Communications Environment

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## Recent (Post-2010) Considerations

- ◆ Our industry struggles with perception issues: misinformed BELIEFS and incorrect “FACTS” lead to damaging STORIES about the efficacy and safety of dispersants.
- ◆ Public backlash continues to heighten government misalignment and disconnects.
- ◆ Government continues to be a critical audience.
- ◆ A key goal is to partner with the fewest, most influential people to communicate what’s at STAKE and equip them with the knowledge to make accurate decisions related to dispersants.



# Outreach and Communication

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## What Do We Want To Do?

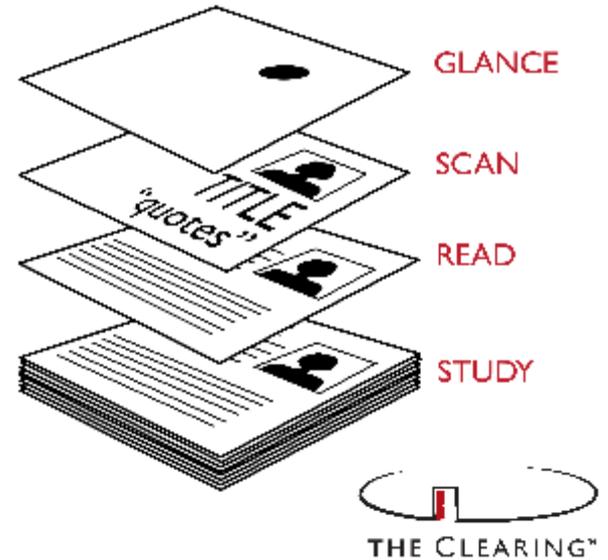
- ◆ Identify Key Influencers/Decision Makers/Resources
- ◆ Develop Strategy and Road Map for Path Forward
- ◆ Validate/Update Prior Efforts
  - Revisit The Clearing's Power Map approach
  - Examine and use outcomes from API/IPIECA/IOGP efforts
- ◆ Integrate Industry Efforts
  - Consistent approaches across industry that are coordinated with IPIECA OSWG and API Communications and Outreach Plans
- ◆ Stress the value of “Sound Science” in support of Oil Spill Response

# Communication Concepts

## OUTCOMES

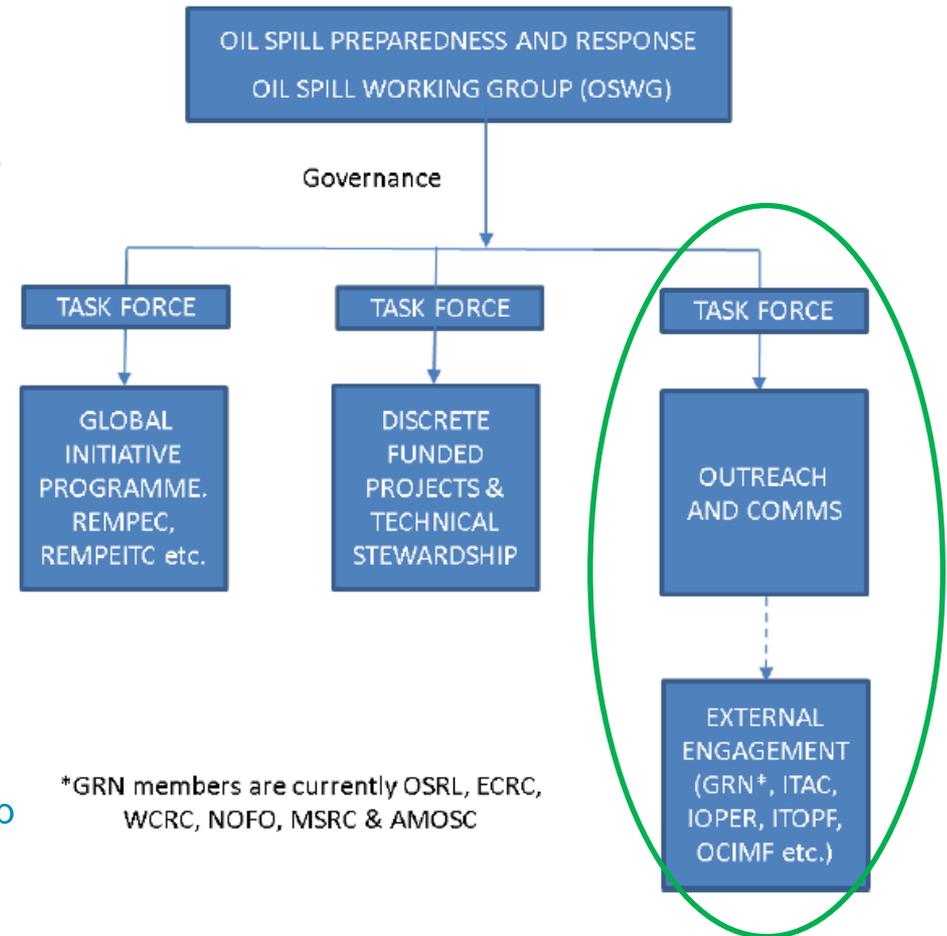
<b>IMPLICIT</b>	<ul style="list-style-type: none"> <li>▪ Visuals that explain – in a consumable manner – the realities of a topic</li> <li>▪ Consistent messaging to explain the value and application of a technology with supporting usage decisions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Dispelling of incorrect perceptions / misinformation</li> <li>▪ Solidified public-private partnership</li> <li>▪ Alignment among stakeholders</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Translation of technical language into simple words and pictures</li> <li>▪ Minimized future backlash against spill response options</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increased credibility of and trust in IPIECA/API and oil industry</li> <li>▪ Understanding among Public and NGOs regarding spill response in lay terms</li> </ul>
	<b>HARD</b>	<b>SOFT</b>

The result: visual tools and messages to **present the facts in a consumable manner** that resonates with multiple audiences and has the power to stick.



# International Outreach: IPIECA OSWG Current

- OSWG Outreach and Communications Task Force
- Members: Chevron (Maria), IPIECA (Rob), OSRL (Andy), BP (Richard), ExxonMobil (Tom), Petronia Consulting (Peter)
- Focus areas identified to strengthen members' ability to deliver 'in-reach' and to support outreach activities and promote OSPR good practice
  - Reconfirm mainstream audiences, forums etc
  - Reconfirm key technical themes and priority messages
  - Review existing and propose/develop new materials and resources
  - Establish an informal Faculty / Speakers Coalition



# Potential Influencers and Concerns

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## Influencers

- ◆ AP / IPIECA / IOGP / Global Response Network (GRN) / Industry Technical Advisory Committee (ITAC)
- ◆ Industry
- ◆ Other Independent, Trusted Messenger/Consultant/Academic

## Other considerations

- ◆ Resources (People/Time/\$)
- ◆ Likelihood of success
- ◆ Priorities
- ◆ Political Climate Concerns

# Recent OSWG Focus

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## OSWG 2012 to 2016

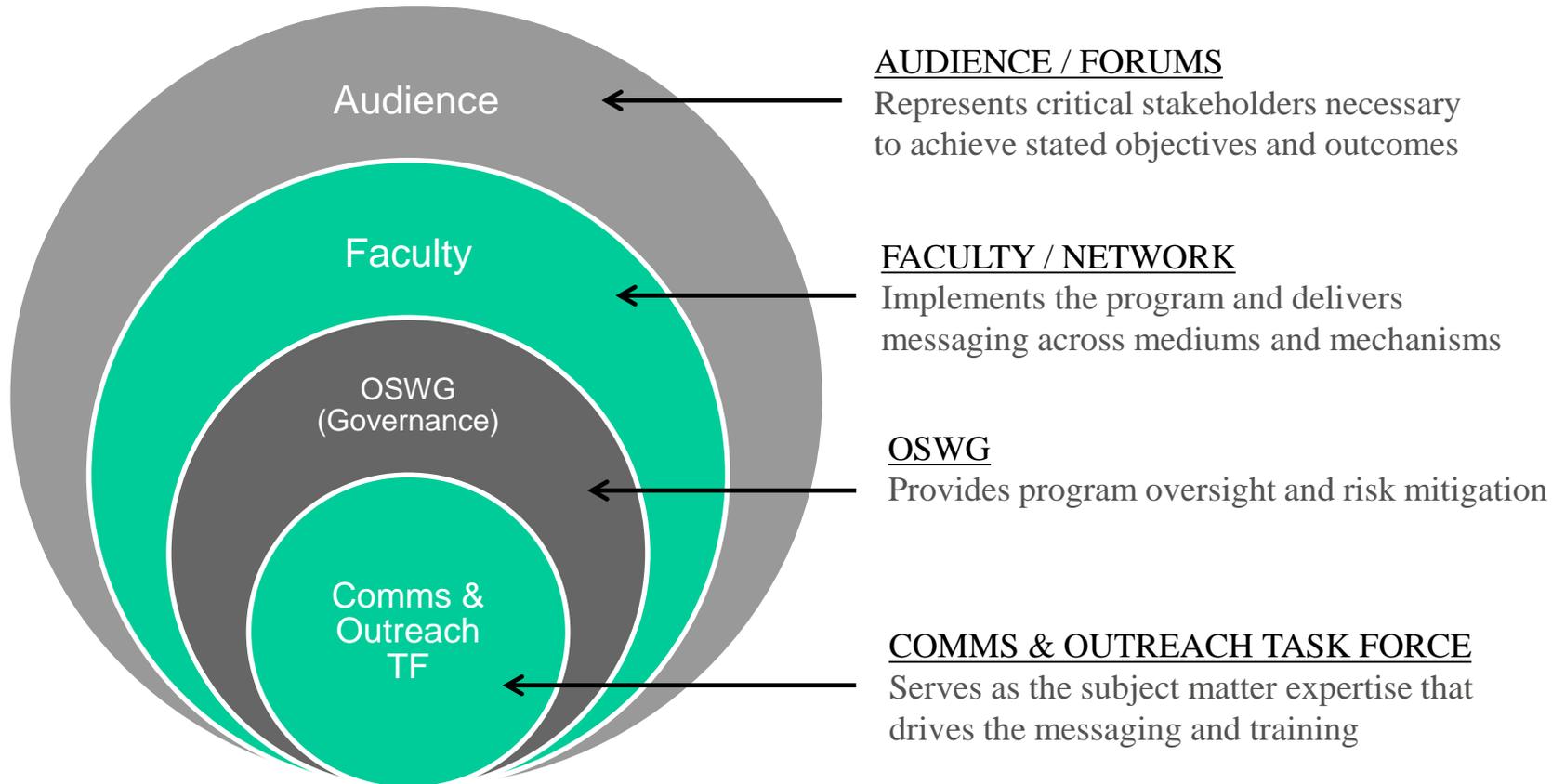
- ◆ Partnership Programs
- ◆ Long-standing Triennial Conference Cycle and the response to requests for specific engagement, e.g. from Members and for individual Forums

## IPIECA-IOGP JIP

- ◆ Key themes – aligned to Good Practice Guides
- ◆ Specific priority messages
  - Access to all tools in the toolbox – dispersants, ISB
  - Capability provisioned most effectively and efficiently in a tiered manner, not defined by national borders, with attention needed to x-border customs and immigration
  - Incident Management System approach provides the highly effective means to implement a coordinated response
- ◆ Technical specialist engagement on individual topics

# In-reach, Outreach & Communication Framework

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*Model courtesy Ron Ivey – The Clearing*

# Communications and Outreach Spectrum

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## Audiences and Forums

**Proactive** ←  **Reactive**

- Regulatory Forums and Events
- Triennial Conference Series
- Recurring Conferences e.g. PAJ, IPA, SPE HSSE etc
- Industry and OSRO forums, e.g. ITAC and GRN
- Global Initiative\*

*\* Requires assurance of alignment with IMO / GI objectives*

- Ad hoc requests / demands for industry support from:
  - Countries
  - Industry and Members
  - Regulatory bodies, e.g. IOPER, EMSA
- React to “poor science”

# Ongoing Effort

- 💧 Communications materials exist
- 💧 The challenge is make sure they don't just stay on the shelf

