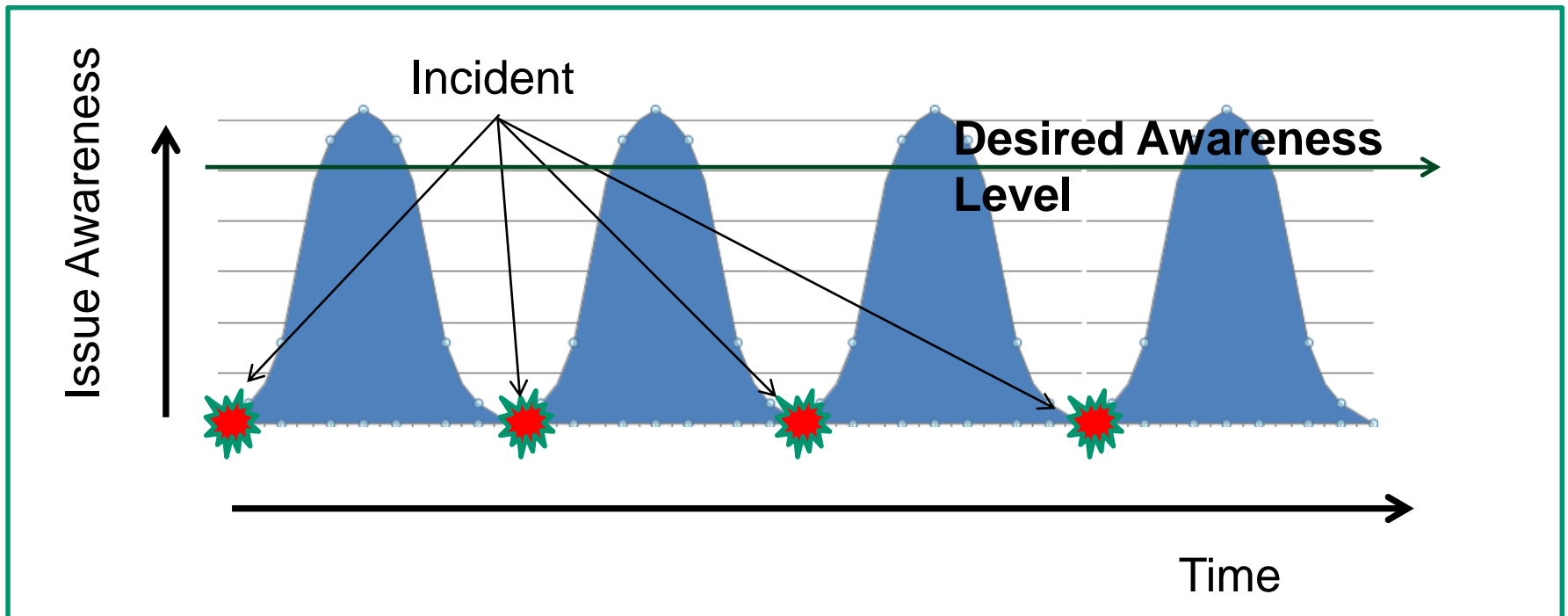

Industry Technical Advisory Committee

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

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

What Do We Want To Do?

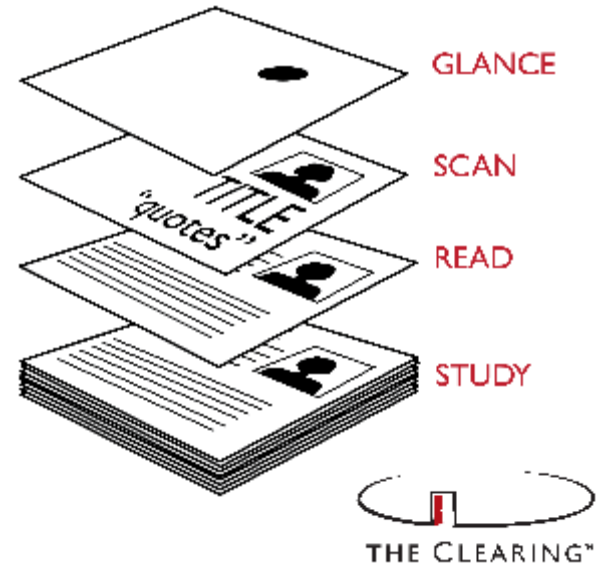
- ◆ Identify Key Influencers/Decision Makers/Resources
- ◆ Develop Strategy and Road Map for Path Forward
- ◆ Validate/Update Prior Efforts
 - Revisit The Clearing's Power Map approach
 - Examine and use outcomes from API/IPIECA/IOGP efforts
- ◆ Integrate Industry Efforts
 - Consistent approaches across 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

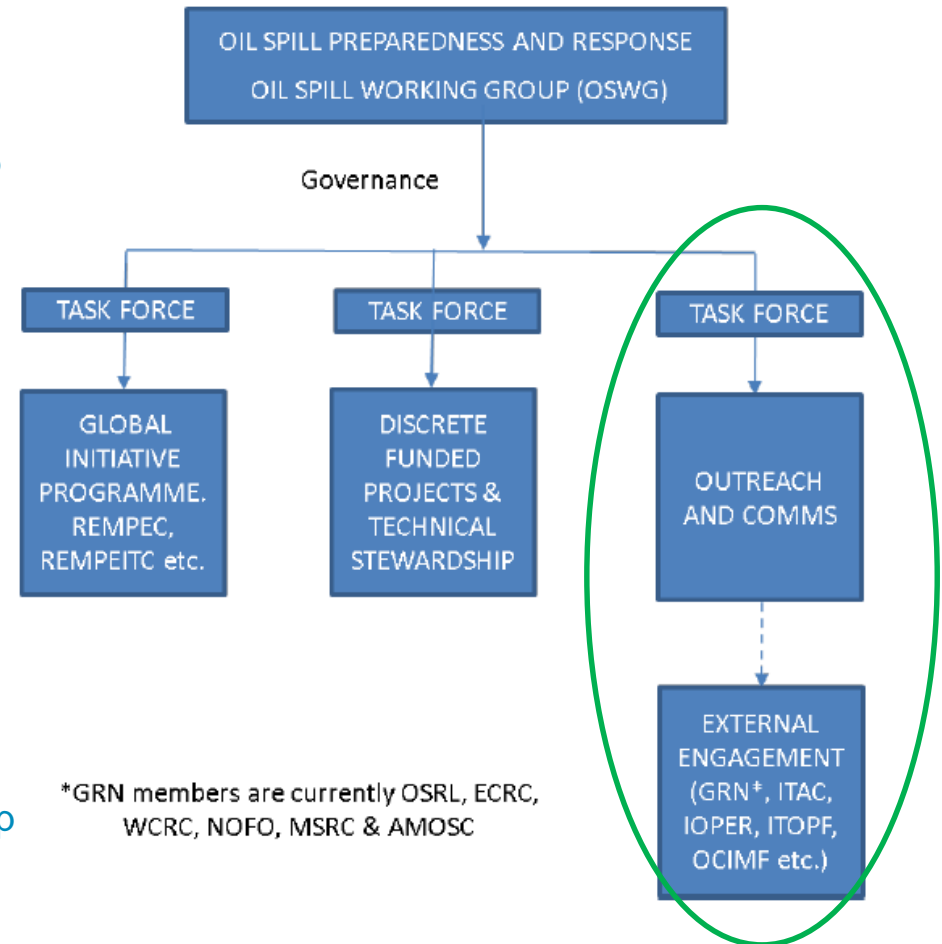
EXPLICIT	<ul style="list-style-type: none"> ▪ Visuals that explain – in a consumable manner – the realities of a topic ▪ Consistent messaging to explain the value and application of a technology with supporting usage decisions 	<ul style="list-style-type: none"> ▪ Dispelling of incorrect perceptions / misinformation ▪ Solidified public-private partnership ▪ Alignment among stakeholders
	IMPLICIT	<ul style="list-style-type: none"> ▪ Translation of technical language into simple words and pictures ▪ Minimized future backlash against spill response options
		HARD

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

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

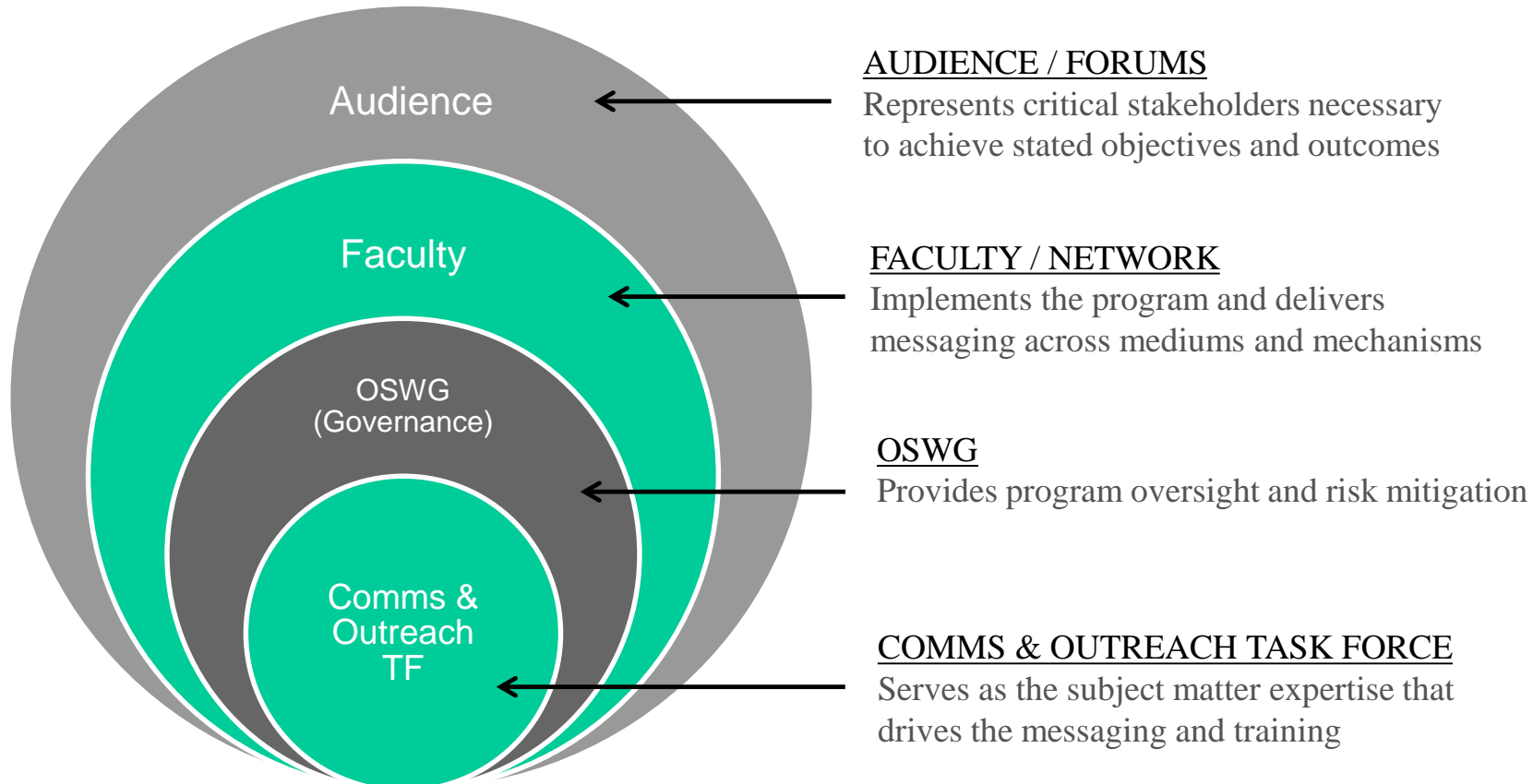
OSWG 2012 to 2016

- ◆ 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



Model courtesy Ron Ivey – The Clearing

Communications and Outreach Spectrum

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

