



World Petroleum Council

Journey of the Drop



A PROGRAMME BRIEF PREPARED BY ITN PRODUCTIONS
FOR WORLD PETROLEUM COUNCIL (WPC)

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Statement of Confidentiality

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The Programme

A long-form current-affairs style programme, anchored by Natasha Kaplinsky, produced to broadcast standard for the membership and beyond. **'Journey of the Drop'** will explore the contribution and aspirations of the oil and gas industry across the globe. It will highlight the breadth of the industry and give those within the oil and gas sector the opportunity to tell their story.

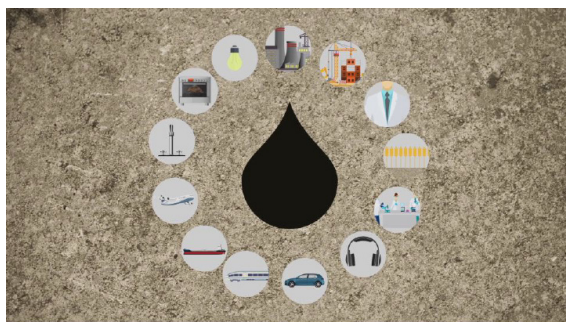
ABOUT THE WORLD PETROLEUM COUNCIL

The World Petroleum Council (WPC) is a non-advocacy, non-political organisation with charitable status in the UK and has accreditation as a Non-Governmental Organisation (NGO) from the United Nations (UN). The WPC is dedicated to the promotion of sustainable management and use of the world's petroleum resources for the benefit of all. It is the only organisation representing the oil and gas community.

WPC is a membership organisation, with 70 member countries world wide, representing 96% of the world's oil and gas consumption and production. WPC membership is unique as it includes both OPEC and Non-OPEC countries with representation of National Oil Companies (NOC's) as well as Independent Oil Companies (IOC's). Each country has a National Committee made up from representatives of the oil and gas industry, academia and research institutions and government departments. The governing body is the Council, consisting of representation from each of the national committees.

The WPC's main purpose is to catalyse and facilitate dialogue amongst internal and external stakeholders aimed at seeking solutions to key technical, social, environmental and management challenges in global energy issues for the benefit of mankind. In doing so, the WPC will contribute towards sustainable growth.

The WPC does not take a position on the key issues facing oil and gas; but instead provides a forum where the solutions to key challenges can be addressed.



The WPC organises the triennial World Petroleum Congress, covering all aspects of the industry including technological advances in upstream and downstream operations, as well as management of the industry and its social, economic and environmental impact. This year (2017), the Congress will be held in Istanbul, Turkey.

ABOUT ITN PRODUCTIONS

ITN Productions is ITN's bespoke production hub producing creative and commercially valuable content for the corporate, commercial, broadcast and digital sectors. Industry News forms part of this offering and is a communications tool for leading industry bodies and national associations produced in a broadcast news programme format, including interviews, news-style items and sponsored editorial profiles.

PRODUCTION RESOURCE

- **Design:**
WPC branded studio and programme graphics
- **Editorial Profiling:**
Case studies from Industry leaders, led by ITN reporters
- **Independent Content:**
One day's worth of filming per six editorial profiles
- **Studio Recording:**
With Natasha Kaplinsky, including interviews
- **Filming at the Conference:**
Film crew and reporter at the launch in Istanbul (if required)
- **Editing:**
Quick turnaround edit and upload to the website

The Look & Feel

THE STYLE

Natasha Kaplinsky will present the programme from the London studios. We will brand the studio with the WPC logo and imagery.

The Industry News graphics, as illustrated here, will be designed with the WPC logo, and relevant sector imagery.

Bright and modern, the title sequence will be short and fast paced. It shows a series of cards moving through a digital environment.



THE STORY

Title: **'Journey of the Drop'**

With a growing global population, comes the growing need for energy. But where does this energy come from and what is the best way to extract it and use it? This programme will explore the **'Journey of the Drop'**, challenge perceptions and showcase the ideas and innovations that will shape the future of the oil and gas sector.

'Journey of the Drop' will demonstrate the importance of oil and gas to communities and organisations across the globe, and the impact they have on social, economic and environmental factors.

From the struggles millions across the globe face from having little or no access to clean energy, to the latest innovations in exploration, extraction, production and transportation - the programme will demonstrate the reach and influence the oil and gas sector has on almost every aspect of daily life. We'll also explore the diversity of the

sector and the wide range of careers available.

Building on the content created in 2016, **'Journey of the Drop'** will explore how a drop that's derived from ancient life, plays an integral part in our modern lives and will shape the society and economies of the present, and the future.



NARRATIVE

* **Advocacy:** Showcasing the work of the WPC across the globe and the contribution that the oil and gas sector makes to society

* **Understanding:** Challenging public perceptions of the role of oil and gas, and speaking to the people who have dedicated their careers to improving the oil and gas sector

* **Tools & solutions:** Assisting in both upstream and downstream operations, as well as exploring how the oil and gas sector is contributing to sustainability initiatives

* **Innovation and the implementation of ideas:** Not only within technology, but also education, research and training schemes run by the WPC and its membership

ACTION

The WPC to supply or suggest any relevant images to incorporate into the studio graphics



Objectives

This programme will play an important role for the WPC in shaping perceptions of the future of the sector and demonstrating the breadth of the industry. **'Journey of the Drop'** will provide a platform on which to exchange ideas and engage members on the pertinent issues that they face, whilst also highlighting the importance of oil and gas and all the industries it touches, to the wider public.

PRIORITY THEMES

- **Sustainability** - The role of oil and gas in the future energy mix and the multiple challenges that must be met to build a sustainable future
- **Downstream** - petrochemicals, refining, pharmaceuticals, fuel, delivering successful downstream projects, electrical and hydrogen mobility
- **Upstream** - managing 'megaprojects' (those costing US\$5 billion or more) creating access to new reserves e.g. the Arctic or deep water projects
- **Innovation** - new technologies in production and development including satellites and virtual reality; intelligent field technologies, unconventional field development, reservoir recovery enhancement; innovations within geoscience such as hydrocarbon phase prediction, rock mechanics and productions forecasting
- **Youth and Gender issues** - promoting gender equality in oil and gas, how to attract and retain talent in the industry, managing talent through the boom and bust cycles, innovation within business leadership
- **Energy poverty and access to energy** - energy poverty alleviation initiatives, meeting universal energy access targets, sustainability
- **Logistics, safety and marketing** - finding, exploiting and commercialising oil and gas, pipeline management - facilitating transportation from the producers to the consumer markets



CONTRIBUTORS

World Petroleum Council

- Dr Jozsef Toth, President
- Incoming WPC President [Name TBA]
- Dr Pierce Riemer, Director-General
- WPC Youth Forum

Wider sector

- Geophysicists
- Indian Petroleum Ministry
- The Boston Consulting Group, to discuss 'Promoting Women: A strategic approach to Gender Equality in Oil & Gas'



ACTION

WPC to send names and details of people to interview for the programme - the studio recording will most likely be in June 2017

The Content

The programme contains a mix of news items, editorial profiles and studio feature interviews. News items are independent content led by the association & produced by ITN Productions. They are usually between 2 - 4 minutes long and signpost the programme by identifying and investigating the key themes. **'Journey of the Drop'** will include selected content from the 2016 programme to enhance understanding of all steps of the process from 'well to wheel'. These ideas will be discussed in more detail with your Senior Producer, Natalie Whelan.

Current Budget Allocation: 2 day

Possible formats:

- Case studies, with interviews and supporting sequences
- Sector insight
- Ministerial/expert interviews
- Studio/location with correspondent

NEWS ITEM IDEAS



NEWS ITEM 1: ENERGY POVERTY IN INDIA

1.3 billion people lack access to electricity and 2.6 billion rely on biomass for their domestic cooking and heating needs, typically using inefficient stoves or open fires in poorly ventilated spaces.

One of the United Nations' Sustainable Development Goals for 2030 is to ensure access to affordable, reliable, sustainable and modern energy for all. In India, around 75 million people live without electricity, mainly in rural areas. Many remote villages are beyond the reach of the electricity grid, and some families live in electrified villages, but cannot afford to pay for the power supply. In these areas, there can also be issues surrounding ownership rights to the houses and unsafe conditions within the house itself.

To highlight this, we could spend the day with a family in India who struggle to burn safe and clean fuel and see and hear how this affects their daily lives. We may also look to the future solution and see a village which now has

access to reliable and sustainable energy, which has lifted residents there out of energy poverty.

During this film we will also speak to experts/analysts and WPC India members, who could discuss how the oil and gas industry can play a role and make a difference by using its strength as a technology and innovation leader within the energy sector.

NEWS ITEM 2: GENDER BALANCE IN OIL AND GAS

This piece will bring to life the research currently being undertaken by the WPC and the Boston Consulting Group, which will assess the steps that could be taken to improve the gender diversity of the oil and gas sector. Currently, women account for roughly one fifth of the oil and gas sector's employees, with a very limited presence in technical posts.

Using interviews and statistics from the report, this piece will look at whether oil and gas companies are failing to leverage its pool of female talent, and position gender balance within oil and gas as an attainable target for companies working in the sector worldwide.

SPONSORED EDITORIAL PROFILES

In addition to news, views, comment and interviews with the leading figures in the sector, 'Journey of the Drop' will feature select case studies from organisations who are driving change, improving standards and innovating. Filmed, produced and edited using ITN Production's expertise and production infrastructure, the case studies will take the form of short feature reports highlighting best practice and new ideas.

This could include the Shell Foundation, the Qatar Sustainability Foundation, KazEnergy, Schlumberger or Statoil.

ACTION

WPC to send details of potential case studies and interviewees for the India access to energy news item.

The Campaign

'Journey of the Drop' offers the opportunity to promote the WPC's key messages and raise awareness of these issues during the World Petroleum Congress and beyond. This guide offers recommendations to make the most of the content and how we see each other working together to reach the right audiences. Further details on the campaign will be refined in the distribution meeting, to be held in due course with Sally Grimes, Account Manager at ITN Productions.

DELIVERABLES / LAUNCH

'Journey of the Drop' will launch at the 22nd World Petroleum Congress in Istanbul, held at the CNR Expo Center from 9th - 13th July 2017.

The triennial congress will provide the platform for open dialogue to build bridges between consumers and producers, governments and industry, academia and financiers, leaders and society, in order to address issues and present debates, developments and solutions for sustainable production and use of the world's energy resources.

Around 5,000 delegates are expected including the Head of the Organisation of Petroleum Exporting Countries (OPEC) and the Head of International Energy Agency (IEA), as well as around 500 CEO's, 50 Ministers and their associated delegations.



The programme will premiere on the 8th July 2017 at the WPC's Welcome Reception at the Renaissance Polat Istanbul Hotel. There will be around 200-300 invited members of the WPC present at the premiere.

A showcase of the content, a trailer and the entire programme will be created to be used in different ways during the Congress. Selected content will also be shown at EXPO 2017 in Astana, Kazakhstan from 10th June.

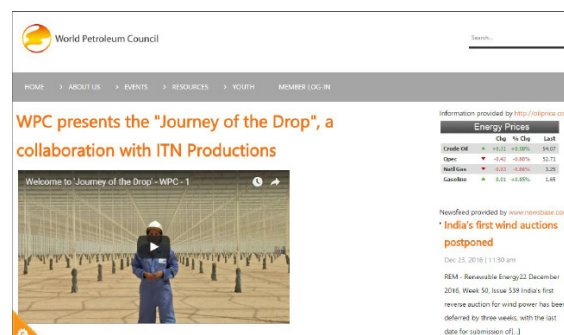
THE CAMPAIGN

The 2017 programme will form part of an extensive online

communications campaign which includes WPC members and professional partners, as well as journalists, writers, bloggers and relevant government departments.

The campaign is a collaborative process with WPC and ITN Productions consisting of:

- Hosting the programme on the WPC website
- Distributed to association members and other stakeholders
- Distributed via press release to media outlets
- Distributed to a bespoke audience involved in the sector (inc. government and key executives)
- Promoted on social media channels



THE WEBSITE

To announce this year's programme, we'd like to set up a page with the video for the 2017 promo video embedded [ITN Productions to create this in due course]. This will support our Programming Directors, direct interest about the programme to the WPC's website for further information on the themes, topics and participation details. The landing page consists of a few paragraphs of our announcement text and the video embed code.

Following the launch of the programme, **'Journey of the Drop'** 2017 will be hosted on the WPC's website for 12 months and promoted through social media channels.

ACTION

WPC to set up announcement page with copy and promo video in February 2017

Timelines

PROJECT PHASE	TYPE	DATE	DETAILS
Phase 1: Initiation	Editorial meeting	DONE	Usually 60 mins resulting in a programme brief setting out themes, content and timelines
	2017 promo trailer	DONE	Launching the 2017 programme on the WPC site as well as coordinating programme specific email communication to members and other stakeholders
	Digital meeting/call	DONE	Collaborative setting discussing digital resources and support required to capitalise on the campaign. (website, email, distributions, social media and more).
Phase 2: Development	Event details	On-going	WPC to introduce ITN Productions to Event and AV team in Istanbul.
	News items	On-going	We'd like your assistance in setting up potential interviewees, and we'd require you to view and approve the news items.
Phase 3: Production	Programme writing	June	Links that will be read in the studio as well as for the showcase version
	Studio recording	TBC	An opportunity to get another interview with Natasha Kaplinsky in the branded studio.
	Cut off for filming	9th June	
	Cut off for editing	23rd June	
	Programme edit	End June	
	Programme sign-off (association)	June TBC	We will ask you to come in for the official sign off of the programme in the ITN Productions edit suites.
Phase 4: Launch	Programme delivery	w/c 3rd July	
	On-site testing	8th July	
Phase 5: Distribution	Upload programme to WPC site	8th July	
	Press release(s) and bespoke channel (if any)	9th July	
Phase 6: Report	Case study report	September	

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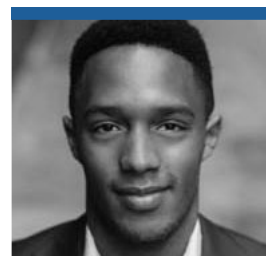
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