

# BE INFORMED...BE PROTECTED

*Aida Y. Parena*

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Theme: E-POWER MO!

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Cebu City



# Presentation Outline

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A. Importance of Communication

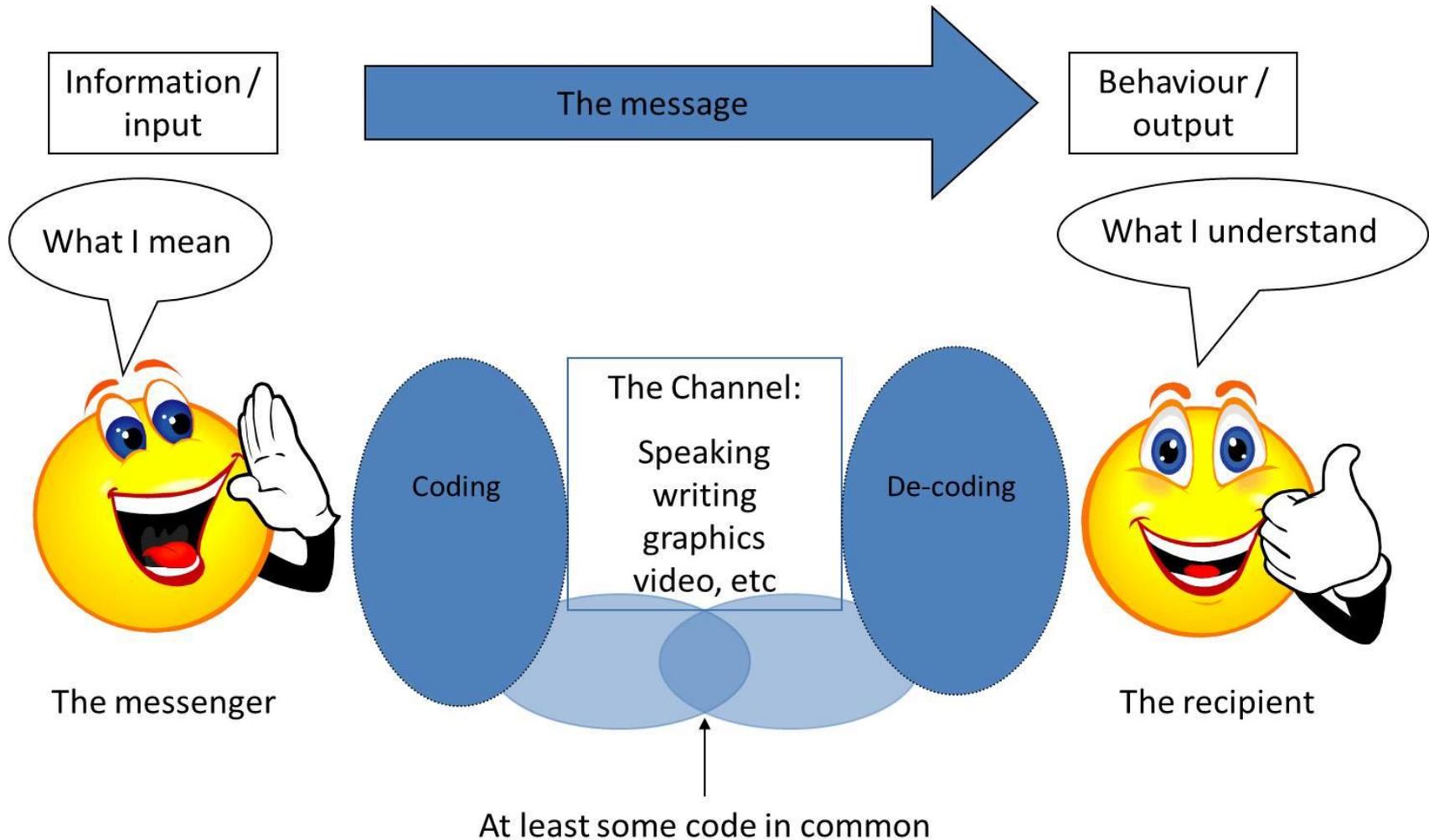
B. Issues in the downstream oil and gas

C. OIMB communication plan

1. Downstream Oil
2. Natural Gas



# Importance of Communication



# Strategic Communication Plan

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**Strategic communication:**

**The right message**

**through the right media**

**to the right audience**

**at the right time**

**and with the right effect.**

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# Issues

## 1. LPG

- Underfilling
- Illegal refilling
- Substandard cylinders
- LPG in canisters



## 2. Liquid Fuels

- Adulteration
- Underdelivery
- Selling liquid fuels in “bote-bote”
- Disparity of prices at the pumps vs display board



**DOE INTENSIFIED SURVEILLANCE AGAINST "BOTE-BOTE" PETROLEUM BUSINESS IN MINDANAO**



alamy stock photo

F03100  
www.alamy.com



# Strategic Communication Plan

<b>BUREAU/UNIT:</b> Oil Industry Management Bureau					
End in Mind/Vision-Mission		To ensure the public with continuous supply of high quality and right quantity of petroleum products in the market.			
Audience	Programs/ Initiatives	Benefits for Audience	Messages	Desired Outcomes/ Actions	Channels
<b>LPG AND LIQUID FUELS</b>					
<u>General Public</u> <ul style="list-style-type: none"> <li>- Helper/ family head</li> <li>- whoever in charge of household cooking</li> </ul>	Safe LPG: "Ligtas naPaggamit ng Gas"	Safety	<b><i>Para sa mga consumer ng LPG:</i></b> Huwag tanggapin ang mga bulok, kinakalawang, may yupi at walang PNS mark/global check na tangke ng LPG,	Minimize/avoid hazardous situation/unsafe conditions that cause damage to life and properties.  Ensure that only good and safe cylinders are used by consumers.  To stop refilling and use of LPG in tin canister.	Tri-Media (TV, Print, Radio)  Social Media (facebook, etc...)
<ul style="list-style-type: none"> <li>- Students/ low-income family group</li> <li>- Street-vendors</li> </ul>	Safe Butane Canisters	Safety	<b><i>Para sa mga consumer ng "butane" in canisters:</i></b> Huwag bumili ng mga LPG-refilled tin canister.  Ang mga nasabing butane canisters ay ginagamit lamang ng isang beses at dapat itapon pagkatapos.	To stop refilling and use of LPG in tin canister.	DOE Portal



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<b>LPG AND LIQUID FUELS</b>					
<u>Transportation sector</u>  -Tricycle/PUJ drivers	Promotion of quantity and quality standards  Minimize/ eradicate retailing of Liquid Fuels sold in “bote-bote” or similar containers	Knowledge on money’s worth/value for money  Safety  Safety	<b><i>Tangkilikin lamang ang mga lehitimong gasolinahan upang makasiguro sa kalidad at tamang sukat ng produktong petrolyo.</i></b>	Money savings (in general “tamang sukat” and less maintenance of vehicles)  Minimize/avoid accidents that will cause damage to life and properties  Discourages/stops proliferation of illegal activities Provides cleaner fuel.  Prevent/stop spillage of liquid fuels in ground that will result in penetrating the water table.	Focused Group Discussions with TODA, etc.  Distribution of flyers Radio  DOE webpage  Tri-Media (TV, Print, Radio)  Social Media (Facebook, etc...)
<u>LGUs/ Concerned NGAs</u>	Strengthen partnership with LGUs/ concerned NGAs	Safety of their constituents  Increase revenues  Recognition/pr omotion	<b><i>Kapit-kamay para sa matiwasay at maunlad na pamayanan</i></b>  <b><i>Mahalalang mapangalagaan ang kalusugan at kaligtasan ng komunidad</i></b>	Safe and progressive community  Vibrant industry in the community  Pagpasa ng Resolusyon / Ordinansa upang ipagbawal ang pagbebenta ng produktong petrolyo na nakalagay sa “bote” sa kahalintulad na lalagyan.	Seminars/ hands-on training  DOE webpage LGU webpage  Tri-Media (TV, Print, Radio)  Social Media (Facebook, etc.)



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<b>LPG AND LIQUID FUELS</b>					
<u>Oil Players/Dealers</u>	Enforcement of quantity, quality and safety standards	Recognition/ promotion (Seal of excellence for LPG – Bagwis Program)  Increased income  Safe business operation	Maayos na pagsunod sa mga regulasyon ng DOE para sa patas na kompetisyon	Level playing field  Fair competition  Vibrant industry	Level playing field  Fair competition  Vibrant industry
<b><u>OIL PRICE</u></b>					
General Public	Oil price monitoring (domestic and international)	Power of Choice Informed public	Sinisigurado ng DOE na ang galaw ng presyo sa local market ay ayun sa kaganapan sa world oil market.	People empowerment Minimize complaints and protest	Tri-Media Social Media Press Release DOE Portal Lectures Brochures



# Strategic Communication Plan

<b>BUREAU/UNIT: Oil Industry Management Bureau</b>					
End in Mind/Vision-Mission		To establish a world-class, investment driven and efficient natural gas industry that makes natural gas a bridge fuel by all end-user sector.			
Audience	Programs/Initiatives	Benefits for Audience	Messages	Desired Outcomes/Actions	Channels
<b><u>NATURAL GAS</u></b>					
Investors	Promotion of natural gas infrastructure projects	Opportunity for investments and promote the company's portfolios	Natural gas; the way to go and  Natural Gas: fuel of the Future	Security of natural gas supply.  Guarantees efficient delivery without interruption (except in extraordinary circumstances) at the customer's primary delivery point.	FGDs/Meetings/Forum/Summit
Potential Industries (i.e. economic zones) and non-power sectors	Market development program (Market profiling/survey)	<ul style="list-style-type: none"> <li>- Savings in fuel cost in their operation/process</li> <li>- Clean emission will result to cleaner environment and the industries are compliant to Clean Air Act</li> <li>- Awareness on natural gas and will create a well-informed group on natural gas</li> <li>- Safe and efficient fuel</li> </ul> Alternative source of supply.	For efficient, clean and cost effective industries in the country...use natural gas in your processes	Adequate supply of natural gas (energy security and stability)  Immense supplies of accessible, domestic and imported natural gas can meet the growing needs for energy  Abundant supply will afford customers to have lower costs and reduced volatility.  Clean environment Alternative source of supply.	FGDs/Tri-Media/Briefings/IEC



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<b>NATURAL GAS</b>					
Partners (PNOC input)	LNG integrated systems project, storage, regasification, liquefaction, power plant and distribution facilities	Return on Investment (ROI)	Long term partnership with PNOC is profitable	Alternative source of supply  Clean environment	FGDs/Meetings
National Government Agencies	IEC/Sustainable Education and Public Awareness Program	Create awareness on natural gas and its plans and programs to develop the industry  Appreciates the benefits of natural gas in the environment  Facilitates permitting requirements in the national and timely implementation of natural gas projects.	For a cleaner environment for the future generation, assist and facilitate the timely implementation of natural gas projects in the country	Timely implementation of natural gas projects  Provide employment opportunities  Create business opportunities	Briefings/Tri-media/Brochure



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<b>NATURAL GAS</b>					
Local Government Units	IEC/sustainable Education and Public Awareness Program	<p>Create awareness on natural gas, and its plans and programs to develop the industry</p> <p>Appreciates the benefits of natural gas in the environment</p> <p>Facilitates permitting requirements in the local level and timely implementation of natural gas projects.</p>	Natural gas projects in the locality for cleaner environment	<p>Timely implementation of natural gas projects</p> <p>Provide employment opportunities</p> <p>Create business opportunities</p> <p>More local projects implementation in host communities</p>	Briefings/brochures/IEC
Legislators (Congress/Senate)	Legislative Agenda: Advocate for the passage of Natural Gas Bill	Accomplishment - Landmark legislation	We need your support for the passage of Natural Gas Bill	Progressive natural gas industry	<p>FGDs/Meetings</p> <p>Study tours</p> <p>Back channel to include as Administration's Priority Bill (SAQC)</p>



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***“A well- informed and vigilant  
consumer is the best-protected  
consumer.”***



# Thank You!

