



**WORLD ENERGY COUNCIL**  
CONSEIL MONDIAL DE L'ÉNERGIE

# **World Energy Council Revised Business Plan 2008-2010**

World Energy Council 2008

Promoting the sustainable supply and use  
of energy for the greatest benefit of all

# World Energy Council Revised Business Plan 2008-2010

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## The Context

The World Energy Council (WEC) has completed major work on Energy Policy Scenarios to 2050, on Energy and Climate Change and several other technical and regional studies. This work and the principal conclusions of the 20th World Energy Congress in Rome (in November 2007\*) have helped to shape the priorities on which WEC will focus over the next three years until the 21st Congress in Montreal in September 2010.

The energy landscape is changing rapidly. Energy issues have become daily front page news in different parts of the world. The growing awareness about sustainable energy production and use, including the role they play in economic, environmental and social development, is creating new challenges and opportunities for energy professionals throughout the world.

WEC supports a stable and appropriate value for carbon at the global level which is consistent with strong economic growth in all regions of the world, including improved access to commercial energy services for the almost two billion people in developing countries who live in poverty. The role of energy companies in developing clean and efficient technologies goes hand in hand with sound public policy and sustainable energy planning. Greater solidarity or cooperation among governments and regulators is required to offset national, parochial interests. The need for large investments in energy supply and delivery infrastructure is acute, but bottlenecks

in terms of skills and manufacturing are looming. Population growth and migration will lead to new megacities, mainly in developing countries, with specific energy problems. Access to clean water is now among the most important factors shaping the future of the energy industry around the world.

## Goals 2008-2010

The WEC goals of energy accessibility, availability and acceptability (the 3A's of sustainable energy development) remain valid and achievable. By the Montreal Congress in 2010 WEC seeks to reduce geopolitical tensions affecting energy supply, trade and demand by:

- ▶ expanding the level of *accessibility* to commercial energy services to all households in the world, with special emphasis on Africa;
- ▶ increasing the *availability* of secure, reliable, affordable and cleaner energy services in all regions of the world, with a view to doubling global primary energy supplies by 2050; and,
- ▶ improving the *acceptability* of energy production and use by raising public awareness of the need for new energy investments and how clean technologies and efficient practises can slow the rate of increase of greenhouse gas emissions, the ultimate objective being to stabilise them by 2030 and to reduce them thereafter.

## Challenges 2008-2010

There are three major challenges which affect the goals described above and provide a context for WEC's responses and activities. These are:

- ▶ fostering *more coherent national, regional and global energy policies*, effective regulation and standards to support stable and integrated markets for energy services;
- ▶ generating *energy finance concepts in support of increased investments* in more efficient existing and new sustainable energy systems; and,
- ▶ increasing *RD&D in clean technologies* wherever possible and accelerating their transfer to developing countries with capacity building for their application and maintenance.

## WEC Global and Regional Studies

Under the leadership of **C.P. Jain, Chair of the Studies Committee**, global studies will be focussed on four projects:

1. **The 22nd Survey of Energy Resources** will be published at the Montreal Congress in 2010. Updates of resource data will be done on a shorter time-scale and may be published as significant changes are noted.
2. **Energy for Mega Cities:** This study to be completed by the end of 2009 will focus on the demand for energy and the delivery of secure and reliable services in large cities around the world. They are growing rapidly in size and number. The impacts of possible supply disruptions are particularly severe in these crowded centres of economic activity with large social and financial impacts. Electricity supplies, transportation systems and fuels, housing, and the need for clean potable water will be examined in detail in order to identify needs specific to regions. Potential policy actions to ensure sustainability, vibrant economic activity, and quality of life will be identified.
3. **Rules of Energy Trade and Investment:** WEC has established a Task Force of energy company lawyers and economists to collect information and begin the process of evaluating the principles of the World Trade Organisation, the Energy Charter Treaty and the North American Free Trade Agreement which could cover energy trade, services and investment in a comprehensive chapter of the WTO in a future round of trade negotiations. Phase I of this work on information gathering will be reported at the end of 2008, while Phase II related to national treatment, subsidies, the carbon footprint and other issues will be reported to the Montreal Congress in 2010.
4. **Assessment of Energy Policies and Practises:** This study will undertake an assessment of the effectiveness of country-specific public energy policies, programmes, regulations and/or standards and their effectiveness in addressing climate, growth and

equality goals (WEC's three As). The goal is to strongly influence decision-making concerning the post-Bali roadmap leading to COP-14 & 15 and accelerate cooperation that moves everyone rapidly toward the objectives of the three As. WEC's *Energy Policy Scenarios to 2050* study from the 2005-2007 cycle concluded that to achieve WEC's 3 A goals, unprecedented levels of public-private cooperation and new forms of government engagement are required; the assessment of energy policies and practises will help accelerate such cooperation and engagement. The first report will be published in December 2009.

The Assessment will involve a range of metrics including those which address vulnerabilities in the global energy supply chain that may stand in the way of achieving WEC's 3 As. These vulnerabilities include human resources, manufacturing bottlenecks, the relationship between energy and water, and logistics capabilities; WEC reports on these vulnerabilities might be published separately from time to time. The Assessment will also address specific regional issues, such as oil refining and water desalination.

Various regional issues emerging from the WEC report on energy policy scenarios to 2050 will be followed up within the regional action plans described below.

## WEC Technical Programmes and Task Forces

Under the leadership of **Mary M'MuKindia, Chair of the Programme Committee**, technical programmes will cover:

- Generating **plant availability** statistics and holding benchmarking workshops on international data exchange, best practices, and technology transfer innovations through the Performance of Generating Plant Committee (PGP);
- **Energy Efficiency** Policies and Indicators, including cost information where possible, annual updates of the energy efficiency indicators on the WEC website, and workshops through the WEC/ADEME Committee on Energy Efficiency Policies and Indicators (EEPI);
- **Cleaner Fossil Fuels** Systems (including the Carbon Sequestration Leadership Forum's Stakeholder Dialogue) through the WEC/USDOE Clean Fossil Fuel Systems Committee (CFFS);
- **Interconnectivity Task Force** which will build on recent work by WEC on grid reliability and also address investment and cross border cooperation;
- **Biofuels Standards and Technologies Task Force** in partnership with the International Standards Organisation, with Latin America & Caribbean taking a lead role in the initial work;

- **Centres of Excellence for Sustainable Energy** to enhance regional energy cooperation, promote best practices, facilitate the transfer of clean technologies in Asia, Africa and Latin America and the Caribbean. This work will be carried out in consultation with WEC regional Vice Chairs.

These activities will be geared towards higher visibility and a focus on implementation. They will form part of the programme of the **21st World Energy Congress in Montreal** in September 2010.

The Programme Committee will also oversee regional action plans in all regions of the world with special emphasis on capacity building for clean technologies in developing countries (see below).

## WEC Regional Collaboration and Action

Under the leadership of the **Regional Vice Chairs**, new three year **Regional Action Plans** will be implemented for Africa, Asia, Europe, Gulf States, Latin America and the Caribbean, and North America. The regional action plans will be a mix of signature projects on which WEC plays a major facilitation role, regional analysis of the emerging issues from the WEC Scenarios 2050 Report, regional studies (e.g., Europe regional studies coordinated with the work on Energy Rules of Trade), workshops (such as PGP), task forces (such as Biofuels Standards) and periodic summits on selected topics of a cross regional nature.

Regional Vice Chairs will identify new forms of public-private partnerships to implement the regional action plans and deliver specific results on accessibility, availability and acceptability goals in time for the Montreal 2010 Congress.

Greater visibility of WEC and its messages will be achieved by establishing annual dialogue with the leading regional energy bodies. Special measures will be taken by WEC Member Committees in developed countries to promote and facilitate collaboration with Member Committees in developing countries. The role and financing of Centres of Excellence for Sustainable Energy in developing countries will be expanded.

## WEC Communications and Outreach

Under the leadership of **Marie-José Nadeau, Chair of the Communications & Outreach Committee** the following priorities have been established:

- Enhance **WEC visibility** and increase the organisation's overall "**brand-value**" by working with member committees to multiply media appearances and by regularly positioning WEC in international business and opinion maker press in different languages;
- Acknowledge **WEC as a prime energy data and information source** amongst media by promoting a better understanding of the Energy specificities, its geopolitical and economical importance in specific **training sessions for journalists** (e.g. WEC School of Journalism).
- Position WEC in the international energy debate through an **annual meeting of CEOs** and other decision makers in London, and by regularly submitting position papers (e.g. energy surveys, OPED articles on fundamental debates such as climate change, rules of trade);
- Develop WEC's Communications & Outreach **into the financial world** to

promote adequate energy investment and to position WEC as the bridge between public institutions, the energy Industry and finance;

- Deepen the **action oriented focus** of WEC studies and programmes, through early consideration of the target audience, the timing and methods of communications;
- Build on and further evolve the newly launched **Website**, as a tool for studies and programmes but also to market WEC publications, to increase value to members and non-members and to develop innovative services (e.g. the global Energy Industry Directory);
- Identify and organise **Youth events and activities** to ensure the continuous rejuvenation of WEC and to enrol Youth (17-27) and Young professionals (27-37) worldwide;
- Position WEC throughout the world by strengthening **regional hubs for WEC communications** with the help of regional Vice-Chairs, member committees, and regional media relations secondments to build a top down – bottom up international media network (regional conferences, interviews, press conferences, speaking opportunities, media round tables);
- Identify and pursue further **partnerships** with other organizations at the global and international level which enhance WEC activities and impact (such as IGU and WBCSD, World Bank, the UN organizations, OECD/IEA, OPEC and other think tanks);
- Through the Congress Planning Group, chaired by the Secretary General, support the preparation and delivery of the **21st World Energy Congress in Montreal** in September 2010 using all of the Congress' communications potential for the better outreach of WEC from 2008 onwards.

## WEC Membership Support and Finance

The WEC member committees are the foundation of WEC and, therefore, every effort will be made to maintain a stable and active membership base by:

- Supporting the recruitment of **new members**, particularly in the Gulf States and Central Asia, and the re-recruitment of former members, with the goal of boosting WEC membership to 100 Committees by the 2010 Congress;
- Providing support for current Member Committees by developing a “**value proposition**” document which highlights the tangible and intangible benefits of WEC membership;
- Continuing the programme of **Member Committee Visits** by WEC senior staff and Regional Coordinators;
- Developing an annual orientation for new Secretaries to help them better understand their roles and responsibilities and to showcase the services and support available from WEC London.

Under the leadership of **Asger Bundgaard-Jensen, Chair of the Finance Committee**, WEC will:

- Broaden and strengthen the **WEC Patrons Programme** during the 2008-2010 cycle;
- Generate **new revenue streams** from commercial and non-commercial ventures and partnerships, including the WEC Website, Congresses and other trading activities within WEC Services Ltd. (such as the WEC School of Energy Journalism);
- Continue to ensure that **member subscription levels** remain as low as possible while assuring sufficient operating capital for the organisation;
- Manage WEC's funds prudently to maximise the yield.



## Member Committees of the World Energy Council

Algeria	India	Peru
Argentina	Indonesia	Philippines
Australia	Iran (Islamic Rep.)	Poland
Austria	Iraq	Portugal
Bangladesh	Ireland	Qatar
Belgium	Israel	Romania
Botswana	Italy	Russian Federation
Brazil	Japan	Saudi Arabia
Bulgaria	Jordan	Senegal
Cameroon	Kenya	Serbia
Canada	Korea (Rep.)	Slovakia
China	Kuwait	Slovenia
Colombia	Latvia	South Africa
Congo (Dem. Rep.)	Lebanon	Spain
Côte d'Ivoire	Libya/GSPLAJ	Sri Lanka
Croatia	Lithuania	Swaziland
Czech Rep.	Luxembourg	Sweden
Denmark	Macedonia (Rep.)	Switzerland
Egypt (Arab Rep.)	Mexico	Syria (Arab Rep.)
Estonia	Monaco	Tajikistan
Ethiopia	Mongolia	Taiwan China
Finland	Morocco	Tanzania
France	Namibia	Thailand
Gabon	Nepal	Trinidad & Tobago
Germany	Netherlands	Tunisia
Ghana	New Zealand	Turkey
Greece	Niger	Ukraine
Hong Kong China	Nigeria	United Kingdom
Hungary	Norway	United States
Iceland	Pakistan	Uruguay
	Paraguay	Yemen

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