

Supporting business in the energy transition: The role of LPG and bioLPG in Europe

The Communications Plan



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1. Background & Objectives



WLPGA is excited to share with you this communications toolkit for the launch of the 2019 report: **“Supporting businesses in the energy transition: the role of LPG and bioLPG in Europe”**.

This toolkit introduces the communications approach and the accompanying materials to support promotion of this important report.

The assets you receive for this project have been crafted from a European perspective. We are relying on your local market knowledge to tailor the presented content to your market.

All assets and material are available for download whenever you see this symbol.

Introduction – Additional Guidance



This document is intended for internal use, to guide the content of communications materials and help prepare spokespeople for media and stakeholder engagements. It first recaps the objectives, target audience and intended audience response that guide our communications.

Followed by the messaging grouped into the overall key messages, followed by the separate market chapters and proof points.

Communications material will not necessarily state this lead message word for word. The focus is on using the proof points as demonstrations of how (bio)LPG can help decarbonise European economy as a cost-effective solution for European businesses to cope with the energy transition.

As you read through the toolkit, consider how you can maximise stakeholder opportunities locally. We are here to support you throughout the launch.

Objectives

One of the key elements of WLPGA's vision is to promote the use of LPG and bioLPG worldwide. It was determined that leveraging external communications was the single biggest opportunity for WLPGA to add value and further strengthen the industry. One very important outcome identified by the strategic review process was the need for improvement in overall external communications and increasing the awareness globally of LPG's key benefit messages with the ultimate mission of (bio)LPG helping to decarbonise the European economy.

Objectives for this campaign are to:

1. Help drive and influence a live debate in Europe
2. Drive higher level of awareness amongst target audiences
3. Activate and support communications from the report launch during the World LPG Forum (September 2019) onwards

Communications Approach



- The World LPG Forum & European LPG Congress (Amsterdam, September 2019) saw the launch for this report.
- The communications approach aims to:
 - Build familiarity with and trust in (bio)LPG by telling our story through triggering facts and figures that speak to each target audiences concerns and needs and underpin these with accompanying proof points.
 - Start – or continue – the conversation with relevant stakeholders, demonstrating (bio)LPG’s role with proof points.
 - Provide our stakeholders with something to share, letting them tell the story on our behalf: quantifying (expected) results.
- Industry members will be able to use the provided toolkit to amplify communications around the launch and maintain momentum after the launch by ensuring visibility in local trade media, social media, local events, etc. The toolkit will also include advice in the messaging and communications approach per key target audience group.

Communications – Roles & Responsibilities

Who will communicate what to which stakeholder and when? The actual communications activities are mapped out throughout this toolkit. The general roles and responsibilities within the communications approach are defined as follows.

WLPGA

- Help coordinate with wider project group to map opportunities
- Share relevant information: e.g. these guidelines, the communications assets, any local audience insights
- Coordinate media interviews with spokespeople
- Help coordinate to find opportunities for joint activity

Regional/National associations

- Provide input/feedback on key messaging
- Adapt content to local market and specific issues therein
- Plan local communications to national stakeholders
- Adapt toolkit to disseminate locally
- Propose further case studies within their region

Companies/Organisations

- Provide input/feedback for key messaging.
- Adapt content to local market
- Plan local communications approach.
- Roll out local communications using provided assets in toolkit and in alignment with WLPGA launch and roll out.

Target Audience

Primary target audience:

- Businesses in the commercial, agricultural and industrial sectors. Specifically we are targeting decision makers like business owners, production directors and facility directors.

Secondary target audience:

- Trade associations have been identified as a secondary target audience. This target audience functions as one of the channel to reach and influence the decision makers in the abovementioned industries.
- Key opinion leaders focusing on the energy transition and sustainable energy

PLEASE SEE STAKHOELDER DOCUMENT IN THE TOOLKIT

2. Messaging



Three Key Messages

01. This report reveals that by switching from currently used fuels to (bio)LPG, there is an immediate opportunity for emission reductions by even over 80% in the European agricultural, commercial and industrial sectors.

02. LPG emits ~84% less NO_x than oil and emits almost no particulate matter as it is a clean burning fuel. BioLPG is a clean burning fuel with a negligible impact on air quality, and also a low-carbon alternative to oil and coal with a long-term role in the energy mix.

03. The report demonstrates a cost-effective and low-hassle pathway away from high-carbon fossil fuels such as oil, to lower emission alternatives such as LPG, and ultimately to renewable fuels such as bioLPG.

3. Integrated Communications Campaign



Integrated Communications Campaign



- To achieve our objective, we recommend an **integrated communications campaign** (combination of earned and owned efforts) is adopted in each market in order to create **multiple touchpoints for each target audience** and to drive a higher level of awareness amongst target audiences.
- This campaign is based around four modes of communication, each using several communication channels. Content for this campaign will be accessible for industry members at the WLPGA website, www.wlpga.org.
- Across all four modes of communication, the following suite of materials can be used and adapted:
 1. The 2019 Report
 2. Message House
 3. FAQ
 4. Press Release
 5. Facts & Figures infographic
 6. Stakeholder map

Campaign Approach 1

CREATE AWARENESS

Audiences



Key ingredients

- Facts & figures that speak to audience concerns & needs
- Snackable but triggering content

Told by / through

Persons like our business decision makers, through a combination of **owned (social media) channels**

Channels

Social media:

- LinkedIn
- Twitter
- Facebook
- Instagram

Content

Snappy imagery content that addresses audiences' concerns and needs, visualized by facts & figures and as told by our audiences' peers.

Campaign Approach 2

TELL THE STORY

Audiences



Key ingredients

- Storytelling content, educating our audiences
- Always from an editorial point of view

Told by / through

Academic & Industry experts, through a combination of media our audiences know and trust: **earned and sponsored (trade) media**

Channels

Earned media:

Insert media 1, insert media 2, insert media 3

Paid sponsored media:

Insert media 1, insert media 2, insert media 3

Content

In depth multimedia content, that elaborates on proof points.

Campaign Approach 3

ENGAGE AUDIENCES

Audiences



Key ingredients

- Experiential content, inspiring and engaging our audiences
- Amplifying the event – and experience – to audiences not attending

Told by / through

Key opinion leaders, through platforms that stimulate engagement: **the World LPG forum and European Congress**, amplified through **social media**.

Channels

Experiential:
World LPG Forum and European Congress
Amplified through social media (owned and paid): Facebook, LinkedIn, Twitter

Content

Video content
enables our audiences to experience the launch, with snippets from the World LPG Forum

Campaign Approach 4

ACTIVATE & FACILITATE ADVOCATES

Audiences



Key ingredients

- Factual content, facilitating our audiences to amplify our key messages
- Proactively pushing informing content to interested part of our audience

Told by / through

Told by **company experts**, through owned (direct) channels and search

Channels

Primarily through the WLPGA website, which will be pushed through:

- Search Engine Advertising (SEA) and Search Engine Optimization (SEO)
 - Email

Content

Long(er) form written content, that facilitates our audiences to become advocates.

Create Awareness

What?

To create awareness amongst the target audience, select a number of key insights & facts from the report and translate this into snappy (social media) content to grab initial attention.

How?

Select a number of key insights & facts from the content that is provided to you by the WLPGA, and you think will be triggering enough for the businesses you want to target on. Ideally, find one or two businesses that are willing to say something – or reinforce – key insights & facts. Find a way to translate these facts, figures or quotes from the businesses into an image or short video with guiding copy. You can also use existing imagery made available by WLPGA, but recommend using own imagery to ensure authenticity.

Desired output

One or two (social media) pieces of content you want to leverage via each chosen platform (Facebook, Instagram, LinkedIn or Twitter).

Extending the reach

With the publication of these content pieces, you will reach only a part of your existing followers. To maximise your reach and visibility, we recommend you asking your employees to share it via their personal (social media) networks, but also to reserve a (small) budget to amplify the content to specific target audiences.

Activate & Facilitate Advocates



What?

To facilitate and activate potential advocates, such as company experts, in further amplifying the messaging, you make existing content findable for bigger audiences and actively push it to your existing relationships.

How?

Make a selection of content that is provided to you by the WLPGA and tailor the content for your audiences. Publish this content on your existing website, and make sure you optimise it for search – to increase findability via search engines like Google. Actively bring the website content to your audiences, by including it into the contact you already have with them: for example via an extract in your existing newsletters and one-on-one contact, but also think of including it in your email signature.

Desired output

One landing page on your website, translated into fragments of content you can use for newsletters.

The Toolkit Assets Available Online



- **The Report**
- **Facts & Figures**
- **Press Release**
- **FAQ**
- **Infographic**
- **Stakeholder Map**