



## **ACTION PLAN 2020**

**In 2015, the World LPG Association (WLPGA) recognised an opportunity for the LPG industry to take actions that can address the issue of improving diversity in the workforce. As the global voice of the LPG industry, WLPGA is uniquely positioned to develop and implement such a network.**

**The mission of WINLPG is to support and help empower women in the LPG Industry by leadership, coaching, mentoring, communication and promoting role models and best practices.**

**WINLPG is a network for women and men who have a professional interest in the LPG sector and support the network's objectives.**

2020 will be a critical development year for the network and work will focus on expanding on the major strides forward achieved in 2019, and keeping the momentum. Actions for 2020 will focus on development the network via inbound and outbound communication, leveraging visits to WLPGA member companies to promote the network and engage members and also investing time to support the existing five national chapters and developing new national chapters.

WINLPG is a global network dedicated to the support and promotion of women in the LPG industry.

### **WINLPG has three Pillars of Objectives**

#### **1/ Support and Retain**

Set up of the global network, develop a social media presence, develop case studies and role model profiles and hold Knowledge Exchange workshops.

#### **2/ Promotion and Advocacy**

Gain visibility for the network through continued partnerships, promoting case studies, role models and advocates, via the media.

#### **3/ Educate and Attract**

Educate and attract, in the longer term, via global events (not necessarily LPG events), external education at universities and schools and educating the industry itself.

### **WINLPG Structure and Governance**

- WINLPG is managed by a team of three people:
  - WINLPG Global Chair (Paula Frigerio, Chief Innovation & Development Officer, Abastible)
  - WINLPG Global Manager (Alison Abbott, Communications Director, WLPGA)
  - WINLPG Global Coordinator (Nikki Brown)
- Members – anyone who shares the goals of the network may be a member. WLPGA members have the right to determine the strategy of the network and non-WLPGA members are welcome as observer members (they are welcome at meetings and workshops).
- There is no fee to join.
- National Chapters are subject to respecting the terms and conditions of an MOU.

## WINLPG 2020 The Ten Goals

The ten goals for 2020 are:

- 1/ Support all national chapters with regular outreach and establish a reporting structure**
- 2/ Launch at least two new national chapters**
- 3/ Launch and manage Woman of the Year and Young Woman of the Year awards**
- 4/ Hold at least three Knowledge Exchange Workshops/Networking Session**
- 5/ Publish six additional role model profiles**
- 6/ Engage four new Ambassadors**
- 7/ Continue to develop social media presence**
- 8/ Publish newsletter (every six weeks)**
- 9/ Conduct a further audit to assess number of women in the industry**
- 10/ Develop a strategy to include more men in the network**

### **1/ Support all national chapters with regular outreach and establish a reporting structure**

The global network continues to expand with the addition of national chapters each year. These chapters need to be nurtured and encouraged, to follow the goals of WINLPG, adopt the branding and work alongside the global team. As the number of chapters increases we have identified a need to be more rigorous in our support and reporting to maintain a sense of 'control' and global identity.

Nikki Brown will send a bi-monthly reporting questionnaire to each national chapter coordinator. The questionnaire is a simple Word document with basic questions concerning any recent meetings, success stories etc. National chapters will be asked to return this within a week. The team will consider all responses and act accordingly.

### **2/ Launch at least two new national chapters**

Development of national chapters enables the network to develop on a much wider scale by engaging with women who may not normally be able to attend other meetings and enable the network to have a far wider reach in-country. National chapters also enable specific regional issues to be addressed. National Chapters will be an autonomous in that they can decide how often to meet and how to communicate, however, National Chapters adhere to a Terms of Reference and agree to support the objectives of the network. National Chapters will be run by a Chapter Coordinator who will report regularly to the Global Coordinator and Global Manager.

### **3/ Launch and manage Woman of the Year and Young Woman of the Year awards**

The Woman of the Year award was a highly successful initiative which first ran in 2018. The Young Woman of the Year award was launched in 2019. Both awards will be repeated for 2020. The award will open in May and the winners will be announced during the World LPG Forum in Dubai in November 2020. The same voting process will be observed.

#### **4/ Hold at least three Knowledge Exchange Workshops/Networking Sessions**

A Knowledge Exchange Workshop is a half day (2-3 hours) event, ideally at the same time as an industry event to maximise visibility and attendance. The workshops have been successfully held around the world and serve to unite women, and men, in the industry to enable them to share their histories, discuss current issues, and also benefit from some kind of training (negotiation skills, leadership tactics, presentation skills etc). A Networking Session, may simply be a smaller gathering of industry representatives to discuss network potential.

#### **5/ Publish six additional role model profiles**

Role model profiles are interviews with women in the industry and the published reviews are housed on the WLPGA website under the WINLPG section. Role model interviews give visibility to women in the industry, enable them to tell their stories and also lend advice to fellow WINLPG members

#### **6/ Engage four new Ambassadors**

A WINLPG Ambassador is an individual or a company that endorses WINLPG. They are very senior individuals or major organisations who lend their support to the network. Their visible support lends visibility and gravitas to the network.

#### **7/ Continue to develop social media presence**

WINLPG has a presence on Twitter, LinkedIn and Facebook. The focus for 2019 will be on Facebook as a sharing platform. The Twitter handle (#WINLPG) will continue to be used to build a Twitter community but will come under the overall WLPGA Twitter account as part of the WLPGA's social media unification strategy.

#### **8/ Publish the WINLPG newsletter (every two months)**

The newsletter will be published every two months and will be part of the new relaunch WLPGA magazine. Will including a welcome from the Chair, interview with a male supporter, national chapter, any success stories, updates etc.

#### **9/ Conduct a further audit to assess number of women in the industry**

An audit of IC members took place in 2016 and was closed in 2019. However, this was a fairly basic audit only looking at percentage of women in each company. We aim to undertake a more long-term audit of key members (IC).

#### **10/ Develop a strategy to include more men in the network**

Consider initiatives to encourage men to be more active in the network. For example: Interview a senior male LPG executive (starting with any Ambassadors) for the newsletter