



ACTION PLAN 2021

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.

Some activity scheduled for 2020 was not met due to the COVID-19 pandemic and being unable to travel to launch new chapters, however, a great deal was done to enhance communication with national chapter organisers, and also unite the coordinators themselves to enable them to share best practices.

2021 will therefore be a critical development year for the network and work will focus on expanding on the major strides forward achieved since our launch in 2015.

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

- At global level, 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 a Terms of Reference.

WINLPG Projects for 2021

National Chapters

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 sends 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. This content is then used for the newsletter. We also launched a bi-monthly call for all national chapter coordinators and this will be continued through 2021. This enables

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. We will write and produce a Guide to Launching and Managing a National Chapter of WINLPG. We aim to launch three new national chapters in 2021 (COVID-19 restrictions permitting).

Webinars

In October 2020, we held a very successful webinar which was open to the global community. We welcomed over 140 participants from over 30 countries. Based on the success of this webinar we will host two webinars in 2021, in May/June (to include launching the awards), and one in October (to include the announcement of the award winners).

Knowledge Exchange

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. We plan to hold at least one Knowledge Exchange in Dubai in December at the time of LPG Week.

Diversity Census

This was sent to WPGA members in September 2020 and a reminder in December. The results will analyse Q1 2021 and a proposal for actions produced.

WINLPG Global Speaker Database

We have been asked to produce a global speaker database of women speakers, detailing e.g. areas of speciality and focus, languages spoken etc. This will be kicked-off and developed throughout the year and shared with trusted event managers to help in their efforts to have a diverse speaker range in their events.

Role Models

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. By end 2020, we had 30 role models in our library. We aim to produce ten new role model profiles in 2021. We will also select one profile to focus in each newsletter to draw attention to the knowledge and advice held in these profiles.

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. We aim to welcome four new Ambassadors this year. We will also include a 'Wall of Ambassadors' slide to be used in any presentations.

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 2021. The award will open in May and the winners will be announced during the second WINLPG Webinar (October 2021). The same voting process will be observed.

Member Relations

We aim to create more of a sense of community amongst members and will launch a bi-monthly eblast to members only (six issues). Alternate month to the newsletter. This will include content such as training ideas. We will also create a Member Welcome Pack for all new members.

Social Media - LinkedIn

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

Publish the WINLPG newsletter (every two months)

WINLPG has a dedicated 'mini newsletter' within the WLPGA bi-monthly Voice Magazine. This will continue through 2021.

Partnerships

WINLPG will continue to develop partnerships with other womens' networks such as Women in Nuclear and WOMENVAI to share best practices etc.