Managing the OPEC Message in the Digital Age of Disruption?

The 3rd GCC Petroleum Media Forum

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Gulf Cooperation Council (GCC) goes back to 1981

- Since its establishment in Abu Dhabi in 1981, the GCC has grown to become an influential economic and trading community.
- One of the fastest-growing trading blocs, supported by vast hydrocarbon resources.
- The GCC will continue to play a leading role in present and future world energy supplies.
- All GCC Members are signatories to the ‘Declaration of Cooperation’ between OPEC and non-OPEC producing countries.
OPEC landmark decisions in 2016

- **Algiers**
  - 170th (Extraordinary) Meeting of the Conference – 28 September 2016; Algiers

- **Vienna**
  - 171st Meeting of the Conference – 30 November 2016; Vienna

- **Declaration of Cooperation**
  - OPEC and non-OPEC Ministerial Meeting – 10 December 2016; Vienna
Implementation of the decisions

- **Joint Ministerial Monitoring Committee (JMMC)** is assigned to reinforce the decision of voluntary production adjustment.

- The JMMC communicates its assessment on a monthly basis following consideration of reports presented by the **Joint Technical Committee (JTC)** and the OPEC Secretariat.

- The 2nd meeting of the JMMC (26 March in Kuwait) reported results beyond expectations.

- As of February 2017, OPEC and participating non-OPEC countries achieved a conformity level of **94%**, an increase of **8 percentage points** over the January 2017 performance.

- The data for **March 2017** confirms even **higher performance of conformity**, underlying joint commitment as a whole group.
Open communication policy of OPEC with the media

- **Positive working relations** remain a priority with the media to consolidate efficient and productive links of communication

- OPEC pays significant attention to the principles of
  - remaining **transparent** and **reliable** in communication channels
  - reassuring **two-way communication** that media reporting is **accurate**, **fair** and **professional**
  - promoting **openness**, **trust** and **mutual understanding** on both sides

- Regular **outreach** and **interaction** with media will help to learn more about each other’s perspectives, expectations, and aspirations
Oil industry is working hard to improve ‘green’ credentials

- Adapting new technologies to drilling, production and distribution activities across supply chain operations is a priority

- The UAE, like other GCC members, is at the forefront of industry response measures:
  - Committed to energy diversification with renewables taking centre stage
  - Promoting environmentally sustainable solutions such as Masdar City
  - Pursuing technologies to improve the environmental footprint of energy resources (e.g. CCS with enhanced oil recovery)

- OPEC Member Countries (MCs) remain mindful of and active on global environmental initiatives – welcomed landmark Paris Agreement reached at COP 21 in Paris in 2015
Climate change and sustainable development

- In the implementation stage of the Paris Agreement, certain conditions remain vital.
- The agreement should be guided by the principles & provisions set by the UNFCCC.
- In any path chosen, oil and gas will continue to be the mainstay of the world economy and many countries.
- The environmental response should take into consideration the unique circumstances of DCs.

- Within the framework of Sustainable Development (SD), it is critical to ensure that less-developed countries have equitable access to development, growth opportunities.
- OPEC Fund for International Development (OFID) is making great strides in tackling SD and energy poverty – as of February 2017, OFID’s cumulative commitments for all sectors stood US$ 20.3 billion.
Promotion of data transparency through JODI and other dissemination platforms continues

OPEC is also expanding its information and data outreach, particularly in MCs:
- The launch of the 10th edition of the WOO (2016) at the ADIPEC in Abu Dhabi
- Unveiling new Smart App version for the OPEC ASB at ADIPEC 2016
- Start of a new multi-year ‘Big Data’ project in partnership with the UAE Energy Ministry

Planning to establish similar partnerships with other OPEC MCs
Thank you

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