

# 2018-2021 TRIENNIUM STRATEGIC PLAN

## VISION

As the global voice of gas, IGU seeks to improve the quality of life by advancing gas as a key contributor to a sustainable energy future.

## TRIENNIUM THEME

**“A Sustainable Future – Powered by Gas”**

## STRATEGIC GUIDELINES

Environmental Leadership

Market Vitality

Value Creation

## OBJECTIVES

Powering Advocacy

Transparent Governance

Valuing Members

## GOALS

- Strengthen advocacy through a single IGU Strategic communications and outreach approach
- Collaborate strategically and effectively with international high profile partners
- Further elevate IGU as the global voice of gas

- Enhance management process transparency
- Improve administrative procedures and adhere to a new code of business ethics
- Lead an accountable transition to the permanent office

- Execute the Triennial Work Program aligned to member's interests
- Increase engagement of members in IGU work and events
- Deliver value to members and retain and grow membership

## TACTICS

- Execute 2018-2019 Strategic Communications and Outreach Plan
- Further develop relationships with high profile International organizations
- Increase engagement and support from Regional Coordinators/Wise Persons
- Consist of reliable&Strong Public Affair Team

- Transparent employment for Paid positions
- Promote and implement Code of Business Ethics
- Finalize executable plan for the permanent office

- Launch WGC 2021 planning and support LNG and IGRC conferences
- Stage X Regional Member meetings
- Provide incentives for member engagement to IGU events
- Enhance the value of membership with effort to increase members