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Item 10 of the provisional agenda

Communications Sub-Committee

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Interim Report

Note by the secretariat

1. The Expert Group on Resource Classification agreed to establish a Communications Sub-Committee at its first session, April 2010. It was further agreed that the Sub-Committee would be established by and report to the Bureau of the Expert Group.
2. This document provides an interim report on the mandate, membership, current activities and future work plans of the Sub-Committee since it was formed in June 2010.

I. Mandate

3. The mandate of the Communications Sub-Committee is to develop and implement a communications and education strategy to ensure that opportunities to promote the United Nations Framework Classification for Fossil Energy and Mineral Reserves and Resources 2009 (UNFC-2009) globally and to deliver a consistent message thereon are maximized, including through conferences, workshops, articles and technical papers. The Sub-Committee should also assist to identify experts in countries and organizations not already represented in the Expert Group.

II. Membership

4. The Communications Sub-Committee was established by the Bureau in June 2010. The membership is comprised as follows:

Chair

John Brooks, American Association of Petroleum Geologists Europe (AAPG-Europe)

Members

Stephen Henley, Committee for Mineral Reserves International Reporting Standards (CRIRSCO)

Jan Roelofsen, IHS Energy

Tim Smith, Society of Petroleum Evaluation Engineers (SPEE)

Michael Lynch-Bell, Chair, Expert Group on Resource Classification and Ernst & Young LLP.

Secretary, Expert Group on Resource Classification.

II. Modus Operandi

5. The Communications Sub-Committee will hold two physical meetings per year, of which one will be organized at the time of the annual session of the Expert Group in Geneva. In between physical meetings, the Sub-Committee will convene via video and/or teleconferences, as well as communicate regularly via e-mail.

6. The Chair of the Sub-Committee will deliver an update on the work of the Sub-Committee at annual sessions of the Expert Group.

7. Should the need arise, the Chair of the Sub-Committee can be invited to participate in conference calls of the Bureau of the Expert Group, for example if the Bureau is required to provide advice or input on the work of the Sub-Committee.

8. The Sub-Committee first met in September 2010 in London and thereafter via videoconference in October 2010, December 2010 and January 2011. Regular contact has also been maintained via e-mail.

III. Communications and Education Strategy

9. The Communications Sub-Committee developed and agreed upon a Communications and Education Strategy. It was noted that no extrabudgetary funding is currently available to support the work of the Sub-Committee and hence any strategy developed would need to be on the basis of continuing voluntary contributions (travel and man hours) from members of the Expert Group. Efforts would be undertaken by the Sub-Committee to secure funding and the strategy would then be modified accordingly.

10. The agreed Strategy encompasses conferences and workshops; the relationship with other industry bodies and associations; publications, technical journals and articles; the media; website; and the membership of the Expert Group.

(a) Conferences and workshops

Ensure the Sub-Committee is aware of all key conferences, workshops and seminars at which it would be beneficial to promote UNFC-2009. Prioritize events to attend. Organize

workshops and seminars to promote and educate on UNFC-2009. Prepare a number of PowerPoint presentations on UNFC-2009 with varying degrees of technical detail in order to suit different audiences. Identify expert “ambassadors” for UNFC-2009, who could be called upon to deliver presentations.

(b) Relationship with other industry bodies and associations

Seek to identify and develop an open and constructive working relationship with other bodies and associations not currently active members of the Expert Group.

(c) Publications, technical journals and articles

Publish articles on UNFC-2009 as widely as possible. Compile a list of all relevant publications and technical journals. Prepare a number of standards texts on UNFC-2009 with varying degrees of technical detail in order to suit different audiences.

(d) Media

Once standard material on UNFC-2009 is finalized, make contact with media e.g., Financial Times, The Economist.

(e) Website

Develop pages relating to the Expert Group and UNFC-2009 on the website of the Economic Commission for Europe (ECE). Ensure easy and intuitive access to material.

(f) Membership of the Expert Group on Resource Classification

Facilitate and identify new members in order to broaden constituency of Expert Group. Particular emphasis is to be given to oil and gas producers in order to address key gaps in the membership.

VI. Current Activities

(a) Conferences and workshops

11. The key focus of the Sub-Committee since its establishment has been the promotion of UNFC-2009 at conferences, as well as the identification of expert speakers to deliver the presentations. A list of the conferences at which a presentation on UNFC-2009 and/or the work of the Expert Group was delivered in 2010 is provided in Annex I.

12. In order to deliver on the educational aspect of the Communications and Education Strategy, attention was paid to organizing capacity building workshops. In particular, efforts have been focussed on holding a two-day workshop “UNFC and Resource Classification Systems” in London, 7-8 February 2011. The event is being organized by AAPG-Europe in cooperation with ECE. Should this event prove successful there is the potential to replicate it in Africa, Asia and Latin America.

13. The objectives of the workshop are to: (i) review the current state-of-the-art in petroleum resource classification; (ii) explain and discuss the potential for UNFC-2009 to provide a global communications tool that can be applied easily without undermining or replacing the Society of Petroleum Engineers (SPE)/World Petroleum Council (WPC)/American Association of Petroleum Geologists (AAPG)/Society of Petroleum Evaluation Engineers (SPEE) Petroleum Resource Management System (SPE-PRMS) or the equivalent system in the mining sector (the CRIRSCO Template); and (iii) critically assess the application of SPE-PRMS to unconventional petroleum resources, including both shale gas and solid petroleum resources that are extracted using mining techniques, which has led to a blurring of the traditional boundary between conventional petroleum resources (produced as fluids) and mineral resources (extracted as solids).

14. The topics to be covered during the two days include:
- (i) Purpose of resource classification, fundamental principles and system applications;
 - (ii) Overview of UNFC-2009, its mandate and how it works;
 - (iii) Who are the stakeholders and what are their needs?
 - (iv) Stakeholder requirements: Governments, financial reporting, and business processes;
 - (v) Overview of SPE-PRMS and its relationship to UNFC-2009;
 - (vi) The CRIRSCO Template and its relationship to UNFC-2009 and SPE-PRMS;
 - (vii) The International Atomic Energy Agency (IAEA) uranium classification system;
 - (viii) Review of other petroleum classification systems and guidelines;
 - (ix) What can we learn from the minerals sector?
 - (x) Problems in classifying unconventional petroleum resources, such as shale gas, natural bitumen, oil shale and coal; and
 - (xi) Moving to a unified classification system: discussion of challenges, concerns, opportunities, advantages and recommendations.

(b) PowerPoint Presentations and Articles

15. Work has started on development of three standard PowerPoint presentations and texts for articles with differing degrees of technical content in order to appeal to and to educate different audiences.

16. A list is being compiled of potential publications and technical journals in which to **publish articles on UNFC-2009.**

(c) UNFC-2009 Promotional Poster and Leaflet

17. The text for a promotional poster on UNFC-2009 for use at conferences and workshops has been developed. The poster is initially being prepared in English and Russian.

18. The text for an A4 tri-fold leaflet providing basic information on UNFC-2009 and the Expert Group has been developed. Once finalized, the leaflet will be posted to the ECE website and distributed at conferences and workshops.

(d) Website

19. Changes have been made to update and improve the Expert Group and UNFC web pages on the ECE website, notably with regard to accessibility, re-organization of existing information and the addition of new material relating to the Expert Group. The entry name on the drop down menu of the ECE Sustainable Energy Division website has been changed to “UNFC and Resource Classification”, but the address remains unchanged.¹

¹ <http://www.unece.org/energy/se/reserves.html>

VI. Future Work Plans

20. The Communications Sub-Committee will continue its efforts to implement the agreed Communications and Education Strategy.
21. In the first quarter of 2011, the key focus will be on the organization, implementation and follow-up of the UNFC and Resource Classification Systems Workshop in London, 7-8 February 2011. Depending on the success of this event, similar workshops will be planned around the world.
22. Regular and/or annual meetings of relevant societies and professional associations will be identified to ensure that a presentation on UNFC-2009 is included.
23. A number of articles are planned, including in the GEOExPro journal and “Subsoil Use in the 21st Century”, the magazine of the State Commission on Mineral Reserves of the Russian Federation (GKZ).
24. A promotional video to explain UNFC-2009 and the activities of the Expert Group will be prepared and posted to the ECE website – the video will be similar to a podcast. The video will be shot during the second session of the Expert Group and will involve interviewing a number of members of the Expert Group representing the minerals and petroleum sectors.
25. The standard presentations and texts on UNFC-2009 with varying degrees of technical content will be finalized and posted to the website.
26. Efforts will continue to prioritize events to attend in 2011 and 2012 (Annex II).
27. Focus will also be given to seeking new members for the Expert Group, particularly oil and gas producers.
28. Efforts will be undertaken to to secure extrabudgetary funding.

Annex I

Conferences and other events in 2010 at which UNFC-2009 was presented

- (a) 20th Session ECE Working Party on Gas, Geneva, 19 January 2010
- (b) SPE Hydrocarbon Economics and Evaluation Symposium “Global Volatility Surviving and Thriving”, Dallas, United States, 8-9 March 2010
- (c) SPEE European Chapter, London, 25 March 2010
- (d) Consultations with the United Kingdom Department of Energy and Climate Change, London, 26 March 2010
- (e) Energy Reserves Security Working Group, Ministry of Energy and Natural Resources of Turkey, Ankara, Turkey, 28 April 2010
- (f) AAPG Workshop “Reserves Assessment of Unconventional Hydrocarbon Resources”, Istanbul, Turkey, 24-26 May 2010
- (g) 17th Turkish Coal Congress, Zonguldak, Turkey, 2 June 2010
- (h) International Workshop “UNFC-2009 – Theory and Practice”, Warsaw, Poland, 21-22 June 2010
- (i) 72nd European Association of Geoscientists & Engineers (EAGE) Conference and Exhibition incorporating SPE EUROPEC 2010, Barcelona, Spain, 14-17 June 2010
- (j) EuroGeoSource Second Project Meeting, Ljubljana, Slovenia, 19-20 July 2010
- (k) World Energy Congress, Montreal, Canada, 14 September 2010
- (l) Joint GKZ-CRIRSCO Seminar “Russia and International Mineral Reserves/Resources Standards”, Moscow, Russian Federation, 27 September 2010
- (m) 8th Annual Global Reserves Summit, London, 6-8 October 2010
- (n) 47th Annual Session Coordinating Committee for Geoscience Programmes in East and Southeast Asia (CCOP), Manado, Indonesia, 17-21 October 2010
- (o) AAPG European Region Annual Conference, Kiev, Ukraine, 17-19 October 2010
- (p) United Nations Special Programme for the Economies of Central Asia (SPECA) Economic Forum, Geneva, 19 October 2010
- (q) Consultations with the Mexican National Hydrocarbons Commission (CNH), Mexico, 15 November 2010
- (r) 19th Session, Committee on Sustainable Energy, Geneva, 25 November 2010

Annex II

Conferences and other events in 2011 at which it is anticipated a presentation on UNFC-2009 will be delivered

- (a) ECE Working Party on Gas, 21st Session, Geneva, 19 January 2010
 - (b) UNFC and Resource Classifications Workshop, organized by AAPG in cooperation with ECE, London, 7-8 February 2011
 - (c) APPEX Property and Prospect Expo, London, 1-3 March 2011
 - (d) SPE Petroleum Reserves Estimation Workshop "Sharing the Vision", Moscow, Russian Federation, 28-30 March 2011
 - (e) SPE Offshore Technology Conference, Houston, United States, 2-5 May 2011
 - (f) UNFC Workshop, Ankara, Turkey, 12-13 May 2011
 - (g) 73rd EAGE Conference and Exhibition incorporating SPE EUROPEC, Vienna, Austria, 23-26 May 2011
 - (h) SPE/AAPG/SPEE Multi-Disciplinary Reserves Summit, Houston, United States, 19-20 July 2011
 - (i) AAPG 2011 International Conference & Exhibition, Division of Professional Affairs Session, Milan, Italy, 23-26 October 2011
 - (j) 20th World Petroleum Congress, Doha, Qatar, 4-8 December 2011 (Round Table Session 05 "Reserves and Resources Classifications: Lessons of New Regulations")
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