

NOIA Fall Meeting

Draft Strategic Overview

October 18, 2019

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Strategic Overview

- Mission
- Vision
- Association Objectives
- Strategic Elements
- Priority Issues
- Values
- Value Proposition
- Governance

Mission

Current Mission Statement:

NOIA's mission is to secure reliable access and a fair regulatory and economic environment for the companies that develop the nation's valuable offshore energy resources in an environmentally responsible manner.

Draft Revised Mission Statement:

The mission of NOIA is to represent and advance dynamic and growing offshore energy industries, and to provide solutions that support communities and protect our workers, the public and our environment.

Draft Vision Statement

NOIA is the sought-after and credible voice, advocate and forum for uniting and advancing the interests of the offshore energy industries, recognized for promoting solutions that provide the energy vital for lifting society in an environmentally sustainable way.

Current Objectives of the Association

- To promote the common business interests of the members of the offshore and ocean-oriented industries.
- To support legislation and other governmental action that is fair to the offshore and ocean-oriented industries and to counsel against such action when it is not fair.
- To expand the role of the free enterprise system in the development of the ocean's resources

Draft Revised **Objectives** of the Association

- To promote the common business interests of the members of the offshore energy industries
- To afford a means of cooperation with the government
- To influence public policy in support of the offshore energy industries
- To promote the role of the free enterprise system in the development of offshore energy resources
- To promote the mutual improvement of its members through collaborative industry programs and efforts

Strategic Elements

- Education
- Outreach
- Advocacy
- Collaboration

Strategic Elements - Education

- Promoting the importance of oil, natural gas and wind energy
- Promoting commitment to HSE and sustainability
- Promoting NOIA members – celebrating success and milestones

Education - Promoting the importance of oil, natural gas and wind energy

- Essential for life and for lifting society
- Job creator
- Revenue generator
 - Investing in communities
 - Creating federal, state and local tax base
 - Generating billions of dollars in royalties, rents and bonuses
 - Federal treasury
 - Gulf Coast states
 - Land and Water Conservation Fund
- Energy security
- National Security

Education - Promoting commitment to HSE and sustainability

- Strong operational and regulatory framework
 - Center for Offshore Safety
 - MWCC and HWCG
 - Industry Standards
 - Data driven
- Support for sustainability solutions
 - Reducing environmental/carbon footprint
 - ESG reporting
- Innovation/advancement of technology

Education - Promoting NOIA members – celebrating success and milestones

- Companies
- Projects
- Next generation facilities and vessels
- Technologies
- People

Strategic Elements - Outreach/advocacy

- Direct lobbying
 - Congress
 - Administration
- Identify and promote champions
- Influencer engagement
- Social/digital conversation

Strategic Elements - Communications

- Earned media
 - Op-eds
 - TV, radio, print
- Social/digital media
 - LinkedIn
 - Twitter
 - Instagram
 - YouTube
 - Podcasts

Strategic Elements - Collaboration

- NOIA meetings
- Houston enrichment opportunities?
- Washington, D.C. Legislative Strategy Group
- NOIA Programs
 - ESG program development and roll-out?
 - NOIA *ESG-net*?

Redacted - First Amendment

Values – Industry

- We provide abundant and affordable energy for Americans and people around the world
- We produce the energy that is essential for our everyday lives and that raises the quality of life
- We are part of the fabric of the local community and provide jobs, investment and revenues to support local needs such as infrastructure, education and conservation
- We operate with health, safety, environment and sustainability as core values
- We are innovators and bring together the brightest minds to achieve energy solutions
- We provide solutions to the most complex challenges, including climate change

Values - Association

- Member-driven
- Collaborative
- Unifier
- Credible – science and fact-based
- Forward-leaning
- Professional
- Ethical

Value Proposition for Members

- Unique opportunity for collaboration with industry peers to promote and advance the industry
 - Stay up-to-date on emerging issues
 - Shape the strategic thinking on policy issues and industry programs
 - Lead and learn through best practice sharing
- Continuous networking opportunities
- Opportunity to enhance reputation through engagement on key issues and participation in industry programs
- Opportunities for engagement with policy makers, thought leaders and influentials
- Opportunities for promotion of member companies

Governance

- Members develop and endorse priorities, policy positions, budget, and programs
 - Consensus-based approach structured to maintain unity
- Members direct association activities through committee structure
 - Executive Committee and Board
 - Policy Setting Committee(s)
 - Government Relations Committee
 - Communications Committee
 - Technical Committee(s)
- Disciplined committee structure drives alignment
- Feedback loop for continuous improvement (after action review)

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