International Energy Agency

Strategic communications

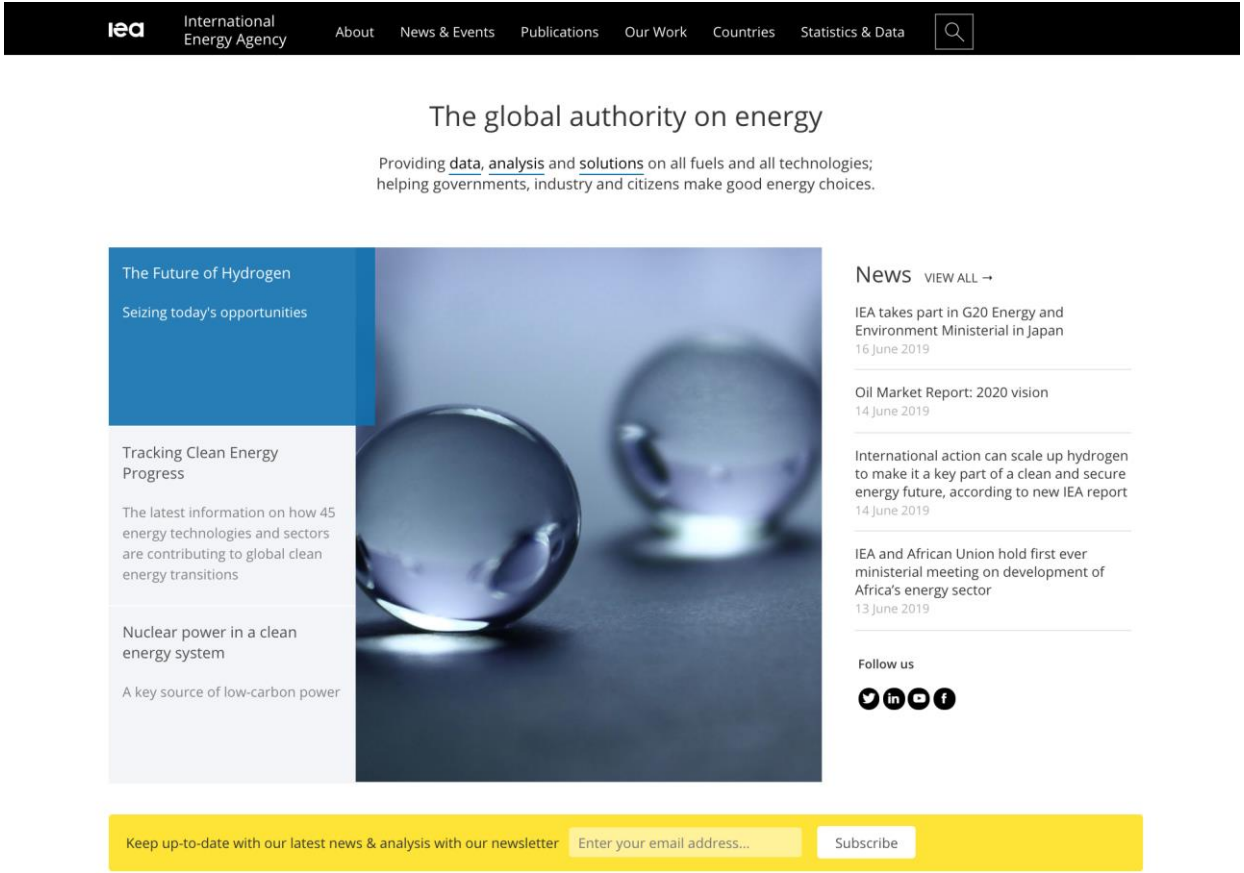
Jad Mouawad, Acting Head of the Communications & Digital Office

TCP Universal Meeting. Paris, 19 June 2019

IEA digitalization strategy

- The IEA digital strategy aims to expand the reach and impact of IEA work by publishing more analysis and data online.
- The IEA **reaches more people** than ever thanks to our new digital approach.
- Since 2015, the number of visits to our website is **+25% to 14.5 million**.
- Visits to the **Tracking Clean Energy Progress** site has doubled between 2017 and 2018 to nearly 116,000. And this year's edition is on track to beat this record number of visitors.
- The digital **World Energy Investment** report was downloaded 10,000 times and was viewed +23,000 times since launch, x2 last year's figure.

Digital first approach at the IEA



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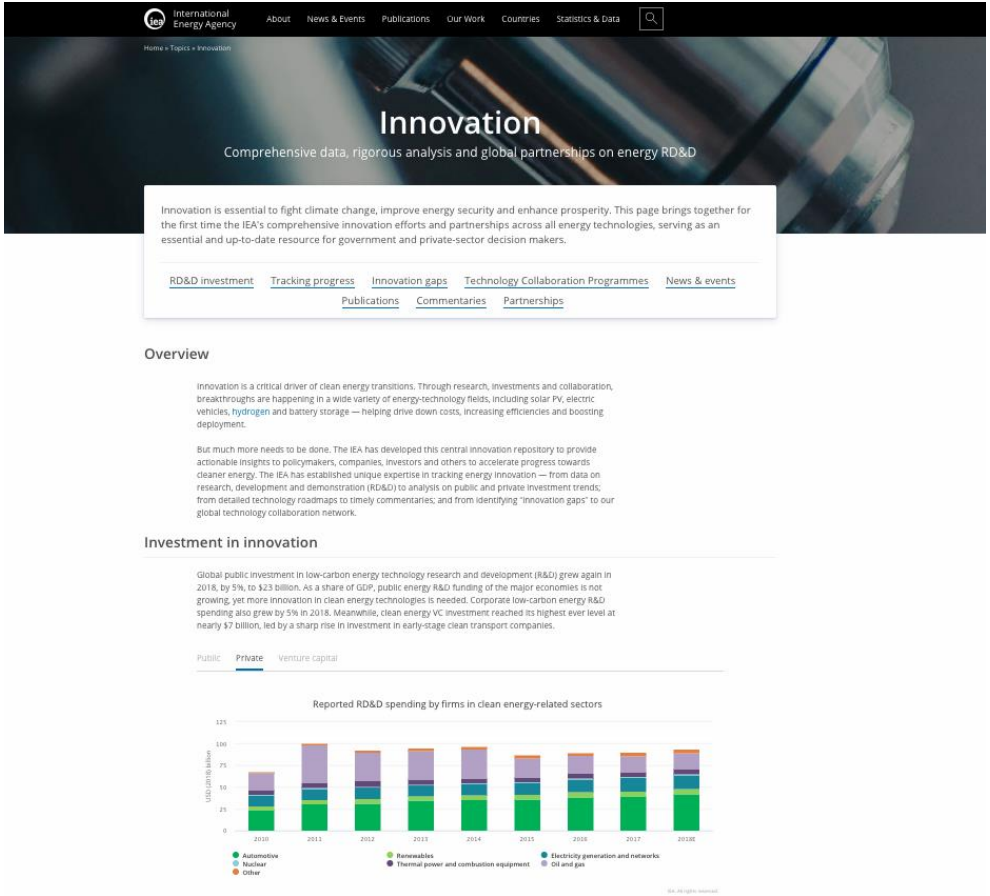
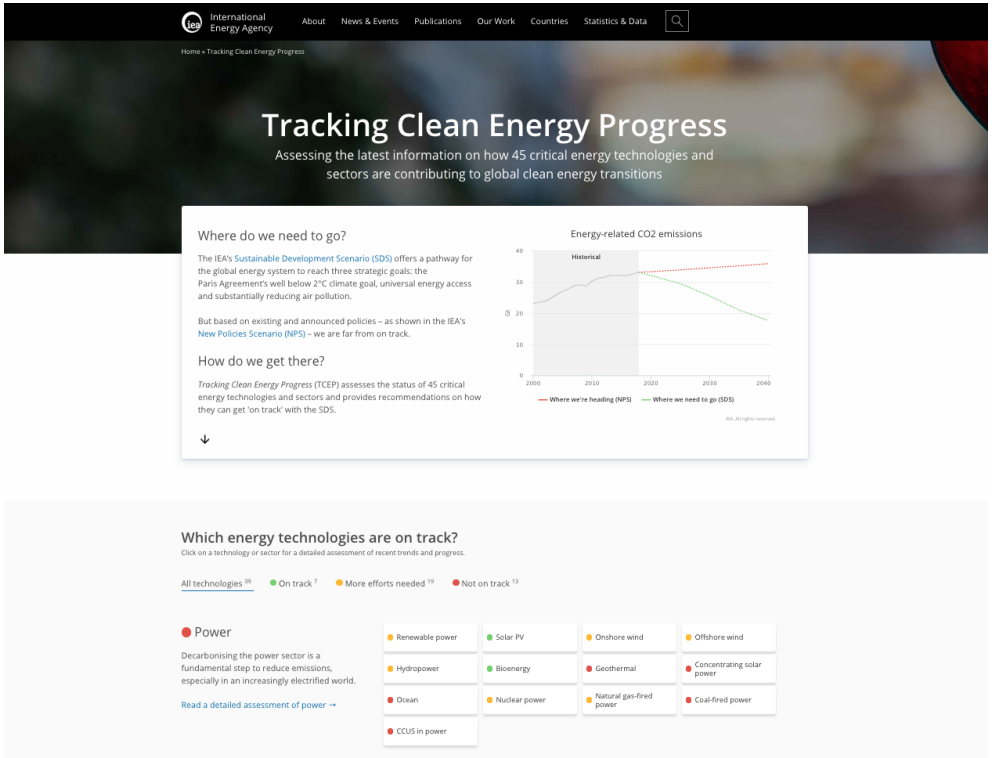


Digital first approach at the IEA



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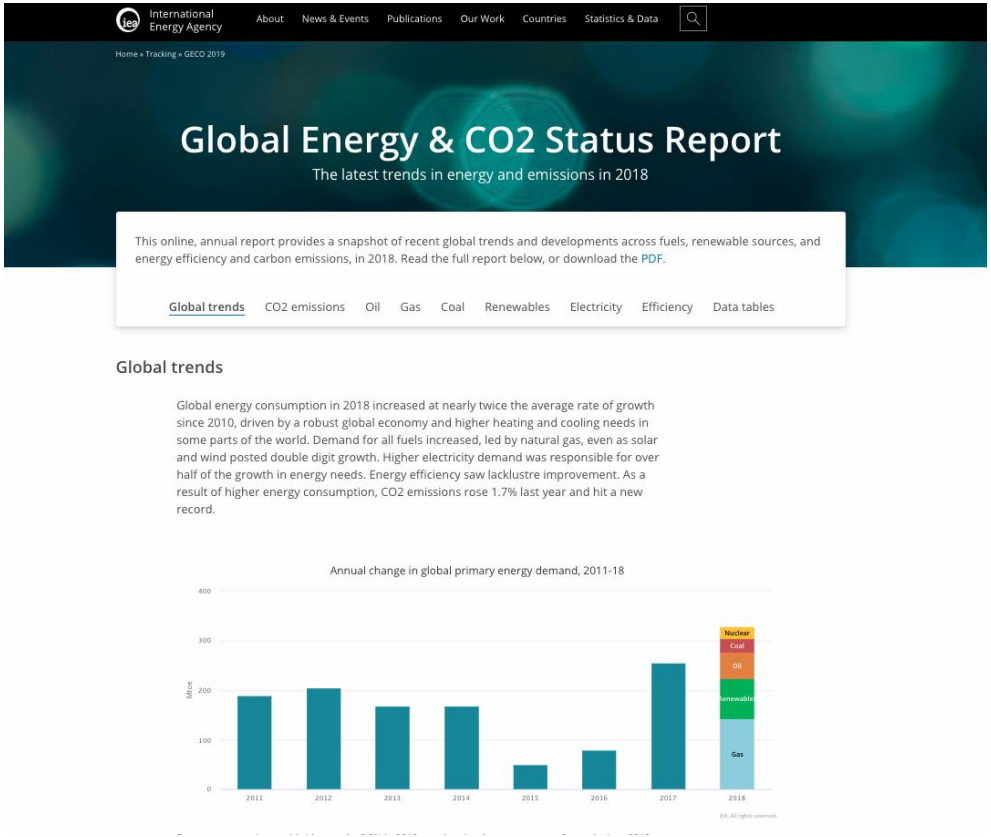

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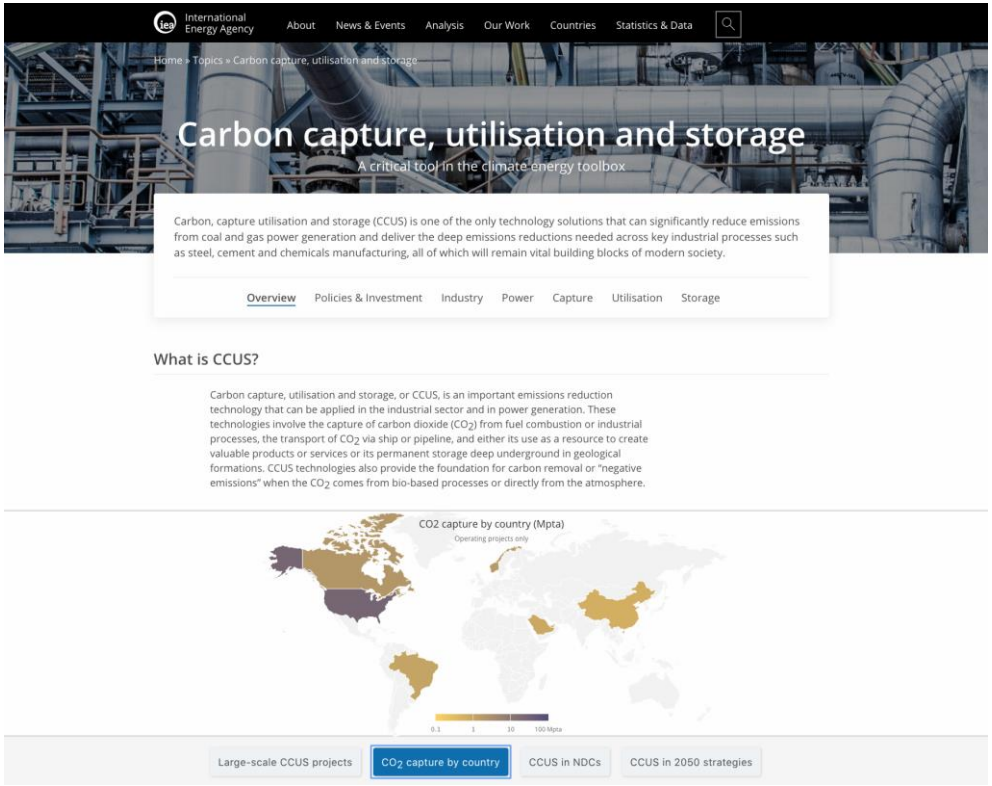
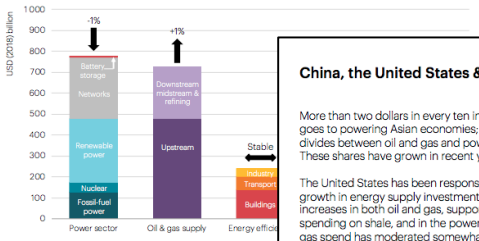


Digital first approach at the IEA

Overview and key findings

After three years of decline, global energy investment stabilized in 2018

Global energy investment in 2018 and change compared to 2017



Overview and key findings

China, the United States & India are driving some key investment trends...

More than two dollars in every ten invested in energy goes to powering Asian economies; another two dollars divides between oil and gas and power in North America. These shares have grown in recent years.

The United States has been responsible for most of the growth in energy supply investment this decade, with increases in both oil and gas, supported by more spending on shale, and in the power sector. While oil and gas spend has moderated somewhat in the past three years (even as it grew strongly from 2017 to for electricity networks rose. Compared to 2 investment in renewable power and gas po relatively stable, but at high levels. Meanwh investment in energy efficiency has decline period.

China remained the largest market for ener investment in 2018, but its lead narrowed. W spending is increasingly driven by low-carb supply and networks, total investment decl over the past three years due to lower spen coal-fired plants, down over 60%, outweigh

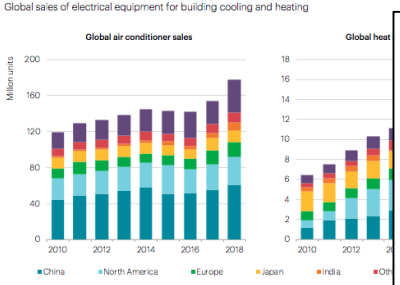
high investment in renewable power and nuclear. Energy efficiency spending has risen by over 6% the past three years.

Among major areas, energy investment has risen mostly rapidly in India the past three years, up 12%. In 2018, renewable spending continued to exceed that for fossil fuel-based power, supported by tendering for solar PV, and from 2017 wind, amid uncertain financial attractiveness of new coal power, though spending in

Energy end-use and efficiency

Air conditioner sales grew 16% in 2018 to their highest ever level...

Global sales of electrical equipment for building cooling and heating



World Energy Investment 2019

iea.org/wei2019

Digital first approach at the IEA

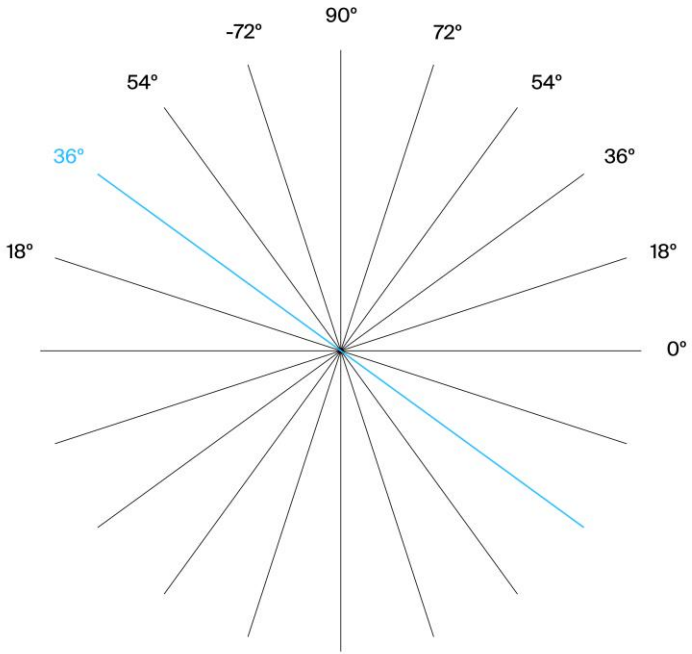
Digital first approach at the IEA

IEA Rebranding

A new IEA brand & logo

- The IEA unveiled a **new brand & logo** at the Governing Board this morning.
- The new identity reflects the IEA's modernization agenda, global policy role, and mission to shape a more secure and sustainable energy future for all.
- It underscores the IEA's all-fuels and all-technologies approach.
- This logo is being rollout across our print, digital and online platforms today. And it will also apply to our partner programmes, including the TCPs.
- The new brand is also part of our **new digital strategy** to expand the reach and impact of our work.

We have created a new system for IEA communications



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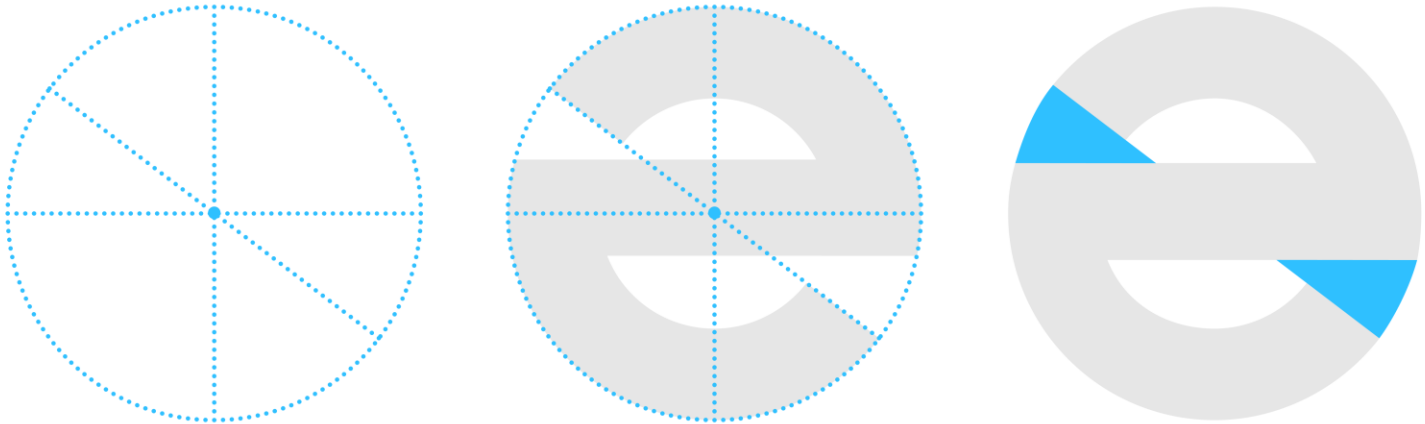
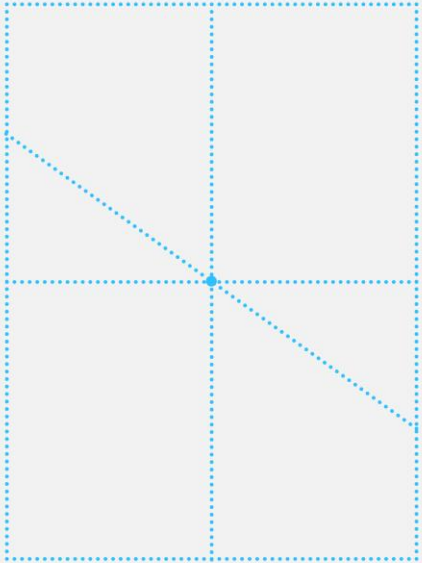
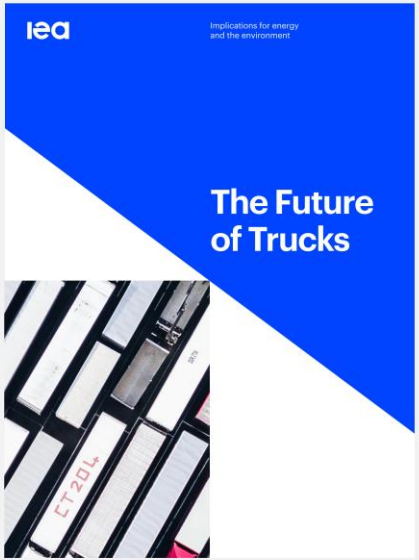


Across print, photography, digital, and social media





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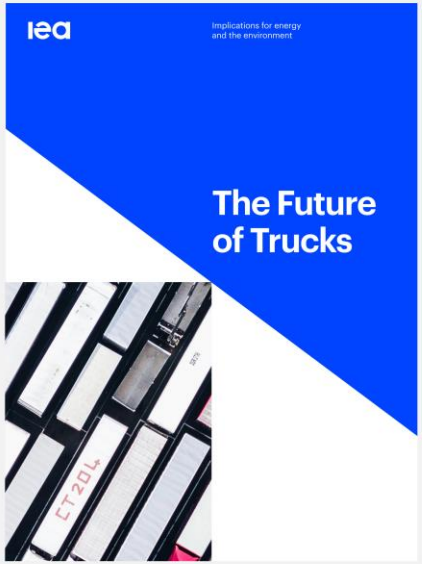
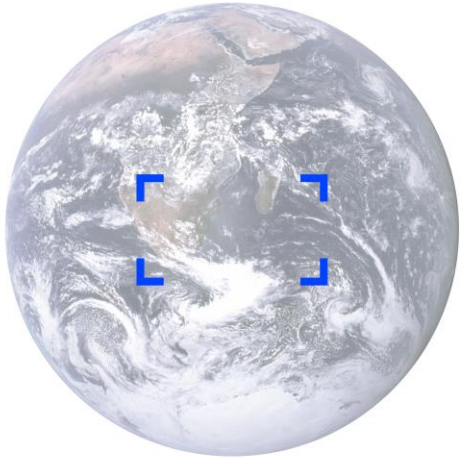


Our rebranding is an opportunity to be consistent …

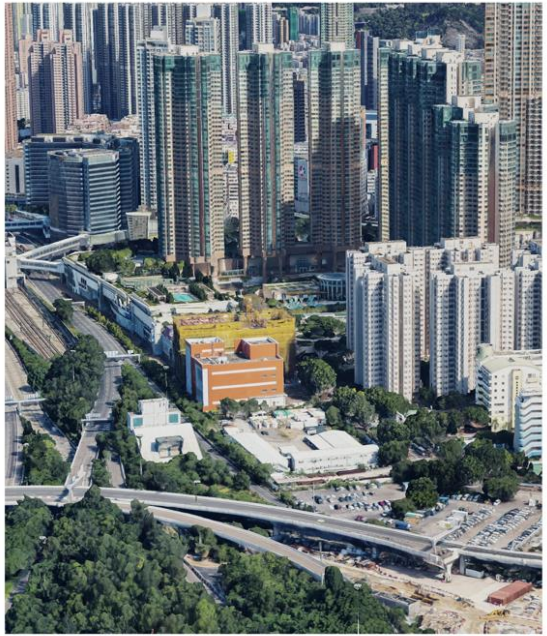
Global

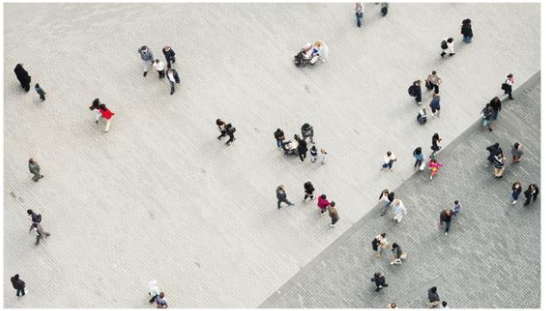
Countries and people

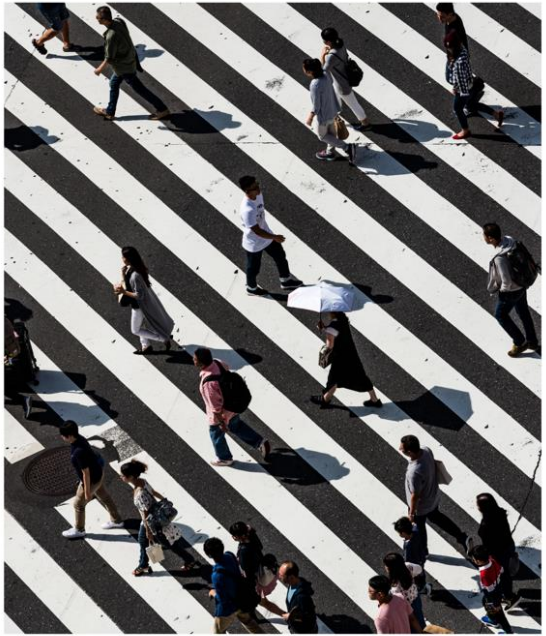


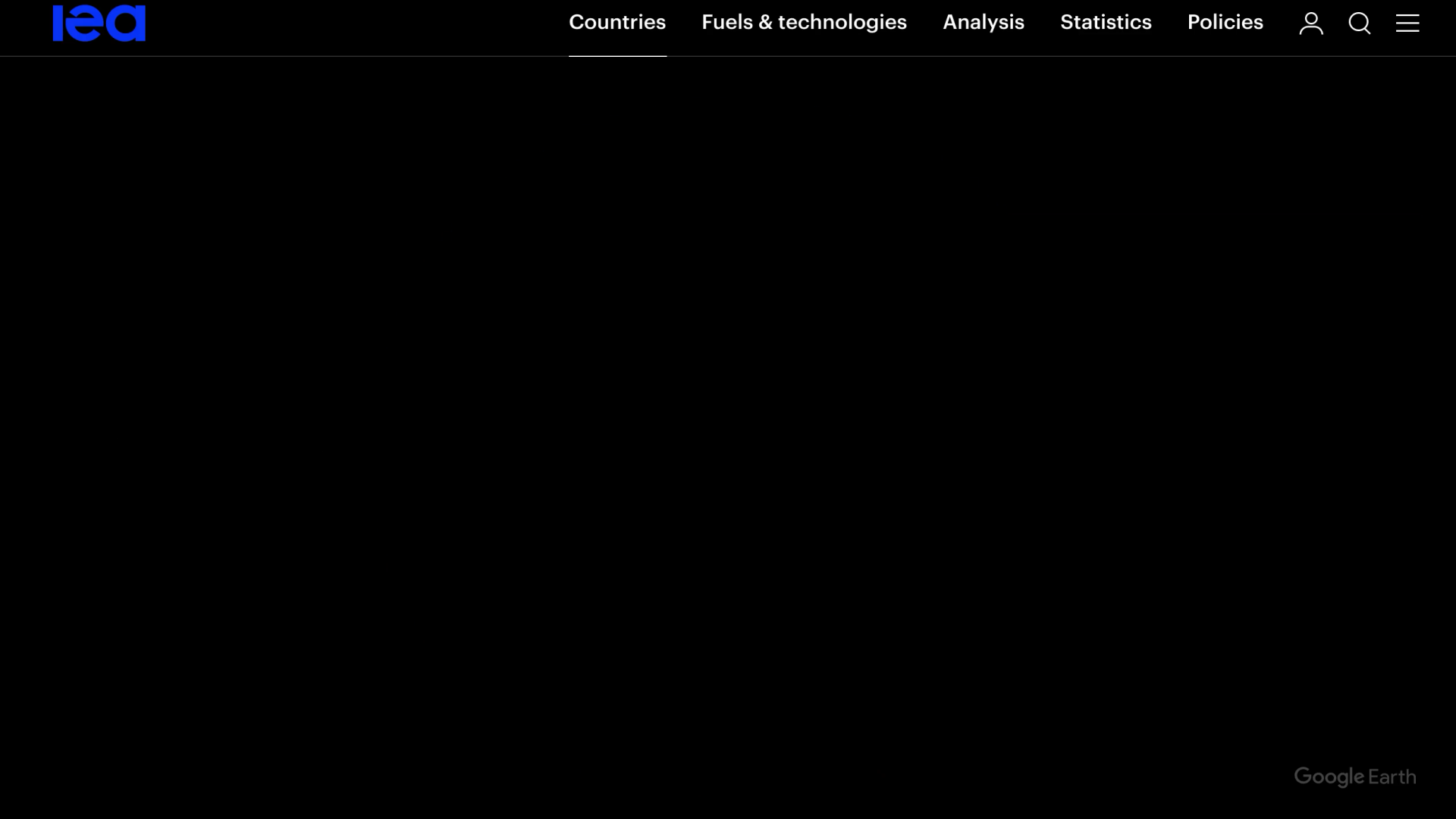
Fuels and technologies

And visually effective








Google Earth

Wind

Although capacity additions remained flat in 2018, solar PV generation increased 31% in 2018, and represented the largest absolute generation growth (+136 TWh) of all renewable technologies.

Global power output in 2017

ON TRACK

32%

↑ 4%

200.12

Related fuels & technologies

Related topics

Analysis

The Futue Of

The Future of Trucks

Analysis and outlooks to 2040

7 May 2018

Flagship Report

World Energy Investment 2019

"Over 70% of global energy investments will be government driven and as such the message is clear – the world's energy destiny lies with decisions and policies made by governments."

Dr Fatih Birol, Executive Director, IEA

Countries Fuels & technologies Analysis Statistics Policies

The mysterious case of disappearing electricity demand

7 May 2019
By Noé van Hulst

The clean hydrogen future has already begun

7 May 2019
By Noé van Hulst

Can CO2-EOR really provide carbon negative oil?

7 May 2019
By Noé van Hulst

Are aviation biofuels ready for take off?

7 May 2019
By Noé van Hulst

Market Report Series

Renewables 2019

Market analysis and forecast from 2018 to 2023

7 May 2018

Country Report

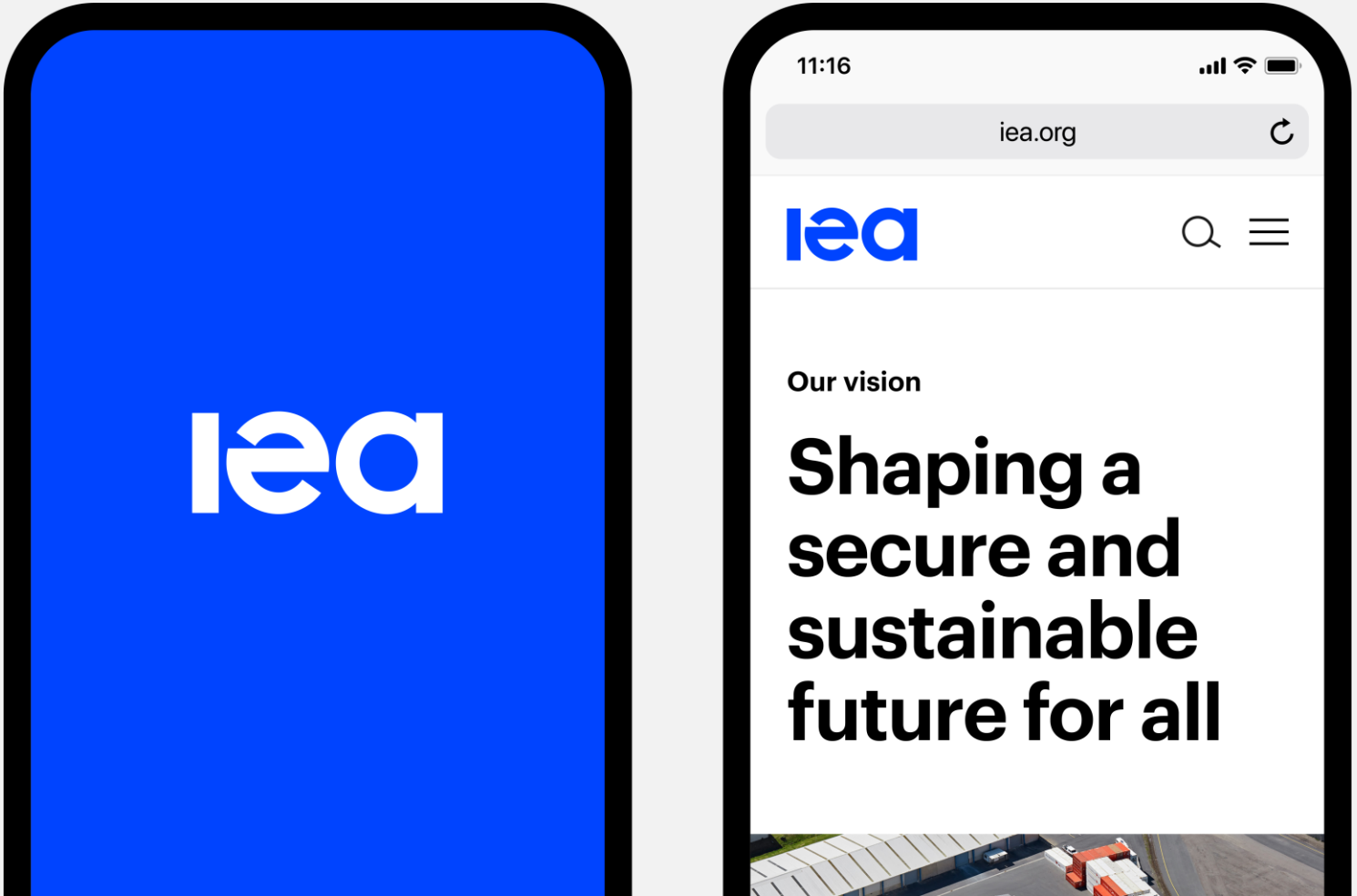
France's legislation on oil security

7 May 2018

Analysis by topic

All topics

- **Climate change** — 23
- **Energy transitions** — 15
- **Energy efficiency** — 8
- **Energy access & SDG7** — 16


11:16
iea.org
Our vision
Shaping a secure and sustainable future for all

IEA @IEA · 30m

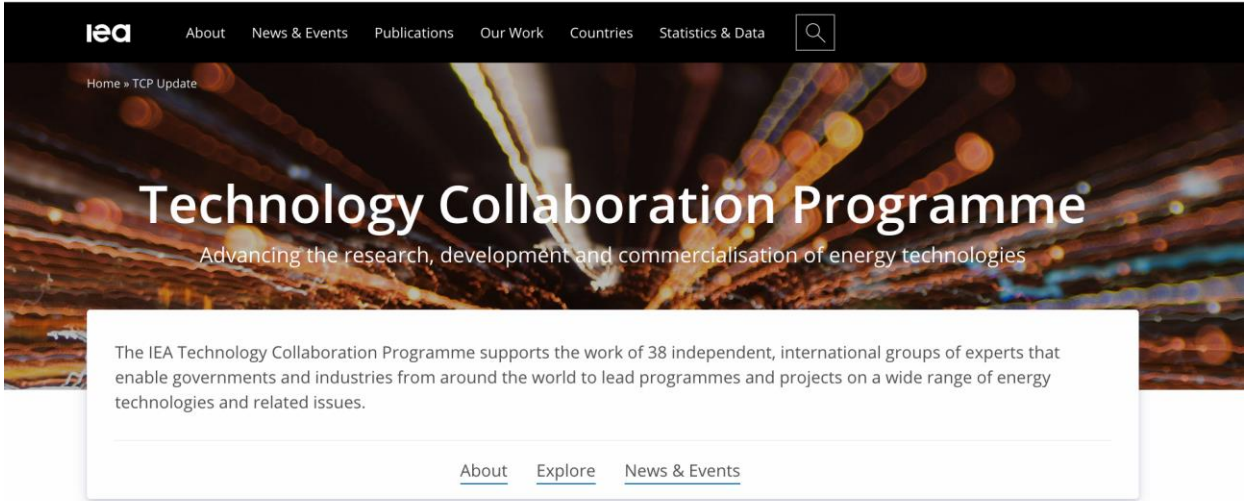
Renewables 2018 identifies modern bioenergy as the overlooked giant of the #renewableenergy field. Its share in global total #renewables consumption is about 50% today – as much as hydro, wind, solar and all other renewables combined.

TCP Communications

Applying the new IEA brand to our TCP network

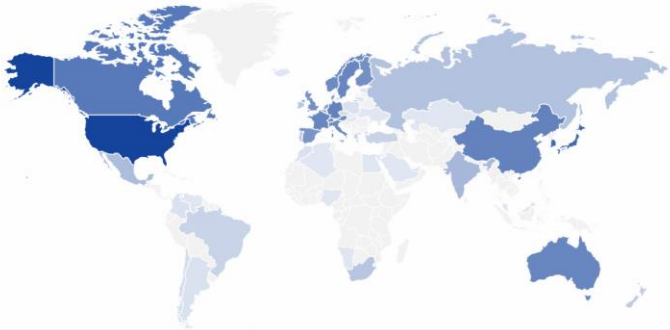
- The new IEA brand will **extend to all our programmes**, starting with TCPs.
- Today we are also unveiling a **new TCP logo** that we expect to be rolled out in the next 3-6 months.
- In line with our digital strategy, we have **updated the TCP website** and created new individual pages for each collaboration programme.
- The rebranding effort is also an opportunity to review IEA/TCP communications in order to be more **effective and consistent**.
- This is why we wish to open a **strategic review** of our communications guidelines to help clarify our relation and produce simpler and more effective communications.

TCP website



TCP website

Countries with entities or organisations participating in IEA TCPs



Explore the TCPs

Buildings | Cross-cutting | Electricity | Fossil fuels | Fusion power | Industry | Renewable power | Transport

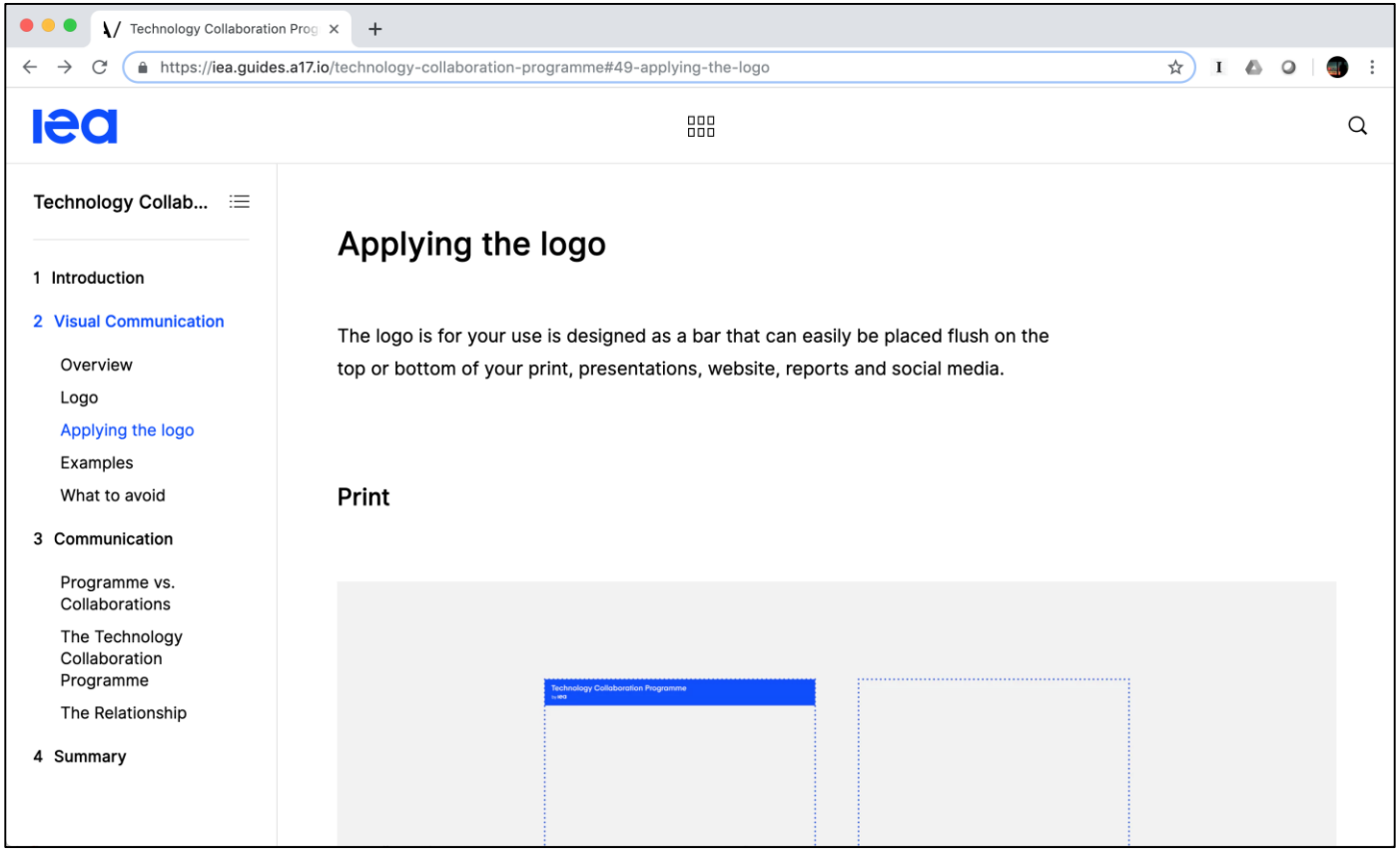
Buildings

Innovation activities relating to efficiency gains in buildings, such as heat pumps, district heating and cooling and energy storage.

- Buildings and Communities (EBC TCP)
- District Heating and Cooling including Combined Heat and Power (DHC TCP)
- Energy Efficient End-Use Equipment (4E TCP)
- Energy Storage (ECES TCP)
- Heat Pumping Technologies (HPT TCP)

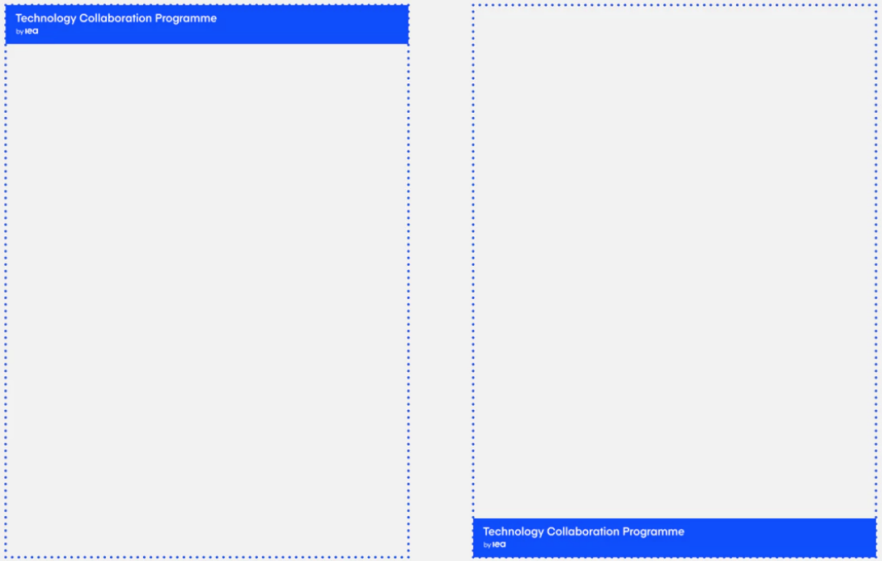
New logo

Coming soon: an online guide



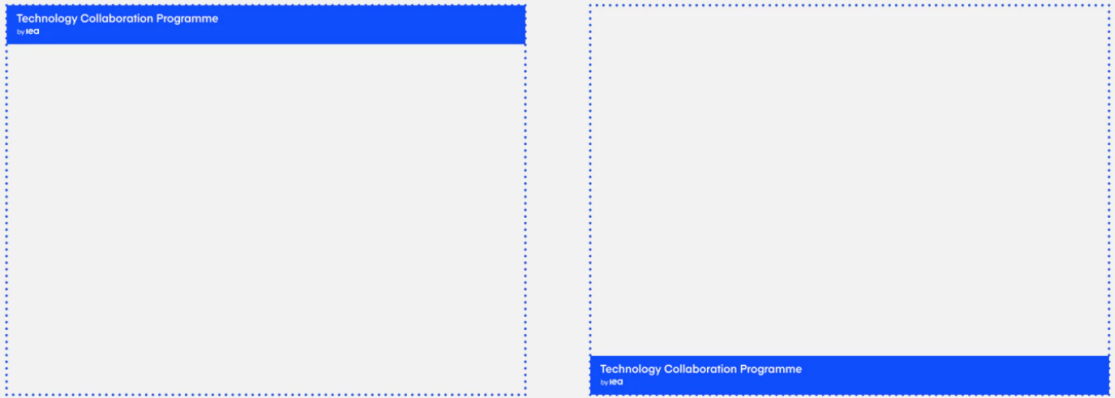
Coming soon: an online guide

Print



Coming soon: an online guide

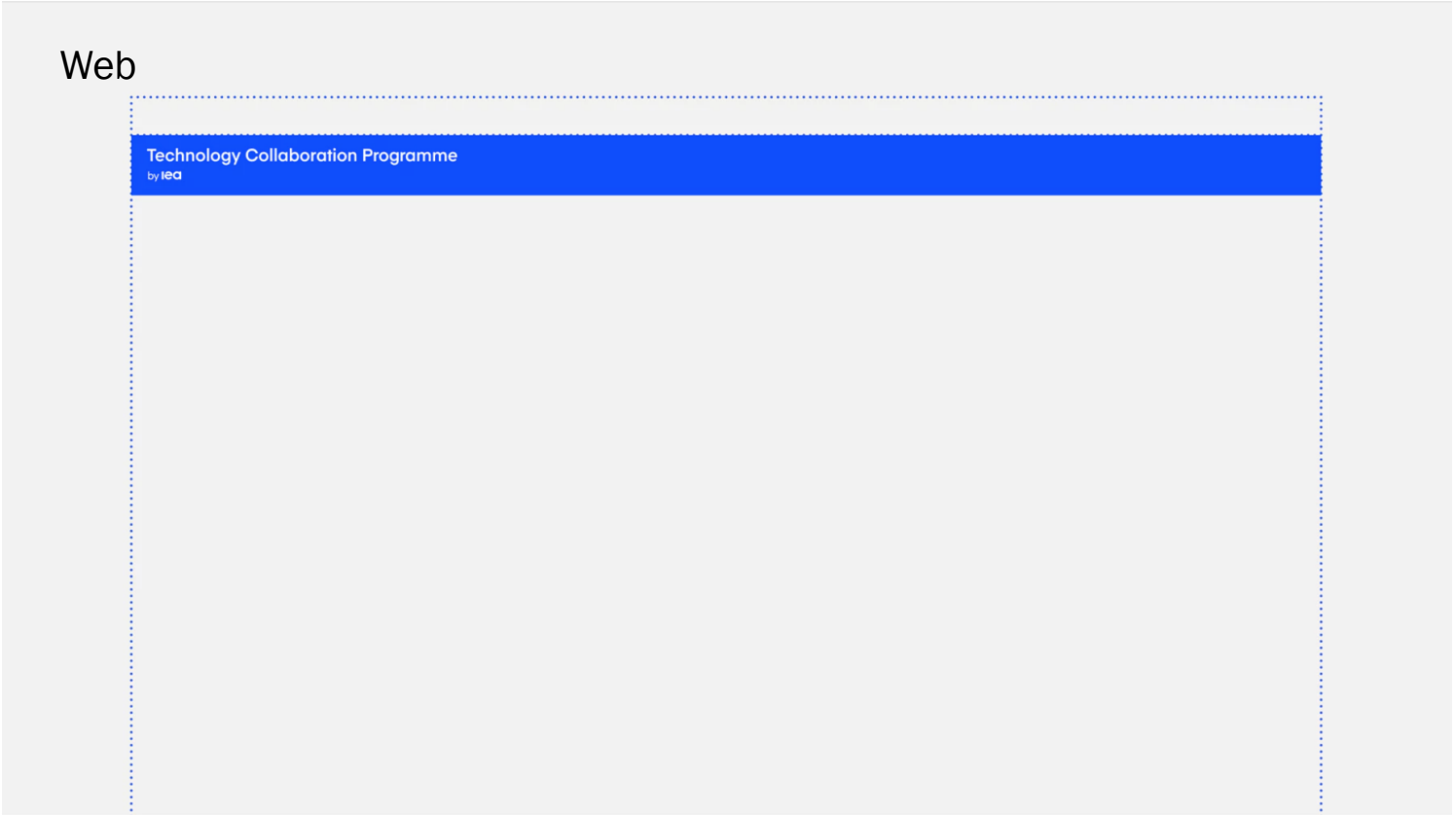
Presentations



TOP

BOTTOM

Coming soon: an online guide



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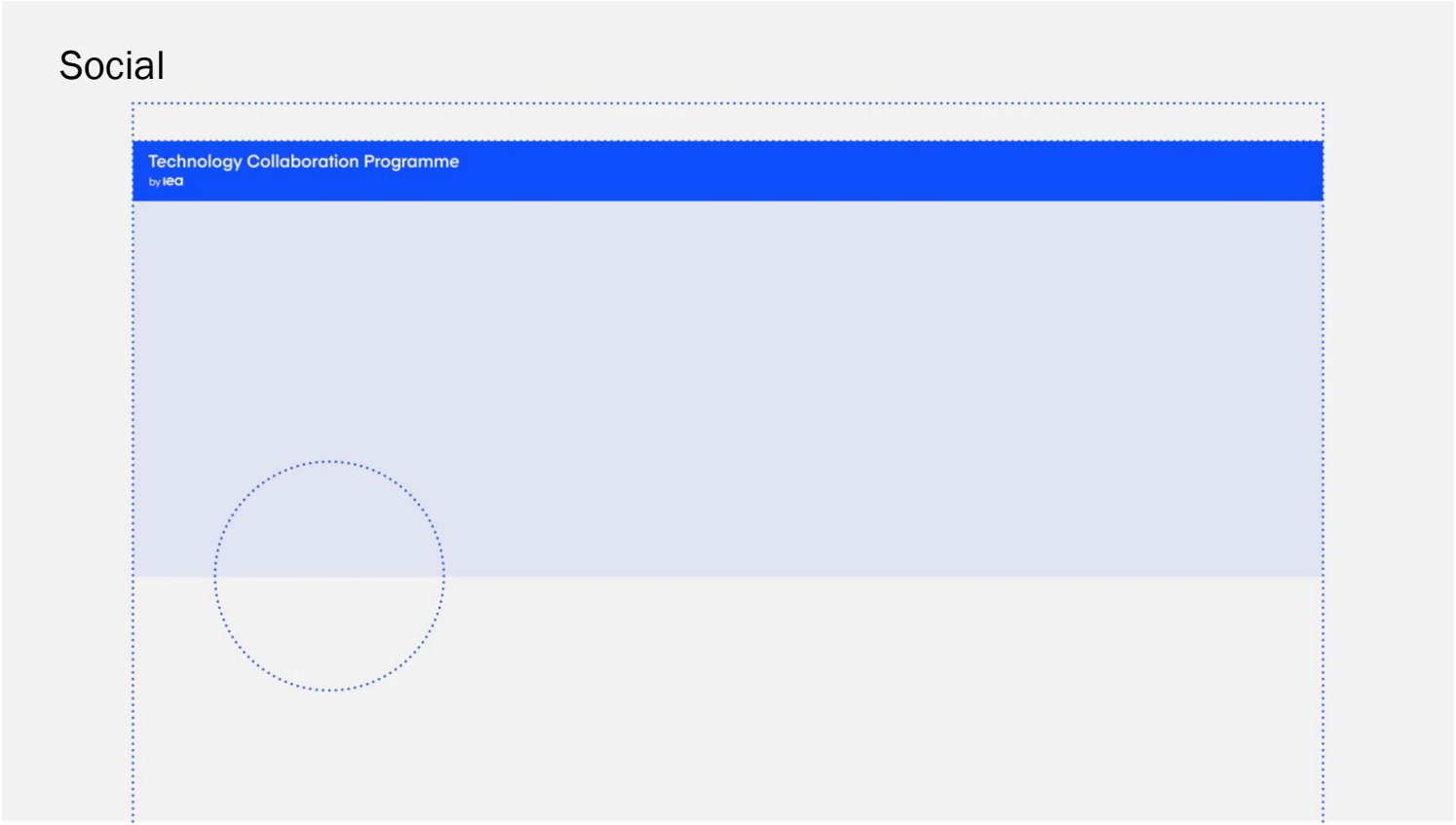
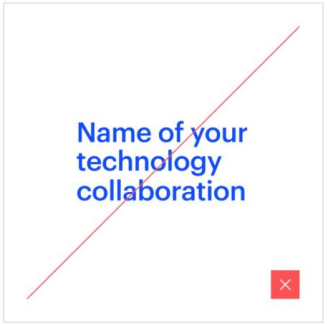


Coming soon: some examples

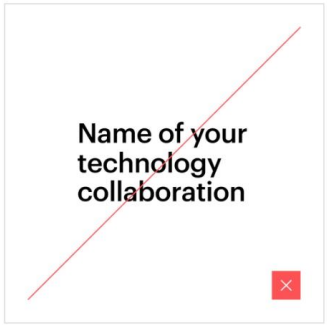
Coming soon: simpler guidelines

Don't use the IEA logo in your logo

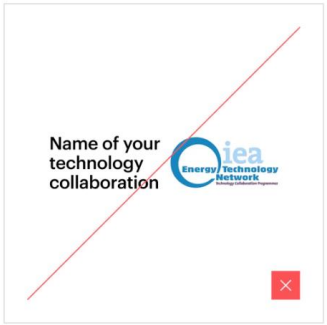
The letterforms of 'IEA' should not be the biggest element of your logo



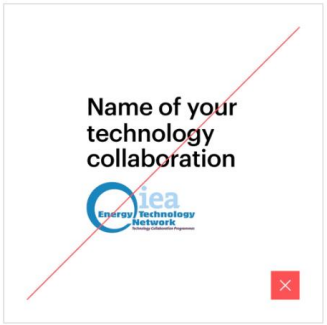
Do not use the IEA blue in your logo, or blues which looks similarto the IEA blue



Don't use the IEA font (Graphik) to create your logo



Don't use the old logo in any lock-up with your logo



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