

EEEGR MEMBERSHIP FOCUS

Thank you for downloading this document. This September (2018) we will be running our biennial membership focus group exercise to discuss:

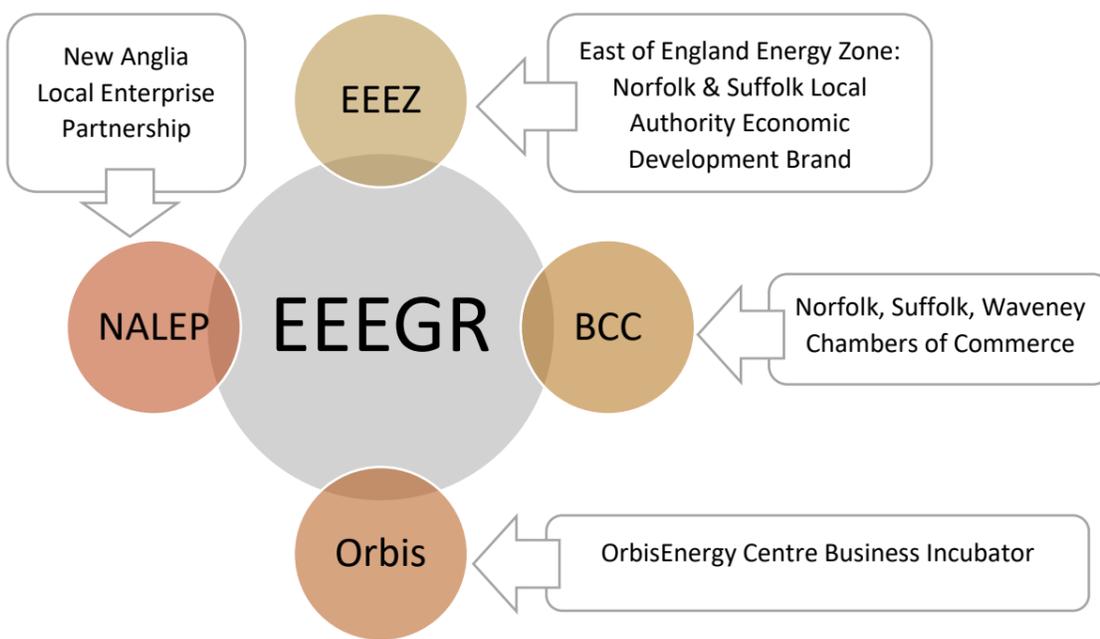
- What EEEGR does well;
- What EEEGR could do better;
- Members' future requirements and regional growth areas.

If you are EEEGR's member principle contact in your organisation, please make every effort to attend this meeting, as it is very important to hear and discuss your views to ensure EEEGR is assisting as far as possible with your business development aims and represents you and the region Nationally and Internationally.

This article provides a summary of the current strategy and interactions of EEEGR for discussion at the event in September. If you are unable to attend the event, you can also email your comments to Alison Lucas Collier, General Manager of EEEGR, at alison.lucascollier@eeegr.com.

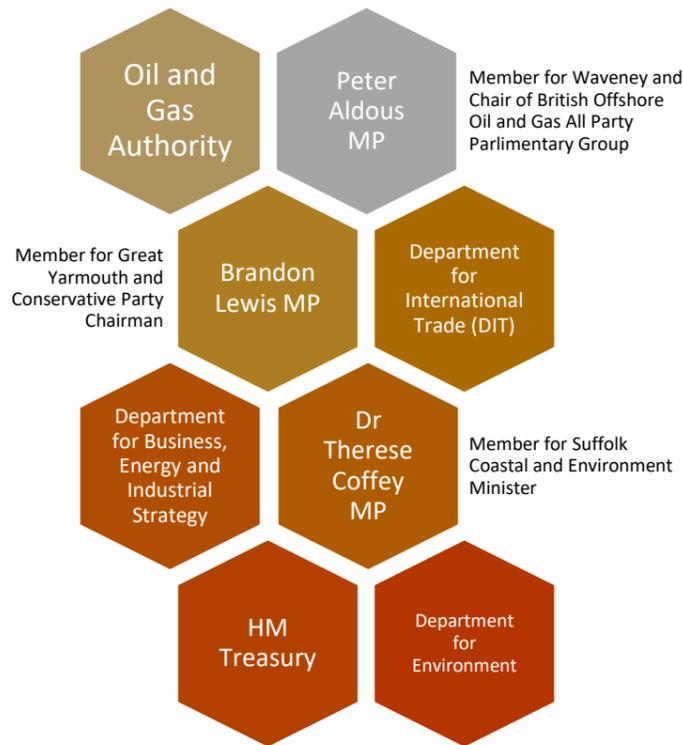
MARKETING OUR REGION'S STRENGTHS

In the East of England, we are very fortunate to have a diverse multi-energy sector supply chain, which benefits from both a wide experience base and a tendency to innovation and collaboration. The regional supply chain has diversified to meet the challenges of the Offshore Wind revolution, and also the challenges of Maximising Economic Recovery from the Southern North Sea Gas Fields. The graphic below summarises the **regional economic development organisations** we currently work with, and our current **branding slogans for the region**.



POLICY, POLITICAL LINKS AND LOBBYING

Political support is essential to the East of England energy sector in shaping policy for business to thrive. The East of England benefits from MPs with portfolios highly relevant to the energy sector, largely due to the diversity of the energy sector in our region. EEEGR have established good relationships with these MPs and government organisations with which we work to enhance opportunity and shape policy for the future. The graphic below summarises the **political and governmental relations** we have, and our **recent interactions**.



Peter Aldous MP

- Keynote speech at the Southern North Sea Conference
- Sponsor for House of Commons Event in October 2018
- Lobbying for Decommissioning Centre of Excellence
- Lobbying for Global Offshore Wind Operations & Maintenance and Skills Centre of Excellence

Oil and Gas Authority

- Southern North Sea Rejuvenation Special Interest Group run in association with the authority
- Southern North Sea Meet the Buyer Event sponsorship
- Chair was Keynote Speaker at Southern North Sea Conference in May 2018
- Delivered presentation on Supply Chain Action Plan at Southern North Sea Conference in May 2018

Department for International Trade

- Promotion of DIT trade missions and seminars held to encourage International trade and export

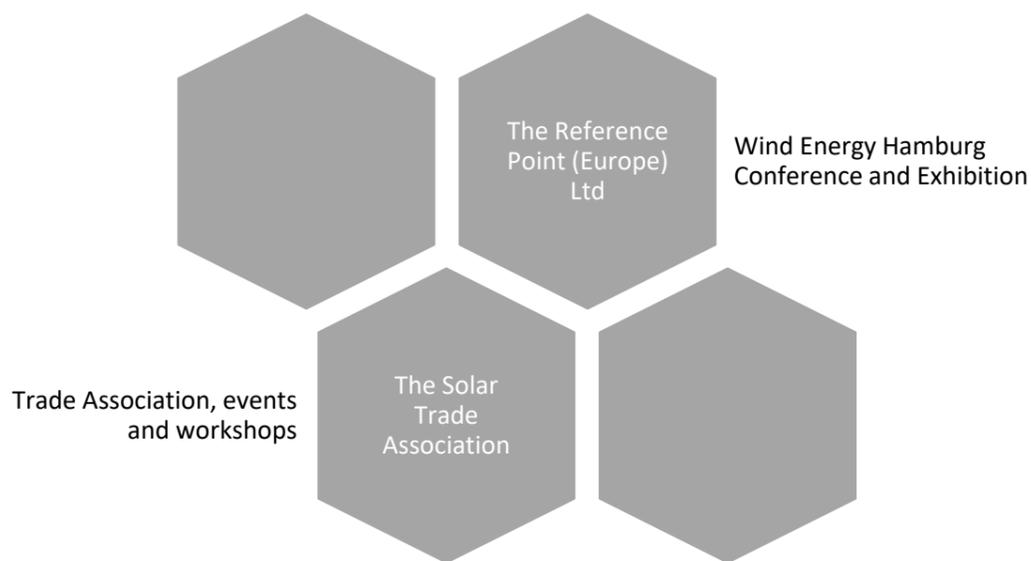
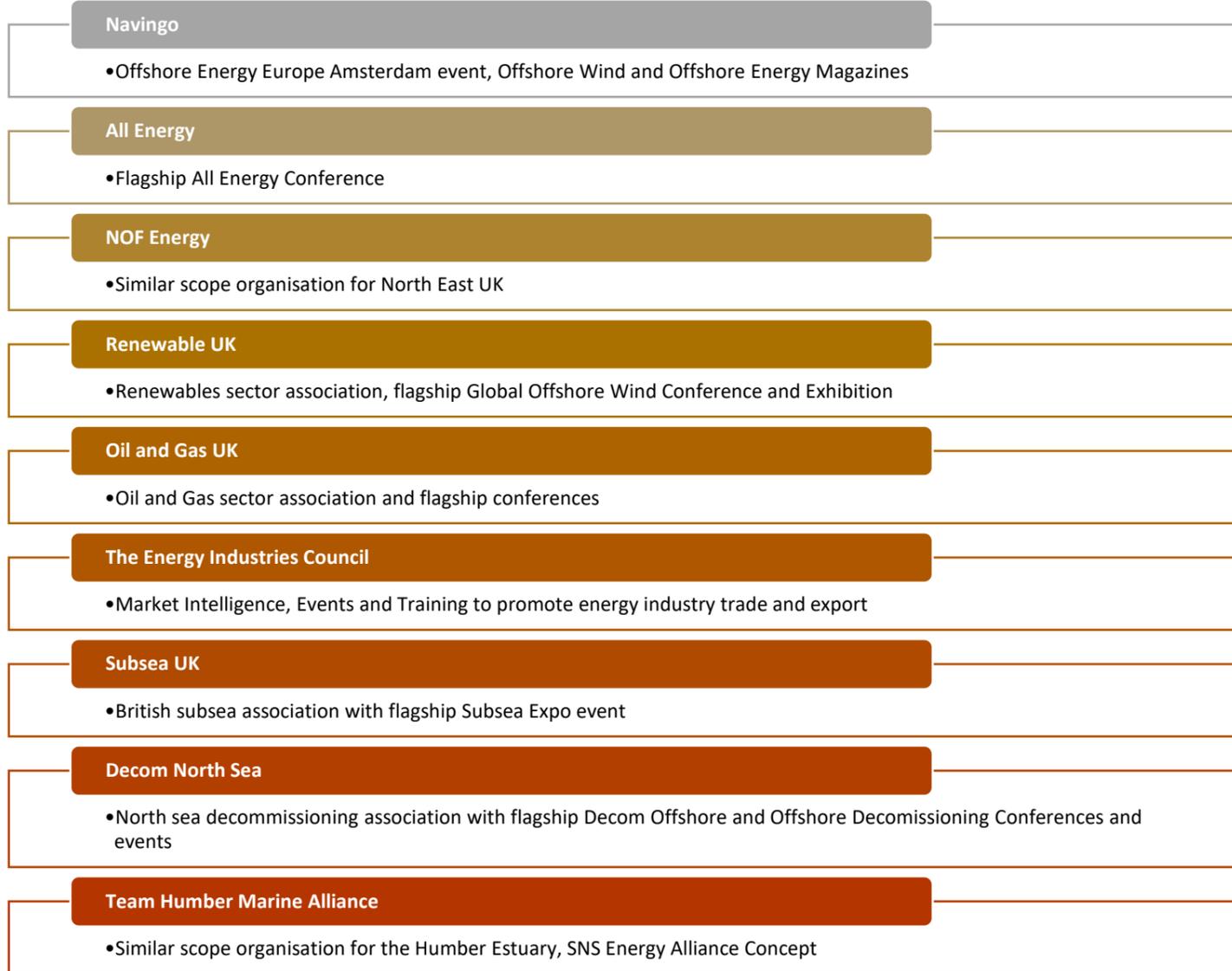
CURRENT THEMES AND POTENTIAL ENERGY GROWTH AREAS

EEGR host four special interest groups (SIGs) which are designed to focus on energy sector growth areas and the supply chain, in order to propose solutions to energy operator asks. This is part of our efforts to provide supply chain stimulus and ensure that the voice of the energy supply chain voice is heard within the region. The SIGs also provide a **technical forum** within EEGR, **pivotal to collaboration and innovation aims**. This is embodied in the terms of reference and work scope for each SIG. The graphics below show **current** and **potential** SIGs.



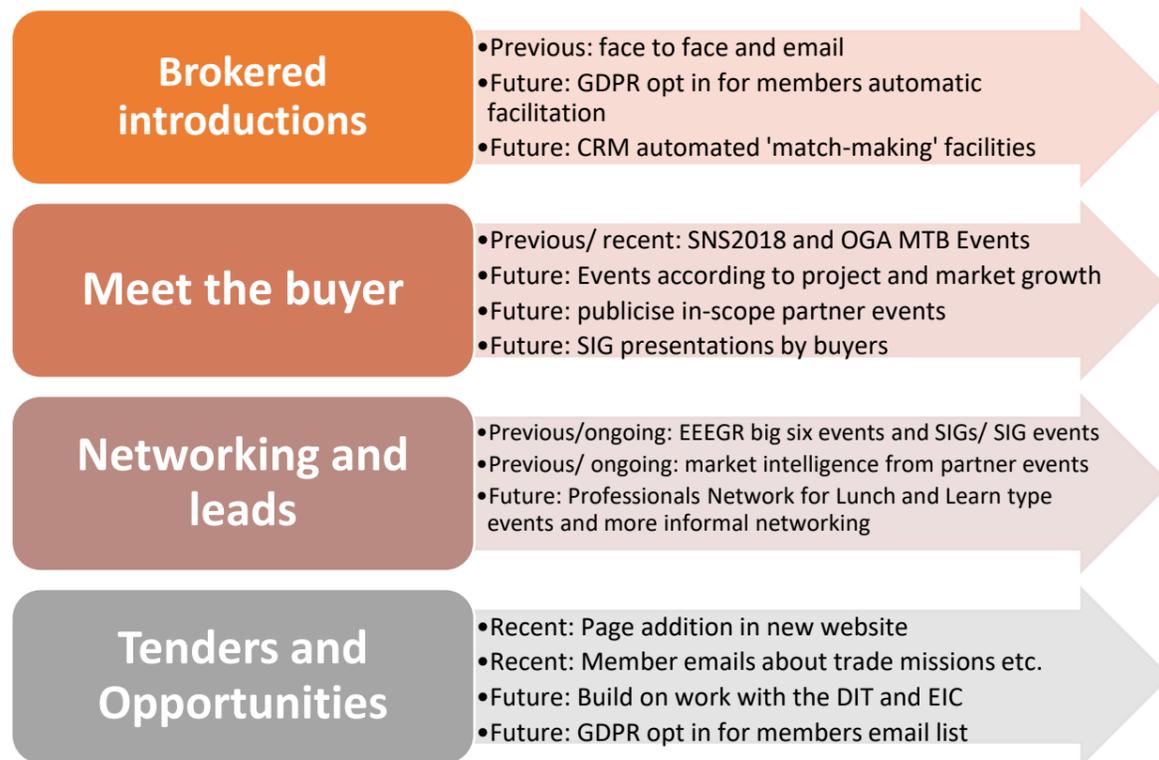
IN SCOPE ORGANISATIONS AND OUTREACH

EEEGR benefits from good relationships with in-scope organisations, strengthened through mutual memoranda of understanding and contra arrangements. Typically, EEEGR will promote these organisations’ events for the benefit of the EEEGR membership, and also attend those events to represent the region and the EEEGR membership. These interactions help to gain **market intelligence** at the **sectoral level** and also expand the regional and sectoral reach for our members. The graphic below shows a selection of **partner in-scope organisations** and **potential new relationships**.



OPPORTUNITIES, NETWORKING AND INTRODUCTIONS

EEEGR members need access to opportunity. EEEGR is committed to developing and maintaining member services and benefits that will assist in our members' business development and marketing aims and make members aware of opportunities in a timely fashion. This primarily will **involve supply chain engagement by industry**, and **access by the supply chain to key buyers within the industry**. The graphic below summarises **recent EEEGR facilitation**, and the **potential future EEEGR facilitations**.



THE REGIONAL ASKS

Regional and National infrastructure, investment and strategy underpins all business growth within the East of England region. The graphic below summarises what **EEEGR believes to be the important asks for our regional Energy Sector**, and **who we will work with and support to achieve these objectives**.

Rail Improvements - Freight and Transport

- Benefits to Great Yarmouth and Lowestoft ports; ease of transport of goods, personnel, large loads and infrastructure
- EEEGR will work with EEEZ, NALEP, Local MPs and the Chambers of Commerce to support this

A47 Acle Straight Dualling

- Benefits to Great Yarmouth and Lowestoft ports; ease of transport of goods, personnel, large loads and infrastructure
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Great Yarmouth and Lowestoft Second Crossings

- Benefits to Great Yarmouth and Lowestoft Ports and associated businesses
- Ease of access to ports and surrounding areas

World Class Satellite and Broadband Communications

- Benefits the offshore community in terms of safety and data transfer
- Benefits for wider digitalisation, smart grids and Industry 4.0
- EEEGR will work with EEEZ, NALEP, Local MPs and the Chambers of Commerce to support this

Skills for Energy - Transition

- Benefits to the local population and helps young people with career development
- Benefits to the local supply chain and ultimately the energy sector
- EEEGR will work to deliver the NALEP skills remit for the energy sector, and work with ECITB, OPITIO, East Coast College, UEA, Industry and other skills providers to deliver the Skills for Energy remit
- Focus on transition between sectors, from secondary education and from military and other sectors

Smart Grid

- For long term development of multiple energy sources and the energy market
- EEEGR will work with UK Power Networks, NALEP and the Greater South East Energy Hub to support this
- Identified as a future EEEGR SIG remit

Sector Deals and Centres of Excellence

- Funding to develop our Global Offshore Wind, Decommissioning and Skills Centres of Excellence
- EEEGR will work with Oil and Gas UK, Renewables UK, Nuclear Industry Association and Regional and National Government to secure future funding for the region

Political Engagement

- Develop relationships and support for the region
- EEEGR will build upon current relationships and work to further these in terms of lobbying and support for the region