



WILL ROWLEY
INTERIM MANAGING DIRECTOR
Decom North Sea

DECOM SOCIAL - CHANGING DECOM NORTH SEA
APR 2020

IMMEDIATE ACTION

- All staff are working from home but with full comms
- To support our members
 - All pressing renewals deferred till June 30th to ease member cashflow whilst keeping them connected
 - Furloughed member personnel given personal access FoC if their work email inaccessible
- Focus on business support and preparation for ‘getting back to work’ after the crisis
 - Working with OGA and others on ways to potentially expedite new activity
 - Increased communication on support activities and potential opportunities
 - Arranging for practical advice & support from industry professionals – see webinars
 - Increased the flow of market intelligence via members portal, email and through webinars
 - Including access to ITT opportunities
 - Engaging operators & Tier 1s to provide more intelligence and information
 - Making it easier for members to engage with each other for mutual support and collaboration
 - Working more closely with OGUK and other related bodies to ensure joined-up and effective activities with a focus on post-crisis activities and opportunities

Connecting Capability with Opportunity,

uniquely focused on late life and decommissioning

Connecting: through our directory and facilitation services you can connect your capability with business opportunities in the UK and internationally

Networking: through our networking services you can interact effectively at a wide range of events from workshops to high profile sector conferences

Integrating: through our collaboration services you have access to a peer group with whom you can collaborate to address sector challenges

Knowledge Sharing: through our web-based information services you have the ability to access and share knowledge within the decommissioning community

Influencing: through our accessibility to government organisations, regulators, technology institutions and other trade associations you have the opportunity to influence the direction of the sector

REFOCUS

DNS has not adapted to a changing world and had lost touch with its membership

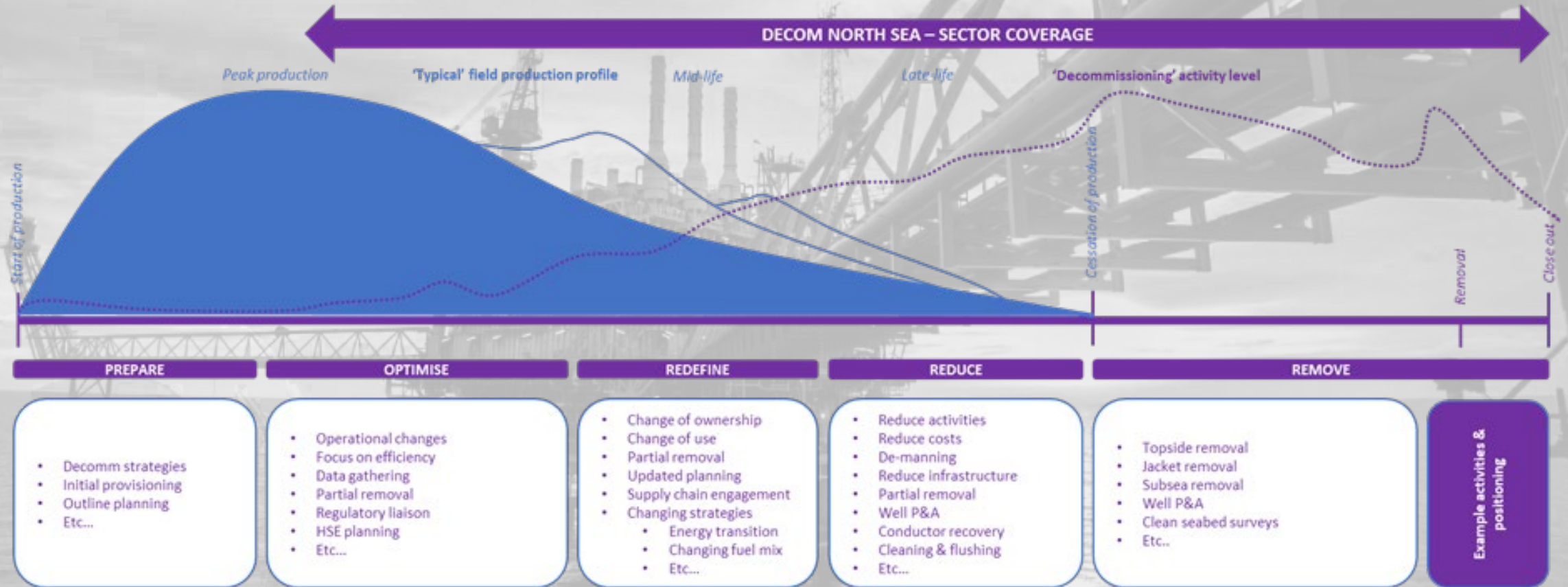
- **Poor at identifying opportunities for its members**
 - Did not grasp the practical realities of work across the full decom lifecycle
 - Did not connect with related sectors (nuclear, wind, energy transition, etc.) effectively
- **Poor at representing the needs and challenges of its members**
 - Did not represent the supply chain effectively in substance or coverage
- **Become 'tired' in its conversations around late-life and decommissioning**
 - Did not capture the exciting innovation (technology, process, approach etc.)
 - Did not reflect the challenges of developing new business models, supporting different approaches, working directly with operators etc.

Time for change

REFOCUS

Represent the entire lifecycle, move away from the 'removal' perception

Prepare – Optimise – Redefine – Reduce - Remove



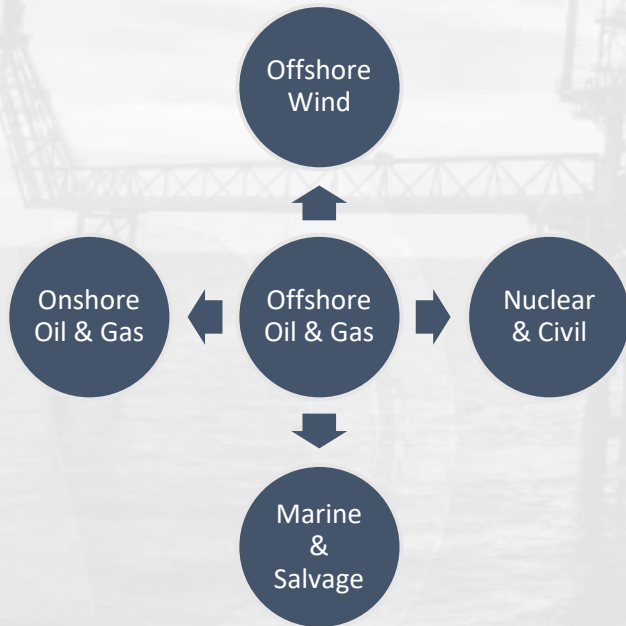
Decom North Sea will be focused on supporting the service/supply chain in identifying, engaging and maximising opportunities across the decommissioning journey, **from peak production through to clean seabed**

REFOCUS

Offshore Oil & Gas will remain the primary focus but connected to four related key market sectors

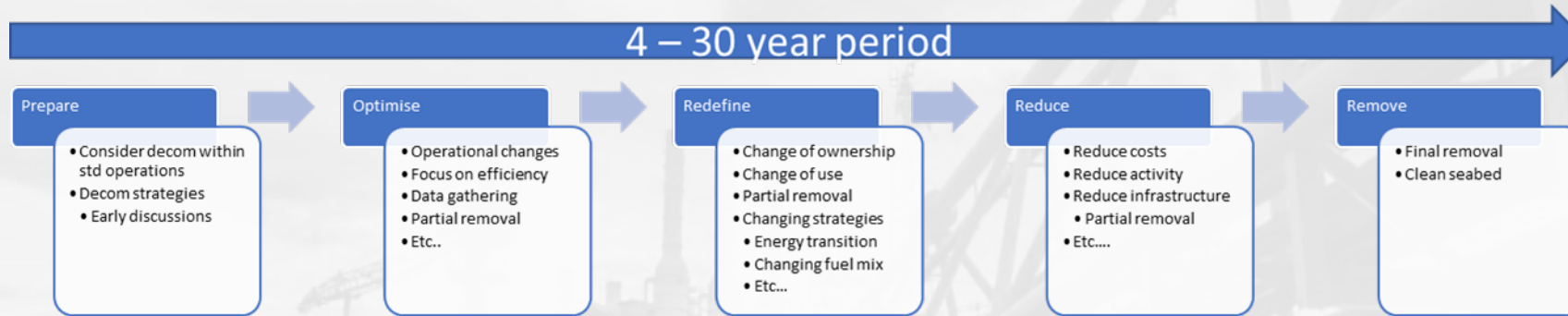
The North Sea will remain the primary focus but active connections with key market-led opportunities internationally will be sought – in alignment with the membership

And only where they deliver tangible and real opportunities, not nice ‘talk’ but access to clients and ITTs



HOW

Engage with members to **identify, access and engage opportunities** across the entire life-cycle – key deliverable



Ensure the conversation covers all key aspects including but not limited to;

- Updated service/supply chain capability & capacity mapping
- Finance & commercial models
- ‘Blue-collar’ innovation; real practical lessons learnt, real impacts
- Practical relationships; contracting , consortia, change of ownership, risk management, behaviour management, QHSE etc.
- Supply chain interaction, procurement practices etc...
- *Listen to its membership on priorities*

HOW

Proactively engage with its membership and externally;

- Move to a 'live' and active position around events and networking
 - Regular and consistent communication
 - Open and transparent representation
 - Ensure DNS represents its members with advocacy on key issues around the service & supply chain
 - Webinars & podcasts, live chat, active chat groups in sub-sectors and niches
 - Different types and styles of events; smaller, focused and with clarity on value for all parties involved
 - Better networking with decision-makers and key technical & commercial influencers
 - Port of Cromarty Firth *Decom Tech Day* – **Free to members** event to showcase equipment and interact with operator/Tier 1 tech experts (influencers) [Date TBC]
 - Tailored market engagement; identifying and supporting subsets/groups of members (across the entire spectrum of capability) with targeting and engaging NWECS and International opportunities
 - Deliver consistent and relevant market data & information
 - Regular contributors arranged and working closely with OGA and others on key market data projects
 - Hold operators to account for poor, inconsistent, incomplete and late data

HOW

Webinars – all recorded and accessible after. Most 20mins plus 10 min Q&A

- **Decom Social – *keeping DNS focused on member issues***
 - Tri-weekly DNS management update to members plus chat on key issues
- **Masterclass - *expert 'hints & tips'***
 - 6-part series of interactive webinars where various experts share practical hints and tips on maximizing value when back to normal – PR, Marcoms, Leadership coach, Lawyer etc.
- **Supply chain engagement – *projects and opportunities***
 - Operators & Tier 1 to talk through key projects, challenges, processes and chat to members
- **Market Intelligence – *data and information***
 - Monthly series with various analysts providing market data, offering views on markets and sectors plus Q&A
- **One-off specials – *key trends, influences and changes***
 - Interactive presentations & discussion with key individuals and key subject areas
 - Pauline Innes – OGA Head of Decommissioning
 - Bill Cattnach – Supply Chain & Energy Transition
 - Etc..

POSITIONING

Decom North Sea was set up to represent, support and develop the service & supply chain serving the late-life and decommissioning market

It will continue to do this with a renewed vigour and focus to ensure it delivers real value to its members and the wider late-life & decommissioning community

It will engage and listen to its members to ensure relevance and maximise impact

This is the DNS commitment to its membership



INFLUENCING



KNOWLEDGE SHARING



DECOM
North Sea

CONNECTING
CAPABILITY WITH
OPPORTUNITY



CONNECTING



DECOM
North Sea

CONNECTING
CAPABILITY WITH
OPPORTUNITY



INTEGRATING



DECOM
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CONNECTING
CAPABILITY WITH
OPPORTUNITY



NETWORKING



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CONNECTING
CAPABILITY WITH
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Q&A

Will Rowley

Will.Rowley@decomnorthsea.com

+44 (0) 7584 053583