

Community Partnerships: Working Together for Strategic Investment



Statoil

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Statoil

- **World's sixth largest energy company**
- **21,400 employees in 36 countries**
- **Market Cap: ~\$78B**
- **2020 goal: 2.5MM boepd**
- **Safety a top priority**
- **World's largest operator >300-foot water depth**
- **40 years experience in harsh environments**

Open

Courageous

Hands on

Caring





Trust is Key to Influence – But Difficult to Earn:

Future **Industry** Context

- Greater market complexity
- Regulations

Future **Societal** Context

- Diverse stakeholder picture
- Increasing expectations

Context: Trust Deficit





Trust is Key to Influence – But Difficult to Earn:

Future **Statoil** Context

- From NCS to Fortune 40
- Active ownership

Future **Communication** Context

- Transparency
- Speed of response

Energy News Headlines

“America’s Most Hated Industries”

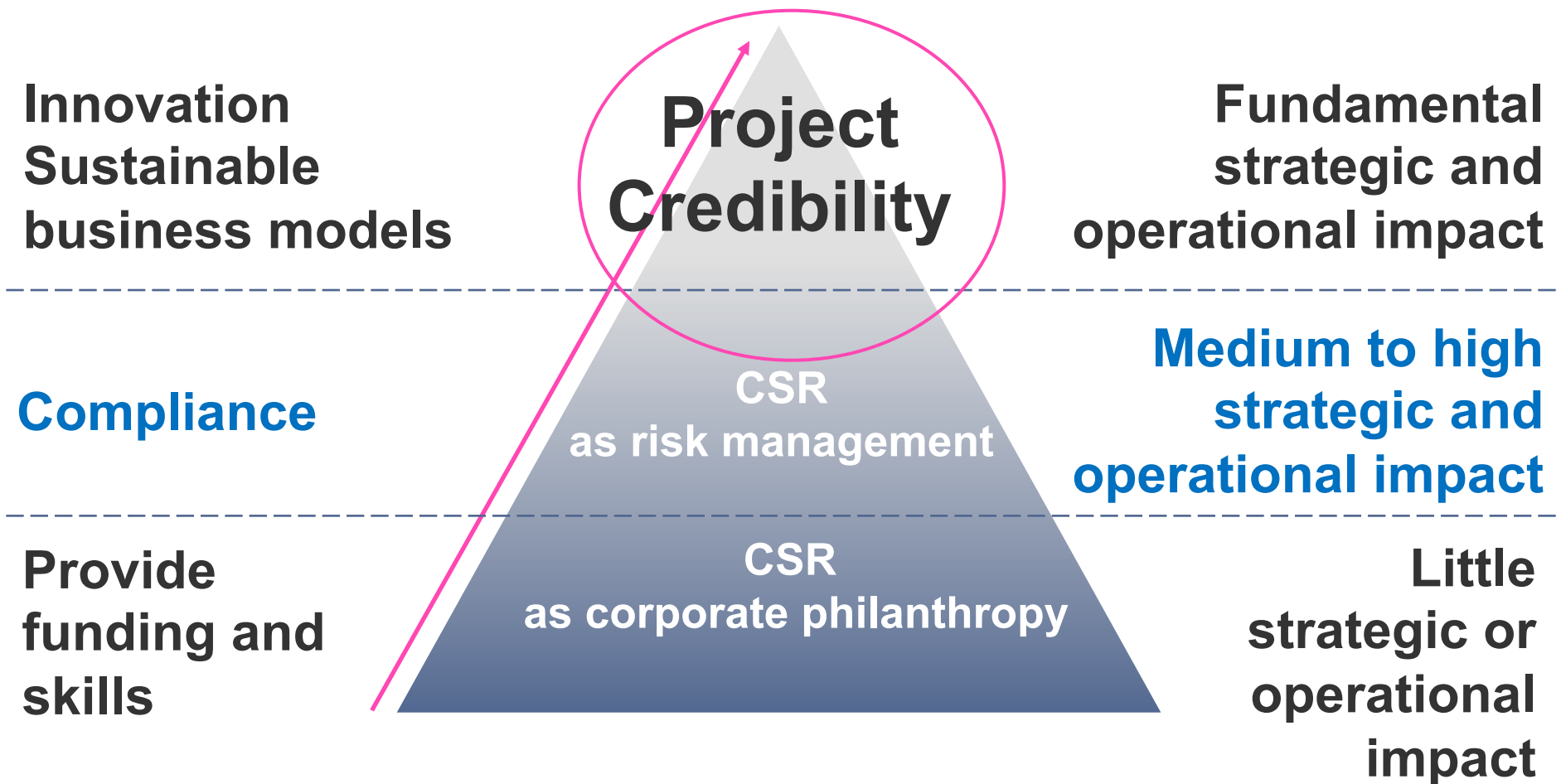
**“Texas Farmers Urge Appeals Court to Block
Keystone Pipeline”**

**“North Dakota residents want voice in
new legislation”**

**“In the Arctic, Greenpeace picks a new fight
with an old foe”**

**“Northern Alberta band challenges
Jackpine oil sands proposal”**

Partnering with Communities = Fostering Sustainability



Building Blocks & Good Practices

- **Proactive Stakeholder Engagement**
- **Strategic Community Investments Responsive to Needs**
- **Mutually Beneficial Training and Capacity Building**





Alaska Stakeholder Engagement



Alaska Stakeholder Relations

- Consulting team with local expertise supports engagement efforts
- > 300 community outreach and key stakeholder meetings since 2009
 - Responsiveness (e.g., use of traditional knowledge in marine mammal mitigation)
 - Sponsorships and donations informed by engagement efforts
- Awareness through organizational memberships and event participation





Training and Capacity Building



Local Content Development



- Large scale projects require a large, qualified supplier base
- Fulfills business need
- Responds to community expectation
- Represents a clear “win-win”



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williston
A JOINT PARTNERSHIP



HALLIBURTON



Schlumberger



Industry Collaboration



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Energy Outreach Williston

- Financial support for projects experiencing funding gaps
- Engage through local boards serving Williston community
- Initiate, respond and engage in volunteer opportunities





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Risk - Opportunity

