

SERVICE UPDATE

<u>Name of Service:</u>	City Growth
<u>Date:</u>	03.12.2019
<u>Title of Update:</u>	WECP AGM, Presidency and Travel
<u>Report Author:</u>	Ishbel Greig
<u>Contact Details:</u>	01224 522605 igreig@aberdeencity.gov.uk

UPDATE:

World Energy Cities Partnership Annual General Meeting

Aberdeen hosted the World Energy Cities Partnership (WECP) Annual General Meeting (AGM) alongside Offshore Europe (OE) in September 2019. The WECP AGM took place from Wednesday 4th September to Saturday 7th September and OE ran from Tuesday 3rd to Friday 6th September. The WECP AGM was deliberately scheduled to overlap with OE so that incoming international delegations could spend time at the exhibition and conference before the WECP's formal programme commenced.

WECP AGMs follow a set pattern, usually over three or four days, and must consist of a number of formal meetings, informal networking opportunities, social activities and a formal dinner. They are also expected to be aligned with a significant 'anchor' event that adds value to delegations attending the AGM. With this in mind, the AGM was aligned with Offshore Europe to maximise business to business and networking opportunities for WECP delegations.

In terms of benefits, significant international profile was gained for the city by hosting the AGM and the high-level delegations that came to Aberdeen. In total, not including the Aberdeen delegates, 62 WECP delegates attended the WECP AGM, this does not include additional business delegates travelling with WECP delegations.

There are also tangible economic benefits to hosting the AGM. Based on industry standards for international visitors and daily spend, delegates are estimated to spend £400 per day (VisitBritain). With our 62 foreign WECP delegates averaging four day stays, direct economic benefit to the city of

£99,200 can be expected. This does not take into account additional trade delegations or delegates travelling with spouses / family.

Marketing and Social Media

There was also significant profile raising through marketing and social media throughout the event. For example, during the AGM the top WECP tweet received over 2,300 impressions; there were over 800 twitter profile views and 78 new followers on LinkedIn. Additionally, the Aberdeen WECP AGM website received 552 page views from 281 sessions over the AGM week.

Best Practice Sharing

Part of the AGM programme was focussed on knowledge transfer and sharing of best practice between partner cities. The AGM had a focus on energy transition and since the meeting in September, officers have had joint sessions with colleagues in Esbjerg and Stavanger on our mutual implementation of interventions around energy transition. Access to these networks, the sharing of best practice with each other, and across different projects is beneficial in shaping the Council's response to ongoing challenges and opportunities.

WECP AGM B2B Programme

During the AGM there was also a focus on business to business opportunities for Aberdeen and WECP business delegates. There were various opportunities for business delegates to join the WECP programme including a networking reception, WECP conference, WECP OE stand, and B2B meetings. Aberdeen City Council worked with Enterprise Europe Network (EEN) to facilitate business matching for Aberdeen companies and WECP delegations and businesses. These B2B meetings took place at P&J Live and 45 delegates from 9 countries used the service with 41 meetings taking place during the event. EEN will continue to monitor outcomes from these meetings and positive feedback has been received from companies so far.

WECP Presidency and Presidency Travel

The Lord Provost was voted to be the next President of WECP at the AGM in Aberdeen on Saturday 7th September. This Presidency will officially commence on 1st January 2020 and terminate on 31st December 2021. Holding the Presidency of the WECP is expected to bring significant benefits to Aberdeen. The below are some examples that Halifax, the previous hosts of the Presidency, have provided and endorsed:

- The Lord Provost and the city will have enhanced international profile as the President of the WECP is routinely invited to speak at major events in the international energy calendar;
- Invaluable profile raising in market for Aberdeen at WECP events – i.e. the annual working group meetings in Houston and the rotating AGM – where the President acts as spokesperson for the partnership but is also able to promote their own city;
- The Presidency brings VIP access to both public and private meetings with government ministers and business and civic leaders. Significantly enhanced leadership role for Aberdeen with much larger cities and capitals;
- It provides more opportunities to promote the city as an international trade and investment hub, and developing relationships for the city and businesses;
- Potential cost savings as the WECP allocates a \$15,000/year budget to support the President's travel;
- The President also has an important role in strategic leadership for the WECP organisation, with opportunities to shape how the partnership develops into the future – this is particularly important at this time as the partnership transitions from an oil and gas to a wider energy focus; and
- Increased profile for WECP President at international events, such as CERAweek, with complimentary passes for Mayors / civic leaders, officers and businesses to meet global executives and senior members of the policy, financial, industrial and technological communities.