

The impact of the economic downturn has been a major cutback in investing, particularly in mega projects in the industry. The IEA estimates global demand for oil to rise by 1% per year on average, from 85 million barrels per day in 2007 to 106 mb/d in 2030. 80% of all energy comes from fossil fuels and that level is not expected to decrease by very much by 2030. The increase in supply will be coming from coal and unconventional oil and gas which will require higher sustained prices.

These trends call for energy-supply investment of \$26.3 trillion to 2030, which equals just over \$1 trillion/year. About half of that will be required by the oil and gas sector. According to the IEA, 64 mb/d of gross capacity needs to be installed between 2007 & 2030 – six times the current capacity of Saudi Arabia – to meet demand growth & offset decline. In the current economic downturn it is highly unlikely that these levels of investment will be met. Those that are cash rich and have credit will be able to pursue new opportunities but I don't think that level of investment is going to be sustained in the near term. So as a likely outcome when we come out of the economic crisis there will be supply shortages.

This will have a major impact on the industry's workforce. With 50% of the existing work force about to retire in the next ten years the petroleum industry now faces a massive challenge to attract enough young people to its industry. Who will be replacing the expertise that is leaving the industry? Not only does the industry have to deal with its environmental and societal reputation, but it also has to face the large reduction in young people choosing sciences for their career. But without more scientists and engineers it cannot sustain the levels of operation needed and will not be able to deliver enough energy for the future. It is crucial therefore to address the young generation directly and introduce them to the wide breadth of areas and activities that make up the petroleum sector. In keeping with WPC's mission to promote the attraction and retention of young people for the petroleum industry, we started that process a few years ago.

#### **What have we been doing:**

The WPC consists of 60 member countries representing 95% of the world's oil and gas production and consumption. With a diverse membership including consumers and producers, OPEC and IEA countries, NOCs and IOCs, we do not lobby on behalf of any one group nor do we seek to duplicate the work of existing research based organisations. Our aim is to promote the development and utilization of oil and gas other energy sources in an efficient and sustainable way, for the benefit of the current and future generations. Youth and engaging the next generation are key issues for all our members and it is here that we can provide a neutral and non-political forum that will contribute towards seeking solutions to key issues.

Despite rising demand in energy, the petroleum industry now faces the challenge to attract enough young people to its industry while 50% of the existing work force are about to retire in the next ten years. Not only does the industry have to deal with its environmental and societal reputation, but it also has to face the large reduction in young people choosing sciences for their career. But without more scientists and engineers it cannot sustain the levels of operation needed and will not be able to deliver enough energy for the future. It is crucial therefore to address the young generation directly and introduce them to the wide breadth of areas and activities that make up the petroleum sector. In keeping with WPC's mission to promote the attraction and retention of young people for the petroleum industry, we started that process a few years ago.

To celebrate the achievements of young people's innovations in science and technology development, and to recognise their contributions to the oil and gas industry, the WPC and the Chinese National Committee hosted a Youth Forum in Beijing in 2004. Reflecting the diversity in our membership and their perspectives of our industry we had to first define "youth". Although in China "young" is anywhere under 50, we finally agreed to focus on students and young professionals under 35.

The Youth Forum brought senior industry experts and young people together to discuss and exchange views on the most important issues currently affecting the petroleum industry and provided an opportunity for young people from all over the world to demonstrate their skills and capabilities as a contribution to the development of the petroleum industry. Nearly 350 young people presented their papers to the over 700 participants of the event, reflecting the creative spirit of

young professionals and their achievement in technical development and management. The authors of the best papers were invited to the 18th World Petroleum Congress in Johannesburg the following year.

The Youth Forum proved successful on a number of fronts. It taught the younger generation that the petroleum industry is an important part of the wider energy industry, but most importantly, young people from all over the world came together in Beijing and built a solid foundation for international exchange and cooperation in the future. The Forum also gave young people an intensive introduction to the aims of the WPC, encouraging them to join the petroleum industry and to support the organisation in conducting its sustainable development strategy and achieving its aim "to promote the management of the world's petroleum resources for the benefit of mankind".

For WPC attracting more young people to the industry and to join its activities is a strategic measure to deliver its goals and maintain the health and vitality of the organization in years to come. Following an internal workshop we laid out a road map to address the issue of attracting and retaining more young people in the oil and gas industries and providing a voice to youth. We are doing so in cooperation with other institutions and their programmes as we have no desire to double up our efforts in the industry. We aim to actively engage our 60 member countries in these activities on the local level as well as the international one. They are encouraged to do so by involving young people in their National Committees, participating in the WPC Youth Committee and contributing to the Youth Forums, to explore other ways of engaging students and young professionals, and by addressing the key issues brought up by the youth.

19 representatives from our National Committees now sit on WPC's Youth Committee. They operate mainly via email, internet and through conference calls with face to face meetings about once a year. So far they have developed a vision and mission statement, organised a highly interactive youth programme at the 19th World Petroleum Congress in Madrid in 2008 which was followed by the second installment of our Youth Forum in 2009.

Taking place year in Paris, we turned the established processes on their head and instead of telling them what we do, we asked the young people to come up with their views, expectations and plans for our industry. The programme committee was entirely made up of young representatives from around the world who identified their key issues and invited industry leaders and experts to share their vision in interactive sessions with them at the Youth Forum. In the first phase we set up an online networking tool on Energise Your Future (similar to Facebook) where they could get in touch with each other and contribute to online discussions and debates about the industry. The main topics of these discussions were then addressed during the Youth Forum and the most active participants of the online forum were invited to the meeting in Paris. We got some great discussions going on about the sustainability of our industry, a reality check of tomorrow's energy picture and matching skills to challenges for the leadership tasks ahead.



## What can the industry do to attract more young people?

Environmental consideration, early engagement, mentoring and long term career planning were listed as key ways to attracting youth to the industry:

	I agree	I neither agree or disagree	I disagree
Pay higher salaries	65.7% (444)	24.3% (164)	10.1% (68)
Spend more on Research	62.9% (422)	32.8% (220)	4.3% (29)
Use more high tech	57.3% (382)	36.7% (245)	6.0% (40)
Care more for the environment	76.4% (511)	19.6% (131)	4.0% (27)
Provide long term career paths	72.7% (489)	23.2% (156)	4.2% (28)
Offer mentoring programmes	73.6% (494)	23.5% (158)	2.8% (19)
Engage with Schools/Universities	82.7% (559)	14.5% (98)	2.8% (19)
Invest more into local communities	66.3% (437)	26.6% (175)	7.1% (47)

Based on a survey of 843 students and young professionals we made in the run up to the Congress in 2008 and during the youth programme, environmental consideration, early engagement, mentoring and long term career planning were listed as key ways to attracting youth to the industry. We are planning to listen to the messages from the next generation and are happy to share the outcome of this survey with you.