

Q4 Member Meeting

The  
State  
of our  
Union





Pink Petro was a cocktail napkin idea born on a 777 Dreamliner from London to Houston...

*In 2015 we launched and in five years we've become known...*



*We're the community and platform driving the energy transition  
around talent and culture.*



Katie Mehnert, center, and her daughter pose with members of the Energy Subcommittee of the House Committee on Energy and Commerce.

**OPINION**

**WHY BIG OIL SHOULD EMBRACE ACTIVISTS LIKE GRETA THUNBERG | OPINION**

**What was Mark Zuckerberg's sister doing in Houston?**

Energy industry's recruitment efforts highlight persistent challenges for women

ENERGY | OTHER VOICES

**The Financial Case for Hiring More Women in Energy**

Business

**At Oil's Premier Gathering, 84% Speakers Are Men**

# We Need More Women in the Energy Sector

Diversity leads to innovation, and that's what it will take to fight climate change

By Katie Mehnert on February 26, 2019

CLOSING THE GAP

**Just 15% of the oil and gas workforce is female—these women want to change that**

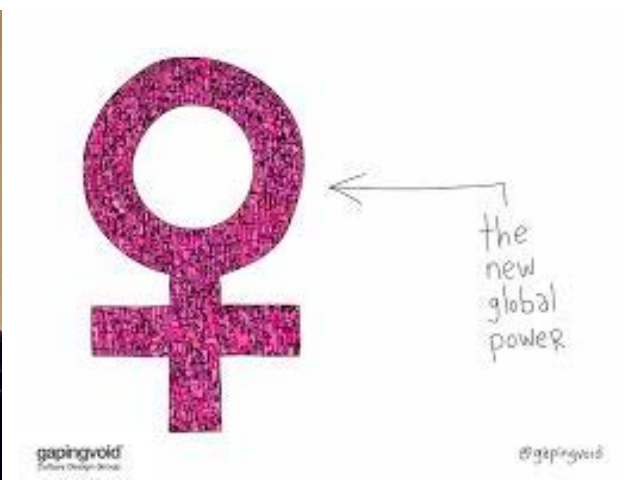
## Make Gender Equality a Value, Not a Priority

The New York Times

Opinion  
LETTERS

## Women and Climate Change

Oil, Gas Sector Struggling To Attract, Elevate Women Amid Gender Diversity Gap

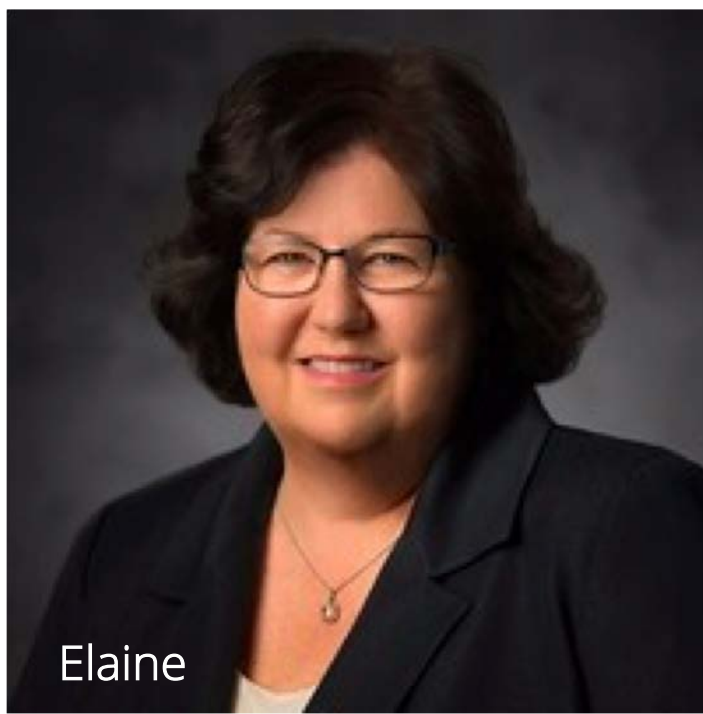




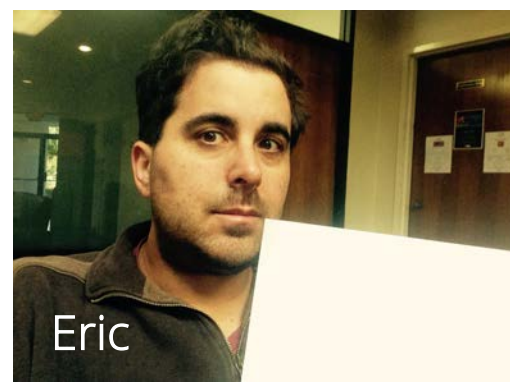
Donece Knudsen,  
VP Operations  
*Our team is growing...*



Katie



Elaine



Eric



Tricia



Traci



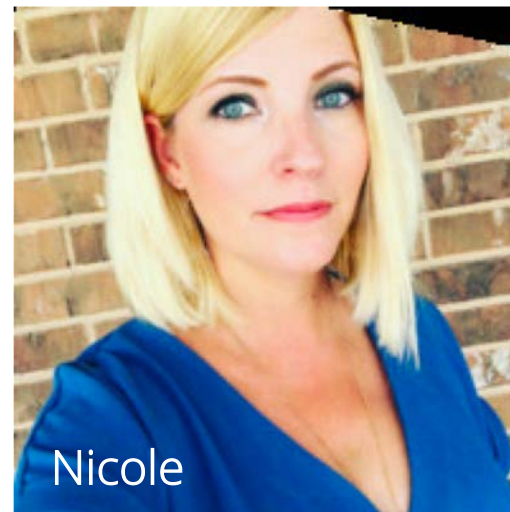
Li Ha



Jen



Ruth Ann



Nicole



Josh

## GLOBAL COMMUNITY COUNCIL (GCC)



## PARTNER ORGANIZATIONS



## PETROPRENEURS COUNCIL





# Our Journey



**March 2015**

## **Pink Petro™ Launch**

Pink Petro is launched on International Women's Day.



**October 2015**

## **Pink Petro Gives Back**

The Lean In Energy non-profit mentoring program is funded by Pink Petro and launched.



**March 2016**

## **Our First Energy Forum**

Pink Petro celebrates its first year and hosts our first in-person and digital forum with 2500 participating.



**March 2017**

## **Experience Energy™ Launch**

Careers website is launched with 1,000 jobs.



**March 2018**

## **GRIT Awards<sup>SM</sup> Program**

The GRIT Awards are launched – an international recognition program for energy professionals. 75,000 watch worldwide.



**October 2019**

## **Best Energy Workplaces<sup>SM</sup>**

The Best Energy Workplaces program is added to recognize top employers in energy.  
~500K hits a month to our websites

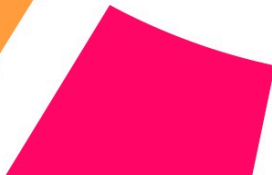


**March 2020**

## **Fifth Year Anniversary**



CELEBRATING  
5 YEARS WITH  
**5 GOALS**





# *Celebrating 5 years with 5 goals*

*(Everything we do aligns)*



## **Gender Equality**

Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.

## **Affordable and Clean Energy**

Energy is central to nearly every major challenge and opportunity.

## **Decent Work and Economic Growth**

Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs.

## **Reduced Inequalities**

To reduce inequalities, policies should be universal in principle, paying attention to the needs of disadvantaged and marginalized populations.

## **Climate Action**

Climate change is a global challenge that affects everyone, everywhere.

# Our Work



## **Pink Petro Community**

Our award-winning community is a career resource for the energy community with success stories and advice. Our member community is a private platform for knowledge sharing, networking and professional development.



## **Energy Workforce of the Future™**

Each quarter the Global Community Council meets to tackle specific workforce development initiatives. This program is limited to member companies and invited guests.



## **Experience Energy™ Careers Platform**

The only careers platform providing energy companies a destination on the web to recruit diverse candidates.



## **Energy Diversity & Inclusion Index™**

Yearly we evaluate the health of the energy workforce through this survey administered to our community.



## **Energy 2.0™**

Energy 2.0 is our annual forum in March where we celebrate diverse and inclusive perspectives. Formerly known as HERWorld we aim to reach over 100,000 online in 2020.



## **The GRIT Awards™ and Best Energy Workplaces™**



Our international awards program in October honoring individuals, executives, teams, affinity groups and workplaces across energy.

In 2020, we'll release the Faces of Energy Industry Sustainability Report. This will include all member companies who elect to participate.

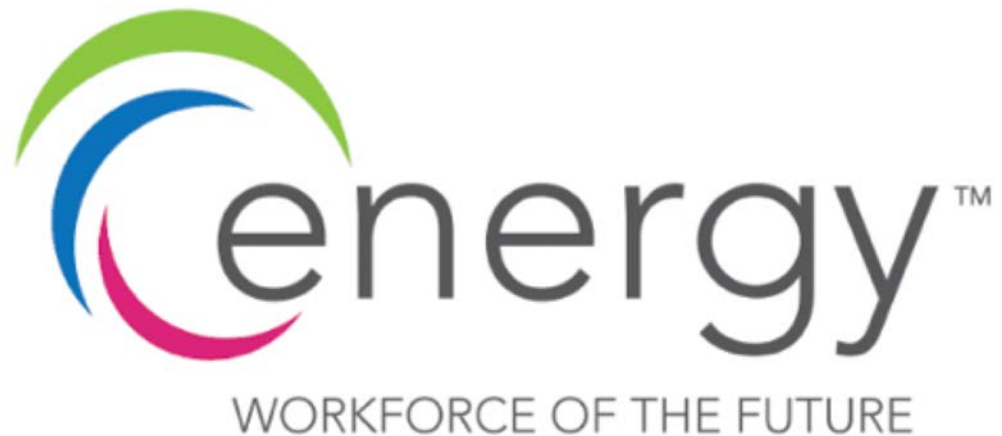
*Giving Back*



**LEAN IN** | Energy



*Our Community Council meets a few times a year as a part of this initiative*



*Narrative Report & Appendix of Best Practices can be found at [www.pinkpetro.com/resources](http://www.pinkpetro.com/resources)*

**ALONE WE  
GO FAST.  
TOGETHER  
WE GO  
FURTHER.**

– African Proverb

## **Inclusion is Necessary**

Discussions from breakout groups made it clear it is not just diversity that is important, but also inclusion. An inclusive culture and management style is described clearly, richly, and consistently by the participants.

# **4 OUTCOMES**

## **Energy needs an IVP**

The sector is misunderstood and needs an Industry Value Proposition (IVP). There was a belief that this would be an area where the industry overall would benefit from companies collaborating on improving the image of the energy sector and developing an IVP.

## **We need to accelerate the sharing of best practices**

Pink Petro shared a new workforce resource it is in the process of developing with its partners and customers. Work has started to develop a database of over 130 resources (e.g. organizations, conferences, awards, training, return to work initiatives, etc).

We will work with the International Energy Agency in Paris to elevate these resources internationally.

## **We need to measure and build D&I into performance**

Measurement and accountability were also discussed in multiple breakout sessions. The overall sentiment was “what gets measured gets managed” and goals and objectives for D&I need to be better detailed and then measured from entry to board level. The narrative report includes details on how.

An aerial photograph of a city skyline at dusk, with several skyscrapers and buildings. The sky is a mix of blue and orange. Overlaid on the image is the Energy logo, which consists of three curved lines in green, blue, and pink forming a partial circle. Below the logo, the word "energy" is written in a white, lowercase, sans-serif font. Underneath that, the phrase "WORKFORCE OF THE FUTURE" is written in a smaller, white, uppercase, sans-serif font. In the bottom right corner of the image, there is a pink rectangular box containing the text "Houston, TX" in white. In the top right corner, there is a black rectangular box containing the text "GCC / Workforce Summits" in a white, italicized, serif font.

*GCC / Workforce Summits*

energy

WORKFORCE OF THE FUTURE

Houston, TX

- **March 11 - Houston**
- **May 7 - Denver**
- **September 24 Houston**



Members Only

*Workforce Initiative*

# COACH'S CORNER



**January 23, 2020**

**Kirsty Bashforth**

- February 6
- May 14
- June 4
- July 8
- August 13
- November 5

The background of the poster is a vibrant, abstract composition of overlapping geometric shapes in shades of green, blue, and purple. In the center, several hands of various skin tones are shown holding a glowing globe. The text is overlaid on this background. A black horizontal bar in the top right corner contains the text 'Energy 2.0' in a white, italicized serif font.

*Energy 2.0*

energy (2.0)

# Equality, Environment & the New Economy

Celebrate difference at the "unconference"

MARCH 10-11 2020 | HOUSTON AND ONLINE

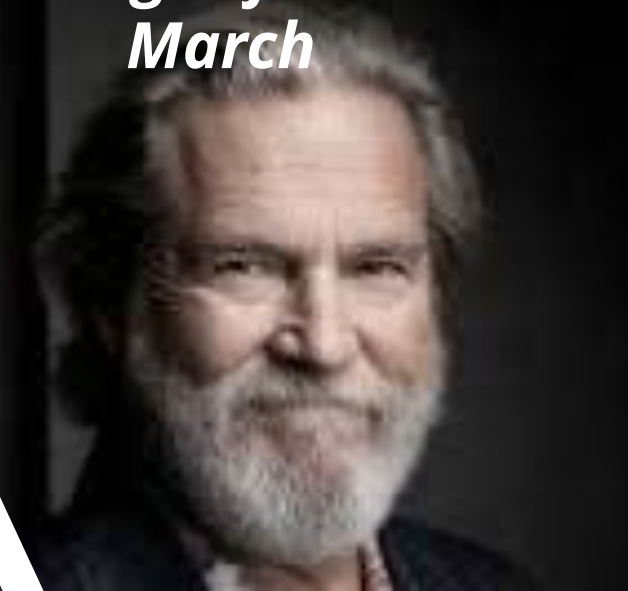
**SPONSOR TODAY**

[www.energy2dot0.com](http://www.energy2dot0.com)

- March 9-10  
**Houston**  
(with summit on 11<sup>th</sup>)
- March 9-10  
**Denver**
- March 24  
**London**



***Jeff Bridges joins us in March***



# Save the Date: 2020 Key Activities

## WORKFORCE OF THE FUTURE/GCC

- **March 11** (Summit 1: Best Practice Sharing (All Energy ERG Half Day Summit) **Houston**)
- **May 7** (Summit 2 and GCC: Developing an industry value proposition/IVP **(Denver)**)
- **September 24** (Summit 3 and GCC: IVP in Action **(Houston)**)

## COACH'S CORNER ONLINE SESSIONS

- **January 24**
  - **February 6**
  - **May 14**
  - **June 4**
  - **July 8**
  - **August 13**
  - **November 5**
- We're booking locations and speakers now; if your company wishes to host.*

## ENERGY 2.0

- **March 9-10** (Energy 2.0) Houston and **March 11** (Workforce of the Future) Best Practice Sharing (All Energy ERG Half Day Summit) Houston
- **March 9-10** Energy 2.0 Denver
- **March 24**, Energy 2.0 London

## GRIT AWARDS

- **March 10** Nominations open
- **October 2020** Location: AD Players Theater in Houston; date to be release by 12/31/19

## OTHER

- **July 2020** Customer / community networking reception

# Takk skal du ha



We thank Equinor for hosting today's council meeting.