



**WPC**  
ENERGY

The World Forum for  
Energy Transformation

## PRESS RELEASE

### World Petroleum Council Announces New Name and Brand Identity

The World Petroleum Council, a leading organisation within the global energy sector, will operate under the new name of WPC Energy from Friday 7 July 2023.

The decision to change name reflects the organisation's commitment to lead the global transition to a low-carbon energy system, achieved through a diverse and sustainable mix of energy sources.

As part of this rebrand the organisation will carry a bold and distinct new visual identity, including a modernised logo and the new tagline: *The World Forum for Energy Transformation*.

"This process, part of a wider, ongoing Strategic Review represents the most significant change to our identity in our 90 years of history and priority has been to acknowledge the rich heritage and DNA of our organisation." said Pedro Miras, President of WPC Energy. "Our new name reflects our role to facilitate dialogue and connection across all spheres of the rapidly evolving energy landscape and supports our focus on industry trends such as increasing energy efficiency, the circular economy, digitalisation, decentralisation, and electrification".

This rebrand project was undertaken over the course of a few months earlier this year by a panel led by Interbrand, (<https://interbrand.com>) the world's leading brand consultancy. The panel also included the President, the Secretariat and a special Focus Group representing a good cross section of our National Committees and also a good mix of age and gender.

"I am incredibly proud of the work that has been done to renew our brand, identity and purpose within the global energy industry and today we embrace an exciting new chapter in the history of our organisation". Dr Pierce Riemer, Director General.

## About WPC Energy

Founded in 1933, WPC Energy is a non-advocacy, non-political organisation with charitable status in the UK and has accreditation as a Non-Governmental Organization from the United Nations. WPC Energy facilitates an open dialogue around all energies and their products and is dedicated to the promotion of their sustainable management for the benefit of all.

WPC Energy conducts the triennial World Petroleum Congress, covering all aspects of the industry including management of the industry and its social, economic and environmental impact.

## Notes for Editors

- All website and social media channels will be updated shortly to reflect these changes
- The 24<sup>th</sup> World Petroleum Congress taking place in Calgary from 17- 21 September will not be changing name. Full details on this event can be found here: <https://www.24wpc.com/>
- A range of high-resolution images of WPC Energy's new visual identity can be downloaded at: <https://www.dropbox.com/scl/fo/0x447eo5c9iiribuq47z5/h?rlkey=3hwbildvti4pnms6vdp4n29yb&dl=0>

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