

# PRO ALLY

## E.S.G. and Strategic Communication Advisory

For Energy and Extractives Companies



PRO ALLY is an advisory company focused on democratising ESG and strategic communication expertise across the energy and extractive sectors.

By expanding access to scalable ESG and communication strategies, we help organisations achieve structured and value-based processes.

Our allyship builds better brand trust, social license, and profitability for your business.

## Expertise

E.S.G. | Strategic Communication | Capacity Development

## Vision

Democratising ESG Knowledge and Opportunities

## Mission

To drive sustainable and inclusive progress to build brand trust, social license, and profitability in the energy and extractive sector

## Values | PRO ALLY

### Positivity

Can-do spirit, Solutions-oriented thinking in all tasks and engagements

### Respect

Ethical conduct toward clients, colleagues, communities, and the environment

### One-ness

Collaboration across teams, with our clients, and stakeholders

### Allyship

Inclusive thinking in all situations

### Lateral-Thinking

Be-spoke, adaptable and creative innovation, beyond templates and copied solutions

### Luminous

Excellence, integrity, and professionalism in every deliverable

### Yare

Agility, responsiveness, and readiness to adapt

# Independent, Experienced Global-local Expert



Operation Locations

**3** Continents Worked in

**4+** Years in Business

**15+** Average Years of Experience

**20+** Projects Completed

OUR EXPERTISE

# Growing Client Base



**PRO ALLY**  
Capacity Development  
Participants Organisation

# PRO ALLY



**PRO ALLY**  
Industry Partners



**19** Companies we have worked with

# Our Services

For Energy and Extractives Brand Trust, Social License, and Profitability

**SA1**

## Environmental, Social, and Governance Advisory

- ESG Compliance Activities
- Gap / Risk Analysis and Assessment
- Materiality Mapping and Implementation Framework Development
- Performance Monitoring, Reporting, and Assurance Readiness
- Investors Relation Support

**SA3**

## Environmental, Social, and Governance (ESG) Capacity Development

- Workforce / Staff Development Support
- Executive Workshop Design
- Skill Learning & Training Activities
- Resource Placement Support

**SA2**

## Strategic Communication Services

- Executive / Leadership Communication
- Brand / Corporate Communication Strategy
- Internal Culture Shaping Strategy
- Stakeholder Engagement Framework Design and Execution
- Digital Communication Strategy and Management

**SA4**

## Publication Services

- Media Amplification
- Publication Writing Service
- Leadership / Brand Feature
- Interviews / Thought Leadership Support

# E.S.G Services

- ESG Compliance Activities
  - Gap / Risk Analysis and Assessment
- Materiality Mapping and Implementation Framework Development
- Performance Monitoring, Reporting, and Assurance Readiness
  - Investors Relation Support

# Industry Leading ESG Knowledge

## PRO ALLY Workflow

- PRO ALLY has expertise evaluating energy and extractives ESG landscapes of Africa and Europe projects across several strategic criteria including:
  - key Environmental, Social, and Governance topics that businesses manage, measure and report on to create and maximize economic, social, and environmental value.
  - a comprehensive approach to the management of businesses that contribute to the long-term success of an organization.

## E.S.G. Key Considerations



### STRATEGY

Determining your business's social purpose and level of ESG ambition and then creating goals and targets to focus your ongoing business activities.



### CHANGE MANAGEMENT

ESG management considers your business's programs and initiatives, systems, broader engagement and culture of your employees. By including change management processes, businesses can minimize the disruption caused by the implementation of ESG initiatives whilst maximizing stakeholder engagement



### GOVERNANCE and REPORTING

Governance of ESG requires clear accountabilities and responsibilities. Key Performance Indicators (KPIs) and data are critical for measuring and tracking your performance against objectives set through strategy efforts.

# Why Advancing Your ESG Strategy is Crucial

## External Drivers



We are part of a value chain where our suppliers/customers are required to comply with regulatory ESG reporting requirements.



We are subject to industry specific ESG reporting requirements and/or an industry oversight body is seeking ESG information from our business.



We are entering a sustainability linked loan and/or our financiers require information on our ESG strategy to assess business risk.



Rating agencies are seeking ESG information from our business as part of the rating process.



Our business is considering going public soon and we need to start aligning with regulatory ESG reporting requirements for listed companies.

## Internal Drivers



To attract a workforce that increasingly values sustainable employers, we want to communicate our actions in this area transparently.



Our business is committed to Indigenous reconciliation and wants to communicate actions taken to build meaningful relationships with Indigenous partners.



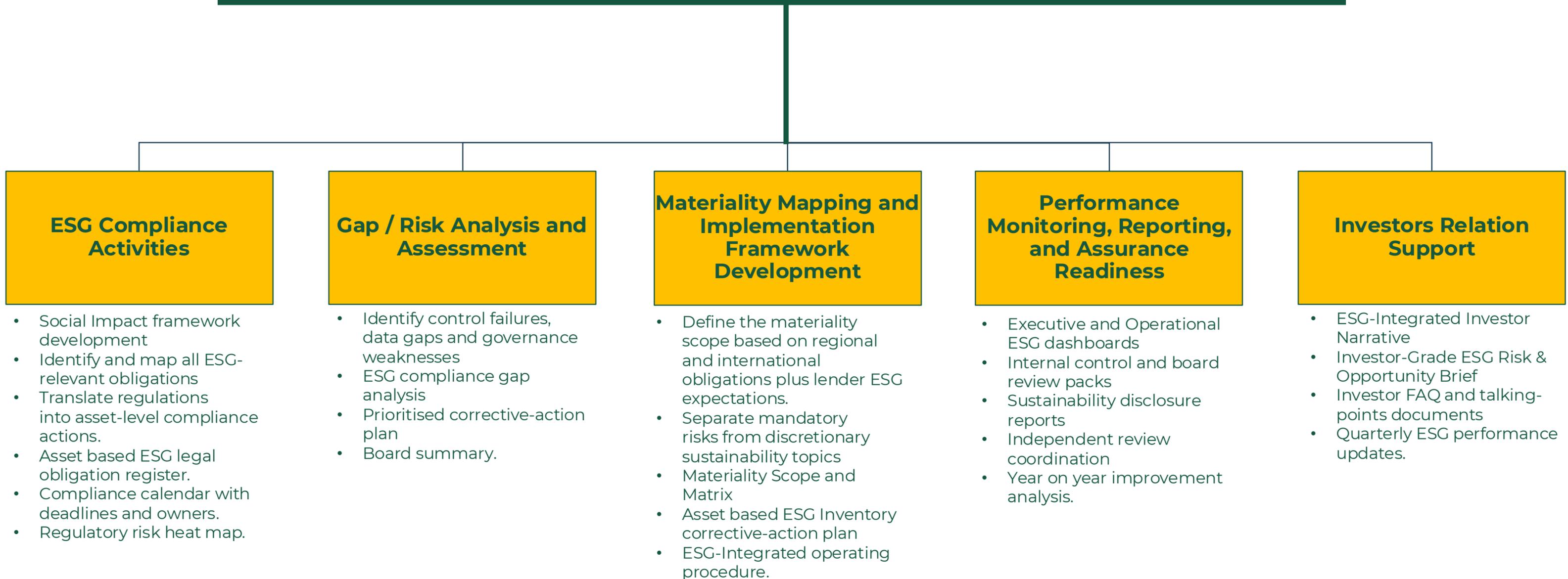
We want to attract new customers and partners who value sustainability.



We want to communicate how we differentiate our business through our ESG initiatives and commitments.

# E.S.G. Solutions

## Environmental, Social, and Governance Advisory



### ESG Compliance Activities

- Social Impact framework development
- Identify and map all ESG-relevant obligations
- Translate regulations into asset-level compliance actions.
- Asset based ESG legal obligation register.
- Compliance calendar with deadlines and owners.
- Regulatory risk heat map.

### Gap / Risk Analysis and Assessment

- Identify control failures, data gaps and governance weaknesses
- ESG compliance gap analysis
- Prioritised corrective-action plan
- Board summary.

### Materiality Mapping and Implementation Framework Development

- Define the materiality scope based on regional and international obligations plus lender ESG expectations.
- Separate mandatory risks from discretionary sustainability topics
- Materiality Scope and Matrix
- Asset based ESG Inventory corrective-action plan
- ESG-Integrated operating procedure.

### Performance Monitoring, Reporting, and Assurance Readiness

- Executive and Operational ESG dashboards
- Internal control and board review packs
- Sustainability disclosure reports
- Independent review coordination
- Year on year improvement analysis.

### Investors Relation Support

- ESG-Integrated Investor Narrative
- Investor-Grade ESG Risk & Opportunity Brief
- Investor FAQ and talking-points documents
- Quarterly ESG performance updates.

# Strategic Communication Services

- Executive / Leadership Communication
- Brand / Corporate Communication Strategy
  - Internal Culture Shaping Strategy
- Stakeholder Engagement Framework Design and Execution
- Digital Communication Strategy and Management

# Turning Strategic Commitments into Trusted Communication

PRO ALLY

Sustainability Communication Key Deliverables

We translate strategic intent and operational action into clear, credible communication that strengthens trust and protects reputation. Our goal is to ensure your business is understood, governed, and consistently communicated to support long-term business value.



## EXECUTIVE LEADERSHIP STRATEGIC COMMUNICATION

- Develop CEO and executive operational and ESG messaging frameworks aligned to strategy, material risks, and performance priorities.
- Equip leadership with clear talking points for boards, regulators, investors, and external stakeholders.
- Support crisis- and issue-ready communication for sustainability, safety, and operational incidents.



## BRAND/ CORPORATE COMMUNICATION

- Integrate strategy into corporate brand narrative, reputation management, and public positioning.
- Align sustainability messaging with business strategy, risk appetite, and regulatory expectations.
- Create consistent messaging architecture across reports, websites, and public statements.



## INTERNAL CULTURE STRATEGY

- Translate strategic commitments into clear internal communication that supports safety, performance, and accountability.
- Align leadership and workforce understanding of sustainability priorities and expectations.
- Design internal campaigns that reinforce values, behaviours, and operational discipline.



## STAKEHOLDER ENGAGEMENT FRAMEWORK

- Stakeholder mapping and influence analysis
- Develop structured engagement frameworks that support transparency and long-term trust.



## SOCIAL / DIGITAL COMMUNICATION

- Establish a coherent digital voice across all messaging channels.
- Translate complex operations and ESG initiatives into clear, credible digital content.
- Support ongoing digital communication aligned with governance and reputational risk consideration

# Sample: Communication Service Deliverables

Development of Strategic Core Elements	Comprehensive Company Profile	Strategic Engagement Framework	Case Study Framework Development
<ul style="list-style-type: none"><li>• Director/Founders Interview: In-depth sessions to align on the vision and goals</li><li>• Internal Strategic one to two-hour session with leadership to finalize strategic alignment</li></ul>	<ul style="list-style-type: none"><li>• Recreation and creation of all logo variations.</li><li>• Brand Assets: Development of a brand guide style, alongside media assets and communication templates.</li><li>• Profile Content: service areas sharp definition and inclusion of leadership / founder brand tools, and crisis communication protocols.</li></ul>	<ul style="list-style-type: none"><li>• Review and Analysis of stakeholder interest for industry engagements.</li><li>• Systemic low-cost pre-engagement and stakeholder-tailored strategy to guide active participation and meaningful business relationship</li></ul>	<ul style="list-style-type: none"><li>• Operational Analysis for case study development. require at least one case study from a recent operation.</li><li>• Template Creation: This case study will be used to develop a framework and template that the team can use for future reporting and marketing</li></ul>

## Business Outcomes

- Clear, consistent messaging
- Stronger stakeholder trust and engagement
- Strategic communication as a business enabler
- Reduced reputational and communication risk
- Improved internal alignment and culture adoption

Our role is to ensure your operational efforts are credible, coherent, and strategically communicated build long-term confidence.

# Capacity Development Services

- Workforce / Staff Development Support
  - Executive Workshop Design
- Skill Learning & Training Activities
  - Resource Placement Support

**PRO ALLY**

2026 TRAINING CALENDAR

	Course	Mode	Course	Mode	Course	Mode	Course	Mode	Course	Mode	Course	Mode	Course	Mode
	Sustainable Upstream Exploration & Production Strategies for Geoscientists	Inhouse / Public / Virtual	Subsurface ESG Compliance Standards for Field Development Planning	Inhouse / Public / Virtual	Carbon Management & Net-Zero Leadership for Technical Professionals	Inhouse / Public / Virtual	Gas Monetization & Flare Reduction Strategies (Regulatory Compliance & Energy Policy in Nigeria)	Inhouse / Public / Virtual	Data Analytics for Subsurface Professionals: From Reservoir Data to Insights	Inhouse / Public / Virtual	Strategic Communication for Technical Professionals: Presenting Data for Decision Making	Inhouse / Public / Virtual	Emerging Energy Leaders: Technical Excellence, Digital Skills & Professional Leadership	Inhouse / Public / Virtual
February									23-25 Feb	Inhouse, Lagos	18-20 Feb	In-house, Lagos	16-19 Feb	In-house, Lagos
March	18-20 March	In-house, Lagos	16-18 March	In-house, Lagos	23-24, March	In-house, Lagos								
May							5-8, May	Public, Rwanda	TBD May	Public (Virtual) Lagos	TBD May	Public (Virtual) Lagos		
June	22-24 June	In-house, Lagos											23-26 June	Public, Lagos
July														
August					TBD	Public, Amsterdam								
September			21-23 Sept	In-house, Lagos			8-11, Sept	Public, Rwanda	TBD Sept	Public (Virtual) Lagos				
October	14-16 Oct	Public, CapeTown, SA									14-16 Oct	Public, CapeTown, SA	14-16 Oct	Public, CapeTown, SA
December									TBD					

**BESPOKE WORKSHOPS on (ESG, Sustainability, Communication, and Leadership)**

- Workforce / Staff Development Support
- Executive Workshop Design
- Skill Learning & Training Activities
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# 2026 Course List

Some of Courses delivered taught

- Team Building, Building Trust and Transformational Leadership
- Strategic Technical / Business Communication for Leaders
- Strategic Impact Through Communication, Influence, and Persuasion
- Effective Communication, Negotiation, and Conflict Resolution
- Emerging Energy Leaders: Technical Excellence, Digital Skills & Professional Leadership
- Strategic Communication for Technical Professionals: Presenting Data for Decision Making
  
- Energy Transition in Emerging Economies
- Energy Resource Management and the Sustainable Development Goals
- Data Analytics for Subsurface Professionals: From Reservoir Data to Insights
- Carbon Management & Net-Zero Leadership for Technical Professionals
- Sustainability Communication and ESG Reporting for Investors Relation
- Strategic ESG Storytelling: From Compliance to Capital
- Subsurface ESG Compliance Standards for Field Development Planning
- Sustainable Upstream Exploration & Production Strategies for Geoscientists

## Future-Focused Curriculum

- Our programs are designed to reflect the realities of a transitioning energy world covering decarbonization, ESG strategy, communication, stakeholder engagement, and digital innovation for leadership in a low-carbon economy.

## Industry-Led Insight

- Learn directly from global experts with deep field and boardroom experience. Our facilitators bring real-world knowledge from operator, consulting, government bodies, and global sustainability platforms, ensuring sessions are practical, applicable, and transformative.

## Tailored Learning Journeys

- Suitable for specialist, business leader, project manager, or new talents, our flexible learning paths are crafted to meet unique professional goals and industry context.

# Publication Services

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A PRO ALLY Publication

SOCIALIZING ENERGY. AMPLIFYING IMPACTS. | OCTOBER 2025 VOL. 2, ISSUE 2

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Sustainable Energy as a Shared Responsibility

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11am - 12:30pm WAT

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CEO SHOW OCTOBER

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**FROM THESIS TO TRANSFORMATION**  
Turning Food Waste into Clean Energy

**FROM SMOKE TO SOLUTIONS**

How a Student-Led Startup is Turning Farm Waste into Rural Wealth

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**E ENERGY TORIES**  
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Victor N. Ikem  
CFI Services

**Leading Subsea Engineering Excellence**

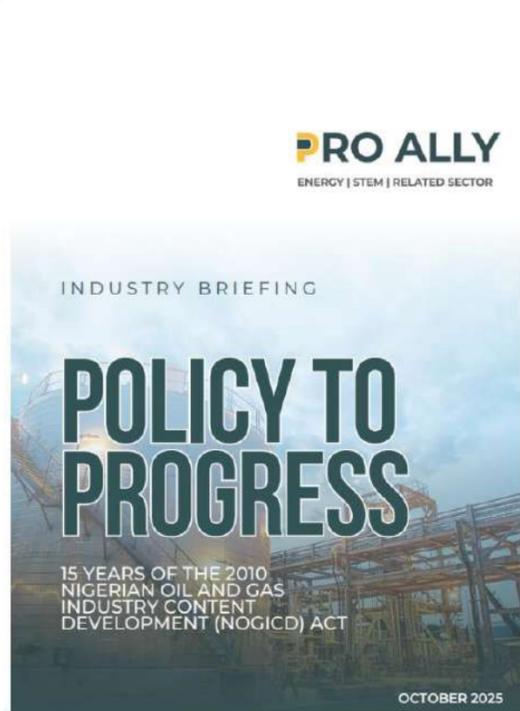
CEO SHOW SEPTEMBER

[www.proallyworld.com/energy-stories/](http://www.proallyworld.com/energy-stories/)

# Publication Writing Services

PRO ALLY

Publication Deliverables



**Policy to Progress: Celebrating 15 Years The 2010 NOGICD Act**

PRO ALLY Editorial | Oct 17, 2025



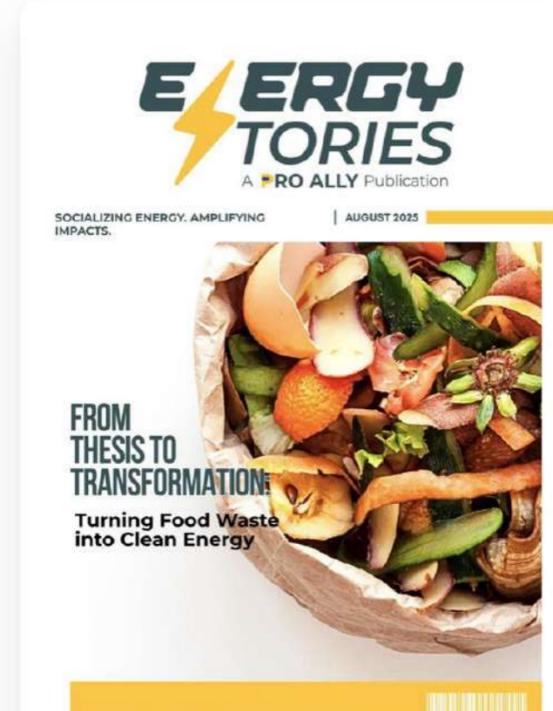
**DNV Energy Transition Outlook 2025: Security First, Gridlock Now, and a "Potential" Net Zero Delay**

PRO ALLY Editorial | Oct 9, 2025



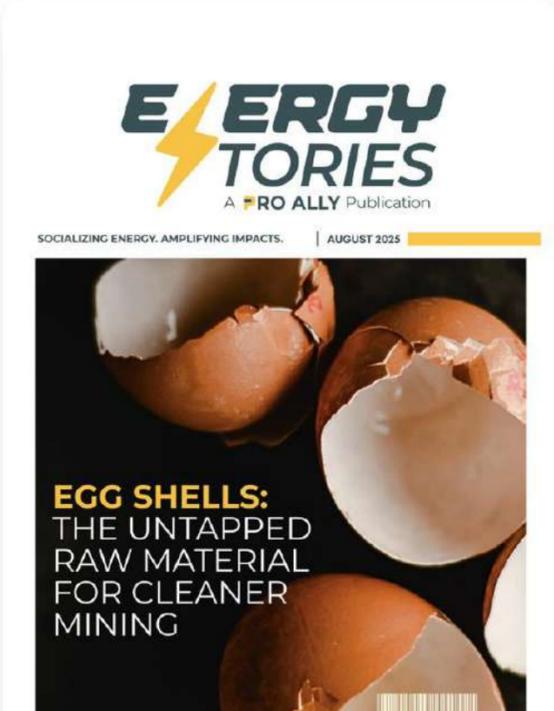
**A Journey through the 2025 Hydrogen and Carbon Capture Technology World Expo**

PRO ALLY Editorial | Nov 20, 2025



**From Thesis To Transformation: Turning Food Waste Into Clean Energy**

CH4Gen1 Team | Aug 30, 2025



**Egg Shells: The Untapped Raw Material For Cleaner Mining**

Juan David | Aug 27, 2025

PRO ALLY through her Energy Stories Publication, a People-Powered Publishing & Storytelling Platform for the Energy, Extractive & STEM Sectors. Energy Stories stands at the intersection of authoritative insight (HBR-style thought leadership), human storytelling (Ovation-style narrative and visuals), and engaging education (animation, bite-sized explainers, and short films).

This hybrid identity differentiates Energy Stories from traditional news platforms, positioning it instead as a knowledge-driven, story-led, visual-first content brand.

# Contact



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**NUPRC, NMDPRA, NCDMB, NITAD, NIPR Certified for ESG, Communication, Media, Publicity, Sustainability, and Training**

Visit our website to learn more about our services and further industry insights.

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

**End**

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www.proallyworld.com

# Turning Sustainability Commitments into Trusted Communication

## Bespoke One-off Sustainability Communication Deliverables

### Executive & Leadership Communication Pack

A set of ready-to-use communication assets for senior leadership.

Includes:

- CEO/Executive sustainability talking points
- Board-level sustainability summaries
- Speech and presentation content
- Media and stakeholder Q&A

Value: Strengthens leadership credibility and message discipline.

### ESG & Sustainability Reporting Communication Support

Narrative and messaging support for sustainability and ESG disclosures.

Includes:

- Report narrative and content structuring
- Plain-language summaries for non-technical audiences.
- Executive summaries and highlights
- Digital and presentation adaptations

Value: Makes ESG reporting understandable, credible, and stakeholder-focused.

# Sustainability Communication as an Operational Framework

## What We Do

Our Sustainability Communication Services help organisations clearly define, communicate, and embed sustainability across leadership, culture, and stakeholder engagement.

We bridge the gap between sustainability strategy and meaningful communication, ensuring your commitments are understood, trusted, and consistently reflected across all channels.

## Why It Matters

### The Business Case

- Rising ESG Expectations: Stakeholders demand transparency and accountability
- Leadership Credibility: Clear communication strengthens trust in sustainability commitments
- Employee Alignment: Sustainability succeeds when employees understand their role
- Reputation & Risk: Poor communication increases greenwashing and reputational risk
- Market Advantage: Customers and partners increasingly choose values-aligned organisations

Our role is to ensure your sustainability efforts are credible, coherent, and strategically communicated.

# Case Studies

# Contact



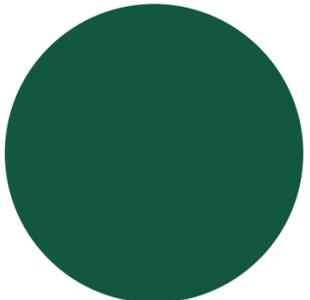
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# Who We Are

We are an Energy and Extractive Sector Advisory firm specializing in:

- ESG Compliance Assessment & Project Implementation
- Sustainability & Brand Communication
- ESG Training & Capacity Development
- Knowledge & Sector Publications

## 2026 Strategic Intent

- Democratizing ESG Knowledge.
- Driving Sustainability Communication Advantage

*We operate across Nigeria, Africa, Europe, and North America, with offices in Lagos and Amsterdam.*



# Why we exists

The energy and extractive sectors face:

- Increasing regulatory and ESG compliance pressure (profitability)
- Heightened stakeholder scrutiny (brand trust)
- Demand for transparency, credibility (social license)

ESG compliance and credible sustainability communication enable serious sector players to manage risk, reduce exposure, and convert sustainability into operational efficiency and long-term growth.



# Our Strategic Direction



Vision Statement

**To democratize knowledge and opportunities .**

Mission Statement

To drive **sustainable and inclusive progress** by delivering

- expert ESG strategies,
- impactful sustainability communication, and
- relevant capacity development programs tailored to our clients' needs.

2026 Strategic Objective

To become the “go-to” ESG and sustainability communication partner in Nigeria’s energy and extractive sector, capturing at least 50% of the market.

To build visibility  
across the energy  
sector



To be the  
“go-to” ESG and  
sustainability  
communication  
partner in Nigeria’s  
energy and  
extractive sector,  
capturing at least  
50% of the market  
by fostering  
responsible  
practices and  
innovation.



# Service Clarity

PRO ALLY operates under below three defined service buckets:

- ESG Compliance & Implementation,
- Sustainability Communication,
- Capacity Development & Training,
- Operating ecosystem services.

Anything outside of these must be formally approved, clearly scoped, and commercially justified.

Other PRO ALLY's operating ecosystem are:

- Energy Stories
  - Knowledge and storytelling platform
- Nexstars S.T.E.M. Leadership Network
  - Future talent development
- Women in Maritime & Energy Awards (WIME)
  - Advocacy and recognition

# CORE COMPETENCIES

# Offshore CCS Containment Risk Analysis (Bowtie Risk Assessment) **PRO ALLY**

Sproule advised a Client, a multinational oil and gas company, with offshore assets in Europe. Sproule conducted an independent containment risk analysis (Bowtie Analysis), highlighting preventative and corrective actions to reduce the project risks and increased assurance of subsurface CO<sub>2</sub> containment. This project leveraged a multi-disciplinary team of Sproule advisors in geoscience, and reservoir and well engineering, delivering a novel and valuable risk assessment to the Client. The study will be presented to the regulatory authorities to support project approval.

• Europe | 2024 | Carbon Management



<p><b>Project audit, Risk identification and assessment, leading to risk classifications and rankings.</b></p>	<p>Developed Bowtie diagrams for visual representation of risks and identification of preventive and mitigative measures.</p>	<p>Advised Client on the required actions (preventive &amp; corrective) to increased assurance in underground CO<sub>2</sub> containment.</p>	<p><b>Independent CCS Containment Risk Analysis to support regulatory and project approvals.</b></p>
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## Challenges

**Large Quantity of Subsurface Data:** Sproule received and audited a large quantity of project studies and raw data including geomechanical, geochemical, drilling and completion feasibility and cement degradation studies. The project encompassed a review of over 100 wells within the targeted sequestration area.

**Risk Identification & Assessment:** Technical expertise in offshore operations and subsurface conditions is required to complete an extensive assessment of the project risks.

**Communication of Risks:** Articulating the project's risks to the Client is challenging due to its interdisciplinary nature, requiring extensive CCS expertise. The team included well engineering, geoscience, and reservoir engineering experts.

## Solutions

**Proprietary CCS Risk Assessment Methodology & Workflow:** Sproule developed a proprietary containment risk assessment workflow and Bowtie tailored to the Client's CCS project.

**Bowtie Analysis:** Under the Bow Tie framework, a concise and strategic approach to quantitatively and qualitatively assess the project's risks can be carried out on containment, injectivity, and well integrity.

**Measurement, Monitoring and Verification (MMV) Plan Audit:** Sproule critically reviewed the Client's MMV Plan and provided recommendations. The plan was found to be comprehensive and fit for purpose.

**Benchmarking of CCS projects:** Sproule has extensive project credentials within the EMEA region, providing the ability to accurately benchmark the Client's project against other analogs.

## Value

**Independent Analysis and Actionable Recommendations:** Sproule provided the Client with an honest opinion of containment risks, presented industry best practices and actionable recommendations to increase the project assurances and advised on MMV strategies to provide the confidence needed to advance the offshore storage project.

**Regulatory Support:** Sproule's independent containment risk analysis (Bowtie) will be submitted to the regulatory authorities and will serve as evidence to support the approval of the project.

**Collaborative Technical Workshops:** Sproule conducted 14 technical workshops with Clients' subject matter experts and project team. Workshops facilitated discussion around project threats and supported the identification and effectiveness of the barriers and mitigations.

# Values

**POSITIVITY**

Can-do spirit, Solutions-oriented thinking in all tasks and engagements

**RESPECT**

Ethical conduct toward clients, colleagues, communities, and the environment

**TEAMWORK**

Collaboration across teams, with our clients, and stakeholders.

**INCLUSIVITY**

Inclusive thinking in all situations

**CRAVING LATERAL THINKING**

creative innovation everytime, beyond templates and copied solutions

**STRIVING FOR EXCELLENCE**

Excellence, integrity, and professionalism in every deliverable

**ADAPTABILITY**

Agility, responsiveness, and readiness to adapt

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