

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



Amsterdam, Netherlands



Lagos, Nigeria

Operation Locations

3

Continents Worked in

4+

Years in Business

15+

Average Years of Experience

20+

Projects Completed

OUR EXPERTISE

Growing Client Base



Our portfolio spans indigenous and multinational energy companies, professional associations, and not-for-profit / membership organisations across Africa, Europe, and America, giving GEAPP a partner already fluent in the sector's technical, policy, and reputational realities.

Companies we have worked with

PRO ALLY
Capacity Development
Participants Organisation

PRO ALLY



PRO ALLY
Industry Partners



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

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

SA3

Environmental, Social, and Governance (ESG) Capacity Development

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

SA4

Publication Services

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

E.S.G Services

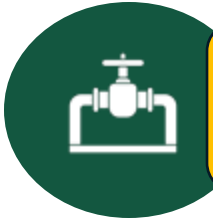
- ESG Compliance Activities
 - Gap / Risk Analysis and Assessment
- Materiality Mapping and Implementation Framework Development
- Performance Monitoring, Reporting, and Assurance Readiness
- Investors Relation Support

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.



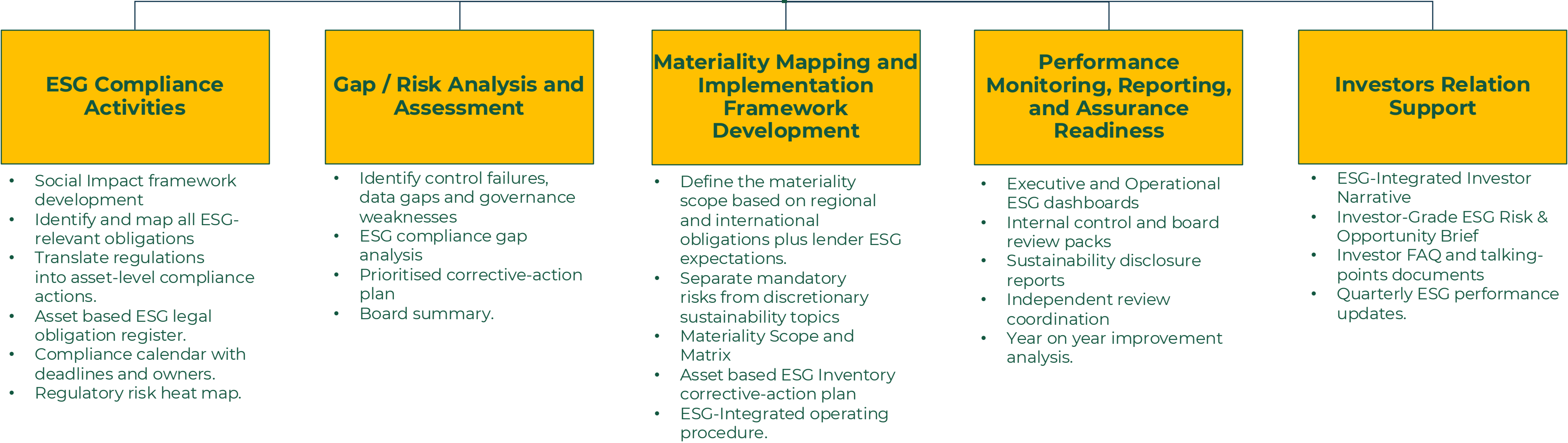
We want to attract new customers and partners who value sustainability.



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

E.S.G. Solutions

Environmental, Social, and Governance Advisory



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.

Strategic Communication Services

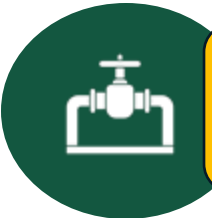
- Executive / Leadership Communication
- Brand / Corporate Communication Strategy
 - Internal Culture Shaping Strategy
- Stakeholder Engagement Framework Design and Execution
- Digital Communication Strategy and Management

Turning Strategic Commitments into Trusted Communication

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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
• Director/Founders Interview: In-depth sessions to align on the vision and goals • Internal Strategic one to two-hour session with leadership to finalize strategic alignment	• Recreation and creation of all logo variations. • Brand Assets: Development of a brand guide style, alongside media assets and communication templates. • Profile Content: service areas sharp definition and inclusion of leadership / founder brand tools, and crisis communication protocols.	• Review and Analysis of stakeholder interest for industry engagements. • Systemic low-cost pre-engagement and stakeholder-tailored strategy to guide active participation and meaningful business relationship	• Operational Analysis for case study development. require at least one case study from a recent operation. • Template Creation: This case study will be used to develop a framework and template that the team can use for future reporting and marketing

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

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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
- Resource Placement Support

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

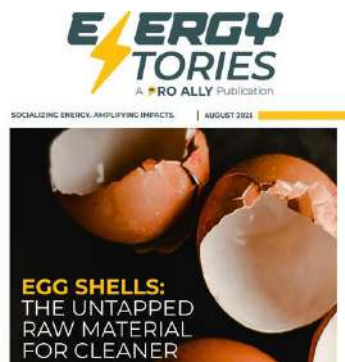
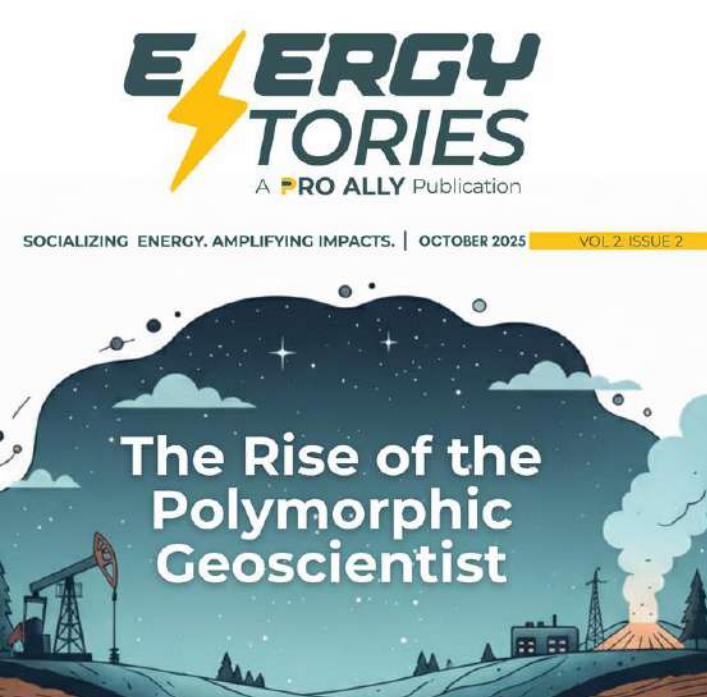
- Learn directly from global experts with deep field and boardroom experience. Our facilitators bring real-world knowledge from operator, consulting, government bodies, and global sustainability platforms, ensuring sessions are practical, applicable, and transformative.

Tailored Learning Journeys

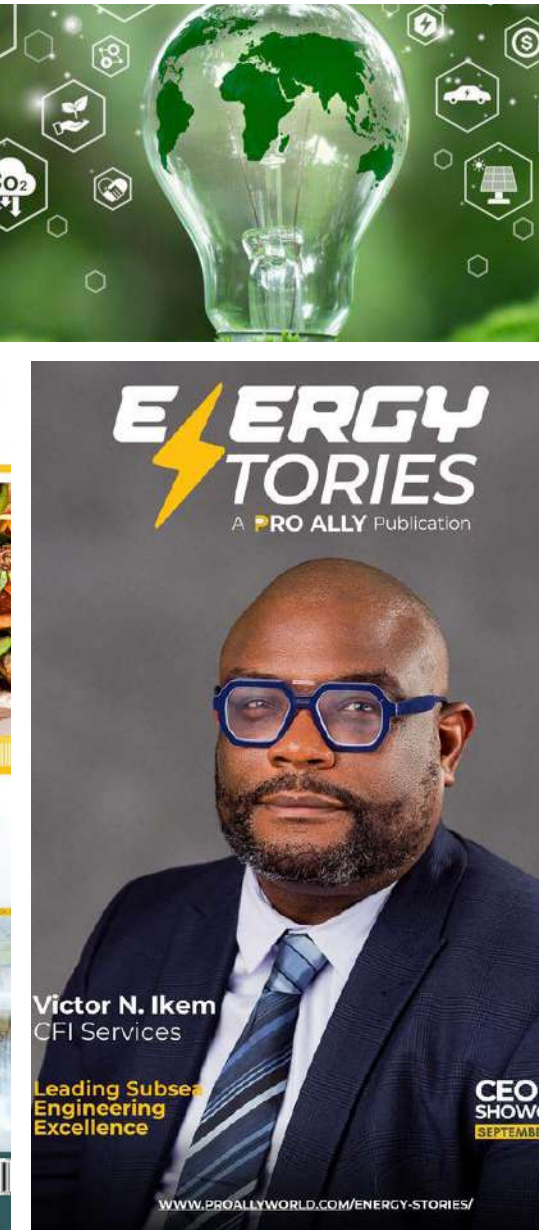
- Suitable for specialist, business leader, project manager, or new talents, our flexible learning paths are crafted to meet unique professional goals and industry context.

Publication Services

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



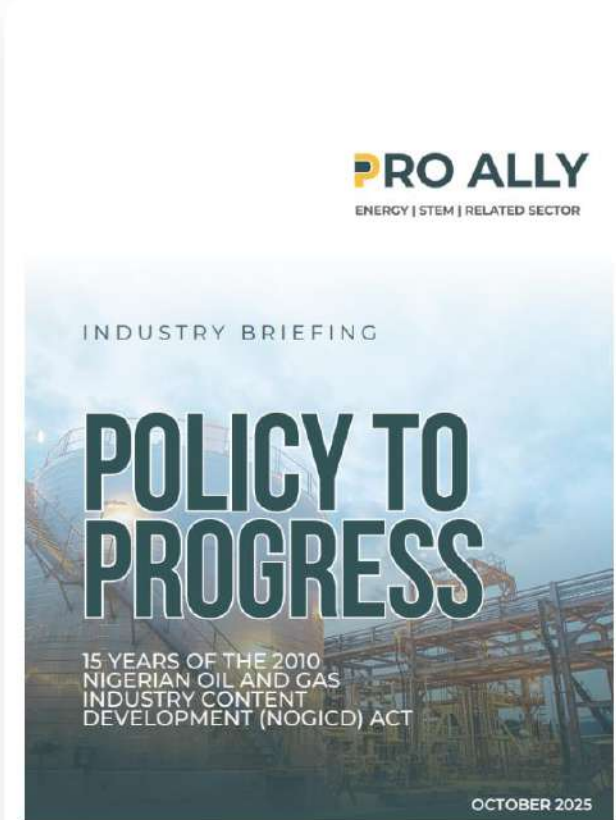
FEATURES



Publication Writing Services

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Publication Deliverables



PRO ALLY
ENERGY | STEM | RELATED SECTOR

INDUSTRY BRIEFING

POLICY TO PROGRESS

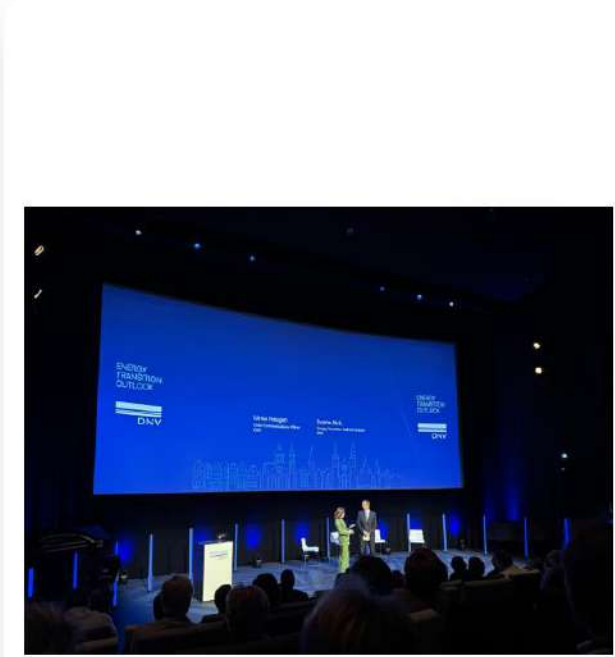
15 YEARS OF THE 2010 NIGERIAN OIL AND GAS INDUSTRY CONTENT DEVELOPMENT (NOGICD) ACT

OCTOBER 2025

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Policy to Progress: Celebrating 15 Years The 2010 NOGICD Act

PRO ALLY Editorial | Oct 17, 2025



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DNV Energy Transition Outlook

2025: Security First, Gridlock Now, and a “Potential” Net Zero Delay

OCT 9, 2025

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

PRO ALLY Editorial | Oct 9, 2025



ENERGY STORIES
A PRO ALLY Publication

SOCIALIZING ENERGY. AMPLIFYING IMPACTS. NOVEMBER 2025 VOL 2: ISSUE 3

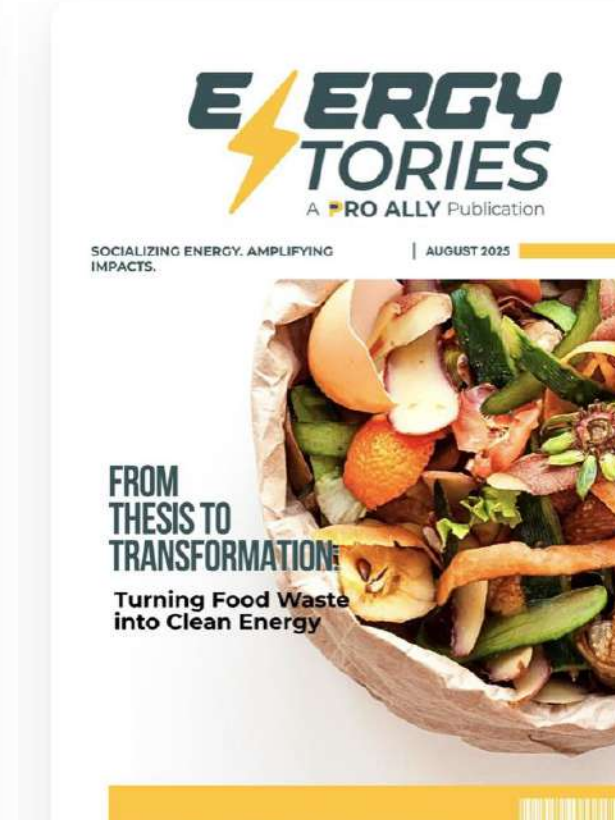
A Journey through the 2025 Hydrogen and Carbon Capture Technology World Expo

Hamburg

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

PRO ALLY Editorial | Nov 20, 2025



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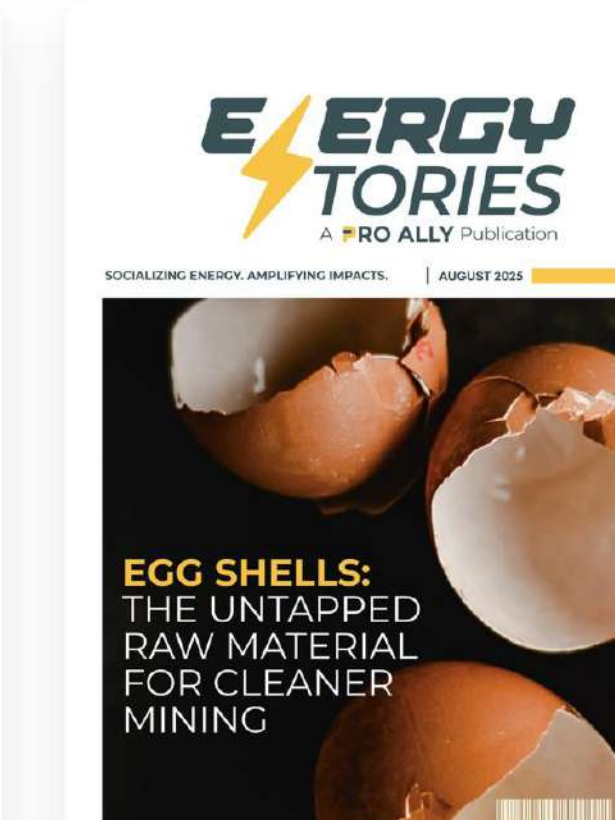
FROM THESIS TO TRANSFORMATION

Turning Food Waste into Clean Energy

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From Thesis To Transformation: Turning Food Waste Into Clean Energy

CH4GenI Team | Aug 30, 2025



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EGG SHELLS: THE UNTAPPED RAW MATERIAL FOR CLEANER MINING

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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.

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Media, Publicity, Sustainability, and Training**

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