



## **Aera Energy**

Aera is a natural gas, oil exploration and production company

## Working on sustainable initiatives around Oil & Gas

HULT INTERNATIONAL BUSINESS SCHOOL





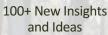




5 high-performance teams generated innovative business solutions in 8 weeks

OUTCOMES







20+ Strategic Growth Opportunity Areas



20+ Detailed Business Concepts



5 Business Cases for Senior Leadership

## **KEY TRENDS**

- **Overregulation:** the non-renewable energy market is pressured by increasing regulations for CO2 emission reduction
- Global climate change: market players consider new revenue streams from other markets by selling carbon or using renewable energy sources
- Alternative energy sources: increased competition from players such as hydroelectric, solar, wind and biofuels
- Ending resources: limited availability of resources require new approaches and redefinition of the industry

"Things are moving very quickly at Aera and we are getting together our company strategy and these results from the IXL Innovation Olympics are front and center...The work done, really took a lot of weight off our shoulders."

Joanne Christenses, Engineering Technology Manager