**PETRONAS — Sampang Social‑License Copilot**

Blueprint & Pilot Plan

Date: September 05, 2025 | Location: East Java (Sampang)

# 1) Executive Summary

**AHA in one line:** We don’t slip because of engineering; we slip because of people. This copilot turns Sampang’s unwritten rules into a **timed, scripted playbook**—who to call, what to say, when to go—cutting unplanned nearshore standby and escalations, and leaving an audit-ready trail.

Business case in plain terms:

• Reduce unplanned standby hours tied to coastal/community interactions

• Speed up endorsements/approvals for nearshore work windows

• Standardize contractor interactions to the PETRONAS way

• Produce attachable evidence for audits and incident close-outs

Pilot commitment:

• Scope one nearshore/landfall-adjacent campaign touching Sampang (6–8 weeks)

• Success gate: ≥25% reduction in standby hours + strong stakeholder score → scale

# 2) Problem — Felt Pain

• Invisible social risk: fishing seasons, religious calendars, informal leadership chains aren’t in Primavera—so we plan in the dark and apologize later.

• Tribal know‑how: what works with specific leaders lives in heads and WhatsApp; rotations force costly relearning.

• Contractor roulette: one master gets it right, the next sparks a complaint → inconsistency triggers standbys.

• Reactive comms: we communicate after friction, not before it—burning vessel hours and goodwill.

• No proof of ‘doing it right’: sequence, phrasing, and sign‑offs aren’t captured in an audit‑friendly way.

# 3) The Solution — Social‑License Copilot (Sampang)

What it is: a place‑specific decision support that converts local wisdom into clear, timed, and scripted moves.

Core outputs:

• Stakeholder sequence & timing (who to inform first, in what order)

• Talk tracks (do/don’t phrasing; apology/closure templates)

• No‑work windows (events, prayer times, local ceremonies) mapped to plans

• Two‑speed guidance: quick rules for planners/masters; deeper guidance for sensitive cases

• Audit‑ready trail of checks and engagements

Guiding principles:

• Depth over breadth (Sampang‑tuned, not generic)

• Frontline‑first (answers in under 2 minutes)

• Augments human judgment; does not replace it

• Neutral and multi‑voice (not captured by any one faction)

# 4) Unique Value Proposition

• From advice to schedule: “Tuesday 16:00: call A → then B; use this phrasing; avoid these hours.”

• Language that lands: local tone and titles that open doors, not defenses.

• Operational fit: built for planners, masters, shorebase, and public affairs—usable in <2 minutes.

• Defensible record: attachable evidence for permits and close‑outs.

# 5) PETRONAS’ Unfair Advantage

• We own the context: marine schedules + coastal touchpoints let us predict friction windows better than outsiders.

• Standardization power: one playbook makes every contractor interact the PETRONAS way—reducing roulette.

• Trust stays inside: sensitive local intelligence remains ours, not a vendor’s case study.

• Legitimacy on day one: co‑create with respected local voices we already engage.

# 6) Why Now

• East Java activity rising; Sampang touchpoints increasing.

• Standby hours are costly; post‑incident scrutiny is higher.

• Faster rotations → need a single source of truth to prevent repeat mistakes.

# 7) Where It Helps in the Upstream Value Chain

Exploration (seismic, geotech, site surveys): map fishing seasons/grounds and taboos to timing windows; who to inform and in what order; compensation framings for gear conflicts.

Drilling & construction (nearshore landfalls, logistics): stakeholder routing (village heads → religious leaders → fishers’ reps) with do/don’t phrasing; community calendar overlays for no‑work windows.

Operations (marine traffic, maintenance): notice‑to‑mariners style comms in local tone; quick triggers that cause friction; apology/closure templates.

CSR & local content: programs communities actually value, fronted by the right messengers.

# 8) Pilot Plan

Scope: one nearshore/landfall‑adjacent campaign touching Sampang.

Deliverables:

1) Stakeholder sequence & timing (who/when/how)

2) Marine etiquette pack for masters (10 rules; five phrases to use/avoid)

3) Incident apology/closure templates

4) Lightweight action dashboard (what was checked, who was engaged, when)

Roles: Sponsor (Ops + Public Affairs), Delivery (shorebase lead + PA focal + master rep), Advisory (plural local voices).

Decision gate: achieve ≥25% standby reduction + strong stakeholder score → standardize across East Java.

# 9) Success Metrics & ROI Model

Primary KPIs:

• Unplanned standby hours linked to coastal/community interactions (target −30–50%)

• Escalations/complaints requiring management time (target −50%)

• Endorsement cycle time (request → green‑light) (faster)

• Audit readiness (clean, attachable trail)

ROI formula:

Savings = (Standby hours avoided) × (Blended day rate of affected assets) + (Manager hours avoided × cost/hour) + (Schedule risk reduction in $ terms)

|  |  |  |
| --- | --- | --- |
| Variable | Value | Notes |
| Baseline standby hours (recent comparable job) |  |  |
| Target reduction (%) |  |  |
| Blended day rate (USD/day) |  |  |
| Manager hours avoided |  |  |
| Other quantifiable impacts |  |  |

Worked example (fill with real numbers):

• Last landfall maintenance: 36 standby hours due to coastal friction.

• With copilot: 18 hours. Reduction = 18 hours.

• Estimated savings = 18 × [blended day rate]. Add management hours avoided and faster endorsement value.

# 10) Adoption & Change Management

• Two‑minute answers: concise outputs for frontline users; no long manuals.

• Fold into existing checklists (planning, marine notices, PA briefings).

• Contractor onboarding: standardize ‘the PETRONAS way’ in kickoff packs.

• Feedback loop: quick capture of what worked/what didn’t to improve guidance.

# 11) Governance & Content Legitimacy

• Plural local voices: co‑create and review with respected representatives (avoid single‑faction bias).

• Review cadence: quarterly refresh; event/leadership change triggers interim updates.

• Provenance: cite sources internally; log who approved changes and when.

• Boundaries: decision support, not decision replacement.

# 12) Key Risks & Mitigations

• Tokenism → Co‑creation with multiple local voices; show how guidance changed decisions.

• Perceived bias → Multi‑party advisory inputs; transparent internal citations.

• Over‑reliance → Clear positioning and training that human judgment leads.

• Change fatigue → Keep it pragmatic; embed in existing workflows.

# 13) Internal Competition Rubric — How We Score High

Impact: Money & schedule first (−30–50% standby; faster endorsements).

Strategic fit: Safeguards social license for offshore ops; template for replication.

Feasibility: Codifies and standardizes existing know‑how; low‑drama pilot.

Differentiation: From advice to schedule; audit‑ready trail; two‑minute answers.

Story: One crisp before/after story with planner/master quote.

# 14) Narrative & Script

30‑second script:

“Every quarter we burn vessel hours not to engineering, but to coastal interactions we didn’t schedule. This Sampang copilot turns local unwritten rules into a timed playbook—who to call, what to say, when to go—cutting unplanned standby and escalations, and leaving an audit‑ready trail. We’ll prove it on the next nearshore window; if we don’t show a double‑digit standby reduction, we don’t scale it.”

Taglines:

• Plan once. Speak right. Move faster.

• Local wisdom, operationalized.

• From ‘hope it’s fine’ to ‘we scheduled it.’

# Appendix A — ROI Snapshot Template (One Page)

• Campaign name & window

• Baseline standby hours; causes categorized (coastal/community vs. others)

• Interventions taken (sequence, phrasing, no‑work windows)

• Before/after metrics and savings math

• Quotes: planner/master; stakeholder rep

# Appendix B — Mini Demo Sheet (One Page)

• Stakeholder sequence for Sampang (example order)

• Phrasing examples (do/don’t)

• No‑work window examples (festival/religious/market days)

• Audit trail snippet (what was checked, when, by whom)

# Appendix C — Example Marine Etiquette Pack (For Masters)

• Ten rules for coastal approaches and interactions

• Five phrases to use; five to avoid (local tone)

• Escalation ladder and contacts (internal)

*Confidential — Internal to PETRONAS.*