

ENERGY TRANSITIONS TOWARDS NET ZERO EMISSIONS (NZE)

PROJECT DETAILS	Towards Net Zero Emissions Shell Project team: - Shell Scenarios: James Schofield/Jess Whysall - External Relations: Suíee Suarez, David Williams, Jennifer Reilly - ER Production CoE: Jess Jeary, Zakiya Petty - Brand: Renata DeCastro, Alex Goswell
CONTEXT	
	The key business objectives for this campaign are; ▪ Brand perception and advocacy ▪ Build Shell's reputation as an innovative, competitive and forward-thinking energy company of the future ▪ Support Shell being positioned as a thought leader, actively looking ahead at what it will take to move society towards a prosperous, low-carbon future ▪ Help "open doors" in building relationships with key stakeholders in support of business objectives Our key communication objectives are;
OBJECTIVES	Communication/ content Objectives ▪ Humanise and contextualize the concept of net zero emissions for a prosperous world. ▪ Enhance external understanding of the dual nature of the energy/climate challenge. ▪ Show that equilibrium at any level requires a net-zero emissions position to be achieved eventually (that is also feasible and challenging). ▪ Reinforce the notion that it's going to require a holistic (i.e economic, societal, political, technical) - transformation—if society only focuses on energy we'll miss the mark. ▪ Content 'engagement' will be a key measure of success with this campaign.
BACKGROUND	One of the great challenges of the 21st century is matching on a global scale the prosperity and wellbeing that industrialised economies enjoyed in the 20th. An even greater challenge, however, will be achieving that prosperity and wellbeing without stressing the environment to such an extent that it diminishes the quality of life for everyone, especially the most vulnerable. Modern life is made possible by energy. It is often taken for granted, but energy surrounds us: the clothes that we wear; the steel, concrete and glass that make up our dwellings; our tools and machines; and the energy needed to run, heat or cool these – are all made possible by energy.

The global energy system is key to both challenges. If we as society want to develop infrastructures, utilities, homes, industries, jobs, trade and transport capable of providing a decent quality of life for a global population likely to approach 10 billion, we will need twice as much energy as we have today – even assuming heroic improvements in efficiency. At the same time, we will need to stabilise the accumulation of greenhouse gases in the atmosphere to alleviate pressures on our climates. To do this we will need to achieve net-zero emissions from energy and other sources.

Given the size of this global task, it will take considerable time to change fundamental economic structures and to implement them globally across multiple sectors in multiple countries. But it is feasible.

The next supplement from the Shell Scenarios team will explore just how net-zero emissions could be achieved, through what means and when. We believe this work is entirely unique as it will not just consider energy sources but changes in society, technology, transport and industry.

The global launch of the publication is currently scheduled for 5th May, 2016. This is likely to be an event with press attendance and presentation by the Shell Scenarios team. Your proposal should consider the creative content for this launch and what we do online, through social channels with partners to support this launch.

Further Background – please read/watch the files provided below:

- [NZE essay](#) – written by Jeremy for the Colours of Energy ebook.
- Please find the link to video here: [Journey to Net Zero Emissions - Jeremy Bentham](#) (Confidential for internal use only)
- Attached is a [script from a recent NZE speech](#) by Jeremy.
- [ETCC narrative](#)¹
- Early designs for the Net-Zero Emissions report can be [found here](#), this is currently in development with the internal PCoE London team. We are also producing a PPT for the scenarios team and short version of the report for Manila.

¹ The net-zero emissions narrative supports the Energy Transitions narrative. As it achieve net-zero emissions an energy transition to lower-carbon energy will need to take place. Please familiarise yourself with this narrative.

STRATEGY

A specific focus on the following markets:

PRIMARY: US, NL, UK, Canada

SECONDARY: Germany, India and South Africa, Oman, Singapore, Philippines

TIER 1. Energy [and Climate] Engaged Citizens (ECCs): Members of the general public who are interested in energy and the environment—including younger, Energy Engaged Millennials (EEMs)—who might be key customers, partners and policymakers of today, as well as in the future.
Energy Engaged Millennials explained:

18 – 34 year olds who have an active, passive or latent interest in the subject of energy or in subjects that are heavily reliant on, or related to, energy (eg social progress, urbanization, technology and innovation).

They are more open-minded (in general and with respect to Shell) than older generations so engaging with them appropriately at this point to develop brand loyalty.

Their social connectivity suggests they can potential influence others and have direct and significant

CORE TARGET DESCRIPTION AND INSIGHTS

impact on Shell's business. Helping them to have a more realistic understanding and stronger appreciation of Shell (and equipping them with meaningful and relevant perspectives to share) will potentially result in more positive brand advocacy.

Their underlying optimism and motivation to act for things they believe in suggest that they are a good in-terms of encouraging behavioral activity.

As the business influencers, opinion leaders, customers, employees and citizens of the future, their views will become increasingly important for Shell as time goes on.

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TIER 2. Shell special publics. These are likely to be thought-leaders within business/government who have a good understanding of the industry and look to Shell Scenarios.

Special Publics explained: direct engagements with government officials, business leaders and partners, major opinion shapers such as editors and columnists in key countries to position Shell as a leader in helping societies to grapple with future energy challenges.

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TIER OTHER:

Academics - in particular business schools and MBA programmes globally.

Policy based organisations in UK (London, Oxford, Cambridge), US (Washington DC, West Coast, Boston), Far East (China and Singapore), Australia, South Africa.

Government: Departments of energy and climate in key countries (listed) also to Departments of Industry and Trade. In some instances reaching ministerial/leaders who are already engaged with Shell. This is a growing audience for the Scenarios team. We after often invited to apply Scenarios thinking to company X or organisation Y.

Other business thought leaders in e.g. IBM, Unilever, Rio Tinto, Siemens, etc. Energy forums such as the use Scenarios to lead discussion. Create lasting traction for business with audiences listed - open doors to conversations.

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Media advised by Shell media relations - but international newspapers and current affairs-magazines in Europe, US and Asia).

Media explained: all our engagements should aim to generate significant media coverage across all channels, from traditional mainstream media to new media online, as well as to influence key media players, such as correspondents, editors and columnists, who might shape the views of special publics and energy-engaged citizens.

Shell staff and leadership - assume EC (Executive Committee) and board, EC-1, 2 and 3.

**CONTENT
APPROACH**

A PROSPEROUS WORLD WITH NET-ZERO EMISSIONS IS POSSIBLE

**DIGITAL BRAND
PLATFORMS**

Shell.com, Inside Energy, Social (YouTube, Facebook, Twitter, Instagram). Other channels sited below.

CREATIVE AND MESSAGING

We're looking for a way to tell our NZE story so that it appeals to a broader, less academic audience. It needs to humanise and personalise the story of transition to net-zero. Explaining that it is possible but it'll take a collaborative cross-sector and societal effort to get there.

Transition will happen in different ways for different economies. For example; a developing economy might 'leap frog' quicker than a developed economy which has lots of infrastructure to remodel. We're not concerned about telling this level economic complexity but it could be acknowledged.

We like the 'day in the life' concept as it's one that we can relate to and feels human.

Please consider the following values in your proposal;

HUMAN/PERSONAL
ACCESSIBLE
EMOTIVE

Below are a few examples of work we like which reflect these values;

EARTH 2045 INTERACTIVE VIDEO

by MC Saatchi for Pensions company SPP - <http://earth2045.com> is a clever use of interactive video to show a 'positive' and 'negative' world. We don't want to do this (show two worlds), but thinking about how interactivity could play a role with the content is a consideration – particularly, where we might want to go into further detail about the significance of 'hybrid energy solutions', 'CCS', 'carbon pricing', 'low carbon transport' for example.

PERSONALISED DIGITAL CONTENT

BBC 'Your Story' - tells your life story through a personalised digital experience. Your 'energy future/transition' could be another approach for telling a transitions story.

360 VIDEO/VIRTUAL REALITY

Could 360 video or virtual reality provide an immersive way of showing a world in transition giving the audience a chance to experience this new world and show some of the key changes.

Ultimately, the content shouldn't focus on the challenges of today, but the solutions of tomorrow – showing that net-zero is possible but a 'patchwork of solutions' are required across different sectors;

- Buildings & Lifestyle
- Transport
- Power
- Industry

Which will be achieved through;

- Cultural change
- Policy incentive
- Technological development and deployment
- Sharing, overlapping and integrating (collaboration)

Outline Narrative

- Energy is power, plastics, petrol, pharmaceuticals and more...
- The world will need more of it and less CO2
- NZE is plausible during the century; do more now and speed it up, do less now and slow it down
- It requires designing low carbon lives/economies that can thrive on low carbon energy systems

CREATIVE IDEA
AND MESSAGING

- Different countries and sectors can move more quickly than others...it will be untidy
- It will require the best of renewables – rapidly growing – and the best of HCs – rapidly decarbonizing
- It can be driven by carbon pricing
- Ultimately it requires Carbon Capture and Storage (CCS)

Possible visual concept:

- Start with the individual waking up, travel through their day and end with them going to bed
- The challenge to visualizing the 'how' examples below in this story.

SECTOR	WHAT	HOW (examples)
Buildings & Lifestyle	Urbanisation Better city planning Decarbonised/low carbon homes, work places & cities	- Cultural: more densely populated cities encourage public transit and cycling - Policy: energy policy encourages us to turn our homes into energy producing entities through solar and wind etc. - Technology: new materials and 3D printing begin to decarbonise construction but cement remains hard - Collaboration: cities lend themselves to bring coalitions together to drive ideas further faster
Transport	Low carbon Transport & Travel	- Cultural: more densely populated cities encourage public transit and cycling - Policy: policy increasingly insists on hybrid and low carbon options in transport, but aviation remains hard to crack - Technology: we get more efficient, co-owned driverless cars and transit...and we do CCS on vehicles - Collaboration between OEMs, fuels and tech bring us vehicles that store and transport energy (Hydrogen)
Power	The best of HCs and Alternatives working together with CCS	- Cultural: we have to use less - Policy: carbon pricing drives coal out of brings increasingly low carbon hybrid power options to the grid and creates means for biomass+CCS (neg. emissions) - Technology: new nuclear, better batteries lots more ever-better wind and solar...and CCS - Collaboration: companies work together to accelerate development and deployment, sharing costs and winning markets
Industry	Consumer, Light, Heavy moving at different paces	- Cultural: consumers demand low carbon options - Policy: carbon pricing drives low carbon business and consumer choices - Technology: allows some sectors to decarbonise more quickly while others need more time and/or CCS - Collaboration: sharing economies mean much less waste and much more recycling

Please structure your proposal into the following three sections;

1. **THE CREATIVE IDEA:** How we tell this story creatively in a way that feels relevant, accessible and personal to our target audience.
2. **THE STRATEGY:** How we get this content to our audience and through what media channels. How we measure success.
3. **PRODUCTION:** How we produce this content; the costs, resource and timeline leading to launch.

**MANDATORY
EXECUTIONAL
CONSIDERATIONS**

All communication should be

CHANNEL / MEDIA

CHANNEL/MEDIA CONSIDERATIONS	Consider use of the following channels in your response: • Experiential; content will be used at various Shell events including 'Shell Eco-marathon London', Shell exhibitions and thought leadership events such as Intelligence Squared or The Aspen Ideas Festival. • Social Media; A content strategy to social media engagement should be outlined. What assets would you recommend and why? Show in your response the use of channels and proposed content. Think about producing assets that will make the audience 'care to share'. • Online and Digital; Through owned channels Shell.com and Inside Energy. Please review 'the energy future' section of the site. The NZE/transitions story will need to sit within this space and have a clear journey for users to explore more about the narrative. But also there are natural links to other 'future energy' related content, including; <u>Shell Scenarios</u> – more info on the team, latest reports etc. <u>Future Cities</u> – ¾ of us will live in cities by 2050. More on why cities will play an important part of our future. <u>Natural Gas</u> – Natural gas is the cleanest-burning hydrocarbon. It is abundant and versatile, helping meet growing demand for energy globally, and able to partner with renewable energy sources. <u>CCS</u> – The role of CCS in the energy transition. <u>Innovation</u> – Innovation and collaboration focus. <u>Future Mobility</u> – How will our cars of the future be fuelled and designed? Gordon Murray, Shell Eco-marathon etc. • Paid Media/PR; How can we use paid channels to amplify the content in the most successful ways. The goal here would be on engagement of the story-telling content.
OUTCOMES	
KPI & MEASUREMENT	The success of this campaign will be measured on engagement with campaign content. The metrics will vary depending on the content suggested by the agency. Examples include; page views, asset completion, video view, share, like, comment etc.
PARAMETERS	
CAMPAIGN TIMINGS	MARKETS Global with a focus on; UK, USA, Canada, NL, India, Philippines, Singapore, Brazil and Australia The pitch process will span approximately 4 weeks. Key milestones are listed below: ■ Tuesday 22nd February, 2016 – Invited to pitch and sent RFP ■ Friday 26th February, 2016 – 30 minute Q&A session (phone) ■ 14th, 15th and 16th March 2016 – Pitch days and time will be confirmed consecutively in London (Shell Centre, Waterloo) Request for Proposal (RFP): Presentation (pitch of creative ideas and strategy). This will be a 1 hour proposal followed by a half hour Q&A. You will be invited to pitch creative proposals based on this brief and any information shared during the Q&A sessions. We suggest you allocate the bulk of your focus on the proposal and the solutions rather than your credentials. You may like to submit supporting documentation with your proposals outlining this.

**TIMINGS &
DELIVERABLES**

We are looking for you to pitch an overarching concept. This should include:

1. **THE CREATIVE IDEA:** A new, clear narrative based on the objectives which should connect with our target audiences emotionally. Visual concepts as to the execution of this concept (this should represent a good cross section of the proposed deliverables and demonstrate how the concept could work across various proposed delivery channels).
2. **THE STRATEGY:** How we get this content to our audience and through what media channels. How we measure success.
3. **THE PRODUCTION:** Budget and timings including a breakdown of proposed deliverables and production timings to NZE launch.

APPROVAL

Suize Suarez, Global Future Energy Campaign Manager
David Williams, ER Communications Manager

**RELEVANT PAST
LEARNING**

In 2015 we launched a campaign on Future Cities. This included a quiz to 'find out which city is most like you'. A campaign using social and paid display advertising pushed traffic to the quiz (118M reach/impressions), in the first 90 day period we had 170,000 completions of the asset and 65% of all traffic to the site completed the quiz.

This short, interactive and personal experience was a successful way of engaging with a more general audience and giving them a reason to share.

We reserve the right to, at our discretion, split the project into three parts;

- 1) The creative idea
- 2) The strategy
- 3) The Production

In this case we would award separate agencies to commission separate parts of the project, working collaboratively on final delivery. We recommend that you pitch proposals that best highlight your areas of expertise. In the case that multiple agencies are awarded, the budgetary split will be announced and Shell may request a re-scope and resubmission of costs and proposals.

OTHER

As part of proposal process, we reserve the right to use or incorporate any ideas shared during the pitches.

We would urge all to respect the C&P process of approved suppliers working for Shell, and we encourage integration and collaboration across agency parties.

Please note that we reserve the right to change, amend or cancel this Request for Proposal and the process at any time at our sole discretion. You are not entitled to any claims for damages, whatsoever, in case of such change, amendment or cancellation. Any commitment by Shell requires a written confirmation.