

Sustainable Development

Our aspirations, our commitments

- **We aspire to be a leader in the economic, environmental and social aspects of everything we do; first choice for our shareholders, our customers, our employees, those with whom we do business, society and future generations.**
- **We believe that our commitment to contribute to Sustainable Development holds the key to our long-term business success.** The values that underpin Sustainable Development are embodied in our Business Principles that provide the foundation for everything we are and everything we do.
- **We will strive to help to build a better world** in which current and future generations enjoy greater economic, social and environmental security.
- **We will embrace the concept of Sustainable Development in our business decisions,** large and small. In this way we will continue to create value for our shareholders and society, while being responsive to society's changing expectations.
- **We will participate fully in the development of sustainable, commercially viable alternatives to fossil fuels.**
- **We will evaluate the economic, environmental and social impact of our options** and strive to get the balance right in our decisions. This will mean that some business decisions will be made differently and some may have different outcomes from the past.
- **We will seek out and value the views of others.** We may not always agree about everything with every stakeholder but we will participate in an open and honest process of engagement to develop a shared understanding.
- **We will be open about our progress;** wherever needed, we will provide external verification.
- **We believe too, that Sustainable Development is everybody's responsibility.** We will therefore actively encourage our service providers, partners and contractors to support us in our commitment.

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What is Sustainable Development?

Sustainable Development is about balance and integration. Integrating the economic, social and environmental aspects of everything we do and balancing short-term wants with long-term needs. **Sustainable Development applies to everyday choices we make** such as how we dispose of our waste as well as to large regional projects.

To contribute to Sustainable Development we must approach our business in a different way. A way that meets the needs of the present without compromising the ability of future generations to meet their own needs¹. Finding this balance between the long-term and the short-term requires us to think about more than just how much money we will make today. **We must take economic, environmental and social considerations into account** in everything we do.

Because Sustainable Development means taking a broader, more integrated approach to our business **it opens up exciting business opportunities** in emerging markets and new customer groups. **Sustainable Development is a way of developing and safeguarding our reputation** and it will help us develop our businesses in line with society's needs and expectations.

Society is still exploring exactly how to put Sustainable Development into practice but it is clear that we are on a journey and not aiming at a known end point. For Shell this journey is **part of our transformation to become top performer of first choice.**

¹ This is the Brundtland definition of Sustainable Development which is commonly used in Shell.

Ask yourself...

How am I helping to meet our commitments?

How am I helping others to meet our commitments?

What do people around me understand about Sustainable Development?

How do our business activities take into account economic, environmental and social considerations?

How do we identify stakeholders and the risks and opportunities that are most important?

How do we involve stakeholders in our business?

How do we demonstrate to stakeholders what we did compared with what we said we would?

These are the types of questions we have to ask ourselves and those around us in order to meet our commitment to contribute to Sustainable Development.

See the Sustainable Development Website

<http://sww-sd.shell.com/>

