

From: Iannarone, Lauren B SCC-CSEA <Lauren.Iannarone@shell.com>
Sent: Thursday, December 11, 2003 8:38 PM (GMT)
To: Cagen, Stuart Z SCC-HSE <stuart.cagen@shell.com>; Tholstrup, Susan C SCC-HSE <susan.tholstrup@shell.com>; Clegg, Patsy M SCC-CHSE-PC <patsy.clegg@shell.com>; Colletti, Sarah J SCC-CSEA <sarah.colletti@shell.com>; Tsai, Shan SP SHLOIL-SHLOIL-HE <Shan.Tsai@shell.com>
Subject: RE: Shanghai Benzene Project Launch, dec. 9 in shanghai

Per our discussion the other week, Sarah and I have been working on revising the communications/engagement strategy. I am incorporating everyone's comments (Henry, Stu, Susan) into the document and will circulate for input.

Regards,

Lauren

Lauren Iannarone

Issues Manager

Shell Chemical LP

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-----Original Message-----

From: Cagen, Stuart Z SCC-HSE

Sent: Thursday, December 11, 2003 2:32 PM

To: Tholstrup, Susan C SCC-HSE; Iannarone, Lauren B SCC-CSEA; Clegg, Patsy M SCC-CHSE-PC; Colletti, Sarah J SCC-CSEA; Tsai, Shan SP SHLOIL-SHLOIL-HE

Subject: RE: Shanghai Benzene Project Launch, dec. 9 in shanghai

Thanks

There are several possibilities for better communication, outreach and leadership. The next step starts next week with a consortium conference call to discuss an outreach plan for additional (albeit nonfunding) stakeholders. We have had some preliminary discussions here about Shell building on the consortium plan. It is expected that this will include stakeholders inside and outside of Shanghai. Within Shanghai, we might have opportunities to build on relationships that Shan Tsai already has with Fudan University and Chinese regulators. In addition, I have recently been appointed to the ACGIH TLV committee, which recommends occupational exposure limits. Although ACGIH does not have regulatory authority, it has world wide respect and TLV values are frequently cited. My membership on the TLV committee could enhance a Shell leadership role.

Stuart

Stuart Cagen

Shell Chemical LP

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-----Original Message-----

From: Tholstrup, Susan C SCC-HSE

Sent: Thursday, December 11, 2003 10:05 AM

To: Iannarone, Lauren B SCC-CSEA; Clegg, Patsy M SCC-CHSE-PC; Cagen, Stuart Z SCC-HSE; Colletti, Sarah J SCC-CSEA

Subject: RE: Shanghai Benzene Project Launch, dec. 9 in shanghai
thanks. I think we should be "bold" in our communications of this project and our contribution and leadership role in the project. I think it's a mistake to leave this in the hands of Dr. Iron.

-----Original Message-----

From: Iannarone, Lauren B SCC-CSEA

Sent: Thursday, December 11, 2003 9:41 AM

To: Clegg, Patsy M SCC-CHSE-PC; Cagen, Stuart Z SCC-HSE; Tholstrup, Susan C SCC-HSE

Cc: Colletti, Sarah J SCC-CSEA

Subject: FW: Shanghai Benzene Project Launch, dec. 9 in shanghai

Importance: High

Dear all -

Please see Henry's comments below on the event - Sarah and I will make sure that we incorporate his recommendations into the communications plan for the study.

Regards,

Lauren

Lauren Iannarone

Issues Manager

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-----Original Message-----

From: Wang, Henry KH SCHINA-PL

Sent: Thursday, December 11, 2003 3:38 AM

To: Colletti, Sarah J SCC-CSEA; Iannarone, Lauren B SCC-CSEA; Sullivan, Nancy E SCC-CBAR;
Frearson, Jeremy RA SI-PXXI

Cc: Briggs, Barnaby D SC-CSEA; Freer, Jacky J SC-CSEA; Ruakere, Bianca B SI-PXXM; Wang, Yean-Sung YS SC-CSEA; Wood, Nick N SCHINA-EA; Zhou, Alfred Y SCHINA-EAG/2; Wang, John WH SCHINA-CHSG

Subject: Shanghai Benzene Project Launch, dec. 9 in shanghai

Dear All,

As requested, I attended the above launch event on 9 Dec in Shanghai on behalf of Shell Chemicals together with Alfred and John from our Shanghai offices. I summarised the following key observations for your ref and our discussions:

- It was well attended by about 200-300 people but the organisation by Dr Iron was poor, particularly with regard to Government liaison and stakeholder engagement.
- They invited the Vice Mayor who could not come and no senior Government officials attended in his place. In the end they have to cancelled the planned speech by Govt rep.
- In the speeches by Dr. Iron, Dr. Burnett [BP Toxicologist and Chairman of Benzene oversight committee] and Douglas Spelman [US Consul Gen] they did not really mentioned Shell and other sponsors. More emphasis was place on the Sino-US cooperation and this was reflected in the choice of the name of the lab. Dr. Burnett also only mentioned he is from BP and not the other sponsors.
- They have prepared and handed out a simple 1 page colour leaflet [in Chinese]. In it they did mentioned the consortium with the names of the 5 sponsors. They stressed that the consortium will be contributing US\$ 10 million to the project!
I also took the opportunity to network with some key stakeholders plus

senior companies reps present and summarised the key points below for your ref:

- I talked to the BP rep [Regional Chief Medical Officer] who advised that he felt that organisation was poor and that it was an opportunity missed. He plans to discuss this further with their Group Chief Medical Officer in London and suggest that it maybe worthwhile for Shell and BP in London to discuss this further. Appreciate if Nancy, Sarah and Lauren can consider this.
- I also talked to the EXM rep [Director of Govt relations] who felt that Dr. Iron had not handled the Govt liaison and communication well. She advised that one reason why the Vice Mayor and other senior Govt officials did not turned up was because they had probably felt it was just a lab coop project between Fudan and US, based on info from Dr. Iron. Based on my experience, I think her theory is quite realistic.
- The Chevron Texaco rep [Group Toxicologist] advised that they are planning a major launch and reporting of the results with Dr. Iron and Dr. Burnett in a key international conference in Q3/4 2004. Appreciate if Sarah and Lauren can advise if they have discuss this with you?
- Prof Mdm Wang, Vice Director of lab and Prof Zhu of the Shanghai Cancer Hospital advised that the new lab have helped to improved cancer patient diagnosis as it is one of the most advanced lab in China. They felt that this is one of the chief benefits of the lab to Shanghai/China. They advised that the research/project on Benzene is academically interesting but is a very narrow area. I think that this could be an important message to consider re our communication plan particularly re SD and CSR aspects. I also suggest that Sarah and Lauren consider engaging Prof Mdm Wang more as she appears to be much more open and inclusive then Dr Iron.

Hope that above updates you and appreciate if Shell Chemical PBU/EA can follow-up on some of the key points and advise outcomes. Thanks

Best Regards,

Henry Wang

Corporate Planning Director, Shell China

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-----Original Message-----

From: Wang, Henry KH SCHINA-PL

Sent: Tuesday, 09 December, 2003 12:47

To: Colletti, Sarah J SCC-CSEA; Frearson, Jeremy RA SI-PXXI; Iannarone, Lauren B SCC-CSEA

Cc: Briggs, Barnaby D SC-CSEA; Knisely, Anne M SHLOIL-CA; Bow, Helen K SHLOIL-CA; Freer, Jacky J SC-CSEA; Ruakere, Bianca B SI-PXXM; Keeth, Fran MF SCC; Keith, Sheila SM SCC; Wang, Yean-Sung YS SC-CSEA; Wood, Nick N SCHINA-EA; Tan, EkKia EK SC-CX; Clegg, Patsy M SCC-CHSE-PC; Sullivan, Nancy E SCC-CBAR; Tholstrup, Susan C SCC-HSE; McGarry, Michael J SC-CSEA; Zhou, Alfred Y SCHINA-EAG/2; Wang, John WH SCHINA-CHSG

Subject: RE: dec. 9 event in shanghai---benzene

Sarah, Lauren, Jeremy, all

Thanks for the various proposed key messages, media lists and updates. I have read them all this morning and found that they will be

useful in preparing for potential discussions/questions this afternoon. We have just heard that, after the various lobbying by API and sponsors over the last few days, Dr Irons has now arranged, albeit belatedly, a tour of the new laboratory this afternoon. We shall leave in early afternoon to go to Fudan University to tour the new laboratory and then attend the dinner afterwards.

I shall update you all after the event on how it went.

Best Regards,

Henry Wang

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-----Original Message-----

From: Colletti, Sarah J SCC-CSEA

Sent: Tuesday, 09 December, 2003 04:01

To: Frearson, Jeremy RA SI-PXXI; Wang, Henry KH SCHINA-PL

Cc: Briggs, Barnaby D SC-CSEA; Iannarone, Lauren B SCC-CSEA; Knisely, Anne M SHLOIL-CA; Bow, Helen K SHLOIL-CA; Freer, Jacky J SC-CSEA; Ruakere, Bianca B SI-PXXM; Keeth, Fran MF SCC; Keith, Sheila SM SCC; Wang, Yean-Sung YS SC-CSEA; Wood, Nick N SCHINA-EA; Tan, EkKia EK SC-CX; Clegg, Patsy M SCC-CHSE-PC; Sullivan, Nancy E SCC-CBAR; Tholstrup, Susan C SCC-HSE; McGarry, Michael J SC-CSEA

Subject: dec. 9 event in shanghai---benzene

Jeremy:

You're exact right, Shell can say a very limited amount about the study and the appropriate and authorized spokespersons are Drs. Irons, Wong and Hua. They will all be in Shanghai for the event.

Should the media call, you can use the questions/answers below. Any other questions should be forwarded to the Drs. At present they will only respond via e-mail and I've included their mail addresses below. (The event is being handled by the Drs. and they haven't shared much in the way of details.)

Should you have any questions please feel to call me--don't worry about the time--at my office 001-713-241-6008 or at my home 001-713-667-6869.

SARAH

Henry:

This may be easier reading than the other documents I sent you. Those documents and the one below can be used in your discussions tomorrow.

Call if you have any questions. My numbers in above note. (also, don't worry about the time)

Sarah

BACKGROUND: On December 9, 2003 an event will be held in Shanghai, China to highlight the Shanghai Health Study (SHS), a unique research project being conducted by Fudan University Medical Center in Shanghai, the

University of Colorado Health Sciences Center, and Applied Health Sciences(an independent U.S. research firm). The purpose of the study is to further the current understanding of the human health effects of benzene. A consortium of petroleum and chemical companies, including Shell Chemical LP based in Houston, Texas, are sponsoring the study.

QUESTION: Why is Shell Chemical LP helping to sponsor this study?

ANSWER: As part of our ongoing product stewardship and our health and safety programs, Shell Chemical LP is helping to sponsor this scientifically rigorous and unique research project. This type of research is in keeping with our commitment to sustainable development..

QUESTION: What can you tell me about the study?

ANSWER:The research project's purpose is to gain a more refined understanding of the relationship between benzene exposure and associated cancer risks. The study will utilize cutting edge, state-of-the-art technologies to advance the scientific knowledge of benzene-induced disease and potential prevention strategies. This new approach to better define the risks from benzene exposure could underpin future decisions on health-based air, water and occupational standards for benzene worldwide.

QUESTION: Is Shell Chemical LP involved in conducting the study?

ANSWER: No.

QUESTION: Who is conducting the study?

ANSWER:The study is being conducted by Dr. Rich Irons of the University of Colorado Health Sciences Center in conjunction with Dr. Fu Hua at Fudan University Medical Center in Shanghai, and Dr. Otto Wong at the Applied Health Sciences (an independent U.S. research firm). Other key participants in China include the Shanghai Municipal Center for Disease Prevention and Control and the Shanghai Institute for Public Health and Supervision.

QUESTION: Have the research protocols been reviewed?

ANSWER: The research protocols were subjected to

independent reviews by outside experts, including reviews of their consistency with international ethical standards and reviews by an expert scientific panel.

The research protocols have also been approved by independent review boards at Fudan University, the University of Colorado, and Applied Health Sciences. A state-of-the-art clinical and molecular laboratory has been built on the Fudan Medical University campus. The lab supports the research project and the Shanghai medical community and will remain at Fudan once the project is completed. This sustainable technology transfer is an important aspect of the project design.

QUESTION: Why is the benzene study being conducted in Shanghai?

ANSWER: The data from a wide range of benzene exposures in Shanghai, China provides a rare opportunity to conduct meaningful research on the health effects of human exposure to benzene. This strong historical database combined with cooperation of local regulatory authorities and the partnership with scientists in Shanghai form the basis for an exciting scientific collaboration. The joint Sino-U.S. benzene research and analysis is projected to take about five years; results will be published upon project conclusion.

QUESTION: How far along is the study? What are the findings to date?

ANSWER: Information on the study can be obtained from Drs. Irons, Hua and Wong. At this time they can be contacted via their e-mail addresses: Dr. Irons email address is richard.irons@uchsc.edu <<mailto:richard.irons@uchsc.edu>>. He is the appropriate contact for the disease progression and molecular epidemiology studies. The Chinese contact at Fudan University would be Dr. Fu Hua. His email address is hfu@shmu.edu.cn <<mailto:hfu@shmu.edu.cn>>. For inquiries relating to the case-control study, the appropriate contact is Dr. Otto Wong at OttoWong@aol.com <<mailto:OttoWong@aol.com>>.