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Subject: Note to Communications Committee - Shell stakeholder
engagement on SHS

Follow Up Flag: Follow up
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Dear all:

A few months ago, the communication committee asked us to provide an overview of its approach toward NGO engagement on the SHS. I have developed the attached and would greatly appreciate your review and input to this document before I send to the communications committee.

Note: I am very tardy in writing/sending this document.

Best Regards,

Lauren

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Attachments:

engagebrief_consortiumv1.ZIP

Overview – Shell Communications – Shanghai Benzene Study
Draft May 20, 2004

Context:

Over the past few years, environmental health has become an issue of interest to Shell stakeholders at the local, national and international levels. To that end, Shell has made a conscience effort to raise awareness about these efforts and engage government, NGOs, academics and communities about the steps it is taking to ensure responsible product stewardship.

Shell participates in a numerous studies to better understand and minimize health impacts associated with its products and operations. The Shanghai Benzene study is one of many of these efforts.

As Shell continues to engage with its stakeholders about the steps it is taking to address product related health issues, we intend to utilize the approved talking points to discuss our role in the SHS as one example of what we are doing to meet our commitment to responsible product stewardship.

Objectives:

- To identify potential/emerging concerns prior to publication of the study
- To meet commitment to transparency and ethics
- To protect reputation of Shell – in China
 - **Social Investment:**
 - **Government Affairs:** Leveraging strong and positive relationships with local and national government officials
 - **Business Investment:**
 - **Shanghai Presence:** Senior executive serves on the Shanghai Mayor's Council
- To address ongoing concerns about the impact of our products on communities and workers

Approach:

- Utilize approved consortium talking points to discuss SHS as one of many efforts Shell is utilizing to better understand and minimize the health impacts of its products
- Advise consortium members of any feedback/specific interest about the study from stakeholders
- Integrate into talking points when China based staff discusses social investment and other activities in-country
- Lend staff time/expertise to consortium for its engagement with technical and regulatory stakeholders
- Limit talking points to high level general and approved points by consortium
- Refer technical/specific inquiries to Dr. Irons

Key Messages

- As part of their ongoing individual product stewardship and safety and health programs, a consortium of petroleum and chemical companies is sponsoring a scientifically rigorous, unique research project to further the current understanding of the human health effects of benzene.
- The research project's purpose is to gain a more refined understanding of the relationship between benzene exposure and associated cancer risks.
- 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.
- The study is a project of Fudan University Medical Center, the University of Colorado Health Sciences Center, and Applied Health Sciences (an independent U.S. research firm).
- A state-of-the-art clinical and molecular laboratory is being built on the Fudan Medical University campus.
- 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.

Stakeholders: There are three categories of stakeholders that

- **International NGOs interested in operations in China**
- **Shanghai/China government officials** – Mayor's Council
- **Environmental Health NGOs** – focused on product/operational impacts on local communities

Key Milestones:

- **Summer:** ongoing discussions with NGOs (ad hoc)
- **October:** Shanghai Mayor's Business Council

Information Needs:

- Dr. Irons' engagement plan for Shanghai
 - Who is he engaging, when and how
- Is Irons' interested in leveraging October meeting with Shanghai Mayor?
- Is there interest in further engagement between Irons' and China-based staff?