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Cc:
Bcc:
Received Date: 2003-06-20 18:42:43 GMT
Subject: RE: Communications/Stakeholder Management Strategy

Lauren;

Great document, with nicely mapped comprehensive plan. My few comments are incorporated in the attached and these fall into 2 categories: 1) update as per meetings this week - API and consortium follow up conference call, and 2) consideration of discussing the Shanghai study in a larger context. This seems to be particularly important for internal discussions as our EU Shell colleagues are engaged in CONCAWE (European version of API) and CEFIC (European version of ACC) programs .

Thanks

Stuart



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4.ZIP (13 KB)

Stuart Cagen

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

From: Iannarone, Lauren B SCC-CSEA
Sent: Wednesday, June 18, 2003 7:18 AM
To: Tholstrup, Susan C SCC; Sullivan, Nancy E SCC-CBAR; Clegg, Patsy M SCC-CHSE-PC; Cagen, Stuart Z SCC
Subject: Communications/Stakeholder Management Strategy
Importance: High

Dear all:

Please find a DRAFT strategy attached for your review. I would greatly appreciate your input. **Please note: I am still soliciting review/input from our china and media folks and there is still some work to be done vis a vis prioritizing stakeholders and developing Shell's key messages and engagement timeline.** However, we need to ensure that the issues are

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positioned appropriately, as their 'ranking' will dictate the priority of stakeholders. I am also attaching an issues matrix, which illustrates prioritization of issues.

Following my conversation with Nick Wood, it is clear that there would be significant implications should we decide to exit the project. I have outlined this in the section under ***Reputation Management: Key Considerations - China.***

Looking forward to your comments.

Best Regards,

Lauren

<< File: Shanghaiengage_v4.doc (Compressed) >> << File: Shanghai_issuesv1.ZIP (Compressed) >>

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Attachments:

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