

Excellence Awards - 2021 Entry  
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Entry ID: 9621

### Third Party Authorization

*Are you entering on behalf of, or in association with, any third party?:* No

### Basic Information

*Category:* 26. Best Publication

### Entry Information

*Entrant company name:* Shell

*Entry title:*

Shell Sustainability Report

### Entry

*Brief, objectives and budget:*

The purpose of the Shell Sustainability Report is to share our social, safety and environmental performance, in a way that reflects Shell's core values of honesty, integrity and respect for people. We have voluntarily reported on our performance in these areas since 1997 because it matters to our stakeholders and our business success. The 2019 Sustainability Report, published on 7 April 2020, focused on the key sustainability challenges we face and the many ways we are responding.

Budget (Confidential) £20,000+, including microsite, design, photography and launch activation. Staff and assets work in an integrated structure, so the cost of the report is spread across teams. Further expenditure for social media promotion of £15,000+ to reach key global audiences in over 100 countries. Consultancy, £5000.

*The idea, research and planning:*

To maximise the effectiveness of the report, we undertook stakeholder research to understand concerns about our business and its impact around the world, particularly in relation to the environment and society. As part of this process, we considered the views of a diverse set of organisations including NGOs, the media, investors and employees, among others.

We engage an external sustainability consulting group to conduct interviews with experts

in sustainability and reporting. The report also has an external panel that reviews the report as it is developed, sharing their candid feedback on progress. This enabled us to ensure that the report reflected the topics that were a priority for stakeholders.

Production of the report requires more than 300 tasks to be completed, including a survey of every Shell country chair around the world. It takes around 6 months to execute from materiality process to publication.

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*Strategy, creativity and innovation:*

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The 2019 Sustainability Report, our 23rd, covers 70 topics and includes 100+ photos and infographics.

Securing a strong societal licence to operate is critical to Shell's commercial ambition and one of the three strategic priorities for the company. Effectively communicating our sustainability performance through the Sustainability Report supports this business priority, and the report is published on the eve of Shell's annual ESG investor event.

Despite the pandemic, the report launch was an integrated, targeted communication effort, including a media release, posts on social media and an e-card sent to key stakeholders.

The covers for the suite of annual reports were inspired by Shell's logo, the pecten, and accompanied by a bold statement. We significantly increased the imagery throughout the report from previous years, with a focus on everyday people using energy and/or Shell people working to supply it safely and efficiently. We updated our infographics and highlighted key metrics to help readers easily understand our activities and performance. A new interactive table of contents wheel was added to the homepage of the report. This feature allows better user engagement through the opportunity to filter the report by specific subject areas, and by the UN Sustainable Development Goals.

The report is published online, with an App available for easy access to the report through a mobile device.

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*Delivery/implementation of tactics:*

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The Sustainability Report is a year-round process that involves more than 250 people in some way. The report's project manager is the only person working on it full time, complemented by a core team of experts.

The report is only published digitally to cut costs, avoid environmental impacts associated with printing and maximise accessibility for our target audience.

We launched the report on April 7, 2020 as cases of COVID-19 were increasing rapidly in the UK and many countries around the world were at the height of the first lockdown. As a result, our team was spread across 3 continents, working in India, Brazil, Poland, Colombia, Austria, UK and the Netherlands. Despite the challenges and a new virtual reality, the team adjusted very fast to the new ways of working and worked efficiently to deliver the product in time.

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*Measurement, evaluation and impact, including engagement of target readers:*

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The Shell Sustainability Report is a key indicator for Shell's investors. Effective

communication of our performance on environmental, social and governance topics supports Shell's ambition to be a world-class investment with a strong societal licence to operate.

Given the COVID-19 restrictions; the Sustainability Report was launched with reduced promotion. We targeted social media posts to our most business critical audiences in four cities. Cost pressure due to Covid-19 and a low oil price meant that budget was cut by two thirds. This efficient targeting produced a strong, positive reaction.

By the end of the first week, paid LinkedIn content was close to 150,000 impressions. Engagement rates were extremely strong at 1.84% for paid LinkedIn, more than twice the Shell benchmark.

The click through rate was the best in the past 3 years and twice as good as the Shell benchmark, while cost per click was the lowest in the past 3 years, 25% better than the Shell benchmark.

Despite the pandemic, the number of organic visitors to the report microsite also grew by 24% in the first three months after launch compared with the same period in the previous year.

Nearly 60,000 unique visitors read the report.

Each year, the report is reviewed by the World Business Council for Sustainable Development (WBCSD) Reporting Matters team who rate the sustainability reports from the world's leading companies. WBCSD highlighted :

- Improved and streamlined approach to presenting key issues
- Strong discussion of how the external environment affects performance and strategy
- Excellent and functional microsite that engages users and makes relevant content easy to find

Overall WBCSD gave the Shell Sustainability Report its highest score ever.

The report scored 81% in the Experience category which takes into account accessibility and also navigation and flow, both of which were scored as excellent. The most improved category for the 2019 report was the Principles category which looks at external environment (again scored as excellent), balance and completeness among other things.

Our independent Report Review Panel concluded: "We commend Shell on its continued commitment to transparency and progress on its most material sustainability impacts. We are pleased to see that Shell has developed a report that is more concise, clearly structured and puts greater emphasis on sustainability priorities under its three pillars of responsible business, sustainable energy future, and contribution to society. We commend Shell on its continued commitment to transparency and on reporting its most material sustainability impacts."

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## **Supporting Information**

*Additional supporting information (images, artwork, clippings and other media):*

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AwardCIPRShellSustainabilityReportsocialmediaartwork.pdf

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*Campaign image (if entering individual/team awards, upload headshot/team photo here):*

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Provided

*Company logo:*

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Provided

*PDF Copy of the Publication #1:*

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Provided

*Please write a 30 word entry summary in the third person:*

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The Shell Sustainability Report is linked directly to company strategy, values and performance. Utilising innovative technology and measurable performance insights, it has been rated among the best in its sector.

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