



Groundbirch and COMMUNITY

Part of Building a Lasting Groundbirch is building a strong and vibrant community. We expect to be operating Groundbirch over the long term and understand the importance of bringing benefits to the areas in which we live and work.

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10
YEARS 2008-2018
GROUNDBIRCH

COMMUNITY CREW

LOCAL TALENT

- Shell Groundbirch employs an average of 150 employees and contractors in the Fort St. John office and four plant locations in B.C., with additional field contractors. All operations staff are locally based, and we actively promote and consider qualified, competitive local and Indigenous suppliers.
- In 2017, we contributed to the local economy by using local contractors (64%) and Indigenous-owned businesses (5%).
- Over \$21M in contract opportunities have been awarded to Indigenous-owned organizations or partnerships over the past three years, with an increase year over year.

COMMUNITY INVESTMENT

- We focus on providing long-term sustainable programs in four main areas: Environment, Education, Employees and Community.
- Our investments in local community organizations support science, technology, engineering and mathematics, health and community programs and initiatives.
- Shell contributes to local educational programs, and through partnerships with local training organizations, we provide transition to trades, scholarships, bursaries, and practicum placements.
- We support many cultural programs for local Indigenous communities including language preservation, traditional crafts, hunting, trapping, dancing and drumming.

- The Northeast B.C. Community Grant Program launched in 2017 with \$40K in funding awarded to 13 non-profit organizations. The program funding increased to \$50K for 2018 in celebration of the Groundbirch 10th anniversary.

COMMUNITY INVOLVEMENT

- Fuelling Kindness launched in 2016 for Groundbirch. With this initiative, we show our support and appreciation for local organizations and community members by giving back through random acts of kindness.
- The Shell Community Service Fund awards grants of up to \$1,000 to not-for-profit organizations through which Shell employees, retirees and retailers/agents volunteer.
- Shell is a strong corporate and local supporter of the United Way of Northern British Columbia giving more than \$86K via employee donations matched by Shell since 2014.
- Staff community volunteerism became a formal business target in 2017 with employees logging over 1,200 hours.



COMMUNITY ONSHORE OPERATING PRINCIPLE

SHELL ENGAGES WITH **LOCAL COMMUNITIES** REGARDING SOCIO-ECONOMIC IMPACTS THAT MAY ARISE FROM ITS OPERATIONS.

FUELLING KINDNESS
LOCAL SUPPORT & APPRECIATION

100%
 OPERATIONS STAFF
LOCALLY BASED

OVER \$5M CONTRIBUTED TO **SOCIAL INVESTMENT INITIATIVES** SINCE **2009**

1200+
HOURS VOLUNTEERED

NEBC COMMUNITY GRANT PROGRAM
\$40K /YEAR AWARDED TO LOCAL NOT-FOR-PROFIT ORGANIZATIONS

INVESTED \$430K IN PEACE RIVER SOCIAL PROGRAMS
IN 2017