A WORD FROM OUR EDITORS

IN THIS ISSUE, WE HAVE HIGHLIGHTED SOME OF THE MANY WAYS SHELL STRIVES TO BE THE KIND OF CORPORATE CITIZEN THAT WE CAN ALL BE PROUD TO BE ASSOCIATED WITH

Shell recently launched a smarter energy collaboration as part of the Make the Future campaign. This international campaign is focused on encouraging entrepreneurs to develop more and cleaner energy solutions for communities around the globe who may not have easy access to traditional energy sources. We are also happy to share with you Shell Canada’s leadership on how business and environmental sectors can move beyond conflict to help achieve economic and environmental prosperity.

We have also included stories about some of our social investment efforts and how Shell continues to support the environment and diversity among our workforce.

Be sure to check out our regional section of the magazine for more news of interest, as well as updates on alumni activities in your area. And, we want to know what you are up to these days, so please send us a note.

Our contact details can be found on the back cover. We look forward to hearing from you.

We wish you a wonderful holiday season,

Melanie Fahey and Jackie Panera
Editors.

AlumniNews magazine.

SHELL CONTINUES TO SUPPORT THE ENVIRONMENT

CONTENT HIGHLIGHTS

Shell launches smarter energy collaboration
Helping develop cleaner energy solutions for communities.

02

Leading on climate to build prosperity
Shell speaks up on the issue.

03

Scotford plants over 1,000 trees
Scotford digs in with social investment.

04

ALUMNINEWS

AlumniNews is published for Shell US and Canada.

Editors: Melanie Fahey, Jackie Panera,
Tanya Ristoff and Shell Communications

Shell Human Resources: Annette Chavez and Alicia Gomez

Design: Production Centre of Excellence, London.

VISIT US ONLINE

Visit www.shell.us/alumni for everything alumni.

Need forms? Want back issues of AlumniNews magazine? Visit our Shell alumni website for helpful links and phone numbers and the latest news on Shell. Also, connect with us by emailing ShellUSAalumni@shell.com to give us feedback and tell us what you’d like to see on the site. Please include a phone number on all email and written correspondence on the site.

SEND US YOUR UPDATES

AlumniNews magazine wants to know what you are up to these days. In this part of the magazine, we highlight alumni who are staying active and making a difference in retirement. Please send us your updates with a brief description, your phone number and email address.

To submit story ideas for the U.S., email ShellUSAalumni@shell.com or mail a letter to Shell Oil Company Communications – Melanie Fahey, P.O. Box 2463, Houston, Texas 77252-2463.

To submit story ideas for Canada, email PublicAffairs-Canada@shell.com or mail a letter to Jackie Panera, Shell Canada Limited, 400 4th Avenue S.W., P.O. Box 100 Station M, Calgary, Alberta T2P 2H5, Canada.
HELPING FURTHER DEVELOP MORE AND CLEANER ENERGY SOLUTIONS FOR COMMUNITIES

The Shell #makethefuture campaign is highlighting the need for greater global collaboration to create more and cleaner energy solutions, by helping to bring to life innovations from six smart energy start-ups.

Technologies from the bright energy businesses will be showcased in Rio de Janeiro’s Santa Marta community in September, before they were installed in communities that require urgent access to cleaner energy.

The entrepreneurs’ innovations were brought together in Santa Marta as it is benefitting from an installation by Insolar, a solar energy start-up that is one of the featured entrepreneurs being supported by Shell.

Insolar is fitting photovoltaic panels to some of Santa Marta’s most widely used community centres, including a samba school and crèche, which are central to the life of the community’s 8,000 residents.

Young Brazilian entrepreneur Henrique Drumond who founded Insolar sees the project as a significant step in his mission to help to bring cleaner energy to Brazil, where solar accounts for only 0.02 per cent of the energy mix, with only 1,731 small-scale solar systems connected to its grid – despite more than 2,000 hours of sunlight blazing on the country each year.

In Rio alone, an estimated 1.4 million residents of the city’s 763 favelas are affected by rising energy prices and unreliable power supply.

The Insolar installation is expected to generate the equivalent of 185,000 days of free, clean power over the lifetime of the solar panels.

Showcasing bright energy technologies in Rio kick-started a global ‘energy relay’ to show collaboration with leading energy entrepreneurs is vital to help to secure a bright energy future, and to invite the world to support and participate in the creation of smart energy solutions.

The innovations displayed in Santa Marta alongside Insolar include:

- **bio-bean** – which explores how to reduce the UK’s CO₂ emissions from transport by turning coffee dregs into a sustainable transport fuel;
- **Capture Mobility** – demonstrates how roadside turbulence from cars and trucks can generate clean power for local communities;
- **GravityLight** – improves health and wellbeing in energy deprived communities by using a simple pulley and weight system to generate electricity;
- **MotionECO** – uses waste cooking oil to help to create a market for renewable diesel in China (in transport, public services and logistics) and discourage the harmful reuse of cooking oil, and
- **Pavegen** – converts power from footsteps into renewable energy that can power a community.

Joining the #makethefuture movement as ambassadors are six award-winning international musicians: Oscar-winner Jennifer Hudson, Brazilian singer Luan Santana, British performer Pixie Lott, American DJ/Producer Steve Aoki, China’s pop star Tan WeiWei and Nigerian idol Yemi Alade.

The artists are uniting with the energy entrepreneurs and Shell to help shine a light on the worldwide need for access to more and cleaner energy.

A new interactive music video will also showcase each of the smart energy innovations.

Shell and the ambassadors are inviting people to show support for the Insolar project to help bring solar power to communities and homes in Brazil. You can sign the pledge by visiting [www.shell.com/showyoursupport](http://www.shell.com/showyoursupport).

Proceeds from sales of Luan Santana’s latest DVD, 1977, will go towards the Insolar project to help to fund the installation of more solar panels in low-income communities.

Royal Dutch Shell Chief Executive Ben van Beurden said: “I’m personally inspired by the ingenuity of these innovators, and the ambition to forge a brighter energy future for our planet. Collaboration

THE BEST DAY OF YOUR LIFE?

At Shell, we believe collaboration is one way to help create more and cleaner energy.

You can get involved in the #makethefuture campaign by [signing our pledge](http://www.shell.com/showyoursupport) to support the six energy entrepreneurs.

Click on the [Best Day of My Life video to watch](http://www.shell.com/showyoursupport).
LEADING ON CLIMATE TO BUILD PROSPERITY

SHELL SPEAKS UP ON THE ISSUE

Increasingly the question isn’t if our country needs a stronger, cleaner economic future, but how we can make this happen. It’s the message Country Chair Michael Crothers delivered in a number of ways.

On November 22, Michael joined Ed Whittingham, executive director of the Pembina Institute, to speak at the Toronto Region Board of Trade. In a wide-ranging discussion moderated by the Globe and Mail, they outlined how business and environmental sectors can move beyond conflict to help Canada achieve economic and environmental prosperity. The event was attended by a good cross-section of people from Toronto’s business, environmental and investment community.

The date also marked the one year anniversary of Alberta’s climate leadership plan announcement. Last November Shell joined several industry peers and environmental groups in publicly supporting Alberta’s announcement. During the Toronto event both leaders reflected on their unlikely alliance, the role it played in this landmark policy and what climate action means for Canada going forward.

Michael noted in his opening remarks, “We’re all currently watching the federal space with great interest, particularly in the aftermath of the US election. There is an important balance to be struck between environmental action and economic competitiveness. I would advocate that we hold true to our Canadian values and have confidence that we can meet the challenge of “environment and economy” if we continue to work together.”

To coincide with the event, Michael and Ed Whittingham jointly authored an editorial published in the Globe and Mail which outlined their views on the significance of Alberta’s climate plan.

Last week also saw the release of a joint letter from more than 60 CEOs and other leaders, including Michael, urging the Prime Minister and Premiers to take bold action on clean growth and climate change.

The letter was an initiated by Smart Prosperity, an initiative launched last year by a diverse and respected group of Canadian leaders to harness new thinking to accelerate Canada’s transition to a stronger, cleaner economy.

Shell was a founding member of Smart Prosperity through the involvement of Shell’s former Canada Country Chair, Lorraine Mitchelmore, who continues to co-chair the initiative. Michael now represents Shell as part of the leadership group that’s putting forward ideas to enable “made-in-Canada” to become a global brand for economic performance and clean innovation in the next decade.

Crothers joined Arlene Dickinson (CEO of Venture Communications and former Dragon’s Den venture capitalist) and Ed Whittingham (the Pembina Institute) in penning an editorial published November 25 in the Calgary Herald to echo messages from the joint letter to governments. Following is an excerpt from the piece on what a pan-Canadian strategy on clean growth and climate change should entail:

“Getting this balance just right is especially critical for Alberta. Climate policy at all levels must ensure that benefits from this new economy accrue to all Albertans, while helping workers in established sectors adjust and protecting vulnerable communities.”

“It also needs to enhance the competitiveness of businesses in the province at home and abroad and give a boost to the province’s entrepreneurs, whose thirst for risk and skill at finding new markets will be critical to delivering innovative technologies to the global economy. The plan can do this by sending clear long-term signals that provide the predictability investors need, and by involving the business community in the creation and execution of the plan every step of the way.”

Ed Whittingham, Pembina Institute, Michael Crothers discuss how business and environmental sectors can collaborate to achieve economic and environmental prosperity.
MULTI-CHANNEL RETAIL CAMPAIGN = SUCCESS!

RETAIL’S #CHOOSEOURBEST CAMPAIGN COMBINES ON-SITE CUSTOMER SURPRISES WITH DIGITAL PLATFORMS

This summer, Retail set out to deliver a “new, big idea” in support of the Shell V-Power NiTRO+ refresh campaign. An idea that would emotionally connect with our retail partners and customers in a humanized way. Our key objectives were to develop a multi-channel consumer activation that would ignite the passion of our front-line, build deeper connections with our existing customers and build brand affinity among switchers. Furthermore, cross functional collaboration was at the heart of this campaign’s success and the Retail team worked closely with our front-line partners to bring it all together.

We asked our Retail partners “why is your site the BEST site to host a consumer event?” The response was strong and sites across the country were selected to participate in the #chooseourbest consumer event; the top seventeen sites were chosen as primary sites where brand ambassadors, bloggers and major prizes were brought together to blow out the event in a large way. The on-Site activations were designed to create personal connections with our valued customers delivered through the choice of two envelopes that held a variety of surprises.

To extend reach and awareness of #chooseourbest we used radio, Out-of-Home and social media to provide the opportunity to those offsite to win a dream trip of their choice through a selfie contest on www.shell.ca.

The overall campaign generated 15M impressions and was one of the most successful social media campaigns for Shell in Canada; garnering 550K Facebook video views alone.

SCOTFORD PLANTS OVER 1,000 TREES

SCOTFORD DIGS IN WITH SOCIAL INVESTMENTS

Shell has a long history of working with Tree Canada on reforestation and naturalization projects in the communities where we operate. Mayor Roxanne Carr of Strathcona County, says:

“As a community, we are appreciative of Shell Canada’s continued support for environmental initiatives. Through our partnership with Shell Canada and Tree Canada, these trees are sure to add to our park experience for years to come.”

But why do we plant trees?
Air quality is one of the top three concerns our neighbours have when it comes to the industrial heartland. It’s an industry wide concern, and of course Quest is a huge proof point of Shell’s commitment to the environment. So why continue to plant trees?

“Having the Community Crew go out and work alongside our neighbours shows our commitment to the environment and our neighbours on different level,” said Jessica Blackmore, Community Liaison. “When we show up in our red shirts, we really stand out. It says ‘Shell is here right along side us, digging in and being a part of this community because we are a part of the community’.”

In 2016, Scotford has planted over 1,000 trees in Strathcona County, Bruderheim and Fort Saskatchewan.

Shell, in partnership with Strathcona County and Tree Canada held a tree are planting over 400 trees in Florian Park, in Sherwood Park. Unfortunately, due to the weather, the community tree planting was cancelled, but the trees will be planted over the course of this week by the Strathcona County parks team.

Our Community Crew was at it again in Bruderheim as they planted almost 500 shrubs and bushes along the ag grounds. This planting was dedicated to providing lots of berries trees to provide food and protection for the wildlife in the area.

As part of Shell’s funding, the Bruderheim Ag Society will also be installing two benches in the area for residents to enjoy the park and also rest while picking berries.

In Fort Saskatchewan, we planted another 50 trees to round out our third year in the river valley.

A big thanks goes out to all our volunteers, without you, these tree plantings would not have been as successful as they were.
MAKE A WISH 48-HOUR RIDE

SHELL EMPLOYEES IN MONTREAL SUCCESSFULLY COMPETE IN MAKE A WISH 48-HOUR RIDE

Together, with 1,700 cyclists in total, participants raised $1.9 million towards making the wishes of sick children in Quebec come true.

Shell staff in Montreal took time from their busy lives to help support the 10th annual 48-Hour Ride benefiting Make-a-Wish Quebec. Over 1,700 cyclists took part in the event held on Circuit Gilles Villeneuve and together raised $1.9 Million. Shell teams have been involved in this worthwhile event for the past four years.

Participating this year were CANSOLV employees Alain Savard, Laurent Thomas, Jean-Philippe Masse, Mohammed Ouanes, Roizbeh Jafari and Luc Camire. Trading and Supply was represented by Alain Comeau, Yvan Landry and Debbie Baluch. A few people had to drop out at the last minute due to illness or travel conflicts, but luckily some spouses were willing to join the team at the last minute.

Each participating team consists of six members, who relay one another for 48 consecutive hours. Participants pitch tents in the paddocks and set up chairs beside the track to cheer on team members during the weekend. The weather cooperated, except for Saturday night, when cyclists battled rain and wind.

There are no distance requirements for the ride, but there was a bit of friendly rivalry between Shell teammates, who logged anywhere from 170 to 340 Km each.

The mission of Make-A-Wish® / Fais-Un-VoeuMD Quebec is to grant the wishes of children with life-threatening medical conditions. During the event, participants were fortunate to meet children whose wishes have been granted by the Foundation and to be cheered on by members of the Canadian Olympic synchronized swimming team.

Teams are already looking forward to participating in next year’s ride.

Congratulations to all for a job well done!

WE DID IT AGAIN!

SHELL CANADA LISTED AS ONE OF CANADA’S TOP 100 EMPLOYERS FOR 2017

Reasons for selection include financial rewards, employee development and corporate donations, to name a few. The in-depth article includes interviews with Andrea Brecka, General Manager Retail Canada; Teresa Waddington, Manager, Froth Maintenance and Robert Collings, West Central Operations Manager. You will also find interviews with Emma Guppy, Emerging Regulatory Policy Issue Advisor and Lydia Courteoreille, Terminal Manager – Calgary, who were featured in profile stories for Canada’s Best Diversity Employers and Canada’s Top Employers for Young People, which was previously announced earlier this year.

Click here for more information: http://content.eluta.ca/top-employer-shell.
Bill Wright, Shell Friendship Club
589 Montcalm Street, Repentigny
QC J6A 2L1
Phone: 1-450-654-9311
E-mail: bwright@videotron.ca

Gaétan Vachon, L’O.A.S.I.S.
5489, rue du Menuet, Lévis
QC G6X 2Z2
Phone: 1-418-832-4333
E-mail: gaetanvachon99@videotron.ca

Dave Peters, Shell Retired Employees’ Association of British Columbia
105, 2533 – 152nd Street, Surrey
BC V4P 1N4
Phone: 1-604-531-3182
E-mail: dwgpeters@shaw.ca

Jim Rodgers, Shell Manitoba Retirees’ Association
837 Buckingham Road, Winnipeg
MB R3R 1C3
Phone: 1-204-888-9708
E-mail: jarjdr@shaw.ca

Tom Bourque, Sarnia Ontario Chapter (SOAR)
332 Tawny Road, Sarnia
ON N7S 5J6
Phone: 1-519-542-8722
E-mail: Bourque59@hotmail.com

Darlene Wheatley, Shell Ontario Association of Retirees (S.O.A.R.)
York Mills/Leslie P.O. Box 36014
1859 Leslie Street, Toronto, Ontario M3B 1X0
Phone: 1-519-666-3100
E-mail: fraser_darlene@sympatico.ca

Alf Neuberger, Shell Golden Pecten Club
PO Box 502, Pincher Creek
AB T0K 1W0
Phone: 1-403-627-4741

Shell Oiltimers Club (Alberta)
Website: www.shelloiltimers.com

Chantal Langlois, Club de l’Amitié Shell
1083, Av 3E, Montréal
QC H1B 4P5
Phone: 1-514-645-7640
E-mail: Langloischant@gmail.com