

**SPRING 2013**



SOCIAL INVESTMENT – UNITED WAY \$1 MILLION

SHELL PEOPLE ARE THE DRIVING FORCE BEHIND OUR 14 YEAR RELATIONSHIP WITH THE UNITED WAY OF CENTRAL ALBERTA, IN WHICH EMPLOYEES, RETIREES AND THEIR FAMILIES GIVE GENEROUSLY OF THEIR TIME, TALENTS AND MONEY.

Shell matches the dollars raised by employees and retirees. In 2012, Shell set a goal to reach \$1 million in cumulative donations to the United Way of Central Alberta – enough money to help one in three Central Albertans who will use services supported by United Way during their lifetime.

"It is really important to me that we give locally, that we can engage with the groups that we are donating to," says the Caroline Complex's Clair Crosbie. Crosbie was the 2012 Shell Employees Campaign Chair for United Way of Central Alberta.

On October 27, after two months of planning and organizing by Crosbie and the Campaign group, Shell reached that \$1 million goal with the money raised at the Shell NHL Alumni Hockey Game.

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The hockey game pitted a team of plucky Shell employees against a team of seasoned NHL alumni to raise money for the United Way of Central Alberta. Shell put up a valiant effort, but despite stellar goal tending by one of the Hanson brothers, they lost to the NHL Alumni.

"I guess you could say the United Way won," laughs Alice Murray, Shell's community affairs coordinator for the Central Alberta Business Region.

And win they did. The 2012 Central Alberta United Way Campaign raised \$83,000 – shattering Shell's original goal of \$50,000. The money will go toward the 30 organizations that the United Way of Central Alberta supports to help families and communities in the area.

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After the game, Crosbie was presented with the United Way of Central Alberta's Million Dollar Milestone Award, to commemorate Shell's achievement.

"This was such a great experience," says Crosbie. "I look forward to helping this year's chair plan the next big milestone."



Players pose for a picture before the puck drop at the Shell NHL Alumni Hockey Game. From left to right: #8 Dennis Polovich - NHL Alumni, #1 Warren Skordenski - NHL Alumni, Sundre Mayor Annette Clews, United Way Chair - John Kroch, Shell Employees Campaign Chair - Clair Crosbie, #16 John Heinen - Shell Superstars Captain



CAMPING OR OPERATING AN OFF-HIGHWAY VEHICLE WITHIN AN ACTIVE OIL AND GAS AREA?

Recreational users should be aware of the presence of industry activity and facilities when enjoying the outdoors.

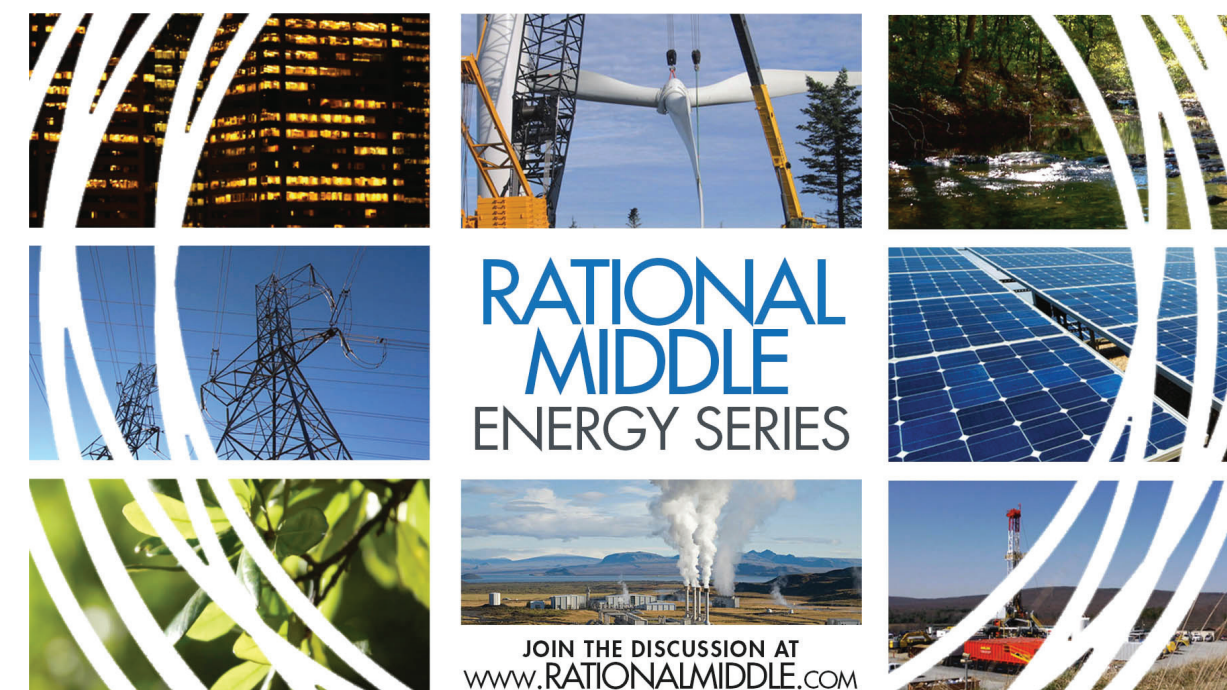
For your safety, please camp at least 100 meters away from any oil or gas well site and facility.

As well, please do not travel through wet or steep areas on oil and gas pipeline right of ways.

Have a safe and enjoyable stay!



SEASON 2 OF THE RATIONAL MIDDLE ENERGY SERIES SHOWCASES CANADIAN PERSPECTIVES ON ENERGY



WHEN PRODUCER AND DIRECTOR GREGORY KALLENBERG TOURED AROUND AMERICA WITH HIS DOCUMENTARY, "HAYNESVILLE: A NATION'S HUNT FOR AN ENERGY FUTURE," HE AND HIS TEAM SAW GREAT NEED FOR A BALANCED AND OPEN DISCUSSION ABOUT THE WORLD'S CURRENT AND FUTURE ENERGY ISSUES. LAST JULY, KALLENBERG LAUNCHED THE RATIONAL MIDDLE ENERGY SERIES TO BEGIN THIS CONVERSATION.

The series featured 10 film episodes and focused on creating a dialogue about the issue of energy and its future in a world with rapidly increasing energy needs. Kallenberg maintains complete creative control of the filming and production process, ensuring the film series is a balanced take on the issue of energy.

Kallenberg plans to further the conversation by producing a second series of films in 2013. This series, again sponsored by Shell, will feature 12 episodes; at least four of these episodes will focus on Canada, its outlook on energy and the role of Canadian communities and First Nations in the energy discussion.

Shell sees great potential in natural gas and supports a balanced, fact-based discussion around the energy challenge and the opportunity of using natural gas as a clean energy source.

Interested in becoming a part of the Rational Middle and lending your voice to the energy discussion? Visit www.rationalmiddle.com for more information.

SYNERGY ALBERTA

SYNERGY – THE INTERACTION OR COOPERATION OF TWO OR MORE AGENTS TO PRODUCE A COMBINED EFFECT GREATER THAN THE SUM OF THEIR SEPARATE EFFECTS. SYNERGY ALBERTA PUTS THINGS A LITTLE MORE SIMPLY; "WORKING TOGETHER, WE CAN ACHIEVE MORE."

Synergy Alberta was established in 2006 as a way to facilitate a principled, balanced and sustained approach to resource development for Albertans.

"We coordinate a network of 30 groups in Alberta and one in North Eastern British Columbia," says Alice Murray, Shell's community affairs coordinator for the Central Alberta Business Region and an elected board member for Synergy Alberta. "We also try to help get groups up and running in areas with new development."

Each year Synergy Alberta holds a conference in Red Deer to showcase information on energy development and processes for communities and industry working together.

Murray, along with Shell Community Affairs Representatives Eric Berg and Marcie Nieman have had the opportunity to work with a number of Synergy Alberta Groups in the CAB region.

SUNDRE PETROLEUM OPERATORS GROUP (SPOG)

SPOG came to be in 1992 after an emergency event in the Sundre/Caroline community created a desire for a universal emergency number for residents and industry members to use to share information.

"The creation of that phone number shaped a vision of long term relationships based on mutual trust, honesty and respect by sharing pertinent information and working towards resolving issues to benefit of all stakeholders," says Murray, who is also an executive on SPOG's board of directors. "It's been very beneficial to both the community and industry in the area."

Each year in September, SPOG holds its annual Neighbours Day to connect members of the community with industry, government and local businesses. In the 16 years the event has been held, between 1,500 and 3,000 people have attended, including two Alberta premiers.

"It's a great way for local industry to build relationships with the communities around their facilities," says Murray. "Last year, I hugged about 100 people!"

If you have a question about industry or see, smell or hear something that concerns you, call 1-888-878-2306 and SPOG will connect you with the correct industry representative.

PANTHER ADVISORY GROUP (PAG)

The Panther Advisory Group (PAG) was formed in October, 2001 to work together with Shell Canada and Suncor Energy Inc. on the development of the Panther field. The development is taking place in the wilderness area north of the Panther River, southwest of Sundre, Alberta.

"PAG meets four times a year and uses respectful communication and thoughtful planning to work with industry to ensure this unique part of the world is preserved," says

Marcie Nieman, Shell's community affairs representative for Burnt Timber/Shantz and PAG's contact person.

PAG developed performance measures which Shell supports and reviews with stakeholders annually. The performance measures are commitments made to the Panther community and stakeholders advocating respectful work behaviors in the area.

In 2007, the group launched the Panther River Environmental Enhancement Fund (PREE), which invests funds from Shell and Suncor in local community driven projects. PREE was awarded Synergy Alberta's Award of Excellence in 2012.

WEST CENTRAL STAKEHOLDERS GROUP (WCSG)

The West Central Stakeholders Group was formed in the spring of 2002 after a number of efforts to establish a multi-stakeholder group for the greater Rocky Mountain House region. The group's mission is to provide an open forum for the stakeholders in West Central Alberta to present and discuss information related to the oil and gas industry.

Eric Berg, Shell's community affairs representative for Caroline attends the monthly meetings the group holds in Rocky Mountain House.

"West Central Stakeholders is the most effective forum in the Rocky Mountain House area for us to get our messages to the community and to hear back from the community about their concerns, suggestions and support," says Berg. "In the end, Shell has better projects for our company, for our neighbours and for the industry overall, because of this group's collaborative nature."

For more information on Synergy Alberta and synergy groups in your area, visit synergyalberta.ca.