# Title: Innovating in Energy

**Duration: 1:13 minute**

## Description:

**This short video provides an overview of Shell’s innovations and breakthroughs in the world of energy, and how Shell has been at the forefront of advances in current and future fuels.**

**The Innovating in Energy Video Transcript**

[Background music plays]

Sound of Shell adaptation.

[Footage sequence]

Historical footage of oil wells, Shell fuel delivery trucks, and offshore rigs is shown on screen, followed by footage of a modern day footage of plants supporting gas production.

Narrator begins speaking

[Narrator]

We have been working to meet the world’s energy needs with innovative technology and ideas since 1907.

[Footage sequence]

Historical footage of some of the first cars on the road, followed by footage of some of the first Shell petrol stations

[Narrator]

From providing petrol to some of the first cars on the road…

[Footage sequence]

An Airbus A380 powered by natural gas sits on a runway and then takes off into the sky.

[Narrator]

…powering the first planes with natural gas…

[Footage sequence]

Wind turbines turn with blue sky in the background. The camera then pulls back to show that the turbines are offshore, surrounded by sea and other wind turbines turning in the wind.

[Narrator]

…to investing in ground-breaking renewable sources. We collaborate with others to drive progress.

[Footage sequence]

Various sequences of footage show crowds of people walking on busy streets. This is followed by footage of cars and bicycles driving down busy streets, and hyperlapses of a busy modern world with cars and people rushing from place to place.

[Narrator]

The world’s population will soon grow to 10 billion, presenting us all with our most urgent challenge yet.

[Footage sequence]

Footage of cityscapes in the developing world, followed by a beach at sunset.

[Narrator]

Because building a better life for more people increases the demand for energy. But how do we balance this with the urgent need to curb CO2 emissions?

[Footage sequence]

Sequence of footage showing Shell-sponsored innovations in action, including a small boy using GravityLight and a man lighting a cookstove powered by bio-bean.

[Narrator]

By being more innovative than ever before.

[Footage sequence]

Footage of various machines with dials being turned and buttons being pushed, followed by footage of a street busy with people bicycling past. This is followed by footage of solar panels in a field and wind turbines working on land

[Narrator]

By not only using energy in smarter ways, but generating it more sustainably, too.

[Footage sequence]

Aerial shot of a busy street in the developing world, followed by an aerial shot of a busy street in the developed world, surrounded by sky scrapers.

[Narrator]

To keep our demands, our lives, and our world moving and evolving.

[Footage sequence]

Shell employees sit in a conference room, appearing to be in deep discussion whilst wearing 3D glasses. This is followed by shots of television screens in a laboratory, the Prelude FLNG at sea, Shell engineers working on site, and finally people in silhouette against the backdrop of a developed city at sunset.

[Narrator]

Working with the brightest minds to do things differently and better, all with the aim of creating more and cleaner energy solutions for the generations of tomorrow.

[Graphic]

Shell logo centred on a white background.

[Audio]

Shell mnemonic, piano version