# Title: US Climate Target Video

Duration: 1:51 minutes

## Description:

**An animation of Shell’s objectives and progress with regards to net-zero targets, considering how the company helps support environmental sustainability goals of society.**

## 20 YT 120 16x9 Transcript

[Background music plays]

Guitar strumming, upbeat with light piano tones coming in.

[Voice over]

We know there’s an urgent need to tackle climate change.

[Text displays]

TACKLE CLIMATE CHANGE

[Animated sequence]

Brown woman in a red jacket, wearing a face mask, standing in a train and holding a blue and white handle above her head. She raises her hand and is holding her mobile phone. Close up of mobile phone in hand with text on it.

[Voice over]

That’s why at Shell we strive to meet our customers’ demand for more and cleaner energy while achieving our target of becoming a net-zero emissions energy business by 2050, keeping pace with society.

[Text displays]

We strive to meet demand for more and cleaner energy

while achieving our target of becoming a net zero emissions energy business by 2050

keeping in pace with society

[Animated sequence]

View of the back of the yellow and green train moving away from the station, pillars of red, yellow and blue on the left. A single brown man stands on the platform with a red rucksack on his back. He is wearing a green face mask and holding a mobile phone in his hand. Once the train moves past we see a noticeboard across the railway lines, and a sign with text on it comes into focus. Close up of the notice board with a pink and green hand moving the pictures around. Slide out to see a yellow background, Shell logo top left, a pink person on the left and a blue person on the right with a board stating ‘NET ZERO’ between them and a play icon below the sign.

[Voice over]

But what does net-zero emissions mean?

[Text displays]

BUT WHAT DOES THAT MEAN?

[Animated sequence]

Yellow background with a large rectangle in the middle, text displayed in bright yellow with a border of red. A large question mark made up of various simple posters is to the right of the rectangle. The rectangle reduces in size and three new graphic rectangles come into shot around the first rectangle, with pictures on them. The pink and blue person are joined by an orange person sitting at a desk.

[Voice over]

It means change.

[Text displays]

IT MEANS CHANGE

[Animated sequence]

The blue person pulls down the middle white rectangle and it pulls up as a projector screen would, new words appearing.

[Voice over]

It means the world working together to get as close to zero emissions as possible.

[Text displays]

Working together to get as close to zero emissions as possible

[Animated sequence]

The screen swivels showing us what would have been the back of the board; an orange background with three animated screens. The first screen, a tablet, has a grey person with an orange hard hat represented in it, the second screen shows four different animated people (purple, white, brown and yellow) in four separate squares, and the final screen shows a single brown person in a red shirt, smiling. A white box top middle of the screen has text in it. The brown man on the right waves.

[Voice over]

And using technology and nature to address emissions that remain.

[Text displays]

Using technology…

and nature to address emissions that remain

[Animated sequence]

The screen pulls out into a white background with an animated blue and green windmill in the center. A green box along the bottom has white text in it. Lightbulbs appear to the left and right of the windmill, and below them green solar panels pop up too. Blue trees slide in from right to left, pulling in a new slide. The background is orange and a large yellow sun is middle right, with a few white clouds dotted around. A brown woman kneels on the ground, red, black, blue and green leaves around her. Two tree stumps are to her left and right, and she has a blue bag with leaves popping out of the top. A green box at the bottom of the screen has writing in it.

[Voice over]

Getting to net-zero means change for Shell too. We intend to get there in three ways.

[Text displays]

3 ways

1

[Animated sequence]

The slide pulls back into a larger yellow screen with our pink, orange and blue person looking at a range of posters and graphics on the wall. This slide drops down and a noticeboard with “2050” on it comes into view, along with a few more posters and graphics. The notice board slides out left and text in white and red fills the screen.

[Voice over]

Firstly, as an energy users we aim to be net-zero across all our operations, including the energy needed to power them.

[Text displays]

We aim to be net zero across all our operations

including the energy needed to power them

[Animated sequence]

The screen splits into many separate squares, on the left holding a large ‘1’ on the right a graphical representation of a tall building, and a small building with a Shell logo on it in the middle, as well as a building on stilts over water. A green box has white writing in it.

[Voice over]

For example, a Shell offshore platform producing natural gas in the North Sea was the first of its kind to be powered by wind and solar energy.

[Text displays]

Powered by wind and solar energy.

2

[Animated sequence]

The small blue building on stilts above water takes over the entire screen and the camera rotates to show the orange side of it. Some blue and white clouds are above. A small windmill pops up from the roof, and we see solar panels beside it.

[Voice over]

Secondly, as an energy provider we aim to sell more lower carbon products to help our customers reduce their own carbon footprint.

[Text displays]

We aim to sell more lower-carbon products

to help our customers reduce their own carbon footprint

[Animated sequence]

A yellow screen covers over the previous slide with text in white and red. This moves to the left and a picture of a house with a car out front takes up the middle and right of the frame, a small tree right of the house and the sun shining overhead. A white box below displays text.

[Voice over]

We invest in and sell hydrogen as fuel and provide fast electric vehicle charging stations for cars.

[Animated sequence]

The graphic of the house moves to the top right corner and beneath it a graphic of a Shell hydrogen station pulls into frame, and on the left a Shell Recharge station is displayed. The graphic of the house takes over the right of the frame and a grey woman on a yellow background moves over the left of the frame; she is climbing into a car, sits behind the while, and smiles.

[Voice over]

And finally, as a partner for change, we’ll endeavor to work with businesses, governments and other experts to help them find their own path to net-zero emissions.

[Text displays]

3

We will work with businesses, governments and others

to help sectors find their own path to net-zero emissions

[Animated sequence]

The house comes back into focus, filling the screen, and the car drives away from it, from left to right. A new slide moves across the frame, a large ‘3’ on the right and a brown and a purple person on the left, in front of a blue background, one in front of a laptop, the other gesturing to a graphic on the wall behind her. A blue rectangle beneath has text in it. The top image is replaced by another graphic of four people sitting around a table, orange background with a projector behind the table. A new graphic on a yellow background slides in, many people sitting in rows looking at a large projector screen. A new graphic slides across; a brown man is front center, wearing a hard hat and watching a large container get loaded onto a truck back of frame.

[Voice over]

This means working together to find ways to encourage the use of lower emissions fuels in planes, ships, and heavy duty trucks.

[Text displays]

working together to find ways

to encourage the use of lower emissions fuels in planes

ships and heavy-duty trucks

[Animated sequence]

An image of an airplane with a truck fueling it moves into frame, clouds above and a single blue person directing the fuel truck. A blue rectangle beneath displays text. A green slide looking at a graphic of an airplane as seen from the top moves into frame, a white box right of center displaying text. The airplane flies off screen right. A new graphic slides across the screen displaying a ship with many containers on it, and the camera pans right past some trees to an animation of a person bicycling past a truck.

[Voice over]

So, our target means change.

[Text displays]

Our target means change

[Animated sequence]

Graphic of a large red bridge over water moves into frame, a few cars and trucks crossing over the bridge. A white box bottom right displays text.

[Voice over]

The business plans we have today will not get us there.

[Text displays]

Our business plans today will not get us there

[Animated sequence]

Graphic of a car driving towards the camera, a young man and woman left and right, facing the camera. The car pulls into a neat and tidy Shell Recharge station, Shell logo on the sign to the left and above the roof of the station. A yellow rectangle beneath the image displays text.

[Voice over]

We’re transforming our business to meet our target as society and our customers also change.

[Text displays]

We’re transforming our business to meet our target

as society and our customer also change

[Animated sequence]

The woman climbs out of the car and takes the handle of the ‘gas’ pump, the ‘diesel’ pump beside it. The Shell Recharge sign is in the background as the woman looks amazed at the ‘gas’ pump transforming into a Recharge pump. She smiles at the camera. We watch the car drive away from the Shell Recharge station.

[Voice over]

So, by working together, we can achieve a net-zero emissions world.

[Text displays]

By working together…

we can achieve a net-zero emissions world

[Animated sequence]

Image of the car once more, driving towards camera. Young man and woman left and right, smiling at each other. This image pulls back and is flanked by a number of images including the Shell logo, the graphic of the house with the car beside it, a close-up of a mobile phone, a close up of a Hydrogen pump, some of the signs from earlier on in the video, the windmill with solar panels beside it, the woman kneeling amongst the leaves, the Shell Recharge station, and the people pointing to a projector screen.

[Audio]

Shell brand mnemonic played on keys.

[Graphic]

Shell Pecten centered on a white background with text displaying below.

[Text displays]

#MakeTheFuture

Visit shell.us/OurClimateTarget