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bottlenecks in turbine supply and competition from the rest of the world all moving against us.”

The project, announced with great fanfare by Shell three years ago, would place some 341 wind turbines on offshore platforms where the Thames River meets the North Sea around 60 miles outside London.

The turbines would generate around 1,000 megawatts and connect into Britain’s national grid to supply power for more than 750,000 homes, helping the country to meet the government’s target of generating 10 percent of electricity from renewable sources by 2010.

The British government has repeatedly expressed its commitment to offshore wind farms as a way of cutting emissions linked to global warming. As one of the windiest countries in Europe, Britain is naturally predisposed to turbine power generation.

Environment Secretary Hilary Benn today said Shell’s decision was “very disappointing.”

“And I think a lot of people would want to understand why that was the case, especially in a week in which the company has announced record profits,” Benn told lawmakers in the House of Commons.

LINKS & RESOURCES

royaldutchshellplc.com

Global news stories on Shell activities

www.londonrisingtide.org.uk

Battling climate change and fossil fuels

www.indymedia.ie/mayo

Open forum news and analysis

www.corribgas.com/

Shell's pro-Corrib website

Shell pulls out of key wind power project

Financial Times: April 30 2008

Plans for a massive expansion of offshore wind power generation were in disarray on Wednesday night after Shell pulled out of the UK’s flagship project.

... Difficulties in obtaining planning permission mean there is no chance of the UK meeting European Union renewable energy targets without a massive investment in offshore wind power.

... Shell declined to give detailed reasons for its decision.

... Paul Golby, chief executive of Eon, gave a gloomy assessment of the project’s future: “We’re very disappointed by Shell’s decision but will continue to work with them as we look to find a way forward, but I believe that, at the very least, some delay to the project is now inevitable.”

By Fiona Harvey and Rebecca Bream

www.shelltosea.com

Campaign website

www.mayogasinfo.com

Researched facts and figures on Corrib

www.gcmonitor.org

Communities monitoring industrial neighbours

www.sei.ie

Promoting and assisting sustainable energy in Ireland

Shell To Sea

01 May 2008

Community Information - Erris, County Mayo, Ireland

Shell pulls out of world’s biggest wind farm

*Associated Press
May 01, 2008*

Royal Dutch Shell PLC said Thursday it plans to sell its share in a project to build the world’s largest electricity-generating wind farm near the British capital, raising a strong possibility that the project will be scrapped.

Green groups were incensed by Shell’s announcement that it is looking to dispose of its 33 percent shareholding in the 2 billion pound (US\$4 billion; ?2.6 billion) London Array project which, if built, would supply enough electricity to power a quarter of homes in the greater London area.

Friends of the Earth spokesman Nic Rau said the decision to pull out had an extra sting, coming just two days after Shell posted a 25 percent rise in first quarter profit to a record US\$9.1 billion (?5.8 billion) on the back of soaring crude oil prices.

“We’re very disappointed that Shell, which touts itself as a progressive green company, is pulling out of the London Array project,

and leaving a key clean energy project high and dry,” said Rau.

“It should be investing those profits in renewable energy projects not focusing its efforts on making money from sucking fossil fuels out of the ground and contributing to climate change,” he said.

Shell, Europe’s largest oil producer, has an equal share in the project _ which was due for completion around 2010 to 2011 _ with Germany’s E.On, the world’s biggest publicly traded utility, and Denmark’s Dong Energy.

Shell said it decided to sell its stake as part of its “ongoing review of projects and investment choices,” noting the company has 11 other wind projects across Europe and the United States.



“While we remain committed to the scheme, Shell has introduced a new element of risk into the project which will need to be assessed,” said E.On U.K. chief executive Paul Golby.

“The current economics of the project are marginal at best, with rising steel prices,

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Claims of “green” products are becoming more and more visible in our daily lives, as people become increasingly aware of the challenges posed by climate change. Sadly it is not always true, or done for the right reasons.

Marketing has become a powerful tool for large corporations, who can spend millions on branding themselves for the attention of the discerning consumer trying to make the right choice, even if their claims are false.

Oil companies are among the worst offenders, who sell fossil fuels as “clean energy” and constantly overplay their input into renewables like wind and solar. However, if the dollars are not large enough, green projects (and jobs) are usually the first to go. **S2S**

Record complaints over ‘greenwashing’

www.telegraph.co.uk 25/04/2008

Record numbers of complaints have been levelled at major businesses who “severely exaggerate” their environmental credentials, the advertising watchdog will say next week.

Airlines, oil companies and car manufacturers have all been censured for adopting the practice known as “greenwash” to cash in on consumers’ growing ecological concerns.

In 2007 the number of environment-related complaints more than doubled from fewer than 150 in 2006 to well over 300, according to the Advertising Standards Authority which is due to publish its annual report on Wednesday.

Lord Smith of Finsbury, chairman of the

ASA, said it was one of the fastest-growing areas of complaint and now formed a significant part of the watchdog’s role.

“Because environmental issues - climate change in particular - are coming very strongly to the top of the political agenda, a lot of companies are thinking ‘This is clearly a matter of public concern - let’s see if it will help us sell our products’,” he said in an interview with The Telegraph.

“What we are seeing are claims about being carbon neutral, zero carbon emissions and use of words like ‘sustainable’, ‘organic’, ‘100 per cent recycled’ or ‘greenest car in its class’.

“We have come across quite a number where claims are exaggerated or misleading or, in some cases, severely exaggerated.”

A number of the complaints against national and international advertisers were upheld, including Ryanair and Toyota, with Shell identified as one of the worst offenders.

It placed a series of newspaper adverts featuring an oil refinery with flowers emerging from the chimneys and the claim “we use our waste CO2 to grow flowers”.

However, Friends of the Earth complained that it implied most or all emissions were used, whereas the true figure was just 0.325 per cent of its CO2 output. The ASA upheld the complaint.

“This is an extreme example but what they were doing was taking their bit of good environmental practice and making a big claim about themselves and their products,” said Lord Smith, the former culture secretary.

Where a complaint is upheld the ASA can force the offender to change an advert or withdraw it altogether, which could result in a company losing a multimillion pound advertising campaign while gaining a mountain of bad publicity.

“Any misleading in advertising is bad for the consumer and not particularly helpful for the company because they will be found out,” said Lord Smith.



“I suspect Shell are somewhat embarrassed by their ‘we grow flowers’ claim because it’s such a ridiculous claim.”

He admitted that dealing with environmental complaints was “breaking new ground”, which meant having to deal with them on a case by case basis.

Greenwash (a portmanteau of green and whitewash) is a term that is used to describe the act of **misleading consumers** regarding the environmental practices of a company or the environmental benefits of a product or service.

<http://en.wikipedia.org/wiki/Greenwash>

However, in June the ASA will bring all parties round the table to develop a framework for future ecological advertising.

“We are hoping that by having a serious discussion with advertising experts, companies and environmental organisations we will be able to head off some of the growing problems by putting some proper guidance in place,” said Lord Smith.

“Companies are obviously keen to find new messages that will help them sell their products. I have no objection to them doing that provided they are doing it truthfully and don’t exaggerate.”

Mike Childs, Friends of the Earth’s political director, said: “Mounting concern about green issues has persuaded many businesses to take real action to reduce their environmental impact.

“Unfortunately too many companies have responded by making misleading claims about their activities. Industry must respond to the huge environmental threats that the planet faces. But this must be through a genuine commitment to protecting the planet, and not by trying to fool the public with advertising ‘greenwash’.”

By Graham Tibbetts Daily Telegraph