FAQs

1. What is meant by 'carbon neutral driving'?

For customers who fill up via Shell Go+, Shell will pay to offset 100% of the carbon emissions from that fuel. Known as the fuel's lifecycle emissions, this includes carbon emissions generated by the customer when the car is being driven as well as from the process before it gets to the forecourt, for example the extraction of crude oil as well as the refining and distribution of it.

2. What is the offer?

From the 17th of October, Shell customers in the UK who buy their fuel via Shell Go+ will have the carbon emissions from their fuel offset by Shell. This comes at no extra cost to the customer as Shell will pay to offset all CO_2 emissions created throughout the lifecycle of the fuel bought: from production to usage. This means that customers who use Shell Go+ to offset their emissions will be able to drive carbon neutral, excluding fuel card transactions.

3. How can customers at Shell stations in the UK offset the carbon emissions from their fuel?

Any fuel purchase made via Shell Go+ at a UK Shell station will automatically be offset by Shell at no cost to the customer. Shell will calculate the amount of CO_2 emissions generated by the fuel purchased and will purchase carbon credits to compensate for these emissions.

4. How long will this deal last for?

This introductory offer will be available every time a customer uses Shell Go+ with their fuel transaction, from the 17th of October 2019 to September 2020. At that point, Shell's intention is to continue to offer the choice to continue carbon neutral driving by using the rewards programme. However, the specific way customers use Shell Go+ rewards for this will be reviewed and shaped by feedback from customers.

5. How do I sign up for Shell Go+?

It is free to become a Shell Go+ member and you can sign up quickly and easily via the Shell app or online at https://www.goplus.shell.com.

6. I'm already signed up for Shell Go+, is there anything I need to do?

No! Just make sure you scan your Shell Go+ app or card when you purchase fuel at a Shell station and Shell will do the rest. Remember that even if you spend less than £10 on fuel, it will still be offset if you scan your app or card.

7. If I don't sign up for Shell Go+ is there another way to offset my carbon emissions with Shell?

No, the only way to offset your carbon emissions with Shell in the UK is via Shell Go+, but Shell Go+ provides many benefits to customers beyond carbon offsetting. For those customers who visit us just for fuel, Shell Go+ provides a fuel reward for every ten visits. And if refilling with Shell V-Power, members receive an extra £3 off per 300 litres. But Shell Go+ also rewards customers who don't visit Shell stations for fuel. For example, members will receive 10% off products including hot drinks such as Costa Coffee, and food such as Jamie Oliver deli by Shell. So we would recommend signing up!

Offer limited to September 2020,
see **goplus.shell.com/co2** for details.
Offer excludes fuel card transactions.

goplus.shell.com/co2

8. What happens if I forget to use my app?

Unfortunately, Shell can only offset the carbon emissions of your fuel purchase if you scan your Shell Go+ app or card. If you prefer not to use the Shell Go+ app you can always order a physical membership card or fob online at https://www.goplus.shell.com.

9. How will I be able to tell that Shell really is offsetting my carbon emissions?

Every tenth visit you will receive a carbon statement via email which will tell you both how much fuel you bought and how much Shell contributed to offset this fuel for you. Any transactions made using Pay at Pump will be excluded from this statement.

10. If I use Shell Go+ with Pay at Pump, will my carbon emissions be offset?

Yes all Shell Go+ pay at pump transactions will be offset, however, they won't be included in the email carbon statement until 2020.

11. Is this offer available on all fuel?

This offer is available on all Shell Go+ purchases of petrol, diesel and LPG.

12. Why can't I offset my electric vehicle charging?

This offer is only available on Shell Go+ purchases of petrol, diesel and LPG. However, all the electricity provided to EV drivers via our Shell Recharge EV charging service is from 100% certified renewable sources.

13. Is this offer available at all Shell sites?

The offer is available at all stations that are part of Shell Go+ which is approximately 95% of Shell Service Stations in the UK. The final remaining stations will also be able to provide this offer as their IT systems are upgraded.

14. Can B2B (fuel card) customers benefit from Shell Go+ and also offset via the Shell fuel card, i.e. is there a risk of double counting?

No, B2B customers cannot benefit from the carbon offsetting service tied to Shell Go+. Both Shell and other fuel cards accepted at Shell Service Stations (third-party cards), have been excluded from this offer. This is so that Shell fuel card customers can make use of a specialist fuel card offer and to ensure there is no double counting of third-party cards which are accepted at Shell Service Stations and potentially included in another provider's offsetting service. For Shell Card customers, they can be confident that their fleet is driving carbon neutral across both Shell and third-party networks. Fleet Managers will also have clear visibility of the carbon offsetting service charges on their invoices offering convenience. Additionally, customers will receive an annual 'Verified Carbon Reduction Certificate' detailing the carbon offsetting completed for the fleet. For Shell fuel card customers interested in offsetting the emissions of their fleet, visit https://www.shell.co.uk/fuelcardco2.

15. What are Nature-Based Solutions?

'Nature-based solutions' – also referred to as natural climate solutions – comprise all activities related to the protection or re-development of natural ecosystems such as forests, grasslands, and wetland systems to lower concentrations of greenhouse gases in the atmosphere. This can include avoiding or minimising greenhouse gas emissions, and helping to sequester carbon into so-called 'carbon sinks'. Each of these activities results in the biological capture and storage of carbon – typically through the process of photosynthesis. Such activities can lead to the marketing, trading and sale of carbon offset credits. They also help, for instance, to reduce soil erosion, protect animal habitats, and create products such as timber and biofuels.

16. How do carbon offset projects guarantee the emission reductions?

There is a robust programme of third-party independent standards, verification processes and registries to help ensure the quality and integrity of carbon offsets. The Verified Carbon Standard, the Gold Standard and the Climate Action Reserve are examples of well-known standards in the market. In order to be validated to these standards, projects are checked by independent Designated Operational Entities – which are qualified to ensure the projects meet crucial quality criteria and deliver genuine reductions. In addition, the DOEs check the projects on a regular basis to ensure they are continuing to deliver what is claimed.

17. How can you assure customers the money Shell donates to offset their fuel purchase is actually making it to the forest? Is there any guarantee?

Transparency is key to the success of any carbon offsetting programme. Each CO_2 credit has its own number and can only be used once. The projects we work with are certified by standards, including the Verified Carbon Standard, currently the largest source of nature-based projects globally, and the Climate, Community and Biodiversity Standard, which verifies that projects not only address climate change, but also support local communities and conserve biodiversity.

In projects where Shell is purchasing carbon credits from others (such as a project developer or through a third-party retailer or broker) the project developer or broker will be responsible for documenting their income from sale of credits and the distribution of the income between communities and investors involved in the project as well as the project costs.

18. What are carbon credits?

A carbon credit represents the avoidance or removal of 1 tonne of carbon dioxide. These credits are traded among governments and businesses. In order to ensure the quality and integrity of carbon credits, there is a robust programme of third-party standards, verification processes and registries.

19. How do these carbon offset projects guarantee their emission reductions?

To ensure the quality and integrity of carbon offsets, there is a robust programme of third-party independent standards, verification processes and registries. The Verified Carbon Standard (VCS), the Gold Standard and the Climate Action Reserve (CAR) are examples of well-known standards in the market ensuring the quality and credibility of offset projects.

To be validated to these standards, projects are checked by independent Designated Operational Entities (DOEs) – certified independent auditors – which are qualified to ensure the projects meet quality criteria and deliver genuine reductions. In addition, the DOEs check the projects on a regular basis to ensure they are continuing to deliver what is claimed. Key criteria in evaluating the credibility and quality of an offset project are proof that it is:

1. Additional – the reduction in emissions would not have occurred without the carbon finance from selling carbon offsets.
2. Verifiable – it will be retired from the carbon market so that it cannot be sold again or double-counted. Permanent – it delivers the reductions claimed and they will not be reversed.
3. Addressing leakage – the emission reduction in one area has not caused an increase in emissions elsewhere.

20. Which projects is Shell supporting?

Shell is buying carbon credits in projects that protect, enhance or restore natural ecosystems, including reforestation, to absorb and store carbon dioxide. Shell invests in nature-based projects that do more than simply reduce or avoid the release of CO_2 emissions – they also benefit local communities by funding activities such as new schools or fresh water supplies.

Shell has built a broad portfolio of projects. For the UK Shell Go+ offsetting programme Shell has sourced some carbon credits from within the UK, including the Overkirkhope Project in the Scottish borders and the Longwood Project in Cumbria, both woodland creation projects verified to the UK Woodland Carbon Code. However, the UK market for carbon credits is small. Therefore, to have enough to offset UK drivers in this scheme, these will be supplemented by carbon credits purchased from nature-based projects globally, including Cordillera Azul National Park Project in Peru, Katingan Peatland Restoration and Conservation Project in Indonesia and Green Trees Reforestation Project in the USA. In the UK Shell will also be supporting Forestry and Land Scotland which ultimately will generate carbon credits.

21. What is the Cordillera Azul project in Peru?

One of the places that Shell is buying carbon credits from for the Shell UK nature-based solutions programme is the Cordillera Azul National Park REDD+ project in Peru. This project strives to protect 1.6 million hectares of forest in a national park between the Andes and the Amazon Basin in Peru, much of which is under threat. It is estimated that the project will avoid the emission of 16.2m tonnes of CO_2 by 2021. In addition, project revenue from carbon credits will help drive the development of alternative livelihoods for local communities such as agriculture, textiles, and crafts.

22. What is the Katingan Mentaya project in Indonesia?

One of the places that Shell is buying carbon credits from for the Shell UK nature-based solutions programme is the Katingan Mentaya project in Central Kalimantan, Indonesia. The project protects 157,000 hectares of peatland habitats. The threatened land is home to several critically-endangered species, including up to 10% of the surviving Bornean orangutans, southern Bornean gibbons and proboscis monkeys. The project also collaborates with 34 villages and provides alternative sources of income as well as generating around 7.5 million carbon credits each year.

23. Why can't I only support projects closer to home?

It's understandable that customers may prefer local projects, but it's important to note that the environmental impact of a tonne of CO_2 reduced is the same whether the forest is closer to home, or overseas. In addition, projects that occur in developing countries often provide greater opportunities for positive environmental and social impacts, as well as the carbon benefits.

As well as buying carbon offsets from projects around the globe, however, for the UK Shell Go+ offsetting programme Shell has sourced some carbon credits from within the UK, including the Overkirkhope Project in the Scottish borders and the Longwood Project in Cumbria, both woodland creation projects verified to the UK Woodland Carbon Code. Shell will also be providing support to Forestry and Land Scotland. Shell is working with Forestry and Land Scotland to establish trees and this work will ultimately generate carbon credits.

24. How are the analogies referenced by Shell substantiated?

Shell has developed a series of analogies to help customers better understand how carbon is captured and stored using nature. The analogies are used for illustrative purposes only. Whilst Shell takes reasonable care to ensure the data is true and accurate, the figures have been presented in a non-technical way to represent the scale of carbon sequestration. The average tree is defined as one with a 20-cm diameter at breast height, younger trees contain less carbon and others like Redwoods would contain far more carbon at full maturity sequestration of a tree, using three trillion trees (Crowther T. W., 2015) on the planet, which contain 400 giga tons of carbon (Erb, 2017). The average tree contains 0.48 t CO_2.