

“The Human Side of Climate Change”
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Exploring the future of climate change:
New discursive practices in corporate discourse

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- [Shell Scenarios](#)

- Overviews/Summaries

- “Framing” (Nisbet 2009)

- Climate change
- “Eco-identity” (Livesey 2001)



SHELL GLOBAL
Change Location

- Environment & Society
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- Shell Scenarios**
- What are Shell Scenarios?
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- New Lenses on Future Cities
- Shaping a vision of the future
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Shell Scenarios



Shining a new light on future cities

See what our latest scenarios publication reveals about growing urban populations

40 YEARS SHELL SCENARIOS 1972-2012

MEET THE SCENARIOS TEAM

Shell has been developing scenarios to explore the future since the early 1970s. Scenarios are stories that consider “what if?” questions. Whereas forecasts focus on probabilities, scenarios consider a range of plausible futures and how these could emerge from the realities of today. They recognise that people hold beliefs and make choices that lead to outcomes. Our scenarios team considers changes such as in the global economic environment, geopolitics, resource stresses such as water, greenhouse gases, and energy supply and demand to help business leaders make better decisions.



What are Shell Scenarios?

Find out how scenarios are developed and what they mean for Shell and the wider world.



New Lens Scenarios

What might lie ahead in 2100? Our latest scenarios explore two possible versions of the future seen through fresh “lenses”.



New Lenses on Future Cities

Discover how the world could build more efficient, attractive cities into the future.



Shaping a vision of the future

Energy, environmental and economic challenges will get tougher as world population grows. Scenarios that create credible views of what

PAGE TOOLS



DISCOVER MORE

Learn about Shell and natural gas



Harvard Business Review on Shell Scenarios

1. ESP: Definitions and key questions

1. ESP: Definitions

- LSP: representations of CC
 - Fløttum 2013
- ESP → SVEs
 - Resche 2013
 - Van der Yeught 2014
- Generic approach
 - Miller 1984
 - Bhatia 2004
- Diachronic approach
 - Resche 2013

2. Corpus and method

Date	1992	1995	1998	2001	2002	2005	2007	2008	2013
Title	Global Scenarios 1992-2020	Global scenarios 1995-2020	Global scenarios 1998-2020	Exploring the future Energy needs, choices and possibilities – Scenarios to 2050	Exploring the future People and Connections Global Scenarios to 2020 Public summary	Shell Global Scenarios to 2025 The future business environment : trends, trade-offs and choices	Signposts (Supplement to Global Scenarios to 2025)	Shell Energy Scenarios to 2050	New Lens Scenarios. A shift in perspective for a world in transition
Number of pages	17	20	32	32	50	18	28	52	91
Number of words		2661	3665	6750	12065	4752	5032	6425	25555

2. Method

Form

- Structure
- Quotes / Polyphony
 - Carel & Ducrot 2009
 - Fløttum 2010
 - Garzone & Degano 2012
- Visuals

Content

- Lexical analysis
 - AntConc concordancer
- Sloganization
 - Charaudeau & Maingueneau 2002
- Hedging

3.1. Results

Form: Hybrid features

3.1.1. CC : a key issue in recent Scenarios

Year	Section
1998	Scenario 1: Energy, the environment and the value chessboard Scenario 2: Energy, the environment, and Consumer's choice
2005	Chapter 13: Climate change and biodiversity
2008	2.5. The bumpy road to climate change
2013	Reflections on Development and Sustainability

3.1.2. “Hybrids” (Fløttum 2013: 279)

Passages in Shell Scenarios	Genre	Other discourse community
Forewords Disclosure statement	Annual reports Press releases	Financial analysts PR
Graphs Scientific reports	Scientific publications	Scientists
Quotes	Political speech / Publications	Politicians / Authors

3.1.2. Forewords: Reframing corporate priorities

Year	Author	Environmental issues
2001	Philip Watts Chairman of the Committee of Managing Directors, Royal Dutch/Shell Group	The ways in which we provide and use energy [...] are bound to change greatly over the next 50 years, in response to three fundamental challenges: [...] preventing the pollution which damages health, blights environments and threatens vital natural systems.
2008	Jeroen van der Veer Chief Executive Royal Dutch Shell plc	Never before has humanity faced such a challenging outlook for energy and the planet . This can be summed up in five words: “ more energy, less carbon dioxide ”.
2013	Peter Voser CEO, royal dutch shell plc, March 2013	To meet those [energy] needs without significant environmental detriment , business as usual will not be an option – we require business unusual.

3.1.2. Polyphony: credibility and legitimacy

Date	Quote	Author
2001	Fuel cell research is to be strongly recommended as a route to protecting the earth's resources	Professor Wilhelm Ostwald, first meeting of the Bunsen society, 1897
2002	Energy deregulation and reliance on consumer preferences can only go so far, because they do not take into account critical "public goods" of energy security and environment protection.	"Strategic Energy Policy: Challenges for the 21st Century," Baker Institute, April 2001
2013	"If we want things to stay as they are, things will have to change"	Giuseppe Tomasi di Lampedusa <i>The Leopard</i>

3.2. Contents: Shaping the company's eco-identity (Livesey 2001)

3.2.1. Definitions: evolution

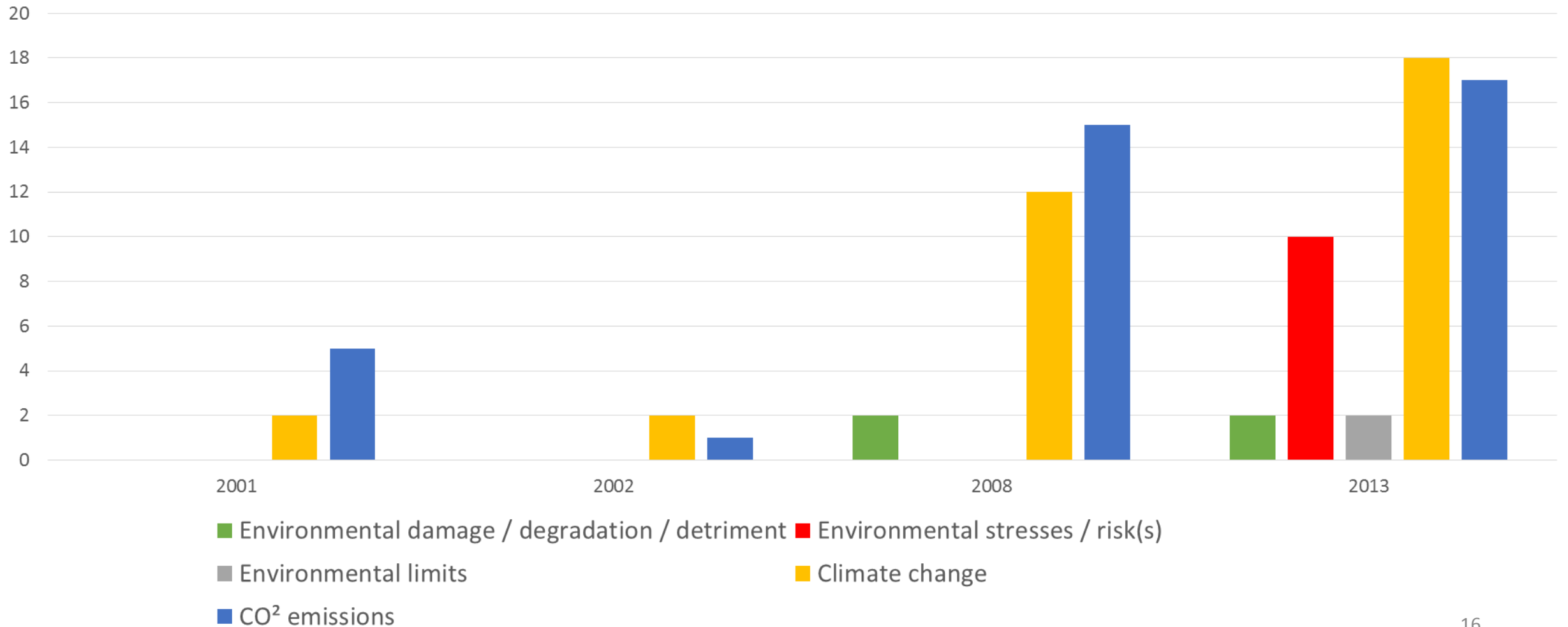
- 1992:
 - “[...] **plausible** and challenging stories about what might happen in the next 30 years.”
- 1998:
 - They are not predictions – **but credible, relevant and challenging alternative stories** that help us explore ‘what if’ and ‘how’.
- 2001, p. 6:
 - They **help managers understand the dynamics of the business environment...**
- 2008:
 - Scenarios [...] **help people to prepare for, shape, and even thrive** in the reality that eventually unfolds.
 - To help **think about the future of energy**, we have developed two scenarios.

3.2.2. Scenarios: “What’s in a name?”

→ A shift to “moral evaluation”
(Fløttum, 2013)

1995	1995	1998	2001	2002	2005	2008	2013
New Frontiers	Just do it!	The New Game	Dynamics as usual	Business Class	Low-Trust Globalisation	Scramble	<u>Mountains</u>
Barricades	Da Wo (“Big Me”)	People Power	The spirit of the coming age	Prism	Open Doors	<u>Blueprints</u>	<u>Oceans</u>
					Flags	Foreword “In our view, the Blueprints’ outcomes offer the best hope for a sustainable future...”	CCL [...] the more extreme energy and environmental stresses to be found at the outer boundary of the Oceans story

3.2.3. Environmental and CC “complications” (Fløttum 2013)



3.2.4. Sloganization processes

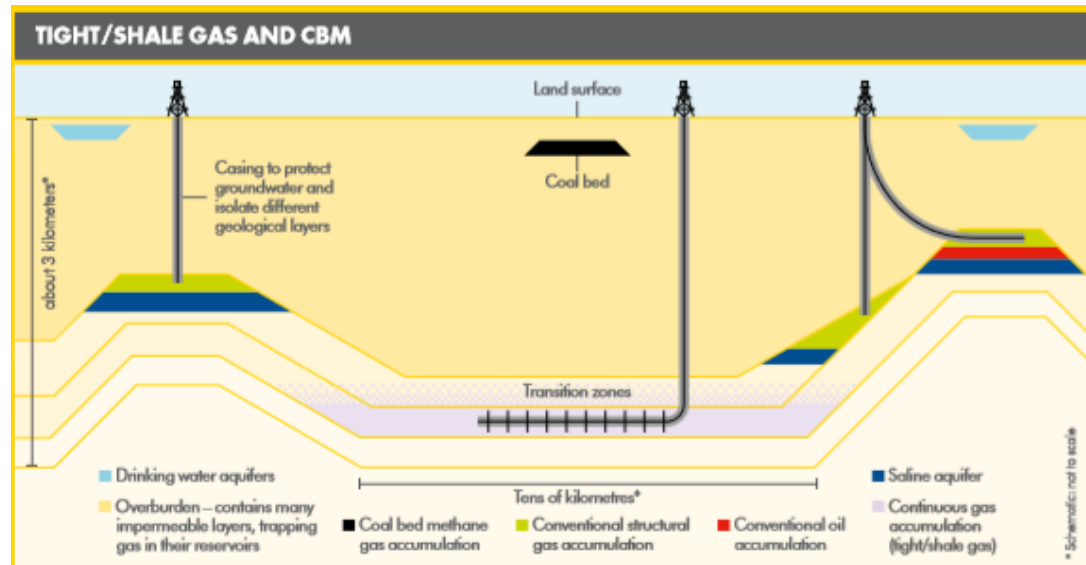
- 2001:
 - a sustainable / clean energy system
- 2005:
 - efficient energy / carbon efficiency
- 2008:
 - no silver bullet
- 2013:
 - Gas = the backbone of the energy system

The screenshot shows a concordance tool interface with the following elements:

- Navigation Tabs:** Concordance, Concordance Plot, File View, Clusters, Collocates, Word List, Keyword List.
- Search Results:**
 - HIT FILE: 8 FILE: 2008 shell-energy-scenarios2050(1).txt**
No. of Hits = 14
File Length (in chars) = 61798
 - HIT FILE: 9 FILE: 2013 Scenarios_newdoc.txt**
No. of Hits = 52
File Length (in chars) = 254890
- Search Controls:** Search Term Words Case Regex. A search box contains the text "CCS".
- Advanced Search:** An "Advanced" button is located next to the search box.
- Concordance Hits:** A box displays the total number of hits as "66".

3.1.2. Popularization of scientific discourse

2013



Some are concerned that fracking can cause gas to permeate into shallow water aquifers, even though the vertical separation between underground gas and water is typically thousands of metres.

Conclusion

- Focus
 - Geostrategic
 - The future of energy
 - Climate change issues
- Discourse analysis
 - Evolutions in specialized communities
 - Societal evolutions
- LSP and interdisciplinarity
 - Scenarios team
 - Surveys → general public

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