

The Energy Challenge: Cleaner Energy and New Technologies

The Challenge: Developing New Energy Sources

Through the power of science and technology, fossil fuels such as petroleum and coal have fueled the advance of civilization. Today, though, humanity is studying a number of innovations that will allow us to take advantage of the earth's inexhaustible natural blessings—the rays of the sun, the winds that blow down from the mountains, and the restless waves of the sea.

Today, though, we are faced with the serious problem of global warming, and must maintain the sustainability of the entire planet and our daily lives. We are faced with the challenge of converting the powers of nature to “blessings” for our own use.

The Shell Group is vigorously engaged in the development of alternative energy sources, including the upcoming launch of the world's largest wind power project, which will supply 25% of London's demand for electricity. The Group has the most diverse portfolio of all the oil majors.

Through cooperation with the entire Shell Group, Showa Shell Sekiyu is engaged in the development of new energy sources to supplement petroleum.