

Shell CEO: Conservation's Good, Not Forever



[1] **Energy News: Pressed recently** [1] about the need for alternative energy research, Exxon's CEO persisted on a Energy News: traditional tack: "We're in the business of oil and gas." But Shell's CEO is being more progressive. "Well, you won't see me in an SUV. And I've just installed solar electricity panels on my roof," he told [U.S. News & World Report](#) [2]. An interesting Shell research project is carbon capturing, which stores produced CO₂ that can later be released in prudent ways, he explained. Conservation isn't enough to solve any long-term problems, but the public conversation it enables is a good place to start, he said.

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<http://www.ecnmag.com/blogs/2007/07/shell-ceo-conservations-good-not-forever>

Links:

[1] <http://www.ecnmag.com/article.aspx?id=141852&menuid=>

[2] <http://www.usnews.com/usnews/biztech/articles/070705/5shell.htm>