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**From:** I  
**To:**  
**Cc:**  
**Sent:** Thu Feb 05 16:31:34 2009  
**Subject:** RE: Shell Ethics  
Hi - thanks for raising.

has traditionally been a bit too enthusiastic about responding to Donovan, and this has merely resulted in additional coverage and attention on RDSplc. And if we respond on one thing, it will create an expectation that we will respond on everything else - or else by not responding, imply that we agree with it. So our advice has been not to respond at all.

, and neither of them is I think taken seriously by the media. At the moment, there isn't much interest - eg there are very few entries in their Live Chat section. If we start responding to/contributing to the site, that will also encourage others to visit it.

Of course, if eg the serious media do follow up on a question initially raised by RDSplc, then we will respond to that.

Hope this helps.

Regards

**From:**  
**Sent:** 05 February 2009 16:03  
**To:**  
**Cc:**  
**Subject:** Fw: Shell Ethics

Donovan and hit again. I have already provided background info and analysis on this ethics ranking, has decided to IGNORE them at this moment. Any concern if we ignore them ? Will they escalate ? Will they strike again with our SD/CX reorganisation ? Should we continue to ignore them ?