

Stakeholder Approach: Shell And Brent Spar. Crises Management (pr) - Sven Gaukel

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At the end of 1995 the off-shore platform Brent Spar was to be sunk 2400 meters below sea level in front of Scotland's west coast. The platform was operated by Royal Dutch/Shell and jointly owned by Shell and British Exxon Mobil. The British authorities had granted permission for the sinking after extensive negotiations and after making sure that the disposal of Brent Spar was consistent with British laws and the Convention for the Protection of the Marine Environment from Paris and Oslo. A protest organized by the environmental organization Greenpeace quickly escalated into a massive boycott of Shell gas stations, particularly in Germany. The public opinion in Germany rapidly assigned the roles of good and evil; Greenpeace the 'rescuer' against Shell the 'enemy of clean oceans.' The events and discussions lasted for more than two months and raised more and more public attention. Shell gas stations were blackballed and even violent acts against gas stations were recorded in Germany. Finally, Shell refrained from the planned sinking of the platform and hauled it to a fjord in Norway where it still is today. In the case of Brent Spar a lot of discussion was spent on the notion of responsibility; the responsibility of the Shell Group to protect the environment and to inform about planned measures and their repercussions. Moreover the responsibility to include the needs and requests of all stakeholders, not only those of shareholders, into the decision making process. In the eyes of the general public, Shell had obviously not satisfied this responsibility. However, the question comes to mind how such an intensity of this crisis came about. This and other questions shall be answered in the course of this paper. We will begin by identifying and defining some important concepts before moving on to a detailed examination of the Brent Spar platform. We will conclude with a summary and future outlook. Author: Gaukel, Sven Publisher: GRIN Verlag Illustration: N Language: ENG Title: Stakeholder approach: SHELL and BRENT SPAR. Crises Management (PR) Pages: 00011 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638373753 Category: Business & Economics : Management - General

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