



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Ben van Beurden, CEO
Royal Dutch Shell

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Via e-mail: ben.vanbeurden@shell.com

Dear Mr van Beurden,

I hope this message finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals (PETA), the UK's largest animal rights group, to urge Shell to offset some of the environmental damage done by drilling for oil by serving vegan meals on your offshore oil rigs in the North Sea.

Burning fossil fuels is the number-one cause of climate change, but animal agriculture is not far behind. Combined, the top five meat and dairy corporations are responsible for more greenhouse-gas emissions than either Shell, ExxonMobil, or BP. The United Nations states that both fossil fuel divestment and dietary change are needed to prevent runaway climate change.

Research by scientists at the University of Oxford shows that all animal-derived foods – including cows' milk and chicken's flesh and eggs – have a higher carbon footprint than their plant-based equivalents. And eating vegan foods can reduce a person's dietary carbon footprint by more than half.

Offering vibrant vegan foods would likely benefit the health of your staff while also improving the health of the planet. And in addition to offsetting some of your gigantic carbon footprint, providing vegan meals would help workers eat with a clear conscience, knowing that their food is gentle on the planet and the animals we share it with.

Sir David Attenborough has said, "If we don't take action [against climate change], the collapse of our civilisations and the extinction of much of the natural world is on the horizon." Serving only vegan food on your oil rigs can play a big part in Shell's decarbonisation strategy and would let the world know you're serious about tackling climate change. Perhaps this Earth Day (22 April) would be a fine time to start.

I'd be happy to send you copies of PETA's vegan starter kit and to work with you to devise healthy meals that will keep everyone's tank full. Could I ask for a few minutes of your time to discuss this idea?

I look forward to hearing from you.

Yours sincerely,



Dr Carys Bennett
Vegan Corporate Projects Liaison

PEOPLE FOR THE ETHICAL
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