WHO DARES WINS
How INEOS triumphed in the face of critics who dismissed vision as pure fantasy

EVEREST
Ten years on, INEOS catches up with Rhys Jones the youngest person to climb the highest summits on 7 continents

RUNAWAY SUCCESS
6000 children get active as GO Run For Fun goes stateside

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Facts and figures

INEOS will move 40,000 barrels of shale gas every day for the next 15 years.

Each Dragon ship weighs 20,000 tonnes.

The Dragon ships are the world’s largest ethane gas carriers ever built.

Ethane has never been shipped in these quantities ever before.

Each ship is the length of two football pitches.

Over the next 15 years, each vessel will travel the equivalent of five return journeys from the Earth to the Moon.

The gas being shipped to Europe first has to be piped 300 miles from the Marcellus Shale in Western Pennsylvania to Marcus Hook in Philadelphia on the east coast of America.

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US SHALE GAS ARRIVES IN EUROPE FOR THE FIRST TIME ON BOARD INEOS INTREPID

AS INEOS Intrepid, the world’s largest multi gas carrier, slipped into the harbour at Rafnes, Norway, the feeling was one of immense pride.

The sight of this huge vessel – with Shale Gas for Progress emblazoned on its 180-metre hull – moored safely was as breath-taking as the precious cargo it had transported 3,800 miles across the Atlantic.

This was history in the making. For the first time ever ethane from US shale gas had been shipped to Europe.

For INEOS, the company which had had the vision to make it happen, it represented the culmination of a $2 billion investment.

For David, the man given the task of overseeing the project, it was quite emotional to see the ship appear on the horizon.

“Outsiders had said it could not be done but at that moment when the INEOS Intrepid came into view all doubt faded away. It was the culmination of five years of hard work by an innovative group of people across seven countries."

He said he felt incredibly proud as the ship entered the fjord escorted by two tugs spraying water 50 metres into the air, forming a rainbow across the bow.

“AS she passed closer to us she sounded her horns, which made the hairs on the back of your neck stand on end,” he said. “At that point I remember thinking ‘We have done it.’”

Chairman and INEOS founder Jim Ratcliffe said the ship’s arrival – after 14 days at sea – was a strategically important day for INEOS and Europe.

“We have seen how shale gas has revitalised US manufacturing and for the first time ever Europe can access this essential energy and raw material source too,” he said. “European manufacturing is becoming less and less competitive and we believe that US shale gas could help turn this around.”

He added: “I am incredibly proud of everyone involved in it. I believe that INEOS is one of very few companies in the world that could have successfully pulled this off.”

INEOS has done it. After five years in the planning, the arrival of its first Dragon class carrier heralds the start of a new era for the European chemical industry.

“As she passed closer to us she sounded her horns, which made the hairs on the back of your neck stand on end”

David Thompson

The common theme is shale gas, which has led to the manufacturing renaissance and boom in America.

So far four of INEOS’ eight Dragon class vessels have been built. Together they will be moving 40,000 barrels of US shale gas a day, every day, for the next 15 years to two petrochemical sites in Norway and Grangemouth in Scotland.

By 2020, INEOS hopes to be importing about eight shipments a month from the US to supply its European petrochemical facilities and an ethylene plant owned by ExxonMobil Corporation in Scotland.

When the first shipments of liquefied ethane, cooled to -90ºC, finally arrive at Grangemouth later this year, the plant will move from loss making to profitable literally overnight.

“It will move it back into the world’s premier league of petrochemical facilities,” said Jim.

INEOS’ gas crackers in Norway and Scotland have, in the past, relied on gas from the North Sea but those supplies have been dwindling. The gas from the US will complement the reducing gas feed from the North Sea.

The ethane storage tank at Rafnes can hold 19,000 tonnes of liquefied gas; the one at Grangemouth is capable of holding 33,000 tonnes.
THE collapse in oil prices does not trouble INEOS, which has just invested $2 billion to transport US shale gas to Europe.

Tom Crotty, INEOS' Group Communications Director, said outsiders had questioned the viability of importing US gas when oil prices were now so low.

But he said it did not matter because INEOS owned both gas and oil crackers.

“For us, the fact that we’ve now got much lower oil prices hasn’t impacted the viability of bringing that gas in from America at all,” he said.

“Instead, it has improved the profitability of our oil-based crackers.”

The availability of low-cost ethane, a natural gas derived from shale gas, has revitalised America’s chemical industry and given it an advantage over many competitors around the world which rely on naphtha, a more expensive oil-based feedstock.

But with the collapse in oil prices, that advantage has narrowed.

“Some have said that companies like INEOS must be mad to bring in ethane from the US when oil prices are so low but they are missing the point,” he said.

“If you’ve got a gas cracker, you cannot use naphtha. You have to use gas. So the issue is not one of gas versus naphtha, it’s gas versus gas.”

INEOS, which relies on ethane gas for its crackers in Norway and Grangemouth, said it was still cheaper to import gas from the US than buy it in Europe.

“Our Grangemouth cracker has been running at 40% output for the past three years because we haven’t got ethane. Ethane is running out fast in the North Sea. So your choice there is really simple, you need to either run a cracker or you don’t.”

A MANUFACTURING unit at INEOS’ Grangemouth site is to reopen eight years after it was mothballed.

The plant has successfully completed rigorous recommissioning trials to prepare for the arrival of US shale gas ethane.

INEOS announced the news shortly after the first shipment of US shale gas arrived at its neighbouring gas cracker in Rafnes, Norway. The first deliveries are expected at Grangemouth in the autumn.

“We are now in great shape to finally run the Grangemouth plant at full rate,” says Gordon Milne, INEOS Grangemouth Operations Director.

INEOS was left with no options but to close the second manufacturing unit at the KG乙烯 olefin cracker in 2008 after it could not operate it at full capacity.

The arrival of US ethane changes everything.

“When the gas finally arrives here, this plant will move into the premier league of European petrochemical plants,” said Gordon.

The US liquid gas will be stored in a specially-built ethane tank – the biggest in Europe – and make up for dwindling North Sea supplies.

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WHY SHALE GAS FROM THE US STILL WORKS WITH $30 OIL

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“The European petrochemical industry has done very, very well as a result of low oil prices, because the price of naphtha has fallen dramatically,” said Tom.

“So margins have come back into naphtha crackers big time. If you’ve got both types of crackers, like us, then you have reason to feel very happy.”

INEOS, which relies on ethane gas for its crackers in Norway and Grangemouth, said it was still cheaper to import gas from the US than buy it in Europe.

“The other issue is that we cannot get gas in Europe,” said Tom.

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HOW INEOS TRIUMPHED IN THE FACE OF CRITICS WHO DISMISSED VISION AS PURE FANTASY

The world said it couldn’t be done. The world doesn’t know INEOS or the company it keeps.

**INEOS is truly at the forefront on all parts of the olefins value chain. Securing and co-operating with companies providing upstream resources, pipelines, terminal infrastructure and Evergas, for the seaborne pipeline, is just mind-blowing. And INEOS has truly been visionary in all these aspects**

Steffen Jacobsen, CEO, Evergas

**It had never been done, and many said it couldn’t be done,** said Chad Stephens, Senior Vice President of Corporate Development, Range Resources, which is providing INEOS with the gas it needs.

The arrival of these world-leading vessels, which were built in China, heralds a new era in the transportation of ethane gas.

**Not often do you witness revolutionary moments in our industry, but this is one of them,** said Peter Clarkson, head of investor relations at INEOS.

The story, though, really began six years ago when INEOS decided to think the unthinkable. In 2010, Europe was reeling from the effects of the financial crisis. Energy prices were higher than ever and North Sea gas stocks were dwindling. America, a traditional consumer of these liquids, had previously been a net exporter but with the discovery of shale gas and fracking technology, had become a net importer.

**People said we couldn’t do it,** he said. **“But of INEOS we have always believed that anything is possible.”**

As INEOS plunged ahead with its ambitious plans and assembled a team of international partners, spanning three continents, others watched and waited.

**“The technology didn’t exist as we had to create it,”** said INEOS Director Andy Currie.

The world’s largest ethane cracker, which had been due to be built at Grangemouth in Scotland, had been cancelled. INEOS was looking at ways of acquiring ethane from the US and shipping it to Grangemouth.

The technology did not exist to transport ethane in large quantities on a seaborne pipeline, and to do it efficiently and without emitting harmful emissions.

**“It was an enormous task but Evergas understated perhaps better than anyone else what it would take to transport ethane in the quantities sought by INEOS over the distance required,”** said Chad.

Evergas did indeed.

**“Shane-capable vessels existed,”** said CFO Stefan Jacobsen. **“But Evergas, together with its many stakeholders, created the largest and most sophisticated ethane-carriers to date. That ambitious vision from INEOS and Evergas is what has made this shipping project possible.”**

In Hamburg, Germany, M5R worked on an optimised hull to meet the special needs involved in transporting ethane and Wartsila in Finland invented an optimised hull to meet the special needs involved in transporting ethane.

Once the designs were complete, Sinopacific Offshore and Engineering, one of the biggest shipbuilders in the world, was given the final piece of the jigsaw. It had to build the ships.

Ships’ to be loaded with cargo. Elsewhere, 50 miles away on the west coast of America, Grangemouth in Scotland.

**“One of the underlying factors for the success of this project has been the fact that Wärtsilä and INEOS genuinely share the same values. The two companies are both entrepreneurial and ground breaking in their approach”**

Timo Koponen, Vice President, Flow and Gas Solutions, Wärtsilä Marine Solutions

**INGEOS: SETTING NEW STANDARDS**

A plan was hatched at INEOS’ offices in Rolle, Switzerland. It had so much ethane that it did not know what to do with it.

The technology didn’t exist to transport ethane in such large quantities. There were no export facilities in the US and no way to get the gas from the shale wells in south western Pennsylvania to Philadelphia 300 miles away on the west coast of America.

To INEOS, the situation was straightforward.

**““There was no way to get the gas from the shale wells in south western Pennsylvania to Philadelphia 300 miles away on the west coast of America.””**

To do it, INEOS struck 15-year deals with ethane suppliers, including Range Resources, to provide the gas. Methanol to produce the gas and Sunoco to pipe it hundreds of miles to the Marcus Hook Industrial Complex where it will be cooled to minus 140 degrees Fahrenheit before being shipped to Norway and later this year Grangemouth in Scotland.

In America, work began to convert a former oil products pipeline to carry the ethane on most of its journey from the Marcellus Shale to Marcus Hook, a once bustling oil and gas refinery which had closed in 2011.

Sunoco, which still owned the running refinery, began pumping billions of dollars into transforming it into a world-leading chemical production, gas storage and distribution centre to enable INEOS’ first ‘Dragon Ships’ to be loaded with cargo. Elsewhere, 50 miles of new pipes were laid and a new pumping station was installed.

Over in Europe, INEOS partnered with Danish shipping giant Evergas to design ships capable of such a mammoth task.

That bold, pioneering plan has now become a reality.

That ambition from INEOS and Evergas is what has made this shipping project possible.”

With the ethane cracker in the UK Government which meant INEOS could raise the money it needed to build one of the largest ethane storage tanks in Europe.

Work also began on the construction of new shipping and storage facilities to handle imports of ethane at INEOS’ Grangemouth plant.

For staff at Grangemouth, after months of uncertainty, the feel of a bright, new dawn was palpable. For just months before that losing petrochemical plant had threatened with closure send a bitter industrial dispute during which staff had initially rejected the company’s survival plan.

A change of heart eventually paved the way for major investment and a £250 million loan guarantee from the UK Government which meant INEOS could raise the money it needed to build one of the largest ethane storage tanks in Europe. Once built the ethane cracker will be able to double production.

It has been a mammoth task. But as Andy stood on the bridge of the first ‘Dragon Ship’, aptly named ‘INEOS Ingenuity’, he could not disguise his delight.

**“It’s wonderful when a plan comes together,” he said. “And if it makes you feel very proud to have accomplished something that no one has ever done before.””**
THE North Atlantic is not a place for the fainthearted. It is a potentially hostile environment for any ship, let alone one that is carrying liquid ethane. INEOS knew that — and that is why it turned to Evergas, a world leader in gas transportation.

On the surface, INEOS’ brief was simple. It needed a ship that would be capable of transporting huge quantities of liquefied ethane gas at -90°C more than 1,000 miles across a deep, cold ocean, plagued by icebergs, dense fog, 50ft waves and severe storms. And it had to do it more efficiently than had been ever done before.

The answer was anything but simple. But the result was the largest, most flexible, environmentally sustainable, multi-gas carrier ever built.

“There is not a ship like this in the world,” said Hans Weverbergh, Operations Manager at Danish shipping company Evergas. “There were no ships that had pressurised tanks that could carry this amount of ethane. It was something that had never been done before.”

“Liquid natural gas has been shipped around the world for decades. Ethane though is a different matter. It had only ever been shipped in small vessels on short routes. Crossing the Atlantic would need much bigger boats. Other companies felt it simply wasn’t viable. But INEOS saw the opportunity and had the vision to make it happen.”

INEOS wanted the ‘Dragon Ships’ to be able to be powered by the cargo it was carrying. For that it turned to Finnish company Wärtsilä, which set a new standard in fuel flexibility. It designed dual-fuel engines which were capable of seamlessly switching between liquefied natural gas, ethane, light fuel oil or heavy fuel oil without any loss of power.

“It was a technological breakthrough,” said Timo Koponen, Vice President, Flow and Gas Solutions, Wärtsilä Marine Solutions. “Ineos’ engines run on ethane, there will not only be more room for cargo, but the vessels will produce 25% less CO2, 99% less sulphur dioxide and meet the International Maritime Organisation’s Tier III regulations.

Each ship is also equipped with two engines to ensure the cargo gets through no matter what. The ships are the biggest ever designed of its kind. In terms of pure size each is the length of two football pitches, 210m. Each contains the cargo tanks, could hold 220,000 cubic metres of ethane.

The tanks are located in the hull of each vessel, and each is capable of holding 11 swimming pools’ worth of liquefied ethane.

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“The ships are the biggest ever designed of its kind. In terms of pure size each is the length of two football pitches, 210m. Each contains the cargo tanks, could hold 220,000 cubic metres of ethane.”

The naming ceremony marked another landmark in INEOS’ $2 billion global project to bring shale gas from the USA to its manufacturing plants in Norway and Scotland.

INEOS is the first company in the world to opt to ship shale-gas derived ethane from America where the gas has led to a manufacturing renaissance.
The US chemical industry renaissance is just getting started. Kevin Swift, chief economist of the American Chemistry Council.

THE GIFT THAT KEEPS ON GIVING

AMERICA CONTINUES TO BENEFIT FROM SHALE GAS REVOLUTION

The shale revolution has been described as the most remarkable energy success story in US history, and possibly the world. When you look across the Atlantic to America’s shores, it’s easy to see why.

NO ONE could have predicted just two years ago that the revolution sweeping across the world would change the course of history.

But the ripple effects of engineer Nick Steinsberger’s work in the Barnett shale gas field – where, 20 years ago, he discovered the perfect liquid rock to extract gas from shale two miles underground – are still being felt today, not only in America, but all over the world.

“I don’t quite feel as if it’s dawned on me and initially I never thought this would happen,” he told INCH magazine from his office in Fort Worth, Texas. “At the time I was just trying to make something work. But over time, I realised the enormity of what we had achieved and how it is still being felt today, not only in America, but all over the world.

“We want to make the most of this opportunity for America’s petrochemical industry, the discovery of these vast, untapped reserves of shale gas has been phenomenal.

“US chemical investment linked to shale gas has now topped $53 billion,” said Cal Dooley, President and CEO of the American Chemistry Council.

As of January this year, 262 projects including new factories, expansions and process changes to existing facilities, are more than 200,000.

For America’s petrochemical industry, the discovery of these vast, untapped reserves of shale gas has been phenomenal.

“We haven’t been able to move fast enough to take advantage of these opportunities until now,” said Steve Russell, ACC’s vice president of plastics, said last year.

The number of companies actively moving production back to the US to continue to increase,” said a spokesperson. “In fact, the US has surpassed China as the most likely destination for new manufacturing capacity.”

The shale revolution has been described as the most remarkable energy success story in US history – created enormous benefits in the US. For the petrochemical industry, one of the world’s biggest consumers of energy, success story in US history, and possibly the world. When you look across the Atlantic to America’s shores, it’s easy to see why.

And INEOS, which has 17 manufacturing sites in the US, is already in high gear.

In 2015, INEOS and Sasol’s new plant at INEOS Battleford Regional Manufacturing Complex at LaPorte in Texas is expected to open, with the first phase of its plant expected to be commissioned in late 2016.

And the ripple effects of engineer Nick Steinsberger’s work in the Barnett shale gas field – where, 20 years ago, he discovered the perfect liquid rock to extract gas from shale two miles underground – are still being felt today, not only in America, but all over the world.

“The number of companies actively moving production back to the US has more than doubled from 2013 levels,” said Steve Russell, ACC’s vice president of plastics, last year. “Over recent decades in all prices, our nation has a decisive edge.”

While America is now looking to capitalize on all these investments and sell to the world, a move described by Cal Dooley last year as the ‘surest path to a stronger economy and new jobs’. It will take decades to overcome the MBA mentality.

“America is now looking to capitalize on all these investments and sell to the world, a move described by Cal Dooley last year as the ‘surest path to a stronger economy and new jobs’. It will take decades to overcome the MBA mentality.”

Apple’s decision to manufacture its Mac Pro in America was also just Chief Executive Officer Tim Cook’s $100 million Made in the USA push.

“Don’t think, many companies are still trapped in the ‘buy at the cheapest price’ mode instead of considering the total cost. It will take decades to overcome the MBA mentality.”

AS THE world’s largest technology company, Apple’s decision to manufacture its Mac Pro in America was also just Chief Executive Officer Tim Cook’s $100 million Made in the USA push.

“We don’t want to just assemble the Mac Pro here,” he said. “We want to make the
whole thing here. This is a big deal.”

In January this year America’s oldest handgun manufacturer, Smith & Wesson, announced that it was moving 41 jobs back from China to its plant in Andover, Massachusetts. Pennsylvania had launched an appeal in November for the public to buy $10,000 worth of 215 Bushmaster .50-calibre ‘bullet’ machines, built in 1918, that were the forerunners of the famous M1 Garand. The public had failed to respond.

“Reckoning is the fastest and most efficient way to strengthen the US economy because it demonstrates that manufacturing is a growth career,” said Harry. “And without manufacturing, a country becomes progressively poorer.”

But it is not just industry which has benefited from the shale gas resurgence. Sunoco Logistics had bought the old refinery in 2011, with the intention of linking it to the Marcellus shale, which now produces about 20% of America’s natural gas, compared to nothing 10 years ago.

Management believed the existing infrastructure for shipping, rail, truck and pipeline positioned it as a hub for natural gas liquids.

“Safe, responsible natural gas development has been good for the state economy, good for local economies and good for Pennsylvania,” said Hank Alexander, vice-president, business development of Sunoco Logistics Partners LP.

“Having that funding source has been a tremendous boon to us,” said Mario Giambrone, owner of Italiano’s restaurant in Marcus Hook. “You can talk about it anyway and it is a godsend for this town and my business.”

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CHEMICAL INDUSTRY’S CHALLENGE IS TO INFORM PEOPLE

No one should ever underestimate the importance of the chemical industry to manufacturing. For without one, the other would not exist.

That is not a problem in America which is currently making manufacturing progress thanks to the abundant supplies of low-cost shale gas, which have driven down the cost of the raw materials that manufacturers need.

For it is the chemical industry’s products and processes that have again helped to reduce CO2 emissions. Synthetic oils that help to reduce CO2 emissions. Chlorine to purify drinking water. Insulation materials to insulate houses, offices, electrical packaging, protect and preserve food and drink. Efficient and effective biofuels to improve the environment in which we live. Insulin to treat diabetes. Antibiotics to fight infections and more.

Our $64,000 question, “How that can be changed remains the $64,000 question,” said Steve. “Our organisation, and others like it, has a major PR challenge to regularly ‘educate to advocate’ for the industry.”

But part of the problem for the chemical industry is that the public doesn’t know if one of the most important industries in the world – and that’s a perception that must change.

“More people know absolutely nothing about the everyday products they use are made,” said Lawrence, Chief Operating Officer of UNIS, which employs 17,000 people at 16 sites in 16 countries, is proud of what it does to make people’s lives easier and more comfortable.

It alone makes:
Solvents that are used in the production of paints and adhesives
Efficient and effective biofuels to improve the sustainability of modern transport
Chlorine to purify drinking water
Synthetic oils that help to reduce CO2 emissions
More than 100 million tonnes of raw materials to manufacturers, therefore cannot be underestimated. The two are linked inextricably. And it is very often where innovation starts.

“Polls take for granted the incredible scientific discoveries the specialist chemical industry continues to make to help create the electronics, life-saving drugs, and smart energy homes we have come to enjoy and depend upon,” said Lawrence.

“Without the chemical industry’s products and technologies, in their lifetime, saved more than twice the energy it took to make them.

He said although the industry was energy-intensive, its products, in their lifetime, saved more than twice the energy it took to make them.

“Folks take for granted the incredible scientific discoveries the specialist chemical industry continues to make to help create the electronics, life-saving drugs, and smart energy homes we have come to enjoy and depend upon,” said Lawrence.

The retired chemistry professor from Oxford University in his new book, “Without the chemical industry, the world would lack colour. We would live in Stone Age conditions, underfed, dressed in skins, without the many devices that ease our lives and entertain us. Our lives would be short and painful.”

Professor Peter Atkins
Britain was once the powerhouse of the world. It pioneered international trade, it established manufacturing as a huge market, and it has today a highly skilled workforce, which could change everything. Britain was once the powerhouse of the world. It pioneered international trade, it established manufacturing as a huge market, and it has today a highly skilled workforce, which could change everything.

In the 1970s, more than 200,000 people worked in the UK steel industry. Today there are about 30,000. Steelmaking is finished on Teesside," said Northern Echo newspaper as a ‘human and industrial tragedy’. The Northern Echo newspaper as a ‘human and industrial tragedy’.

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“We are watching the slow death of manufacturing in this country,” he said. “We have a real fear of our manufacturing in a single generation.”

Twenty years ago, he said, it was on a par with Germany where conditions are still strong. “This volumetric shift in UK manufacturing may seem like a minor travesty in services-rich London, and much of the southern counties, but it is a catastrophe in slow motion in many parts of the North of England, Wales and Scotland,” he said.

In October last year the Redrow steelworks at Teesside shut down, with the loss of 2,000 jobs after Cleveland Steel Industries UK, the plant’s Thai owners, went into liquidation. Labour MP Alistair Trott described it in The Northern Echo newspaper as a ‘human and industrial tragedy’.

“Steelmaking is finished on Teesside,” said one man who had worked at the plant for 30 years. In the 1970s, more than 200,000 people worked in the UK steel industry. Today there are about 30,000 but their jobs are no longer safe.

He said: “The UK has had to look at what it had to offer if it wanted to understand why it had fallen so woefully behind the pack. It would be nice if there was a simple, crisp answer but there is not, “To maintain a great manufacturing, only needs a constant stream of investment as plants grow or products grow old. New plants and new products need investment...”

Britain, he said, needed cheap or at least competitively-priced energy. “We cannot afford to get that at the moment. And, with the North Sea running out of gas, the position is likely to get worse,” he said. “But we are sitting on huge shale gas deposits which could change everything.”

In the 1970s, Britain had the wealth on its coal reserves which were abundant and easily mined. And it stopped the industrial revolution, with Britain very much at the forefront of change.

Access to cheap energy, though, is not the only thing weighing the UK’s manufacturing industry today. Alistair Trott highlighted the need for a skilled workforce.

“We used to have excellent apprenticeship schemes, Polytechnics and Technical Colleges,” he said. “But governmental demand killed off young people needed to become technicians.”

Their concern is shared by many. A recent survey of British manufacturers - published in the Annual Manufacturers Report 2016 - shows the shortage of skills remain their greatest fear.

“The put it bluntly, our education system is failing our youngsters and, consequently, creating problems for industry,” said Callum Maclean, editor of the British Manufacturing.

“No one expects a fresh-faced youngster will have the skills and experience of a veteran but this is about being poorly prepared for work and if it has been going on for decades,” he said. “The longer it continues the more it will compromise our competitiveness. The gap in understanding between schools and workplaces must be bridged; for the sake of our manufacturing base and for our people themselves.”

Jim also highlighted the need for a skilled workforce. “Germany has them,” he said. “It has a highly skilled workforce, a skilled workforce, and a government that wants to make it happen.”

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British Government to offer 100% tax relief to manufacturers for investing capital expenditure and a single digit tax rate for manufacturing.

“Any balanced economy needs to reflect new markets where exports have chosen the Far East.”

According to the latest INSEAD, Britain is the 15th biggest economy in the world, excluding just under 25% of the world’s manufactured goods - compared to 1819 when it made 18% of all goods.

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KEEPING THE LIGHTS ON: INEOS SEeks to dispel shale gas myths

IT TURNS TO LOCAL PEOPLE TO SHARE ITS MESSAGE

The UK could become the first country in Europe to benefit from a thriving shale gas industry. First, though, INEOS – the company with more shale gas licences than any other – must win the hearts and minds of those communities that live and work close to its operations.

INEOS is a new one of the biggest companies in the UK’s shale gas industry. But it’s known it’s a lot bigger than the rest.

With trust in big business, banks and politicians now hit at all-time lows, it has never been more important to take back the message of gas.

In April last year INEOS shale, which now has government licences to explore one million acres of the UK for shale gas, began its first two communities that its intentions are honourable.

“We are in this for the long-term,” said INEOS Shale’s CEO, Gary Haywood. “We want just people making money. We want to help lead a manufacturing renaissance in Britain and we believe an indigenous shale gas industry can do that.”

It has already been talking to communities in Scotland where it has agreements to explore thousands of acres near its manufacturing plant in Grangemouth.

But as it waits for Scotland to lift its current ban on fracking, further to requirements, INEOS shale has missed out – into England, where it hopes to continue communities – for example, the Blackpool District and the East Midlands of the benefits that a domestic shale gas industry could bring.

“We understand that people in those areas are concerned,” said Gary. “And that is partly because there are so many myths about shale gas extraction. But we want to show that this can be done safely and we want to meet the people in areas where we have licences.”

INEOS is keen to ensure that local people have the opportunity to talk directly to INEOS – and not just about what a place is to do near their homes.

INEOS shale has also produced a series of films to share its first few months of activity. It launched a mobile app to be used by its engineers, which promised 6% of shale gas revenue to INEOS to improve local facilities.

As INEOS seeks to reassure, INEOS is planning thorough 2D and 3D studies of the rock in each county to check whether gas is present and accessible.

If the results from that look promising, permission will be sought to drill deeper vertical wells to take three-inch wide cores of the rock to measure the quality and quantity of oil and gas in the shale.

“It is effectively like coring an apple,” said Tom Pickering, Operations Director INEOS Shale. “It’s a cautious approach, led by science, but it is important that we get it right.”

Once INEOS has the detailed data it needs, a decision will be made whether it is economically – and safe – to drill the well using 1.5% brine; 1% sand and 0.5% additives, which will prevent the build-up of scale and sterilise the well.

Some people say that 600 tonnes of chemicals are used for fracking but that it’s just not true,” said Gary. “Most wells require between six and 12 chemicals. All chemicals used will have to be described openly in planning applications and permits.”

INEOS shale knows that its decision to pursue shale gas exploration has set it in a collision course with environmentalists who claim fracking is dangerous, causes earthquakes, poisons drinking water and affects the air we breathe.

But the company has never been one to run away from a challenging situation especially when it believes there is a strong economic and environmental case.

“An indigenous shale gas industry will not only revitalise manufacturing in Britain, but it will give the UK energy security for the time in many years and create thousands of jobs in areas which have been hardest hit,” said Gary. “We can do that and reassure people that the industry can operate without long-term damage to the environment or their way of life, it’s a win-win situation for all.”

Professor Peter Sibley, one of the experts commissioned by the UK government in 2011 to win a independent report after fracking by another company caused minor tremors in Lancashire, said INEOS’s licence set a high bar for minimising the impact of shale gas burned deep beneath the ground.

“I don’t think people really think how extremely vulnerable we are in the UK,” he said. “At the moment about 95% of UK domestic heating and cooking is gas and we import half of it. Some of it comes from Norway, which is probably all right, but a lot of it comes from Siberia which has not been the most secure form of supply in the past.”

In January 2012, a dispute between Ukraine and Russia over natural gas prices led to deliveries to a number of European countries being cut off entirely.

“We were down to two days’ supply,” he said. “And when that happens, companies like INEOS Shale are in a position, which is the third biggest user of gas in Britain, are into it to protect the domestic supplies.”

INEOS only uses gas, though, to heat and power its own energy-intensive plants. Gas is used to make an investor used to make thousands of essential products that are all vital in our daily lives. Without it, there would be no plastic, medicines, buildings, cars, component, clothing, or food science.

“That’s all we want,” said Tom. “We are not complacent. We do understand people’s concerns but many of the things people may have read about shale gas are subject to debate. For instance, it is often challenged if people think we are wrong. That’s because we have our facts and information. And that is what we hope to share with the public.”

It will be a difficult battle because the anti-fracking groups have tapped social media.

But INEOS hopes to show that it who shouts the loudest, isn’t necessarily the most knowledgeable.
“Safety and efficiency are paramount to us”

Doug Scott, head of drilling at INEOS Breagh

OFF-SHORE THE DRILLING AND FRACKING FOR GAS GOES ON QUIETLY AND UNNOTICED.

On-shore it’s not quite so simple. But the team who works for INEOS Breagh – INEOS’ new oil and gas business – is confident of one thing. If anyone has the experience, expertise and drive to become Europe’s leader in this new and exciting shale gas industry, it is INEOS.

Off-shore the drilling and fracking for gas goes on quietly and unnoticed. On-shore it’s not quite so simple. But the team who works for INEOS Breagh – INEOS’ new oil and gas business – is confident of one thing. If anyone has the experience, expertise and drive to become Europe’s leader in this new and exciting shale gas industry, it is INEOS.

Doug Scott is head of drilling at INEOS Breagh. He is the son of Tom Pickering, INEOS Executive Vice President and incoming Chief Executive Officer.
Chance research led Rhys Jones to INEOS’ door 10 years ago. He was in search of money to help him become the youngest person to scale the highest mountains in each of the world’s seven continents. He came away with the money, climbed Everest and broke the world record on the day of his 20th birthday. But that meeting with INEOS chairman Jim Ratcliffe had a profound effect on him, as INCH discovered.

“IT’S hard to come down to earth when you have stood on the roof of the world. One who knows that from experience is Rhys Jones who conquered Mount Everest, the world’s highest mountain, on his 20th birthday. He had dreamed of that moment for eight years after listening to a talk as a 12-year-old Scout. In a sense, his work was now done and he had no desire to climb it again. “Once was enough for many reasons,” he said. “But in many ways I guess I never really came down. I can relive any part of the climb anytime I close my eyes. It’s something I will never forget.”

A few years ago, Rhys, who now runs his own luxury expedition company with his wife Laura, was asked to lead an expedition into the ‘death zone’ and on to the summit of Mount Everest. “I said ‘no’ because I couldn’t put a price on that experience,” he said. “You really have to want it to endure the hardship and danger, and I’m not sure that a pay cheque would drive me enough for that.”

It was, however, a ‘pay cheque’ that got him there in 2006. “I don’t know what made me approach INEOS all those years ago for funding,” he said. “It was just chance, property, but I had spent the not long and wide writing to sponsors, including INEOS, which gave me £100.”

He has the same rap at going up as when he first climbed: “It’s all the way up to the age of 17-year-old. After a hour-long, seven-mile drive up, he started climbing. The expedition was sponsored by INEOS, which gave him £100 on the summit.”

“I would not have been able to do it without INEOS’ help,” he said. “It was all the money I needed but it also meant much more to me. It was a huge boost to my confidence that Jim believed in me and it’s what pushed me up the mountain. I vividly remember taking the final steps to the summit a few months later, and having an astounding thought that I promised Jim a photograph of the INEOS flag on the top.”

Rhys returned to the UK with a confidence and dogged determination. But he sensed something was missing. “It had been a target for so long that I missed having that goal to strive for,” he said. He started giving regular talks at dinners and events and working with schools. “I felt it was important to explain to children that I was very average when I set myself these goals,” he said. “I wasn’t a high flier. I was one of the 80% of students who turn up, do the minimum work to avoid trouble, and go home again. I was very anonymous, and couldn’t wait for the weekends when I could go climbing. But I was able to make things happen because I had the right approach.”

He recalled how surprised his teachers were when he climbed Denali, the highest peak in North America, 12 months after sitting his GCSEs. “In one of my old school reports I had been advised to work on my fitness so that I could enjoy my PE lessons more,” he said. “No wonder they were surprised.”

He also led expeditions for travel companies and a champagne firm. “It was fun but I always felt like I was short changing myself by working for a middle man,” he said.

So he quit and set up his first company, RJ7 Expeditions. He is now back in the UK and heading up new ventures. He is also setting up a giving scheme to raise a £10,000,000 endowment fund to help in the Middle East.

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And for those seeking such thrills, his experience is invaluable. “I’ve had some low ebbs on expeditions,” he said. “I fell into a crevasse in Greenland and broke my arm. But we all face challenges in our lives. What things are tough, I remind myself that nothing last forever, no matter how steep, how complicated, or how difficult it appears.”

As for the INEOS flag, which he unravelled during the five minutes he spent on the 29,035ft summit on May 17 2006, he hopes that it’s in an INEOS office somewhere in the world. “Who knows, seeing that may inspire someone else to follow in my footsteps,” he said.

WHY RHYS WILL ALWAYS BE GRATEFUL TO INEOS FOR HAVING FAITH IN HIS DREAMS
Governments agree that global warming now poses the greatest threat to life on earth. What they cannot agree on is how best to tackle it with the debate over renewable energy vs fossil fuels far from over. INEOS, as one of the world’s biggest consumers of energy, believes renewables are not yet up to the job. But is it a view shared by others?

Energy strategy in Britain has three big goals; keeping the lights on, keeping the bills down, and moving to a clean energy future. We need to meet the UK’s demand for energy, using clean and low carbon energy sources if we are to continue to combat climate change and grow the economy. But this isn’t something which will simply happen overnight. It will take time as we set out to move to more renewable and low carbon energy sources. Moving from coal to gas would make a huge contribution to reducing our carbon footprint, and is the “bridge” we need for many years to come.

Andrea Leadsom, Energy and Climate Change Minister, UK Government

For more than a year the Task Force on Shale Gas has explored the potential impacts, positive and negative, of creating a shale gas industry in the UK. In December we published our final recommendations. We are convinced that gas will be required as part of the UK’s energy mix for the short and medium term. It is simply not feasible to create a renewables industry that can meet all our energy needs in the short-term. Gas represents an environmentally cleaner alternative to the carbon-intensive and gas price-driven power sector of today.

Lord Chris Smith, Chairman, Task Force on Shale Gas, UK Government

The international energy agency sees renewables providing an ever-greater share of the global energy supply, but fossil fuels are not going away soon. In the central scenarios of their recent World Energy Outlook, global energy demand rises about one third by 2040. Renewables will contribute to that surge, but not to the level of gas. In 2030, shale gas has increased the share of electric power generation from coal, and further development of natural gas, along with renewables, is critical to a diverse, secure and sustainable energy supply in the coming decades.

Sarah Venn, Chief Economist, The International Energy Agency

The US Department of Energy and Environmental Protection Agency to reduce US power sector CO2 emissions 32% by 2030. In April power sector carbon emissions had reached the lowest level since 1988. Not coincidentally, April was one of the warmest Aprils on record. This success is the realisation on our part that we may be able to do anything, which is an incredible scientific and political achievement.

Richard Heinberg, Senior Fellow, Post Carbon Institute

We need to be very clear: solar cells, wind turbines, and biomass for bioenergy plantations can never replace even a small fraction of the highly reliable, 24-hours-a-day, 365-days-a-year, nuclear, fossil, and hydropower power stations. Claims to the contrary are usually both inaccurate and irresponsible. We live in a biotechnology limited world, generate too much CO2, and major hydropower opportunities have been exhausted worldwide.

Ted W. Patock, Chairman, of the Cleaner Power and Energy Engineering Group, North American Association of Environmental Engineering

President Barack Obama’s Clean Power Plan is a regulation designed by the Environmental Protection Agency to reduce US power sector CO2 emissions 32% below 2005 levels. Because each state has a unique energy mix, the Clean Power Plan sets state-specific reduction goals and provides the flexibility to meet them through individual state plans. The immediate hope is that the British Government will also see the benefits of incorporating The Daily Mile into the national school curriculum as a way of helping to tackle this UK’s growing obesity epidemic.

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We think this campaign can make a huge difference in addressing that problem,” said Ulrick.

Visit The Daily Mile’s website or follow-the-campaign on Twitter @thedailymile and Facebook. www.thedailymile.co.uk. Also follow the campaign on Twitter @thedailymile and Facebook. www.thedailymile.co.uk. Join The Daily Mile and become a GO Run For Fun Foundation supporter.

“A FORERUNNER” teacher in every primary school in the UK running a mile for fun every day has entitled a mini-marathon to occur every day.

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INEOS has a habit of backing winners. And its GO Run For Fun campaign is proving to be another.

Karl Kjong, the assistant principal at Alvin Elementary School in Alvin, Texas, told INEOS that 155 children — instead of the expected 65 — signed up to GO Run For Fun event last year. "The kids cannot wait to do GO Run For Fun again this year," she said.

GO Run For Fun was founded in 2007 by INEOS chairman Jim Ratcliffe, a keen runner himself who wanted to encourage children to run for fun — and get fit at the same time.

As the teams behind what has become the biggest children’s running initiative in the world believe that where there’s a will to succeed, there’s a way. The GO campaign has already won the backing of inspirational supporters including: 10000 extra California teachers; 7000 Discovery Schools; 20000 Wallace Spennon and Elevate Mexico; 100000 Space Shuttle missions during the nineties.

"That way we can show kids that running is not only an important and fun sport on its own, but it’s also an integral part of so many great sports," said Kathryn.

Mary Myers, a PE teacher at Longfellow Elementary in San Antonio, Texas, told INEOS: "The kids are so used to playing video games that when they go outside to exercise they just put it off. They don’t even know how to run and play nowadays."

The key initiative of the INEOS ICAN Foundation, which is a non-profit organisation for focused on community outreach, will be GO Run For Fun in the Americas. INEOS Olefins & Polymers USA annual employee driven, fund-raising golf tournament and provide grants to help encourage children to run for fun – and create a lasting passion for doing so.

Last year Wallace Spennon, who is currently the world’s number one sprinter, visited GO Run For Fun events in Texas. He told children he had to work hard to get to the top of his school team. "It was only because of my father’s encouragement that I stuck with running and continued to practice," he said.

"GO Run For Fun is a massive success" said Dennis Seith, CEO INEOS Olefins & Polymers USA, "not only an inexpensive and fun activity for kids, but also a drive for doing your best."

"GO Run For Fun again this year," said Kathryn.

"I’m very excited about the opportunity to help motivate kids to be more physically active," said the INEOS Olefins & Polymers USA chief executive, "and I’m happy to be part of a campaign that can do so much good for children’s health and fitness in America."

"But this campaign is more than just a fun run. It teaches children the importance of a healthy lifestyle."

"It’s really important to help all parents understand the need to support good exercise habits in their children."

To help drive home the message about the benefits of running and exercise to the body and soul, INEOS has produced informative leaflets printed in English and Spanish:

Events will be delivered to 15 public elementary schools in the Alvin, Clear Lake and La Porte school districts this year, with 9 days of runs having already taken place in the Alvin School District this April.

But INEOS is already looking to the future, and has set its heart on attracting 15,000 children by 2017 and 20,000 by 2018. And with a team as passionate as INEOS, that should be easily achieved.

"We are excited about the opportunity to help motivate kids to be more physically active," said INEOS Olefins & Polymers USA, "and we are proud to be supporting the largest children’s running initiative in the world."

"GO Run For Fun again this year," said Dennis Seith, CEO INEOS Olefins & Polymers USA, "not only an inexpensive and fun activity for kids, but also a drive for doing your best."
As a company, INEOS has always championed the importance of sport to the mind, body and soul. So it’s no wonder it does so much to help others, especially young people, with a similar mindset, as INCH discovered

As supporters go, INEOS is in a league of its own. But that’s not INEOS’ word; it’s the word on the ground where INEOS does so much to help develop a healthy interest in sport, particularly among the young.

And it’s in any sport. Ice hockey. Football. Rugby. Running. And, seemingly, in every country where it does business. The UK, the UK, Germany, France, Switzerland and Belgium.

“INEOS revitalised our club,” said Dr Anne-Gret Iturriaga, who manages the Under 16s Falkirk rugby team in Scotland. “It is so rewarding to see children develop confidence and skills. I’d say our support at the rugby club has helped improve our season.”

“It is so rewarding to see children develop their skills and confidence,” she said. And INEOS has always been a big supporter of sports clubs where it has its own site – or employees’ children – spend their spare time, training, coaching or playing.

“They are always proud of our employees who actively get involved in clubs to help other people,” said Dr Anne-Gret Iturriaga, Head of the Corporate Communications department at INEOS’s Runcorn site.

In January the site teamed up with one of Germany’s biggest athletics clubs, the Berliner SV, to help organise the GO Fun Run Fun Event in June.

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“They are always proud of our employees who actively get involved in clubs to help other people,” said Dr Anne-Gret Iturriaga, Head of the Corporate Communications department at INEOS’s Runcorn site.

In January the site teamed up with one of Germany’s biggest athletics clubs, the Berliner SV, to help organise the GO Fun Run Fun Event in June.

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“Competition is always a good thing. It forces us to do our best. A monopoly renders people complacent and satisfied with mediocrity.”

Nancy Pearcey, best-selling and critically acclaimed American author