



## Shell Sponsoring Peak Oil Communication?

Posted by [Chris Vernon](#) on April 8, 2008 - 10:00am in [The Oil Drum: Europe](#)

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Click on the image to the right to download the .pdf of a full page "advert" which appeared in both Time and Fortune magazines over Easter. It was written by Jeremy Leggett, the prominent peak oil and climate change commentator and proponent of renewable energy (also Chairman of [Solarcentury](#)).

On peak oil Jeremy doesn't pull any punches:

The bad news is that no combination of technologies can plug the energy gap if the peakists are correct. There will be a third, and last, global energy crisis. It will dwarf previous crises. Profound economic dislocation will result. The challenge for human civilization will be how we rebuild post-peak.



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The interesting point here is that that Shell sponsored the thing.

So, what's in it for Shell?



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