

Nomination: 19200

A Sustainable Future in Sight with Shell's Site of the Future

Page: General Information
Name of Organization / Company Shell Pilipinas Corporation (SPC)
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Web Site Address https://pilipinas.shell.com.ph/ (https://pilipinas.shell.com.ph/)
Page: Entry Information
Entry Title A Sustainable Future in Sight with Shell's Site of the Future
Category J01 - J04 Award for Innovation in Customer Service > J02. Award for Innovation in Customer Service Management, Planning & Practice > All Other Industries
Submission Format An Essay of up to 625 Words

Essay

Inspired by the changing needs of our customers, the fast-paced digital revolution, and the shift to more sustainable options, Pilipinas Shell's Site of the Future promises a more enhanced customer experience – and a sustainable future in clear sight.

The Shell Site of the Future in Silang Cavite lays the foundations in promoting sustainability and inclusive mobility with site features like dedicated service areas for cyclists while supporting the local economy. Meanwhile, through the features below, this mobility station has achieved a 30% reduction in energy consumption versus the same site with the same technology. A pioneering project in the Philippines, this site is set to become a global blueprint for mobility stations.

I. Use of sustainable materials

- Solar panel installations in the canopy which can be seen by motorists from the forecourt
- Green wall installation. A green wall is a self-irrigating plant wall and rainwater collector allowing the station to use run-off water for the plants in the landscaped areas.
- Light-emitting diodes (LED) for forecourt, store lighting and fascia lighting
- Inverter technology and energy-efficient equipment that allows the reduction of carbon footprint from store operations
- Digital billboards for information panels to reduce the use of paper in printing collaterals
- Eco-bricks or up-cycled plastic that make up the walls and outdoor chairs and tables
- Shell Bitumen Fresh Air asphalt which offers a 40% reduction in the levels of sulfur oxides, nitrogen oxides, volatile organic compounds, particular matter, and carbon monoxide during application
- Rain-catchers that harvest water for watering plants and flushing toilets
- Grass-crete for parking slots: Concrete with grass implant to provide cooler ambiance to customers as soon as they park in front of the store

II. Energy-saving system

- Solar panel installations in the forecourt canopy
- LED lighting and energy-efficient equipment that allows the reduction of carbon emissions
- Rain-catchers that harvest water for watering plants and flushing toilets

III. Water management system

Rain-catchers that harvest water for watering plants and flushing toilets

IV. Waste management system

Site waste segregation and recycling according to local infrastructure

Diversion of site waste from landfills

Customer-facing recycle bins to make it easy for customers to recycle

V. Lifestyle Features

- Cyclists' alfresco area with specially designed stop-and-go bicycle racks which aim to encourage Filipinos to use active transportation
- People responsible for tasks with significant safety hazards have the necessary training and skills
- Maintenance of high Health, Safety, Security, and Environment (HSSE) standards
- Partnership with Chatime and other food & beverage brands to better serve the growing on-the-go consumption needs of our customers.
- Unique items from different areas of the Philippines are also featured and supported by programs like the Department of Trade and Industry's (DTI) One Town One Product (OTOP) and Go Lokal!, which all help mobilize the products of community entrepreneurs.
- In support of safer and contactless mobility, Shell has also made Touchpay available in Shell Select stores, allowing customers to pay their bills, and more importantly, top-up their RFIDs for contactless tollway transactions.
- Gcash and PayMaya are now widely accepted across the network to accept contactless fuel and convenience retail payments.

Shell's "Site of the Future" in Silang, Cavite is how the company demonstrates their mobility goals which are anchored on public safety, comfort and convenience, innovations and technology, policies, and environmental sustainability. This mobility station is focused on enhancing customer experiences, enabling more forms of transportation, and lowering carbon footprint through innovation.

While Acienda Silang is the first in the Philippines, Shell has expanded this new age format to 2 more stations in Mahogany, Tagaytay and JP Rizal Basak Cebu and will be building 3 more as part of the first phase of the site of the future pilot in the Philippines. Truly, the future of mobility stations is in sight.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in customer service since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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File 2

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File 3

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<https://pilipinas.shell.com.ph/sustainability/pilipinas-shell-annual-and-sustainability-report-2021/site-of-the-future-enhancing-the-customer-experience.html>
(<https://pilipinas.shell.com.ph/sustainability/pilipinas-shell-annual-and-sustainability-report-2021/site-of-the-future-enhancing-the-customer-experience.html>)

URL 2

<https://wheels.ph/spotlight/2021/09/29/35206/shell-ph-unveils-site-of-the-future-in-cavite/> (<https://wheels.ph/spotlight/2021/09/29/35206/shell-ph-unveils-site-of-the-future-in-cavite/>)

URL 3

<https://www.marketing-interactive.com/shell-ph%E2%80%99s-1st-site-of-the-future-enhances-customer-experience-beyond-fuel-related-services> (<https://www.marketing-interactive.com/shell-ph%E2%80%99s-1st-site-of-the-future-enhances-customer-experience-beyond-fuel-related-services>)

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