

Shell
Hunt for Cash Trophy
2011 | 2012
Great job done!





The 'Hunt for Cash' project for Shell Downstream started about two years ago with 400 staff in over 25 locations. Its aim: reducing Working Capital e.g. minimizing Overdue Debt through more effective Debt Collection, Dispute Resolution and greater efficiencies in Debt Recovery. On the long term: to have a sustainable, fast and pro-active credit process.

H4\$ created a positive and complete mindset change & single focus on how to operate successful and to work more pro-active.

All Europe & Africa credit teams, including the Financial Operations centers Glasgow, Krakow and Manila made this project into a huge success, far surpassing the original goals and expectations. Shell wanted to mark this special Working Capital contribution and innovation with this unique Trophy for each team.







SHELL HUNT FOR CASH TROPHY 2011/2012

Designed and produced in a limited edition of 12 by Erik Cox

Artist Statement

The Shell Hunt for Cash program is a project that spans the globe, covering more than twenty-five countries and a broad range of Credit & Risk Management activities. 'Be alert, stay sharp' is a conspicuous common theme everywhere the project is operative.

The Crosshair is a feature on the scope of all precision hunting rifles. Combining this with the Target and the Dollar Sign creates a strong image to convey the never flagging vigilance as well as the sighted focus that the project stimulates. The target: reduction of Overdue Debt through more effective Debt Collection, Dispute Resolution, and greater efficiency in Debt Recovery.

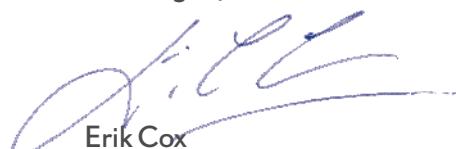
The logo the Hunt For Cash started with in 2011 has been restyled for the trophy. The restyling made it possible to translate the two-dimensional image into a more dynamic 3D piece. The 3D version includes a rotating target. This emphasizes the fact that H4\$ Credit Management never gets fixated on a single point, but rather scans the entire horizon as it formulates policy and decisions.

The horizon is pictured by the 'equator' of the stylized half-globe behind the target. With an incline of 23,44° -- same as the Earth's axis -- and combined with the Meridians, H4\$ covers the world from east to west, north to south.

I chose to use stainless steel combined with wood. Stainless steel has the same silver sheen as 'argent' -- French for both silver and money. It's a hard and resilient material, so it also serves here as a metaphor for unwavering resolution and consistency. The trophy's foot is of wood, a natural material with a warm, living glow to it. This represents what H4\$ really stands on: the people behind it. It's the 400 staff members in more than twenty-five locations that have made a success of the project.

With heartfelt thanks to Jacques Vincken. It's been an honor to design this trophy!

The Hague, December 2012


Erik Cox
Artist & Craftsman





Shell Downstream Services International B.V.

Commissioner:

Jacques G. Vincken, Downstream Credit Manager
Europe & Africa, Global Retail and Global Chemicals

Design:

Erik Cox, Artist & Craftsman

Limited edition:

12x

Material:

stainless steel combined with wood

Dimensions:

H x W x D: 25,8 x 19 x 13,8 cm,
approx. 10.2 x 7.5 x 5.4"

Year:

2012

Email:

jacques.vincken@shell.com

Phone:

+31 (0)10 441 6432

Mobile:

+31 (0)6 5209 7855

Address:

Weena 70
Postbox 1222
3000 BE Rotterdam
The Netherlands

Website:

www.shell.com

