

CEP Magazine – November 2019 Fracking companies seeking to differentiate their fuels

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According to an article (<https://on.wsj.com/2ksMCsw>) in *The Wall Street Journal*, energy companies such as Southwestern Energy Co. and BP PLC “are seeking to monetize those investments by marketing their natural gas as a cleaner fossil fuel, akin to organic vegetables or fair-trade coffee.”

The move toward “green marketing” is an attempt by the companies to tailor their products to consumer concerns about climate change and emissions. Although there is no “accepted industry definition for responsibly fracked gas,” the companies hope to establish one through private sector initiatives such as tracking gas through blockchain technology, creating solutions to limit methane leaks, and cutting emissions considerably by 2025 (<http://bit.ly/2lCj7oc>).

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