

The stories behind our advertising

Advertising doesn't offer the space and time to tell the whole Equinor story – it can really only catch your attention and encourage you to find out more. So, if our advertising has sparked your interest, this is where you'll be able to discover the details, facts and context behind our ads about supporting the UK energy transition to cleaner power.

Our ads show how searching for better is our commitment to the transition towards more sustainable energy, and how Equinor has been delivering energy solutions to the UK for the past 40 years.

Along with our partners, we're producing the oil and gas the UK needs now, and will be powering millions of UK homes with wind, capturing and storing carbon safely, and creating jobs to build thriving communities.



What do we mean by searching for better?

The energy transition and our net zero ambition pose many challenges. It's greater than any single company, or any one industry can solve. But we're committed to always searching for better. This is founded on a strong commitment to sustainability. We're creating wind power, energy from oil and gas with carbon capture and storage, and are investing in the hydrogen future. We don't have all the answers yet, but our innovations, technology, and the determination of our people will help get us there.

We will always keep searching for better. It's our guarantee that we will never stop improving.

Oil and gas

Equinor is taking a leading role in the energy transition by becoming net zero by 2050. By cutting emissions from oil and gas production and developing new technology that accelerates decarbonisation, we can contribute to net zero and be a relevant company in the future.

In the UK, we are leveraging digitalisation and technology to drive new ways of working with our offshore developments, such as the Rosebank oil field. Technology provides new opportunities to keep people safe, create value and reduce carbon emissions. But energy from oil and gas is only one way that Equinor is searching for better.



Mariner

The Mariner field, our first operated development in the UK North Sea, is one of our most innovative offshore developments. Equinor is at the forefront of applying new digital solutions and the latest technologies. We are testing new ground through our offshore digital workers, automated drilling and the use of Echo, a digital copy of the platform, to deliver safe and efficient solutions.

More on the Mariner field: <https://www.equinor.com/energy/mariner>

Lowering our production emissions

Rosebank, an undeveloped oil and gas field on the UK Continental Shelf, has been designed to be electrification-ready from start-up, which could be a first in the UK. Electrification would lower the lifetime upstream CO₂ intensity from Rosebank from 12kg to about 3kg CO₂/boe, which would be among the lowest of any oil and gas installations in the world.

More on the Rosebank Field: <https://www.equinor.com/energy/rosebank>

Equinor, as an operator with an 80% interest in Rosebank, is working with government and industry to pursue a regional solution for power from shore to Rosebank and nearby fields to minimise the carbon footprint from production.



Renewables

Equinor is using its expertise in offshore energy to drive forward innovation in the North Sea, and help the UK reach its net zero targets, and, when complete, the Dogger Bank wind farm could provide energy to 6 million homes. A project on this scale is creating major new employment opportunities in Tyneside.

The UK Government has the ambition to achieve 40GW of offshore wind by 2030, and has been advised by the Climate Change Committee that in order to reach net zero, up to 100GW of offshore wind will be needed by 2050.

Collaborating with others across industry, Equinor is taking a leading role in the Offshore Wind Sector Deal, a pathway to achieving the Government's ambition to quadruple offshore wind capacity by 2030.

Offshore wind is at the heart of the UK's energy transition, and Equinor is playing a pivotal role with almost 7 million homes to be powered by Equinor wind farms.

Dogger Bank, the world's largest offshore wind farm

6 million homes will be powered by Dogger Bank. This is based on 18TWh annual electricity production from Dogger Bank and average UK household energy consumption of 3,772kWh. The number of homes powered by our operational wind farms has been calculated using the average electricity production from each wind farm and average UK household energy production: 430,000 UK homes are powered by Dudgeon, 280,000 British homes are powered by Sheringham Shoal, and 35,000 homes are powered by Hywind.

Dogger Bank wind farm will be the world's largest offshore wind farm – the total area covered by the wind farm (1674km²) is bigger than Greater London (1568km²).

Hywind Scotland, the world's first floating wind farm

Equinor is also the global leader in floating offshore wind – an exciting technology with huge global potential as it opens up access to deeper waters, with higher wind speed. Hywind Scotland, the world's first floating wind farm, has proved to be very efficient – in fact, for the third consecutive year, Hywind Scotland has reached the highest average capacity factor for any wind farm in the UK. With an average capacity factor of 57.1% in the twelve-month period to March 2020, the floating offshore wind farm set a new record in the UK. The capacity factor is the ratio of actual energy output over a given period of time, compared to the maximum possible output. The higher the capacity factor the better. Hywind Scotland's five turbines came online in 2017 and with 30MW capacity they can generate enough electricity to power almost 35,000 Scottish homes.

This technology has been developed building on Equinor's oil and gas expertise and has paved the way for the UK Government's commitment to 1GW of floating offshore wind to be developed in the UK by 2030.

>> Read more about our offshore wind projects in the UK



Low-carbon solutions and CO₂ capture and storage

There are two principal ways to produce low carbon hydrogen: use renewable electricity-powered electrolysis to split the H from H₂O in water to produce what is known as green hydrogen; or produce it by splitting the H from the CH₄ in methane (natural gas) and capture the CO₂ by-product, which is known as blue hydrogen.

The UK hopes to produce both blue and green hydrogen at industrial clusters around the country. The most carbon intensive industrial cluster is the Humber region. Proposed at-scale blue hydrogen production plants such as H2H Saltend could be amongst the world's first, helping to kickstart a hydrogen economy in this region. Further blue and green hydrogen production, usage and storage opportunities, as well as pipelines linking these projects, are also being explored in the region.

The CO₂ by-product from blue hydrogen production or other carbon intensive industries can be captured and safely stored under the North Sea with Carbon Capture and Storage (CCS) technology, as part of the East Coast Cluster. This is enabled by the Northern Endurance Partnership (NEP) infrastructure, which Equinor is a shareholder of. CCS technology can capture up to 90% of the carbon dioxide emissions produced from the use of fossil fuels in electricity generation and industrial processes, preventing the CO₂ from entering the atmosphere, and storing it permanently and safely. Equinor has been developing technology to make this possible for more than 20 years, and we are a part of more than 40 research projects on carbon capture and storage. We are the only commercial operator of CCS in Europe and can bring our expertise to CCS projects around the world.

CCS involves three major steps; capturing CO₂ at the source, compressing it for transportation and then injecting it deep into a rock formation at a carefully selected and safe site, where it is permanently stored. The continental shelf between Norway and the UK is well suited to storing CO₂, and such stores can be connected to regions such as the Humber and Teesside.

From around 2030, Equinor's H2H Saltend project could supply low-carbon hydrogen to local industry and help to reduce emissions in the UK's most carbon intensive region. Equinor is working with partners on further proposals to produce, transport and store hydrogen in the Humber region over the coming decade.

With partners, Equinor is also working to decarbonise the Teesside industrial cluster with carbon capture, including at the Net Zero Teesside Power project. CO₂ emissions from Teesside will be transported through pipelines to permanent storage, both developed by Northern Endurance Partnership as part of the East Coast Cluster initiative, making use of the substantial storage potential deep under the UK North Sea. In December 2024 Equinor and partners took a Final Investment Decision (FID) to progress these projects, with construction starting in 2025. In the coming years, this infrastructure could also link to the Humber, supporting its decarbonisation.

Building the hydrogen economy of the future

We're bringing hydrogen power to The Humber, the UK's most carbon-intensive industrial cluster. When hydrogen is used as fuel, its only emission is water. Hydrogen to Humber (H2H) Saltend, led by Equinor, will establish a world leading hydrogen production plant with carbon capture at px Group's Saltend Chemicals Park, helping to decarbonise the UK's largest emitting industrial region.

With partners Centrica, we have also proposed blue and green hydrogen production opportunities at Easington on the East Yorkshire coast. You can read more about H2H Easington here:

<https://www.h2h-easington.co.uk/>

With partners SSE Thermal, we have proposed to repurpose existing gas storage facilities in underground salt caverns, to store hydrogen. This will help to balance supply and demand as well as support green hydrogen, produced by intermittent renewable energy. You can read more about Aldbrough Hydrogen Storage here:

<https://www.aldbroughhydrogen.com/>

With partners Centrica and SSE Thermal, we are proposing a hydrogen pipeline network, linking producers with users and storage in East Yorkshire, as well as under the River Humber to industry in northern Lincolnshire and beyond. You can read more about the Humber Hydrogen Pipeline here:

<https://www.humberhydrogenpipeline.com/>



Carbon capture and storage hydrogen

The H2H Saltend project will be a catalyst for a network of separate carbon dioxide (CO₂) and hydrogen pipelines connecting energy-intensive industrial sites and storage locations throughout the region, offering businesses the options to capture their emissions and fuel-switch to hydrogen.

As part of the East Coast Cluster we expect to protect existing jobs and create thousands of new ones, while supporting skills, apprenticeships, education and supply chain opportunities in the region.

You can find out more about the East Coast Cluster initiative here:

<https://eastcoastcluster.co.uk/>



Projected economic benefit

It's a huge project that we hope will make a massive difference – The Humber contributes £18bn a year to Gross Value Added (GVA) and is home to the UK's largest and most carbon intensive industrial cluster. Transitioning away from high carbon emissions to a more sustainable economy would allow the Humber to make a significant contribution to the UK meeting its climate goals.

Equinor worked with partners across the region to develop the Humber Industrial Cluster Plan, setting out a roadmap to decarbonisation, which you can read more about here:

<https://www.humberindustrialclusterplan.org/>

The broader energy picture; accelerating the transition to net zero

Business as usual is no longer an option because society has to move faster towards a net-zero future. Climate change presents a fundamental challenge to society. It is a shared challenge, and our industry can play an important role. Equinor aims to become a leading company in the energy transition.

We believe it requires investment, innovation and a broad mix of energy sources. From lowering our production emissions of the oil and gas we need now, to wind power and building the hydrogen economy of the future, we're helping to assure the reliable, affordable and sustainable energy of the future.