

Message

From: Fielder, JP [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=0627b74b04644118b1513a7479ea11bf-Fielder, Jo]
Sent: 10/12/2020 22:01:03
To: Streett, Mary [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=be3e9aaa98684f67a347034a266e714c-Streett, Ma]
CC: Magallanes, Downey [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=48496948ae8d4955b91440a3aa99dcab-Magallanes,]; Ellis, Joe [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=1f4bf7c283ee485fa5efaa515d4c0375-Ellis, Joe]; Freeman, Jon [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=e714665a6b9849b09e66d078f637c46e-Freeman, Jo]
Subject: RE: FOR REVIEW: Princeton's Net Zero Research

Hey all

Changing directly slightly on the Princeton study:

- Rachel points out that Bernard and Giulia are maxed on social media posts in the near term.
- Per a convo w Downey, we agree that Dave Lawler posting this (same message) will be equally sufficient. Other execs, including BL, Giulia, Geoff, Mary, etc. can cross-post over the longer-term, if appropriate.

Please let me know if you have questions.

JP

From: Fielder, JP
Sent: Thursday, December 10, 2020 11:13 AM
To: Mary Streett (Mary.Streett@bp.com) <Mary.Streett@bp.com>
Cc: Magallanes, Downey <downey.magallanes@bp.com>; Ellis, Joe <Joe.Ellis@bp.com>; Freeman, Jon <jon.freeman@bp.com>
Subject: FOR REVIEW: Princeton's Net Zero Research

Mary,

Princeton's net zero study is expected to be a guide for the Biden Administration and in many parts, directly aligns w bp's net zero ambition and business strategy. Based on conversations w Jon – who is connected w Princeton on the report – **this group recommends bp applauds next Tuesday's announcement (12/15) with a social media post from either bp or Bernard.** See outline and please let me know if you have questions before this goes to the broader group below.

GOAL: applaud the study and highlight how it aligns w elements of our business strategy;

TAUTIC: column on bp.com or a LinkedIn column from Bernard (or other exec?)

MESSAGES:

- Applaud Princeton team for 2 years of research outlining a credible path that helps policymakers make net zero by 2050 a reality
- Highlight how the Princeton findings align with key elements of bp's strategy, including our focus on CCUS, hydrogen and key renewables, including wind and solar.
- Commit to working with partners around the world to help make net zero a reality.

This is a very rough outline that will need to be massaged by a writer and the policy team for editing.

JP

From: Khan, Omayma <Omayma.Khan@uk.bp.com>
Sent: Thursday, December 10, 2020 7:11 AM
To: Fielder, JP <jp.fielder@bp.com>; Streett, Mary <Mary.Streett@bp.com>; Wiseman, Shannon <Shannon.Wiseman@bp.com>; Freeman, Jon <jon.freeman@bp.com>; Mogstad, Isabel <isabel.mogstad@bp.com>; Stout, Robert <Robert.Stout@bp.com>; Ryan, Jason <Jason.Ryan@bp.com>; Rogers, Liz <liz.rogers@uk.bp.com>
Cc: Magallanes, Downey <downey.magallanes@bp.com>; Ellis, Joe <Joe.Ellis@bp.com>
Subject: RE: Action press release: Net Zero American Brief and slides

Hi all

Just checking in to see if we are doing anything with this at all. Conscious that the announcement is the 15th.

Thanks

O

From: Fielder, JP <jp.fielder@bp.com>
Sent: 07 December 2020 21:53
To: Khan, Omayma <Omayma.Khan@uk.bp.com>; Streett, Mary <Mary.Streett@bp.com>; Woods, Rachel <Rachel.Woods@uk.bp.com>; Wiseman, Shannon <Shannon.Wiseman@bp.com>; Freeman, Jon <jon.freeman@bp.com>; Mogstad, Isabel <isabel.mogstad@bp.com>; Stout, Robert <Robert.Stout@bp.com>; Ryan, Jason <Jason.Ryan@bp.com>; Rogers, Liz <liz.rogers@uk.bp.com>
Cc: Magallanes, Downey <downey.magallanes@bp.com>; Ellis, Joe <Joe.Ellis@bp.com>
Subject: RE: Action press release: Net Zero American Brief and slides

Hey all,

Thank you for sharing the Princeton study and the context provided by Omayma.

Joe, Downey and I are reviewing and will come back to Mary and team with a recommendation for if/how we market this in the US and globally.

We welcome feedback or further context, similar to Omayma's points below.

JP

From: Stout, Robert <Robert.Stout@bp.com>
Sent: Monday, December 7, 2020 11:32 AM
To: Khan, Omayma <Omayma.Khan@uk.bp.com>; Streett, Mary <Mary.Streett@bp.com>; Woods, Rachel <Rachel.Woods@uk.bp.com>
Cc: Wiseman, Shannon <Shannon.Wiseman@bp.com>; Freeman, Jon <jon.freeman@bp.com>; Ryan, Jason <Jason.Ryan@bp.com>; Ellis, Joe <Joe.Ellis@bp.com>; Magallanes, Downey <downey.magallanes@bp.com>; Mogstad, Isabel <isabel.mogstad@bp.com>
Subject: Re: Action press release: Net Zero American Brief and slides

Hi Omayma! Hope you are well.

I will defer to Mary here but I think Downey, Isabel and Joe should be aware also and probably included in this discussion given their respective accountabilities for climate advocacy and that this will be part of a continuing effort to leverage the study with the USG. Happy to join a call also.

Thanks,
Bob

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From: Khan, Omayma <Omayma.Khan@uk.bp.com>
Sent: Monday, December 7, 2020 10:51 AM
To: Streett, Mary; Woods, Rachel; Stout, Robert
Cc: Wiseman, Shannon; Freeman, Jon; Ryan, Jason
Subject: FW: Action press release: Net Zero American Brief and slides

Hello Mary, Rachel and Bob

Hope you're all well.

The nub of it: I wanted to make you aware of an announcement that Princeton University are making on 15th Dec. They are releasing the findings of their 2-year study called Net Zero America which outlines a practical blueprint for the complete transformation of America's energy system to reach net-zero greenhouse gas emissions over thirty years. It offers five scenarios representing a diversity of technology mixes, each of which could achieve net-zero emissions for the country by 2050, along with many sensitivity cases to explore the impact of key uncertainties.

And this is important because ...?: This is a significant and timely piece of work, and one that clearly plays to Biden's green agenda. In fact, the team that worked on this are already advising Biden's transition team.

And this is relevant to bp because ...? Just under \$2m of this study's funding came from by bp through its Climate Mitigation Initiative (CMI). The press release fact sheet namechecks us. It also plays to our aims of helping the world get to net zero – and in this case, perhaps the most important country if we are to achieve this.

Next steps: I think this warrants a conversation on how we can leverage this. We don't have long – it's being released on the 15th. Could we have a chat tomorrow? I'm available for the next 2 hours, if any of you want a chat before, but I thought it made sense for us all to get together.

Thnx

O

From: Wiseman, Shannon <Shannon.Wiseman@bp.com>
Sent: 07 December 2020 12:13
To: Khan, Omayma <Omayma.Khan@uk.bp.com>
Subject: Fwd: Action press release: Net Zero American Brief and slides

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From: Rogers, Liz <liz.rogers@uk.bp.com>
Sent: Monday, December 7, 2020 11:16:04 AM
To: Wiseman, Shannon <Shannon.Wiseman@bp.com>; Ellis, Joe <Joe.Ellis@bp.com>; Fielder, JP <jp.fielder@bp.com>; Freeman, Jon <jon.freeman@bp.com>; Goddard, Kelly <Kelly.Goddard@bp.com>
Cc: Nash, Mike A (Legal) <Mike.A.Nash@uk.bp.com>; Yeilding, Cindy <Cindy.Yeilding@bp.com>
Subject: Action press release: Net Zero American Brief and slides

Hi All

Giving you the heads up that this will be published next week – **15th Dec** and giving you time to work through the Comms channels and with legal in case of any concerns that we need to work with Princeton – & to prepare any mutually reinforcing statement that I think we should be preparing

Shannon - @Freeman, Jon can give you the background and work with you on a supportive statement & who should be issuing this – it could come from me as the relationship holder, but I think it would be more powerful coming from someone like Dave Lawler for BP America. Could you work with the DC office to see what makes the most sense for advocacy messaging & to leverage the investments we have made in CMI.

Tx
Liz

From: Holly P. Welles <h welles@princeton.edu>
Sent: 05 December 2020 21:21
To: Rogers, Liz <liz.rogers@uk.bp.com>; Yeilding, Cindy <Cindy.Yeilding@bp.com>; Freeman, Jon <jon.freeman@bp.com>; Bhatia, Kieran <kieran.bhatia@bp.com>
Cc: Stephen W. Pacala <pacala@princeton.edu>; Eric D. Larson <elarson@princeton.edu>; Jesse D. Jenkins <jessejenkins@princeton.edu>; Chris Greig <cgreig@princeton.edu>; Jonathan M. Levine <levinej@princeton.edu>; Amilcare M. Porporato <aporpora@princeton.edu>; Kristina K. Corvin <kcorvin@princeton.edu>
Subject: Net Zero American Brief and slides

Dear Liz, Cindy, Jon and Kieran:

Below is an email from Margaret Koval from the PU Office of Communications regarding the timing and process for the release of the Net-Zero America Project findings. Also attached is a brief about the project and the slide deck. PLEASE NOTE THE EMBARGO DATE AND TIMING.

Jon—you asked if we plan to name BP specifically. The answer is yes—noted in the very last bullet of the brief.

Feel free to reach out with any questions you may have.

Best,
Holly

From Margaret:

Hi everyone –

Please find attached the brief and sample slides we've begun sending to media on Net-Zero America.

A couple notes:

PROJECT NAME: Net-Zero America (we're not using NZAP)

REPORT RELEASE DATE/TIME: 3PM on 15 December

EMBARGOES: All media except the NYT are embargoed until 3PM on 15 December. The Times has said however, they will probably hold publication until the embargo lifts so they can link to the report on our website

MEDIA ROUNDTABLE BRIEFING: 15 Dec at 3PM (same as embargo)

Assets being developed:

1. Web story by Molly Seltzer to publish on Princeton's new Environmental Research website

2. Social media video(s) by Bumper de Jesus

We've had a lot of interest by the media. In addition to the New York Times, outlets who plan to join our roundtable briefing include:

Axios
LA Times
Politico New Jersey
Technology Review
Time Magazine
Wall Street Journal
Washington Post

We have a few more invitations still outstanding.

Best,
Margaret

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