

# Next gen mobility – strategy on a page



Aim	<p><b>bp recognised as a top player in key markets (CH, GER, UK, US) for integrated, lower carbon mobility solutions.</b></p>			
Objectives	<ul style="list-style-type: none"> <li>▪ Demonstrate bp as a leader in next gen mobility</li> <li>▪ Create awareness and understanding of bp's next gen mobility vision and strategy</li> <li>▪ Support advocacy efforts to shape the regulatory environment for business success</li> </ul>			
Approach				
Key content themes	EV charging and services	Fleet mobility solutions	Hydrogen for heavy duty	E-Fluids
Proof points	<p>Investments, network expansion, partnerships and innovation progress – scale up or pilot</p>			
Tie into primary bp campaigns	<p><b>Reimagining energy</b></p> <ul style="list-style-type: none"> <li>• 'Greening' companies and the case for change</li> <li>• Business delivery: how bp is performing while transforming</li> <li>• Evidence that bp is delivering the right products and solutions that help people adapt to the change we need</li> </ul>		<p><b>Policy advocacy campaigns</b></p> <ul style="list-style-type: none"> <li>▪ Consistent with messages from sustainable road transport</li> <li>▪ Explore opportunities to align with sustainable aviation</li> </ul>	

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## Audiences – what do we want them to know?\*



Engaged and Influential	<b>bp is building significant businesses to help decarbonise transport</b>	Customers (consumers + fleets)	<b>bp is building fast charging networks to make the switch to EVs easier</b>
Investors	<b>bp is making progress against its strategy commitments and creating value for the long-term</b>	Strategic partners	<b>bp is open to collaborating with the best in industry to deliver our strategy</b>
National governments	<b>bp is a member of the consortium which helping reduce CO2 for road freight by 2030</b>	Employees*	<b>Feel excited and energized by the progress we're making</b>
Cities and local authorities	<b>bp can be the partner of choice to offer integrated low carbon solutions, especially in EV charging</b>	Media commentators / influencers	<b>bp is a top player in its chosen markets for EV charging and is driving the EVolution</b>
Stakeholders (land, DNO)	<b>Awareness of bp's needs to help build viable fast charging networks</b>	Potential employees	<b>bp is in growth mode and offers great opportunities to transform mobility</b>
Region-owned			

\*to be refined through narrative process  
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**Redacted - First Amendment**

## 2021 at a glance: FM&S, UK, GER, CHN, Castrol e-mobility and sustainable aviation

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MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>FM&amp;S (group level) milestones</b>									
✓ Project Ghia				✓ Iotecha Deal			✓ Project Ghia – VW Contract signed		
✓ Project Voltage							✓ Ridehail partnership NL		
<b>Business milestones (UK)</b>									
Fleet Charging Hubs			✓ Park Lane hub partial opening	✓ EV Pro release	✓ New bp pulse home charger available (summer)	✓ 200 <sup>th</sup> UFC			✓ #1 EVN Hub
				✓ First UFC MSA (Harthill - Scotland M6 N&S) ✓ 100 <sup>th</sup> UFC					✓ SSE JV
					✓ Victoria				✓ 300 <sup>th</sup> UFC
							✓ Gatwick	Birmingham & Manchester	✓ Heathrow
<b>Business milestones (Germany)</b>									
	✓ Destination charging launch @ REWE	✓ Aral pulse loyalty launch		✓ First Ghia charger in Germany	✓ Project Lighthouse		✓ Aral / MOIA ride-hailing partnership	✓ Fleet Hub NL	✓ 500 UFCs in operation
				✓ Paralympian partnership campaign	✓ Opening event with Daimler tbc				
<b>Business milestones (USA)</b>									
								✓ Secure licensing for digital providers	
<b>Business milestones (China)</b>									
			✓ Vending (convenience) rollout bp-xiaoju			✓ Battery swap JV	✓ Valet charging/smart parking (4Q)	✓ Car wash/autocare service pilot (4Q)	
							✓ Carbon offset pilot (4Q)	✓ Unattended store pilot bp-xiaoju (4Q)	✓ bp digital platform & multi partner loyalty (4Q)
<b>Business milestones (Castrol e-mobility)</b>									
All dates TBC	✓ SAF supply France	✓ New SAF supply Spain	✓ Production anno tbc	✓ EV component fill partner	✓ (tbc) Aftermarket supplier to flexible hybrid car ownership	✓ Castrol ON rolling launch thru markets	✓ Switched ON Cities 'thought leadership' marketing campaign	✓ Castrol Reignite master brand refresh	
				✓ Battery supplier partnership					
<b>Business milestones (sustainable aviation)</b>									
				✓ Airline strategic partnership	✓ New SAF offer 'book & claim'		✓ Production anno 2 tbc	✓ COP26 supply with BA	
<b>Policy advocacy campaigns</b>									

YouTube Instagram LinkedIn Business milestones promoted across social & press releases

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## 2021 communications programme: three key tactics

Foundational content ~ Business progress ~ Mini moments



Objective	<p><b>Develop core, foundational content and key messages to tell bp's next gen mobility story and define activity framework</b></p>
Activities	<p><b>1. Create overarching narrative and key messages, based on new FM&amp;S roadmap &amp; Castrol</b></p> <p><b>2. Plan and deliver global content, in conjunction with channel owners, for:</b></p> <ul style="list-style-type: none"><li>• evergreen bp.com page/s</li><li>• video story – long and short format; talking heads including partners</li><li>• conference presentations</li><li>• core social media assets/posts,</li><li>• fast facts infographics</li><li>• stock photography</li><li>• media-trained experts</li></ul> <p><b>3. Identify and create key EV explainers – in collaboration with UK team</b></p> <p><b>4. Events – identify priority events for FM&amp;S plus Castrol</b></p> <p><b>5. Proactive media opportunities – e.g. Today programme series – making journalists aware that bp is open to contribute to industry stories. Requires agency support...e.g. Portland?</b></p>



## 2021 communications programme

Areas of activity to raise the profile of bp's next gen mobility strategy

Objective	<p><b>Tell next gen mobility story by showcasing business progress through combining and amplifying milestones</b></p>
Activity	<p><b>BUSINESS PROGRESS</b></p> <p><b>1. Media</b> Ongoing outreach to introduce key spokespeople to target trade and specialist media. Wrap regional announcements into single larger pitches to update progress.</p> <p><b>2. News flow</b> Developing core communications materials for news announcements and update content hubs to reflect big picture.</p> <p><b>3. bp group social</b> Seeking ways to leverage existing bp channels more regularly, including LinkedIn, Instagram and Twitter.</p> <p><b>4. Leadership blogs and employee advocates</b> Deploying bp's FM&amp;S team on LinkedIn, together with big users in multiple markets (Alex Junge, Mike Nakrani, Akira Kirton, Sophia Nadur)</p>

## 2021 communications programme

Activity to raise the profile of bp's next gen mobility strategy



Milestone	Signature of full EV charging contract with VW Group
	<p><b>1. Media</b> (to be worked with PO) Assess appetite for joint BL / HD interviews or ED + peer – offer as exclusive to one UK and one GER national / newswire outlet. Or fuller press rounds off back of event below.</p> <p><b>2. Event</b> Possibility of BL and DH attending the IAA Mobility show in Munich (otherwise known as Frankfurt Motor Show) – explore all options to amplify including live feeds and insight BTS.</p> <p><b>3. Owned content</b> Package for digital channels to highlight scale of partnership network across Europe – where network ambitions lie (interactive graphics and maps) and scope of future opportunities.</p> <p><b>4. Team up with VW to deploy blogs and employee stories</b> (to be worked with VW comms) How to make the most of employee stories (and reach) from both companies?</p>

## 2021 communications programme

Areas of activity to raise the profile of bp's next gen mobility activity



Objective	<b>Position bp as leader in next gen mobility (in sync with UK and policy advocacy campaigns)</b>
Activities	<p><b>MINI MOBILITY MOMENTS</b></p> <p><b>1. Generate content 'moments' along key themes e.g. World EV Day, IEA Outlooks</b> What does the business want to be famous for in this space?</p> <p><b>2. Position bp people as voices of expertise in electrification</b> Ongoing outreach to introduce key spokespeople to target trade and specialist media.</p> <p><b>3. Feature stories on owned digital channels</b> Use SEO / Google Ad-Word data to develop ideas</p> <p><b>3. Identify key 'global' opportunities/dates to generate awareness</b> Seeking ways to leverage existing bp channels, including Instagram and Twitter – and explore opportunities to work with partners' communications.</p> <p><b>4. Stakeholder engagement</b> Identifying more key contacts and partners will to share bp story through Jessica Burton team</p>

## 2021 communications programme

Activity to raise the profile of bp's next gen mobility strategy



### Moment

**Reaching 2021 charging network milestones in GER (500 UFCs) and UK**

### Example activity

#### 1. Media

Explore opps for input into 'new year' / 'look ahead' features in trade and specialist press for January – summarize progress and create 'momentum' narrative

#### 2. Owned content – tie in with advocacy

Timelapse videos from installations and spin through 2021 highlights in different regions. GER: how we went from 0 to 500 in less than 2 years.

#### 3. Stakeholder engagement

(to be worked with EC&C team) Explore options to share 2021 progress 'package' with key partners and stakeholders through established network.