

Next gen mobility – strategy on a page



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

Audiences – what do we want them to know?*



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

DRAFT

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

Business milestones promoted across social & press releases

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2021 communications programme: three key tactics

Foundational content ~ Business progress ~ Mini moments



Objective	Develop core, foundational content and key messages to tell bp's next gen mobility story and define activity framework
Activities	<ol style="list-style-type: none">1. Create overarching narrative and key messages, based on new FM&S roadmap & Castrol2. Plan and deliver global content, in conjunction with channel owners, for:<ul style="list-style-type: none">• evergreen bp.com page/s• video story – long and short format; talking heads including partners• conference presentations• core social media assets/posts,• fast facts infographics• stock photography• media-trained experts3. Identify and create key EV explainers – in collaboration with UK team4. Events – identify priority events for FM&S plus Castrol5. 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?

2021 communications programme

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



Objective	Tell next gen mobility story by showcasing business progress through combining and amplifying milestones
Activity	<p>BUSINESS PROGRESS</p> <p>1. Media Ongoing outreach to introduce key spokespeople to target trade and specialist media. Wrap regional announcements into single larger pitches to update progress.</p> <p>2. News flow Developing core communications materials for news announcements and update content hubs to reflect big picture.</p> <p>3. bp group social Seeking ways to leverage existing bp channels more regularly, including LinkedIn, Instagram and Twitter.</p> <p>4. Leadership blogs and employee advocates Deploying bp's FM&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
Example activity	<p>1. Media (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>2. Event 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>3. Owned content 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>4. Team up with VW to deploy blogs and employee stories (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	Position bp as leader in next gen mobility (in sync with UK and policy advocacy campaigns)
Activities	<p>MINI MOBILITY MOMENTS</p> <p>1. Generate content 'moments' along key themes e.g. World EV Day, IEA Outlooks What does the business want to be famous for in this space?</p> <p>2. Position bp people as voices of expertise in electrification Ongoing outreach to introduce key spokespeople to target trade and specialist media.</p> <p>3. Feature stories on owned digital channels Use SEO / Google Ad-Word data to develop ideas</p> <p>3. Identify key 'global' opportunities/dates to generate awareness Seeking ways to leverage existing bp channels, including Instagram and Twitter – and explore opportunities to work with partners' communications.</p> <p>4. Stakeholder engagement 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	<p>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</p> <p>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.</p> <p>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.</p>