

Message

From: Fielder, JP [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/[REDACTED]]
Sent: 21/06/2021 13:21:22
To: Giannelli, Christina A. [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]]; O'Keefe, Jamie
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Subject: US Communications week ahead for 6/21/21

Hey all,
 Welcome to summer 2021!

Looking ahead, I hope you booked vacation time. An initial list of time away is below – please share yours with your line manager and **pre-plan so that you can fully disconnect and recharge**.

In the near term, we have two US activities expected this week – both directly align with our corporate strategy:

- 1. Project Manuel startup:** this GOM project officially started in recent days and will be announced this Wednesday. Manuel includes a new subsea production system for a two-well tied back into Na Kika; the wells are expected to boost gross platform production by ~20,100 boe/d. **Nuno leads the US C&A plan** and is supported by **Paulette** and others.

Redacted - First Amendment

Also note that Bernard participates in a discussion with Reuters tomorrow and the bp Stats Review is quickly approaching (July 8). See full list below and/or [Planner for more details](#).

Make it the best week,
 JP

CENTRE AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
June 22	Reuters Global Energy Transition 2021 Event (BL) – virtual Register here .	Hodgkinson	ITK, plc social, BL social, Yammer
June 21	Castrol products on Mars rover(s)		VARIOUS social posts
June 21	Iotecha launch of EV Ventures product	Fiona Taylor	
June 21	International Women in Engineering Day (theme is 'engineering heroes')	Emma Staples	Social channels,

US AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
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June 23	Project Manuel Start Up - GoM	Alves	Email, bp.com, press release, ITK, LinkedIn, Twitter
w/o June 21	Methane – Congressional Review Act House Vote	Lucas	LinkedIn, Twitter
June 21	Send Word Now Test Results - Crisis Response	Gannon	Email
June 23	Why Texas Bisnow event in Houston – virtual panel with David Hayes	Baldino	N/A
June 24	Placeholder Talk2Me Alexa Integration	Sebastian	ITK, Yammer

NEXT WEEK + (WEEK OF June 28 – July 2 & BEYOND)

CENTRE AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
July 8	Launch of 70 th edition of bp Stats Review – Spencer announces with The Atlantic Council; Michael Cohen leads as US spokesperson	Lilas Allen + Cam Nazminia	Various, including LinkedIn LIVE

U.S. AREAS OF FOCUS

Date	Subject	C&A Tag	C&A activities
June 28	RTO Town Halls (Houston & Chicago)	Gannon	Teams Live
June 30	GoMC Town Hall	Cousino	Teams Live
June 30	Placeholder - Moonstone Update	Hupp	TBC
July 22	Anniversary of bp/Houston climate MOU	Nazminia/Clanton	TBC

SOCIAL & DIGITAL ANALYTICS

Summary

- bp saw 2,269 total mentions on social media for an estimated total potential reach of 29 million.
- Total mentions increased 1 percent, and total reach increased 222 percent.
- The content that led to the increase in reach and conversation was a [tweet from Bloomberg](#) about how the Supreme Court rejected an appeal by oil companies including BP and Exxon, leaving intact an important procedural ruling for cities suing the companies over climate change.
- Negative sentiment decreased to 19 percent (28 percent last week), and positive sentiment increased to 13 percent (11 percent last week), while neutral sentiment increased to 68 percent (61 percent last week).

Executive Engagement

Mark Crawford

- Shared on Yammer about how [bp America DE&I and supplier diversity advocacy councils add new members](#) (6,848 reach, 69 reactions, 3 comments, 1 share, 1.1% engagement rate)
- Shared on Yammer about [reflecting on Juneteenth and sharing our employees' voices](#) (6,075 reach, 126 reactions, 16 comments, 2.3% engagement rate)

Dave Lawler

- Shared on LinkedIn a [WSJ article about Japan's big bet on hydrogen](#) (2,191 views, 58 reactions, 1 share, 2.69% engagement rate)

Starlee Sykes

- Shared on LinkedIn [her visit with Bernard and Dave to Argos](#) (34,124 views, 691 reactions, 43 comments, 2.15% engagement rate)
- Shared on Yammer [Bernard's visit with the GoMC team](#) (1,082 reach, 77 reactions, 2 comments, **7.3% engagement rate**)

Top Tweets

Below are the top bp America tweets for the week:

- [We're pleased @BOEM_DOI will issue its Notice of Intent to review plans for the Empire Wind project, part of our partnership with @EquinorWindUS.](#) (8,386 reach, 116 engagements, 1.4% engagement rate)
- [It's #GlobalWindDay! What a nice sunset view of our Goshen North wind farm in Idaho - which can generate enough to power about 33,000 average homes annually. #bpNetZero](#) (6,428 reach, 51 engagements, 0.8% engagement rate)

Redacted - First Amendment

RECOGNITION:

- Excellent work by **Taylor Clements, Kathleen Sebastian** and **Melissa Young** supporting Mark Crawford to deliver a very high-quality [Juneteenth](#) post in Yammer. This was developed and approved well in advance, delivered a clear and strong message, and included engaging digital content. Thank you, notably for your work on the video.
- Hat tip to **Erin Hupp, Josh Hicks, Jen Haubein, Lisa Pirtle, Meg Baldino and Mark Borowski** for their support announcing the latest milestone for the Empire Wind project (notice of intent from BOEM). In an industry that is so new to both bp and the US, it's important that we take the time to educate our internal and external stakeholders on offshore wind.
- Huge thank you and congratulations to the entire team that made the Argos GoM visit with Starlee, Dave and Bernard an outstanding success. Led by **Elyse Guevara-Harris**, this also included **Nuno Alves, Paulette Cousino, Jen Haubein**, and **Jamie O'Keefe**.
- Kudos to **Brett Clanton, Nuno Alves, Sam Knaizer** and members of the GoM team who also hosted a very successful stakeholder visit to Argos on the 18th.

WHEREABOUTS:

- Matt Cobb OOO 6/25
- Jen Haubein OOO 6/23-7/2
- Christina Giannelli OOO 6/30 - 7/2, 7/23
- Megan Baldino OOO 7/16 7/21-7/29; 8/20
- Josh Hicks OOO 08/11 - 08/20
- JP Fielder OOO 7/12 – 7/16

PROFESSIONAL DEVELOPMENT:

- **NYT event about the changing face of female leadership** Women are increasingly leading the response to important global issues. So, what's different when women lead? The NYTimes explores that question and others on June 24 at 1 p.m. Eastern in a special event for Times subscribers. Speakers will include former Secretary of State Hillary Clinton and the climate activist Greta Thunberg. Subscribers can [reserve a spot here](#).

○ Just for fun: During quarantine, a number of white-noise generators sprung up allowing you to recreate sounds of un-locked-down life. I recommended [“I Miss My Bar,”](#) which let you experience the clinking and chattering of your favorite watering hole even if you couldn’t be there physically. Now, as many prepare to return to the office, there is [“Homesick Sounds,”](#) which lets you create bespoke mash-ups of at-home noises like “Baby (Awake),” “Mowing the Lawn” and – my personal favorite – “What’s That Beep?”

J.P. Fielder

Head of U.S. Communications, communications & advocacy

bp America Inc.

