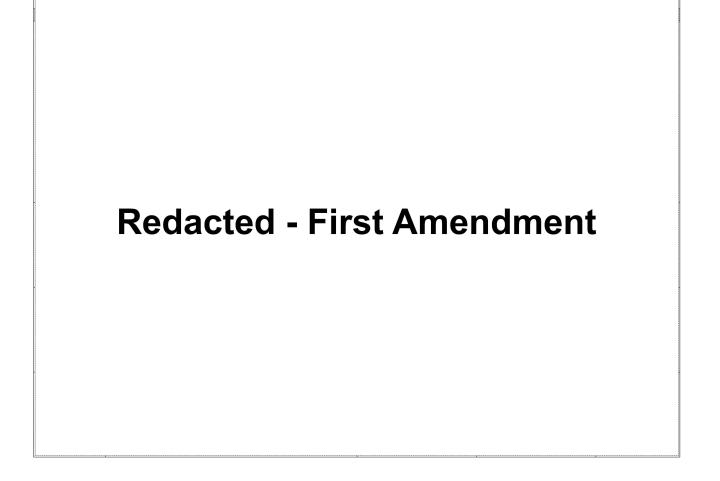
Focus Area	Business Benefit	Target	Stretch Target	Team Lead
Supplier	Our efforts in supplier diversity are aimed at increasing our	Drive increase in supplier	Grow absolute supplier	Debra
Diversity	spend with minority and women-owned businesses to	diversity spend to 3% of	diversity spend over 2015	Jennings-
	strengthen our economic impact and deepen relationships	total US procurement	levels, despite anticipated	Johnson
	with lawmakers and key influencers at the state and federal	activity	reduction in overall US	
	levels.		procurement activity	
STEM	Our strategic investment in STEM is necessary to fuel our	Contribute to brand	Earn national recognition for	Kathleen
	company's growth and foster the talent we need to advance	recognition and	leadership in STEM education	Martinez
	innovation in the energy industry and across the country. In	favorability metrics	programs and initiatives	
	the next decade, more than half of all new BP graduate	through STEM messaging		
	hires will require a STEM degree. Direct benefit to the	and activities	Earn NSBE 50 Top 10 ranking	
	business is in increased employee affinity to BP via STEM			
	community engagement, supporting Talent Attraction and	Hold 5 strategic meetings		
	US University Relations in establishing BP as a STEM	with key lawmakers		
	employer of choice. Indirect benefits come in our ability to	and/or staff to share BP's		
	leverage our STEM efforts with lawmakers at the state and	STEM impact and offer		
	federal levels who recognize the importance of a high skilled	free resource for their		
	workforce for their constituents.	communities.		
Veterans	Our veterans outreach efforts position BP as an employer of	Strengthen brand	Secure 3 rd party advocacy from	Teri Poulton
	choice among military veterans. Direct benefits include	recognition and	partner organizations on issues	
	support for achieving OFCCP requirements in partnership	favorability metrics	of priority to BP businesses.	
	with HR and Talent Attraction. Indirect benefits come in our	through Veterans		
	ability to leverage our Veterans efforts with lawmakers at	outreach;	Earn national recognition as an	
	the state and federal levels.	Maintain OFCCP audit	employer of choice among	
		compliance	military veterans (Achieved in	
			2015; may require different	
			channels in 2016)	
Strategic	Our strategic relationships partners can be powerful 3 rd	Secure public support and	Leverage strategic relationship	Iris Cross /
Relationships	party advocates for issues that are critical to our business.	advocacy from partners to	to mitigate potential litigation	Kathleen
	Direct benefit comes when our partners engage as	mitigate risks and advance	or other sensitive matter	Martinez
	influencers, supporters or defenders on regulatory,	business interests		
	legislative, or other policy matters. Indirect benefits comes			
	in our ability to access the network and platform provided			
	by our partners to deliver our messages.			

	COMMUNICATIONS							
Focus Area	Business Benefit	Target	Stretch Target	Team Lead				
Earned Media	Our Media Affairs efforts – including public thought leadership appearances, press interviews and site visits serve to protect BP's reputation by defending the company against misinformation and promoting the work BP does to safely and responsibly provide the energy the world needs.	Get more stories placed, particularly around the Economic Outlook, Sustainability Report, Technology Outlook, and Economic Impact Report as well as our climate position, safety story and business mission to safely and responsibly deliver the energy the world needs.	Focus on engaging non- traditional, specialty publications and outlets, while getting stories placed in national news outlets, ideally on the front page.	Liz Sidoti and Brett Clanton				
Reputation	Our focus on safety this year through paid/owned/earned channels is intended to improve opinion leaders' and opinion formers' perceptions of BP as a safe company. Polling shows that a higher standing on safety is important for key audiences to view BP as trusted and credible.	Improve our standing on safety, as well as on trust and credibility, in polling through a safety messaging campaign that spans paid/owned/earned media.	Specifically, increase awareness of how BP is on a constant journey to become an even safer energy company, absolute scores on safety and our marks on safety relative to peers.	Liz Sidoti and Dave Welch				
Content	To protect our license to operate and our reputation, we tell the BP story through a range of formats and channels, and it's even more important than ever in a low oil price environment when budgets are extraordinarily tight – to do this work effectively and efficiently.	Develop and implement an overarching U.S. content strategy to ensure earned/owned/paid content and channel alignment.	Emerge as a corporate leader in this space and influence Group C&EA as it realigns its content creation and channel approach.	Liz Sidoti and Emma Meade				

Redacted - First Amendment



	STRATEGY & PLANNING								
Focus Area	Business Benefit	Target	Stretch Target	Team Lead					
	Redacted - First Amendment								
Crisis	Help eliminate confusion and potential reputational issues	Have a series of	Reach agreement, socialize	Shanan Guinn					
	on spill estimates.	conversations with	and implement a spill						