

Message

From: Fielder, JP [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN= [REDACTED]]

Sent: 15/03/2021 13:16:11

To: O'Keefe, Jamie [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/[REDACTED]] Haubein, Jennifer
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Subject: US Communications week ahead for 3/15/21

Attachments: Biz Proof Book - First Edition FRIDAY, 3_12_21.pdf

Hello all,

52 weeks down! While reflecting on the year, I re-read Bernard’s [LinkedIn post](#) from last March. He wrote, “*bp is strong and, importantly, we have navigated challenges like this before. We know what to do.*” As a company and team, this is exactly what we did during the past 52 weeks (though sometimes it felt like 520 weeks!).

Our country’s now on the brink of a strong recovery and our team is hitting our stride. We’re providing relevant internal materials (eg. this week’s **C&A Americas toolkit** launch and the rapid response website), deeper executive communiques (eg. [Dave’s return to work](#) memo), and managing US events more efficiently (eg. UT, CERA, Ceres, RFF and others in recent weeks), among many other deliverables. This exemplifies the success of a team **navigating challenges to delivery results**.

Looking ahead to ‘week 53’:

- **C&A Americas toolkit** launches tomorrow – see below for details
- **WA state policy**/advocacy campaign gains momentum – action in Senate for cap and invest this week following multiple positive editorials over the weekend
- **Latest RNG** (renewable natural gas) PR – highlights new bp partnership to remove methane from CA dairy farms, converting to RNG, and trade it for use in the transport sector.

See you at **Wednesday’s Planner meeting** and **make it a great week,**

JP

CENTRE AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
Week of March 15	Safety leadership principles <ul style="list-style-type: none"> • we genuinely care about each other • we will not compromise on safety • we encourage and recognise speak up • we understand how works happens • we learn why mistakes happen and respond supportively 	Claire Blakeway	
March 15	Financial disclosure framework – Murray reviews our reporting structures and disclosures	David Nicholas + IR	
March 21	UN’s Int’l Day for the End of Racial Discrimination <ul style="list-style-type: none"> • one of 10 major ‘days’ recognized by bp 		
March 18	UK hydrogen announcement – net zero Teeside	Jonathan Webster	

March 19	World Climate Strike – led by Greta Thunberg (teams remaining very cautious on social)	Global	
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U.S. AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
March 14/15	bp signing onto Clean & Prosperous Washington letter – support of Climate Commitment Act	Lucas, Haubein	FB, Twitter, LinkedIn
March 15	M&C Americas Celebrates Essential Workers Day	Sebastian	Yammer, FB, Twitter
March 15	Dave Lawler Share Value Plan Communication - all US employees	Young / Rivers	Email
March 15	LSbp/Constellation with Commonwealth of Pennsylvania press release	Hupp	
March 16	Toledo Refinery Town Hall	Gannon	
March 16	C&A Americas Content Toolkit Launch – Mary Streett	Giannelli	Yammer
March 17/18	bp Aria Press release (TBC pending approvals)	Giannelli/Fielder	Dotmailer
March 19	Transportation Climate Initiative (TCI) paid activity (Connecticut & North Carolina)	Lucas	
March 21	GOMC Offshore Medical Town Hall	Cousino	Teams Live

NEXT WEEK + (WEEK OF MARCH 22 - 26 & BEYOND)

CENTRE AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
March 26	Sustainability Framework launch • internal objective is to raise awareness but not build a specialist knowledge right away	Lilas Allen & Claire M-B	
March 29	Relaunching internal cyber barometer – will launch from ZERO and require all teams to get #sup.	Lynfa Davies	

U.S. AREAS OF FOCUS

Date	Subject	C&A Tag	Social Media
March 23	CERES Event Streamed	Baldino, Taybron, Nazminia	ITK, Yammer
March 24	Hart Energy Award Announcement for Starlee Sykes	Cousino	LinkedIn
March 26	Sustainability Framework launch	Hupp	Yammer, ITK, email
March 28	Transportation Climate Initiative (TCI) paid activity (Connecticut & North Carolina)	Lucas	

SOCIAL & DIGITAL ANALYTICS

- This past week bp saw 3,400 total mentions on social media for an estimated total potential reach of 19.5 million.
- Total mentions were up 15 percent and total reach increased 38 percent, up from the previous week.
- Content with the highest reach included a tweet from [Dr. Foley sharing a NY Times article about bp and others putting carbon back in the ground](#) and a [tweet from Amazon Web Services featuring bp's Keisha Garcia](#).

Executive Engagement

Dave Lawler:

- Yammer [update on returning to the office](#) (7,202 reach, 71 likes, 5 comments, 1.06% engagement rate)
- Yammer post on International Women’s Day (6,855 reach, 94 likes, 1.37% engagement rate)
- LinkedIn post on [CEO Climate Dialogue letter to President Biden](#) (2,396 reach, 67 likes, 4 comments, 2.96% engagement rate)

Mary Streett:

- Yammer post on [Resources for Future event featuring Bernard](#) (6,830 reach, 35 likes, 1 comment, 0.53% engagement rate)
- Yammer to C&A Americas [marking one year of COVID](#) (94 reach, 13 likes, 16 comments, 30.85% engagement rate)

Mark Crawford:

- Yammer about [International Women’s Day](#) (7,039 reach, 102 likes, 6 comments, 1.53% engagement rate)

Top Tweets from bpAmerica

- [The people behind #bpNetZero – Tae on Atlantis project](#) (2,462 reach, 68 engagements, 2.8% engagement rate)
- [Bernard Looney and Andy Jassy from Amazon talk about partnerships](#) (1,524 reach, 39 engagements, 2.7% engagement rate)
- [CEO Climate Dialogue letter to President Biden](#) (4,423 reach, 40 engagements, 0.9% engagement rate)
- On [Twitter CERAWEEK](#) shares a video of Houston Mayor Turner talking about his work with bp and Houston’s role in the energy transition.

ADVOCACY:

- **East Coast:** Paid activity to support TCI continues through March 21 in Connecticut, targeting policymakers as the TCI bill remains in the Senate Environment Committee. This paid flight is from the Coalition for a Better Business Environment and includes print (Hartford Courant), digital (Hartford Courant, CT Mirror, programmatic display) and social (bp LinkedIn).

Redacted - First Amendment

- Sunday’s *The Seattle Times* editorial board [recently highlighted SB5126](#) as legislation worth consideration in Washington’s efforts to address infrastructure, the environment and economic recovery.
- Also on Sunday, *The Everett Herald* editorial board compared cap and invest and carbon tax legislation, calling for action on either in this session. The Washington Roundtable announced its support of a cap and invest over a carbon tax; a fair mention of bp’s support for cap and invest is also included.

RECOGNITION:

- Massive thank you to **Paulette Cousino** for delivering the GoMC medical town halls, a regional town hall for Starlee (all within a very short space of time), and completing a ‘train the trainer’ on Teams Live for the GoM PAs, all while maintaining a solid hold on other GoMC communications, both internal and external - from the Hart Energy Award to the Business Review notes.
- Shoutout to **Melissa Young** and **Bill Rivers** for their persistence, collaborative engagement and high-quality work in developing our ‘return to the office’ communique for Dave.
- Big thanks to **everyone who helped manage bp’s participation with Resources For the Future Policy Leadership Series** with Bernard Looney!

WHEREABOUTS:

- Megan Baldino – OOO 3/16-3/19
- Bill Rivers – OOO 3/15-3/19
- Jen Haubein – OOO 3/16-17 and 3/19
- Bill Rivers – OOO 3/18-19
- Matt Chen – potential jury duty 3/16
- Paul Gannon – OOO 3/15 and 3/19
- Marion Frizzell – OOO 3/18

PROFESSIONAL DEVELOPMENT:

- Read [this NYTimes profile of Teesside](#) in northeast England. **The paper of record calls bp’s work a potential ‘breakthrough’ to capture carbon.**

- Led by bp, the project could decarbonize one of the country's largest industrial hubs.
- It will link a series of factories and refineries, collecting emissions by pipeline, and charging the businesses a fee for storing it under the North Sea.
- In doing so, we'll achieve sufficient scale to make a profit while tackling pollution.
- Hat tip to @Brown, Rita on pitching/placing the story; PDF of Friday's NYT is attached

J.P. Fielder
Head of U.S. Communications, communications & advocacy
bp America Inc.



*Reimagining
energy*