

Message

From: Fielder, JP [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=REDACTED]
Sent: 10/08/2021 13:33:38
To: Morrell, Geoff [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=REDACTED]
CC: Streett, Mary [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=REDACTED]
Subject: RE: US Communications week ahead for 8/9/21

Redacted - First Amendment

From: Morrell, Geoff [REDACTED]@bp.com>
Sent: Tuesday, August 10, 2021 7:35 AM
To: Fielder, JP [REDACTED]@bp.com>
Subject: Re: US Communications week ahead for 8/9/21

Thanks—how did Tom do?

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From: Fielder, JP [REDACTED]@bp.com>
Sent: Tuesday, August 10, 2021 6:11:00 AM
To: Morrell, Geoff [REDACTED]@bp.com>
Subject: FW: US Communications week ahead for 8/9/21

Geoff,

Appreciating you're on vacation, not an urgent note but an FYI on a worthwhile read and listen.

Below is a good interview w Bordoff by Stephen Powers and the Brunswick team. Notable answer from Jason on the role of oil and gas companies ("I think this is a fundamental challenge for the industry: helping people understand what their businesses will be in a world where they're producing less oil.")

Also below is the Climate One podcast interviews w Gov Inslee and Tom Wolf (separately); we have a plan to amplify this across various channels.

JP

- **MUST READ:** Jason Bordoff sat down with [Brunswick's Stephen Power, the former WSJ energy/climate reporter](#), to offer perspectives about net zero, the XOM shareholder vote, carbon pricing, environmental justice and what he sees as the gap between climate ambition and energy reality. **Meg Baldino's highlights:**
 - Bordoff's callout on growing gap between climate ambition and energy reality.
 - Policy is going to get messy
 - Any economist will tell you put a price on carbon
 - You can't shift without the world's largest oil and gas companies

- **EASY LISTENING:** WA Gov Jay Inslee and bp's Tom Wolf joined the [Climate One](#) podcast to discuss the state's successful efforts to put a price on carbon. Josh and team developed a C&A plan to amplify the key highlights, including around carbon pricing.

From: Fielder, JP [REDACTED]@bp.com>

Sent: Monday, August 9, 2021 10:21 AM



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Subject: US Communications week ahead for 8/9/21

Hey all,

Welcome to ‘infrastructure week’ in Washington (!). The Senate expects to pass a \$1T infrastructure bill early this week. **bp supports the measure and will issue a laudatory statement on social from Dave Lawler.** The bill includes major investments in carbon capture and storage, hydrogen, EV charging, and grid upgrades. We encourage the House to take up and pass the measure soon.

US CONTENT TOOLKIT UPDATE: Check out  the bp statement and backgrounder on the Senate bipartisan infrastructure bill. Separately, in the  talking points folder you’ll find a couple internal documents prepared for 2Q results featuring talking points on key issues.

Today’s >1,800-page global climate change report from the IPCC is “*code red for humanity*”, according to the UN chief. Topline and most sobering takeaway: **Temperatures will increase 1.5C by 2040 under all emissions scenarios.** A good roundup of takeaways via the BBC. A bp team in London is reviewing the findings and will provide a readout in the weeks ahead. We’re currently declining comment on a handful of media inquiries.

Finally, the Centre is running paid support on the energy transition and greening companies in the US through mid-August. See the advocacy section below for details.

Make it the best week,
JP

U.S. AREAS OF FOCUS

Date	Subject	C&A tag	C&A activities
Week of Aug 9	Senate expected to pass bipartisan infrastructure bill	Hicks	Lawler statement
Aug 9	Gulf of Mexico & Canada July business update	Cousino	Email
Aug 13	<u>Climate One Podcast – WA C02</u>	Hicks	Twitter, Facebook, LinkedIn, Yammer
On or about Aug 15	<i>Bloomberg BusinessWeek</i> – Methane in Permian	Baldino	Press Statement, Twitter, ITK

NEXT WEEK + (WEEK OF Aug 16 – Aug 20 & BEYOND)

U.S. AREAS OF FOCUS

Date	Subject	C&A Tag	C&A activities
Week of Aug 16	NAPE/OTC Engagements	King / Baldino / Haubein / Nazminia	
On or about Aug 17	Placeholder: Argos wet tow (tow away)	Cousino	
Late Aug	Houston op-ed David Lawler w/ Mayor Turner	Lekic	Yammer, LinkedIn, Twitter
w/c 30 Aug	Placeholder: Thunder Horse South Expansion 2 (THSX 2) major project start-up	Cousino	Press release, Yammer, LinkedIn, Intranet, ITK, Twitter, Facebook

SOCIAL & DIGITAL ANALYTICS

Summary

- bp saw 1,909 total mentions on social media for an estimated total potential reach of 23 million. Total mentions decreased 20 percent, while total reach increased 95 percent. Content with the highest reach and engagement for this week included tweets from:
- [Financial Times](#) tweeted that US forests that generate carbon offsets bought by bp and Microsoft were on fire
- [Publisher at The Ink](#) tweeted asking the question on whether your climate guilt is helping bp
- Negative sentiment decreased to 20 percent (24 percent last week), while positive sentiment increased to 10 percent (8 percent last week), and neutral sentiment increased to 70 percent (68 percent last week).

Executive Engagement

Mark Crawford

- Shared on Yammer about [National Chocolate Chip Cookie Day](#) and celebrated the Westlake campus team (2,119 views, 25 reactions, 7 comments, 1.51% engagement rate)

Top Tweets – Below are the top bp America tweets for the week:

- [US stats review re historic low levels of US carbon emissions](#) (1,720 impressions, 16 engagements, 0.9% engagement rate)
- [What are greening companies](#) (431 impressions, 2 engagements, 0.5% engagement rate)

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- **Paid advocacy:** Centre is running paid support on the energy transition and greening companies in the US through mid-August. This includes promotion of:
- Alix Steel Bloomberg interview on LinkedIn (through 8/16)
- One Young World on LinkedIn, Facebook and Instagram (through 8/22)

RECOGNITION:

- A shoutout to **Christina Giannelli**, **Matt Cobb** and **Jen Haubein** who had to take on a few extra hours in their day working on the recently released bpm quarterly results – with new news in the results, we know it took a bit more than the usual to get those out seamlessly!

WHEREABOUTS:

- Suzanne Swink OOO and 8/6-13
- Lisa Pirtle OOO 8/9-27
- Erin Hupp OOO 8/9 - 11
- Josh Hicks OOO 08/11 - 08/20
- Kathleen Sebastian OOO 08/2-13, 8/27
- Melissa Young Geary OOO 8/9-10
- Paul Gannon OOO 8/16-20
- Megan Baldino OOO 8/20
- Paulette Cousino OOO 8/20, 8/23
- Renee Williams OOO 8/25
- Bill Rivers OOO paternity leave through early Sept

PROFESSIONAL DEVELOPMENT:

- **MUST READ:** Jason Bordoff sat down with [Brunswick's Stephen Power, the former WSJ energy/climate reporter](#), to offer perspectives about net zero, the XOM shareholder vote, carbon pricing, environmental justice and what he sees as the gap between climate ambition and energy reality. **Meg Baldino's highlights:**
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J.P. Fielder
Head of U.S. Communications, communications & advocacy
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energy*