

Comms activity



Policy activity



Business outcomes

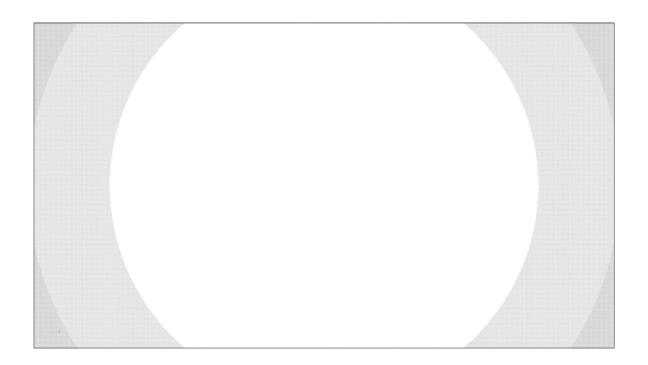
- Who: target audiences, including "Engaged & Influential" segments of society
- How: build awareness and increased appetite through education
- ✓ Create the conditions for impactful policy advocacy
- Who: primarily policymakers and legislative staff, often out of public view
- How: persuade by providing evidence of benefit (or threat) and political feasibility
 - ✓ Influence policy discussions/outcomes

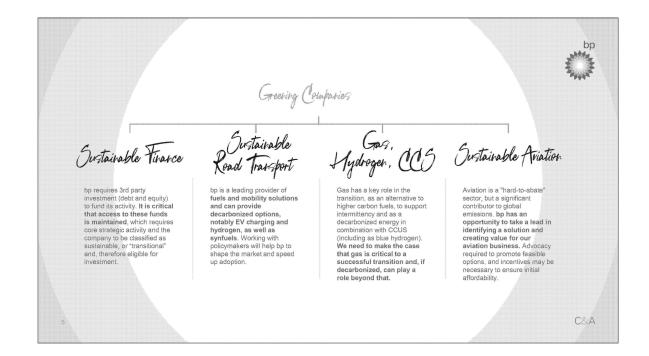
Purpose led Help get the world to net zero

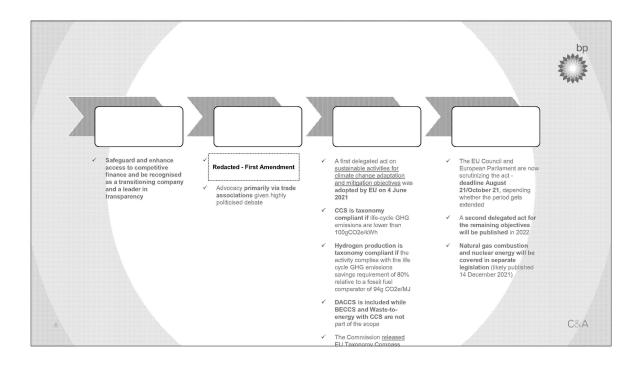
Performance driven
Performing whilst we transform

✓ Deliver on our strategy and net zero ambition

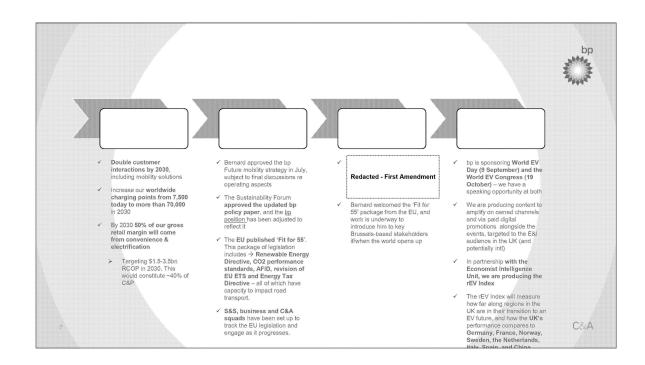
Rachel: simplify

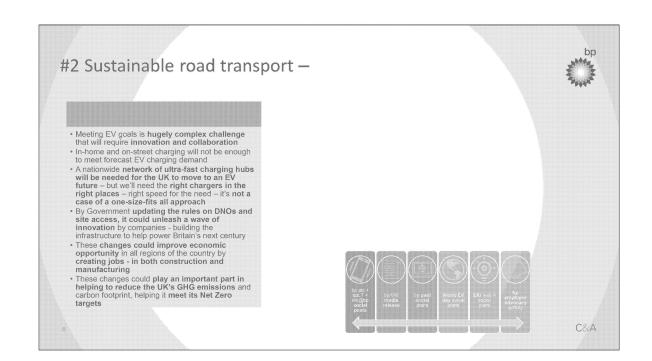


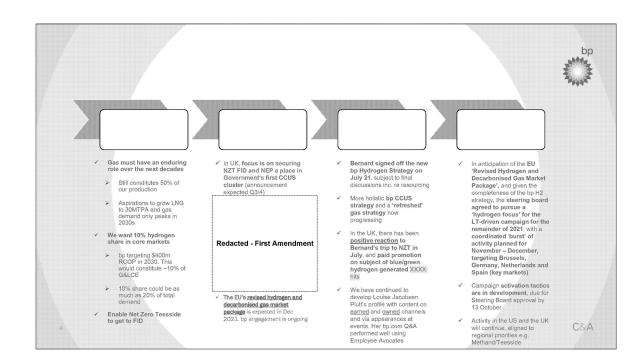




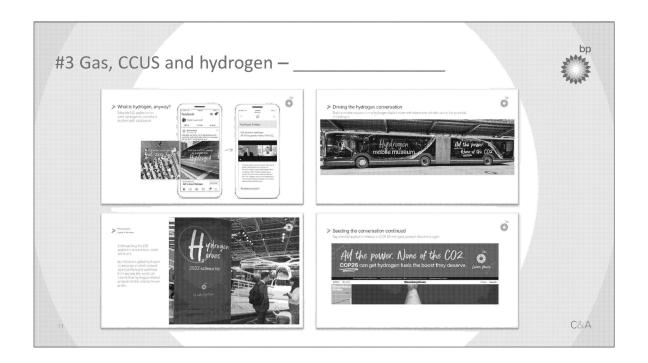
Source: Global CCS Institute quarterly update: BP - Q2 2021 Quarterly update - rev a.pdf

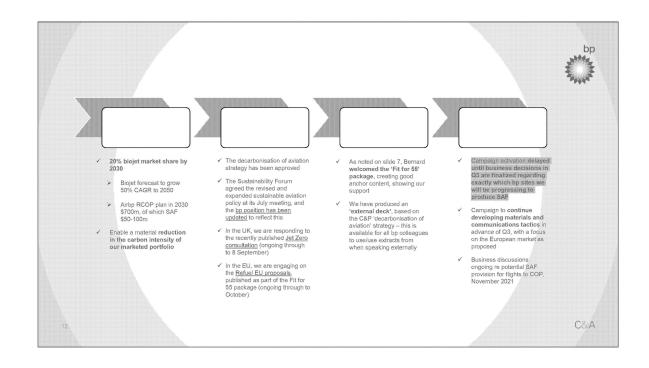


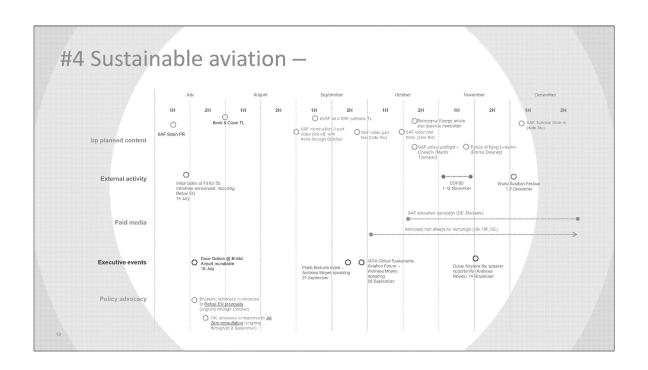




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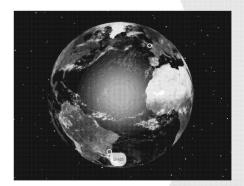








- Externally, we have the potential to create a progressive, transparent policy advocacy hub to showcase that we are delivering on Aim 6, tracking key elements of where and how we are advocating on climate-related policy issues across the globe.
- ✓ This is an opportunity to show leadership in transparency and differentiate, and to better meet the expectations of benchmarks and frameworks such as CA100+ and CDP.
- ✓ An agile sprint took place w/c 12 July and w/c 19 July.
- ✓ Work in now ongoing with bp.com and digital transformation teams to develop prototype for testing.



C&A

