

To: Streett, Mary[REDACTED]@bp.com]
Cc: Fielder, JP[REDACTED]@bp.com]; Ellis, Joe[REDACTED]@bp.com]; Miner, Robert[REDACTED]@bp.com]; Baldino, Megan[REDACTED]@bp.com]; Swink, Suzanne[REDACTED]@bp.com]; Crane, Derae[REDACTED]@bp.com]; Ferrari, Alexis[REDACTED]@bp.com]
From: Lucas, Sarah[o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=[REDACTED]]
Sent: Wed 21/04/2021 3:54:08 PM (UTC)
Subject: RE: UPDATED: Aiming for zero routine flaring -- C&A wrap up

Mary, resending yesterday's wrap-up with Fred Krupp's tweet included, as well as some additional EDF Twitter activity.

While everything from Monday until now (mid-day Wednesday) is captured below, some highlights to cover:

- Three additional outlets within our initial outreach shared the announcement Tuesday, including the Financial Times' Energy Source newsletter (linked to Dave's LinkedIn).
- Three positive responses from the administration came through including from Amanda Lefton, Zach Butterworth (for Cedric Richmond) and David Hayes. All three responses are highlighted in yellow below.
- Fred Krupp shared the Wall Street Journal tweet and EDF Energy Program shared additional tweets Tuesday and Wednesday.
- Dave's LinkedIn post has an engagement rate of 42.79% as tracked over 4/19-4/20.
- Of the outreach tracked through Quorum, we have an open rate of 30.2% -- 43 emails sent; 13 opened.

As shared yesterday, we'll continue to track responses and engagement as they come through.

Please reach out with any questions.

All the best,
Sarah

Earned media

Wall Street Journal – [BP Wants to Stop Burning Off Gas in America's Top Oil Field](#)

Bloomberg – [BP to Stop Flaring in Permian Basin by 2025: WSJ](#)
o Reposted on the [Houston Chronicle](#)

E&E – [BP to end most U.S. gas flaring](#)

Axios – [Generate](#)

Meanwhile, various companies will unveil new sustainability pledges around the summit and Earth Day, which is Thursday.

- It's already starting. Scroll down for some Amazon news.
- The Wall Street Journal [reports](#) BP is vowing to largely end burning of natural gas that's a byproduct of Permian Basin oil wells.
- The company plans to spend \$1.3 billion on infrastructure to enable the changes, it reports.

Oilprice.com – [BP Plans \\$1.3 Billion Gas Collection System to Eliminate Flaring](#)

PointLogic – [bp America to end routine flaring in the US by 2025](#)

Financial Times – [Energy Source-Turbocharging the US clean energy job market](#) (links to DCL LinkedIn)

Big Oil wants its voice heard in the climate talks

If you are in the business of selling fossil fuels, expect things to get uncomfortable when Joe Biden this week announces new US emissions targets at his global climate summit.

Among other things, expect talk of oil and gas's stranded assets as politicians push for ever more aggressive policies to deal with the climate problem.

To get ahead of things, some of the country's biggest oil groups have stepped forward with their own commitments to help tackle emissions.

ExxonMobil is urging the US government to back a carbon price and has pledged to embed carbon capture and storage in its new climate targets. It talks of a possible \$100bn project on the Gulf Coast — the latest emissions-related announcement from the company.

EQT, the US's biggest natural gas producer, will seek to independently certify some of its gas as responsibly produced. Its chief executive also told us he backs the Biden administration's crackdown on emissions of methane, a particularly potent greenhouse gas.

BP, the UK oil supermajor with one of the worst ecological track records in the US, has joined other Permian Basin oil producers in [seeking to eliminate](#) its practice of routinely burning off natural gas it doesn't want.

All this comes after the American Petroleum Institute also reversed position on methane rules (it now backs them) and a carbon price (ditto). Expect other announcements from oil companies this week.

S&P Global Platts -- [BP unveils \\$1.3B investment in US onshore, targets flaring, emissions reduction](#)

Upstream Online – [BP plans to eliminate routine flaring in the Permian basin by 2025](#)

Additional outreach made to the following publications:

- o Reuters
- o AP
- o Washington Post
- o New York Times DC
- o Politico

Social media – third party amplification

WSJ shared on [Twitter](#)

Multiple shares by the Environmental Defense Fund (EDF) on Twitter:

- o EDF Energy Program shared on [4/19](#), [4/20](#) and [4/21](#)
- o EDF Texas shared on [Twitter](#)
- o Fred Krupp shared WSJ article tweet on [Twitter](#)
- o Ben Ratner from EDF shared the WSJ article on [Twitter](#)

National Association of Manufacturers (NAM) shared on [Twitter](#)

American Petroleum Institute (API) shared on [Twitter](#)

Redacted - First Amendment

Redacted - First Amendment

Redacted - First Amendment

bp channels (metrics as of 4/19/21 unless noted)

External

- o bp.com – bp aims for zero routine flaring in US onshore operations by 2025
- o Dave Lawler LinkedIn – 166 total engagements, 9 reshares, 409 article views, 42.79% engagement rate (metrics cover 4/19-4/20)
- o bp America Twitter (link to bp.com) – 3,597 impressions, 133 total engagements, 3.70% engagement rate
- o bp America Twitter (link to WSJ) – 379 impressions, 7 total engagements, 1.85% engagement rate
- o bp America Facebook – 2,270 reach, 26 total engagements, 1.15% engagement rate
- o bp LinkedIn – 18,373 impressions, 318 total engagements, 1.73% engagement rate
- o bp Instagram – 7,900 reach, 336 total engagements, 4.25% engagement rate

Internal

- o US intranet
- o Dave Lawler shared on Yammer

Sarah Lucas (she/her/hers)

Policy & advocacy communications manager
bp America Inc.

Mobile: [REDACTED]

[REDACTED]
[REDACTED]@bp.com

#bpNetZero