

Gas and methane advocacy: C&EA update for the Upstream Carbon Steering Meeting

Pre-read for 22nd January 2019

2019 - Communications & External Affairs strategy on a page



Objective	Seek re-appraisal of BP as a company connected to the future	
Strategic approach	<ul style="list-style-type: none"> Introduce target audiences (Opinion Leaders & Opinion Formers) to the Keep Advancing narrative Create space for dialogue and engagement 	
Overarching narrative campaign	<div> <div> </div> <div> <p>Advancing the energy transition</p> <p>Reducing our operational emissions / Improving our products / Creating low carbon businesses</p> </div> <div> </div> </div>	
Primary policy campaigns	<p>Gas/methane advocacy</p> <ul style="list-style-type: none"> Gas has a vital role to play in the energy transition as a destination fuel <ul style="list-style-type: none"> But methane must be tackled industry-wide BP is growing in gas and taking a lead on methane 	<p>Future of mobility advocacy</p> <ul style="list-style-type: none"> A seismic shift is taking place in mobility Policymakers should look at the entire mobility system - advanced fuels, ICE efficiencies and EVs all have an important role to play BP is working to advance several of these solutions
Supporting drumbeat	Business performance	
Content creation principles	Focus on our people and our partners - connect through emotional storytelling	Infuse all content with messages about HOW we do business e.g. safety, technology, digitization

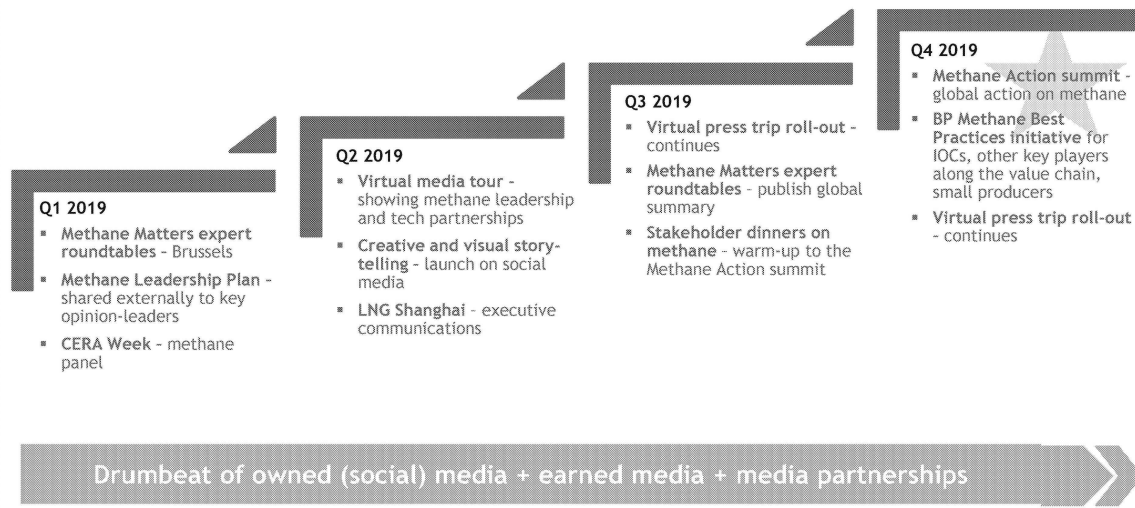
Summary of campaign activity to date



Activity	Date (2018)	Location	Outcomes
Stakeholder roundtable	Apr	London	Engaged 30 external stakeholders in industry best practice and policy discussions
Stakeholder roundtable	Oct	Washington	Engaged 30 external stakeholders
Stakeholder roundtable	Nov	Beijing	Engaged 60 external stakeholders
Reuters energy correspondent media briefing	Dec	London	Educated an influential journalist on the BP methane target and operational plans
Social media posts	Nov-Dec	Global	Audience awareness - x00,000 public views of advocacy content

Redacted - First Amendment

Action 11: Gas and methane advocacy campaign overview



Redacted - First Amendment

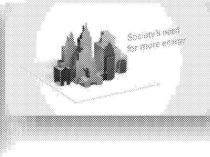
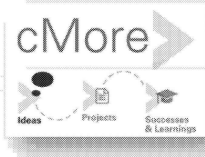
Action 13: Educate employees



Gordon Birrell - October 1, 2016 at 11:57 PM From iPhone

To Bernard's views on the Upstream: Susan Dito, Sarah Lucas, Zifaghayi, Kola, Rachel Woods, Mary Streett and Bob Stout

Had a tremendous day in Washington DC at the second "Methane Matters" round table with Susan Dito, Kola Fagbemi, Mary Streett and Bob Stout - we had a diverse group of academics, policy makers, eNGOs and industry attendees. Rich insights generated that will help BP advance its low carbon agenda. Thanks to Sarah Lucas and Rachel Woods for organising.



Objectives

1. Raise awareness and pride in the Upstream's purpose and role in the energy transition
2. Create understanding of the carbon and methane challenge and Upstream's ability to compete in a low carbon energy world.
3. Encourage employees to innovate and share ideas and best practice
4. Help make lower carbon part of the Upstream culture

Approach

Align employees around the challenge and why the Upstream is responding

- Communicate Upstream's low carbon commitments, sense of urgency and prominent role in the energy transition (tactics: webcast, film, reference in existing channels and events)
 - Leverage region and function C&EA teams to share messages and encourage involvement
- Connect employees on what Upstream is doing and how they can get involved
- Share low carbon stories to demonstrate plans & progress (intranet, Yammer, existing channels) - e.g. methane technology stories on Yammer
 - Create opportunities to get involved and share ideas (through cMore, ALC accreditation and recognition programmes (energize! and Helios Awards)) - esp. launch of SER fund (tbc) - including new animation (1Q)
 - Enlist 'Energy Transition' influencers to bring to life what is a low carbon mindset and what people can do differently (scope and timing tbc)

Enable leaders to inspire their teams and actively contribute

- Build Upstream low carbon mindset - business ownership, values and ways of operating
- Equip leaders with relevant messages, stories and materials

Part of broader plan to engage employees around Upstream's role in the energy transition – i.e. not limited to methane

Input and discussion areas for today



1. In what regions or countries, and on what topics, would policy solutions help support your business objectives?
2. Are there advocacy opportunities we are missing?
3. What is your comfort-level with sharing the Methane Leadership Plan externally?
4. Any other feedback?