

Project Moonstone  
Gas & low carbon energy

Communications Plan

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## I. Context



The gas & low carbon energy business group will integrate gas and renewable energy businesses across bp. Its purpose is to advance low carbon energy solutions for people and the planet by reinventing bp's gas and low carbon energy businesses.

Two of its objectives are to:

- build and grow low and zero carbon businesses and markets
- create new business models driven by innovative financing solutions

This deal, which recommends a strategic partnership with Saturn's Offshore Wind (OSW) business, supports this strategy and presents opportunities for further growth.

The partnerships brings together skills and competitive advantage:

- Saturn - wind energy business, size, scale,
- Neptune - safety, efficiency, reliability, digital tools, investment, relationships and government affairs resources

## I. Context



Saturn and Neptune are jointly creating a Strategic Partnership in Offshore Wind, initially focused on the United States, where they will have an exclusive partnership for all current and future offshore wind projects. As the partnership grows, both companies hope to expand this internationally, creating a global strategic offshore wind growth platform.

The first step in the partnership is bp's acquisition of 50% of the share capital in Empire Wind I, Empire Wind II and Beacon (4.6GW).

	Capacity	Secured offtake	COD (target)
Sites			
Empire I	816MW	816MW	2025
Empire II	1184MW	N/A	2026
MA I	1200MW	N/A	2027
MA II	1200MW	N/A	2028

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## 2. Communication objectives



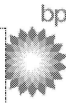
### External

- Build awareness and understanding of the announcement:
  - How it supports G&LCE's strategy
  - How it supports bp's net zero ambition

### Redacted - First Amendment

### Internal

- Build awareness and understanding of the announcement and what it means for bp and the G&LCE business
- Build pride and excitement about moving into a new area of renewables for bp
- Communicating to existing wind energy employees what it means to them

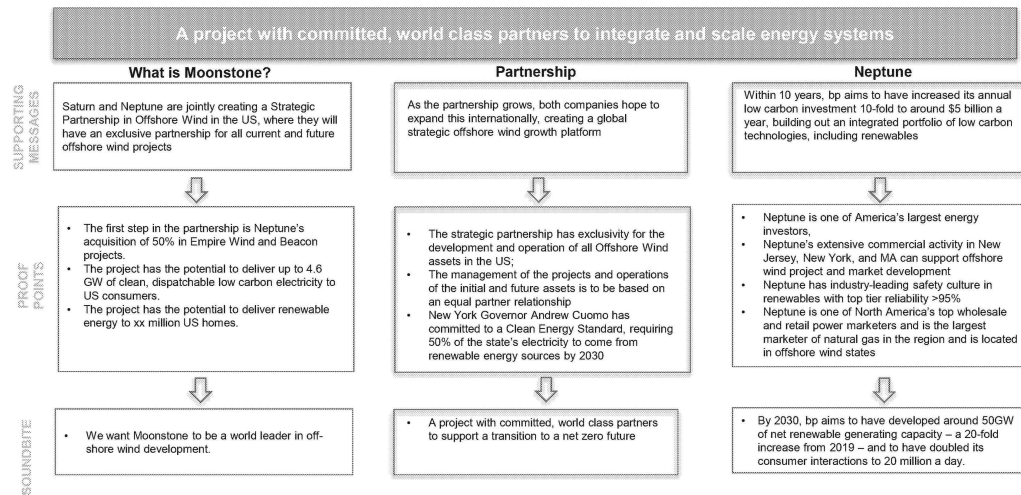


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# Key messages - external

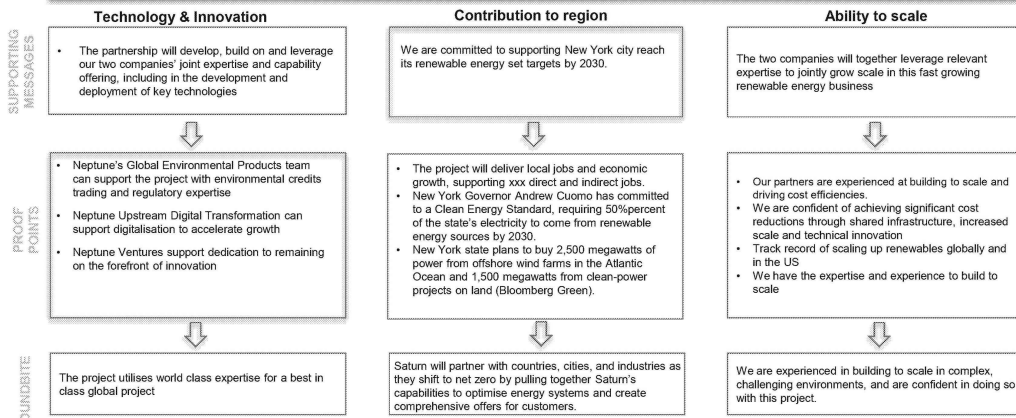


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# Our commitments



The project will bring industry funding, innovation, an ability to build to scale and a commitment to reduce cost



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## 5. Strategy and tactics – external and bp group wide



Timings	Target date: <b>Monday 8 September</b>			
Approach	• Wide distribution of press release; conducting of media interviews, business TV interviews (CNBC etc) and digital media.			
Announcement Tactics	<b>External</b> press release - <b>TBC</b> <ul style="list-style-type: none"><li>• Possible exclusive? NY Times, WSJ, FT?</li><li>• Business TV interviews – CNBC, Bloomberg</li><li>• Social media – earned and paid for, including BL LinkedIn. Promotion from bp global and bp US social media accounts.</li><li>• bp.com</li></ul> <b>Redacted - First Amendment</b>		<b>bp group wide</b> <ul style="list-style-type: none"><li>• BL/DSS email</li><li>• ITK</li><li>• bp magazine</li><li>• onebp</li><li>• Yammer</li><li>• G&amp;LCE intranet</li></ul>	
Supporting assets	Press release	30 sec 'trailer' / teaser	Imagery	animated infographic: deal in numbers
	Piece to camera with DSS and others	Wind energy podcast	Talking points and Q&As	

\*Red items could be jointly-developed with Saturn

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## 5. Strategy and tactics – external and bp group wide (long term)



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# Measurement



Objective	Build awareness of ...		
KPIs	Transactional metrics		Impact metrics
Measures	Attention	Attitude	Action
Integrated metrics	<ul style="list-style-type: none"><li>• Reach (owned, earned)</li><li>• Video views</li><li>• Traffic to site</li></ul>	<ul style="list-style-type: none"><li>• Target media</li><li>• Sentiment analysis</li><li>• # of social media engagements</li></ul>	<ul style="list-style-type: none"><li>• Video completion rate</li><li>• Stakeholders engagement</li></ul>

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