

## C&EA 2016 Plan

*The BP America Communications & External Affairs team exists entirely to protect BP's license to operate in the U.S., help BP businesses achieve their objectives in the United States and protect the company's reputation. We do this by collaborating with business leadership and one another to develop and wage strategic campaigns that favorably influence legislative, regulatory and public opinion outcomes. We do so mindful of the current price environment but also aware of the necessity to invest resources sufficient for effectiveness.*

*Our 2016 C&EA priorities are to:*

1. Deliver the specific business objectives outlined in the distinct business plans to protect BP's license to operate and improve its reputation.
2. Protect BP's reputation among key stakeholders to mitigate the potentially harmful impact of operational events as well as detrimental policy and political developments by:-
  - a. Leveraging our distinctive positioning as a champion of STEM education and as a preferred employer of Veterans
  - ~~2.b.~~ Demonstrating our commitment to communities through continued efforts in supplier diversity and through focused community investments
3. Leverage existing elected, regulatory, media and third party relationships to the benefit of the businesses, while building and nurturing new relationships with candidates in key federal, state and local political races affecting geographies of interest to the company
4. Position BP as a leading and trusted voice in the national dialogue on climate change, constructively engaging around the importance of a responsible transition to a low carbon economy. Expand the company's capacity to influence regulators on key climate-related initiatives they have undertaken or will likely undertake.
5. Engage with elected officials, third party influencers (think tanks, trade associations, etc.) and media on tax issues so BP can play an influential role in shaping the tax policy debate ahead of any 2017 reform initiatives.
6. Educate and empower the BP grassroots – employees, retirees and vendors – so they clearly understand issues of importance to the company and can be mobilized to advocate on BP's behalf.
  - a. Regular involvement with CAP Councils – lunch & learns, Congressional visits
  - b. Get out the vote efforts specific to our employee and asset concentrations; employee emails with data on how to volunteer for Presidential Campaigns
  - c. Quarterly outreach to retirees through CAP Newsletters and separate retiree mailings

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