

To: Streett, Mary [REDACTED]@bp.com]
From: Ferrari, Alexis [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: Wed 21/04/2021 12:36:55 PM (UTC)
Subject: bump to top of inbox FW: FOR APPROVAL: Aiming for zero routine flaring -- C&A wrap up

From: Fielder, JP [REDACTED]@bp.com>
Sent: Tuesday, April 20, 2021 5:51 PM
To: Streett, Mary [REDACTED]@bp.com>; Ferrari, Alexis [REDACTED]@bp.com>
Cc: Lucas, Sarah [REDACTED]@bp.com>; Giannelli, Christina A. [REDACTED]@bp.com>; Mogstad, Isabel [REDACTED]@bp.com>
Subject: FOR APPROVAL: Aiming for zero routine flaring -- C&A wrap up

Mary,
To keep the drumbeat on our ZRF 2025 announcement, we recommend your share Dave's LinkedIn post tomorrow w the following comment. Please let us know if you have edits, comments or questions.
In the weeks ahead, we'll post a longer LinkedIn column from you about net zero, our investments to reach ZRF 2025, importance of federal regs, and how CRA is one path forward.
JP

Short LI post with share

At bp, we're delivering on our aims to reduce emissions – including methane – from our operations.

As the US hosts the Climate Summit this week, bp announced it is aiming for zero routine flaring in our US onshore operations by 2025.

This piece from bp American chairman and president Dave Lawler provides more details about our new aim and the state-of-the-art Grand Slam central processing facility in the Permian Basin that will help make it possible.

Investments like this one will help bp deliver on our ambition to be a net zero company by 2050 or sooner.

From: Lucas, Sarah [REDACTED]@bp.com>
Sent: Monday, April 19, 2021 7:50 PM
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>
Subject: Aiming for zero routine flaring -- C&A wrap up

Mary,

Below is a roundup of coverage and outreach around our announcement today—our aim for zero routine flaring by 2025 in our US onshore operations.

The information below captures activities today. We anticipate more to come as additional responses and feedback come in.

Let me know if you have 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](#)

Additional outreach made to the following publications:

- o Reuters
- o AP
- o Upstream Online (indicated they will write a piece)
- o S&P Global Platts (indicated they will write a piece)
- o Washington Post
- o New York Times DC
- o Financial Times (indicated they will write a piece)
- o Politico

Social media – third party amplification

WSJ shared on [Twitter](#)

Environmental Defense Fund (EDF) Energy Program shared on [Twitter](#)

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](#)

External outreach

Federal government stakeholders contacted

Redacted - First Amendment

Redacted - First Amendment

Redacted - First Amendment

bp channels

External

- o bp.com – bp aims for zero routine flaring in US onshore operations by 2025

- o [Dave Lawler LinkedIn](#)
- 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
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#bpNetZero