



Coordinating GR & Comms

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OVERVIEW SLIDE



Context



Structure



Technology



Behavior



In Action



Key Takeaways

They Said v. They Said

What are yours?

Government Affairs

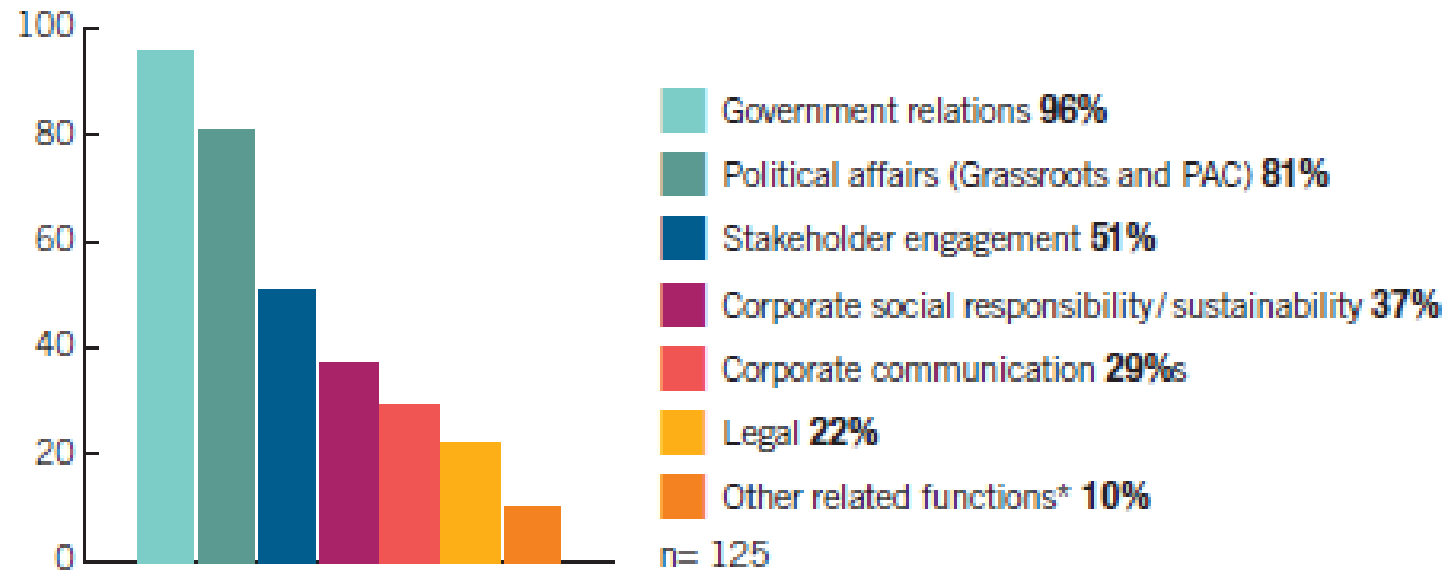
- I wish I had a factsheet that said XYZ.
- Senator/Rep so-and-so cares about this – how can we make sure they see it?
- Why am I finding this out through a press release?
- Those aren't the most current talking points.
- That was a missed opportunity/potential risk.

Communications

- If we'd have known what they were advocating for, we could have XYZ.
- That would have been a great story to highlight in XYZ – media outlets, social media, etc.
- Those aren't the most current talking points.
- That was a missed opportunity/potential risk.

What are the challenges?

Structure: Functions Housed in Public Affairs

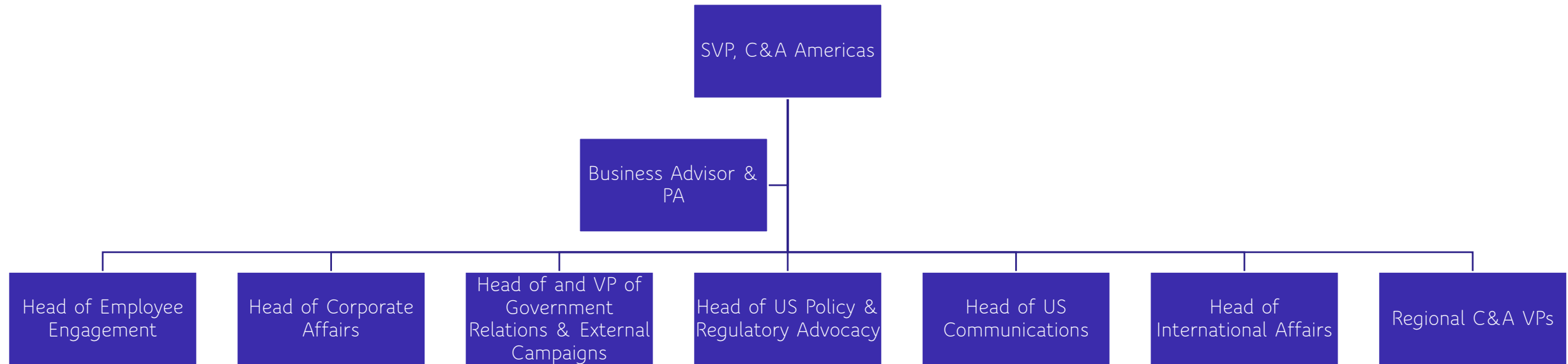


*Includes community affairs and philanthropy, corporate compliance management, environmental compliance, foundation, marketing, non-profit and philanthropy, product safety and social media and content

Coordination Between GR & Comms

Partially integrated	41%
Fully (or mostly) integrated	29%
Loosely integrated	25%
Little or no integration	4%
n= 119	

Integrated Function



Technology

Teams Collaboration

Created a sharepoint site for “one source of truth” to limit the need to recreate the wheel.

Houses final briefing papers, talking points, and factsheets

Ensures consistent messaging

Includes other tools/links that may be needed

Content Toolkit

Use Teams (or a similar platform) for real-time collaboration, editing, and approvals.

- Teams channels or sites for individual workstreams, with ongoing chats for quick connectivity
- Shared C&A calendar (includes global and regional)
- Houses all C&A plans

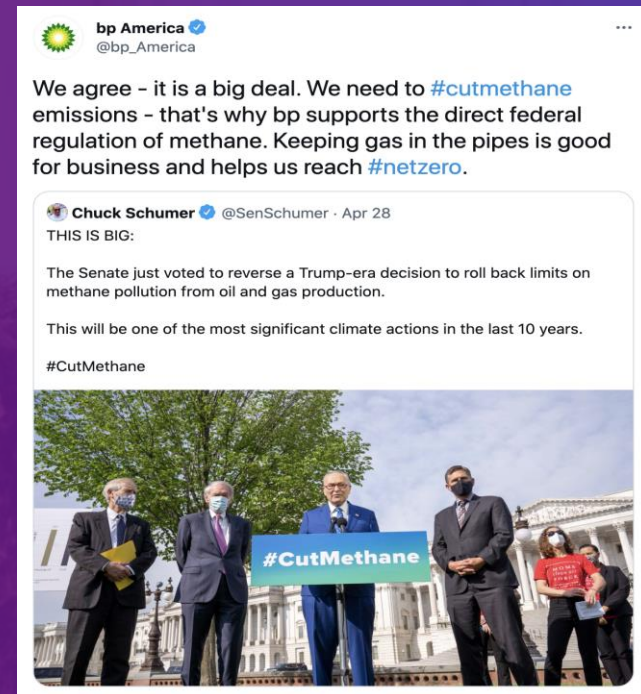
Behaviors

Beyond “living and dying by the CC line”

- Weekly Planner meeting using shared calendar
- Multi-team meeting to kick off individual workstreams and discuss goals and accountabilities
- Interlopers into other teams' meetings to report in and report out
- Strong connectivity in layers below the leadership team
- Joint creation of annual or campaign-specific goals

Integration in Action

- Lobbying
- Organic social media
- Paid social media
- Executive comms
- Strong press coverage
- Employee voices





bp looks forward to working with the Biden-Harris Administration on their [#energy](#) and climate agenda. We support their push to transition the US energy mix towards lower carbon options. Learn more here: on.bp.com/2YkM6Nv [#bpNetZero](#)



bp welcomes [@POTUS](#) Biden and [@VP](#) Harris and looks forward to working with your administration on an energy agenda to reach net zero emissions by 2050 or sooner.

bp's ambition is to reach net zero by 2050 or sooner and help the world get there.

To deliver our *net zero* ambition, we're aiming by 2030 to:

Cut absolute emissions from our operations by **30-35%**

Cut scope 3 carbon emissions from our oil & gas production by **35-40%**

Cut the carbon intensity of the products we sell by **15% or more**



We know we can't achieve our [#netzero](#) ambition alone, so we're proud to join [@CEOClimates](#) letter to [@POTUS](#) Biden supporting aggressive mid-term targets for emission reductions. [#bpNetZero](#)

CEO Climate Dialogue @CEOClimates · Mar 9

@CEOClimates is calling for an ambitious US NDC that ensures the country is on a path to achieve net-zero greenhouse gas emissions across the economy by 2050. This is an important next step for U.S. [#climate](#) action. Read the letter sent to @POTUS today bit.ly/30tp5Jw



Greening companies like ours have the scale, reach and capital to make meaningful progress on climate and push the energy transition forward. Follow our [#bpNetZero](#) journey: bp.com/reimagine

Energy Futures Initiative @EFIForTheFuture · Mar 2

Today, EFI Founder @ErnestMoniz joins Day 2 of #CERAWeek with @ClimateEnvoy John Kerry. Climate change is a threat multiplier, says Sec. Kerry. We need to build back better and invest in a clean energy transition.



As part of our ambition to become a net zero company by 2050 or sooner and help the world, bp is proud to partner with [@HoustonTX](#) & [@houmayor](#) to help identify innovative and low-carbon energy solutions to reduce emissions.

CERAWeek @CERAWeek · Mar 5

ICYMI today at #CERAWeek: @SylvesterTurner commented on Houston's role in the [#energytransition](#), and the city Government's collaboration with energy companies:



Congratulations [@houmayor](#)! We're focused on delivering our net zero ambition and supporting cities like Houston that share this vision.

GreenHoustonTx @GreenHoustonTx · Jan 28

Congratulation to @houmayor on being named Chair of @ClimateMayors.



"It is an honor to serve as Chair of Climate Mayors. Cities are powerful drivers in the race against climate change. Mayors are investing in clean energy, greening our economies, and creating more sustainable and resilient communities across the U.S."

Houston Mayor, Sylvester Turner
- Chair of Climate Mayors



Engaging on policy

Key Takeaways

- Integration – top-down and bottom-up
- Create formal and informal integration opportunities
- Have an interloper – or a few!
- Policy communications is an ideal place to integrate
- Make shared calendars a must-do
- Create a collaboration space as well as an archival resource
- Leverage communications to reach policymakers directly and become a policy news source
- See reorganizations as opportunities

A woman with blonde hair tied back is smiling and talking on a black mobile phone. She is wearing a light blue button-down shirt. The background is a blurred office environment with shelves and papers. The entire image is overlaid with a semi-transparent purple and blue gradient.

THANK YOU!

Questions?