

## **Oil & the Environment – Breaking Down Stereotypes**

### **Introductions**

- Panelist 1: Focuses on communications side: issues & environment as well as the environmental movement
- Panelist 2: deals with regulators and attorneys
- Panelist 3: focuses on reducing the global footprint and in charge of economic development
- Panelist 4: focuses on the 21<sup>st</sup> century energy mix and questions why there isn't more discussion on gas

### **How do you address claims that energy companies are only out to make big money?**

- Panelist 2: Earnings sing radically. Last year Chevron made \$24B and spent \$23B on investments in new projects. There is a lot of investment on long-term projects and a lot of time spent on good business equals a good environment
- Panelist 3: the public has a bad image in mind (i.e. oil spills). However accidents are less frequent and there are better responses to them. Being environmentally safe is good business strategy, short and long term.
- Panelist 4: Have a license to operate by being good citizens. There is a lot of great technology developments and most people don't know about this. People forget the tax dollars paid by the O&G companies.

### **What is or should the industry be doing to secure domestic energy?**

- Panelist 1: Alternative fuels make up 7% today. It will go up to 10% in 2010. We need to work with our partners in manufacturing. Millions of jobs depend directly on fossil fuels
- Panelist 2: Need a consciousness of global energy network
- Panelist 3: People are more concerned with energy supply of the world and not just of their particular country
- Panelist 4: The public needs to understand upcoming initiatives and need to be educated about risks
- Panelist 1: the US is the only country to restrain energy usage

### **What are you doing personally? How do we address bi-products of petroleum?**

- Panelist 1: Ripple effect is massive of what energy is in our lives
- Panelist 2: People are not aware of tradeoffs
- Panelist 3: Educate people on their own responsibility. Have a full life-cycle assessment – not just a “green push” for now

### **The negative perceptions are that the majors are not investing enough in alternative energies.**

#### **How do you manage perception of this?**

- Panelist 3: BP experiments in a lot of different areas – but focusing on a few
- Panelist 2: We make rational business decisions. We focus on non-food based biofuels.
- Panelist 1: O&G is the only industry investing and the majors are investing the most.
  - o The majors spent \$13.5B on alternative energies
  - o The government spent \$12.5B on alternative energies
  - o There are still many groups that oppose alternative energies

**How do we bridge stereotypes? What are you doing with the youth, media, etc?**

- Panelist 3: The press is not a good line of communications (they love negative stories). All staff should be advocates (young staff is not aware of what the industry has done)
- Panelist 2: A lot of damage was done before regulation: much higher standards today – young people don't know.
- Panelist 4: BP has decided to be more accessible to the media. They have focused on educating policy makers. There are a lot of misperceptions. The focus is to bring an inside look to people (rig, fields – how many people it involves)
- Panelist 1: We need to clear up mis-conceptions. Carry that message to other industries.

**What are you doing to market the youth?**

- Panelist 2: In California, the industry has a much worse image, especially to college grads. You can make an impact directly at O&G companies.
- Panelist 3: TOTAL must educate kids very young and inform them how the industry affects them.
- Panelist 4: Sponsor a teachers day at the company and go to the schools to educate and share knowledge