

BP Exhibition



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Exhibition module
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Final Major Project - Exhibition and production Module

As a lead up to the final major project for and exhibition and production module there were 3 briefs set in semester A, each one leading up to the final major project especially the last one of semester A which was to set up an exhibition as a group. For the final major project there was a choice to work in a group or individually.

Brief

BP - British Petroleum, and exhibition about one of the biggest corporations. The exhibition will highlight and show the different facts and figures about BP. Not necessarily negative, the exhibition isn't a smear campaign.

BP is one of the world's largest energy companies, providing its customers with fuel for transportation, energy for heat and light, retail services and petrochemicals products for everyday items – a statement from the BP Website

For my exhibition originally I decided to make a series of posters about BP and post these up, however there was no element of interaction or being able to reach a wider audience which is why my exhibition will take a place online, it will be in a form of a website which will allow for a global reach to anyone with internet access. This has a disadvantage of not being an actual exhibition something that has a physical presence at the same time it will allow for more interaction.

BP Exhibition

BP has operations in over 80 countries, produces around 3.8 million barrels of oil equivalent per day and has 22,400 service stations worldwide. Its largest division is BP America, which is the biggest producer of oil and gas in the United States and is headquartered in Houston, Texas. As at 31 December 2009 it had total proven commercial reserves of 18.3 billion barrels of oil equivalent. The name "BP" derives from the initials of one of the company's former legal names, British Petroleum.

BP's track record of corporate social responsibility has been mixed. The company has been involved in a number of major environmental and safety incidents and received criticism for its political influence. However in 1997 it was the first major oil company to publicly acknowledge the need to take steps against climate change, and in that year established a company-wide target to reduce its emissions of greenhouse gases. BP currently invests over \$1 billion per year in the development of renewable energy sources, and has committed to spend \$8 billion on renewable in the 2005 to 2015 period.



BP is proud to be the Official Oil and Gas Partner for the London 2012 Olympic and Paralympic Games

London has been the home of BP's headquarters for over a century. So for us, welcoming the Olympic and Paralympic Games to London is an exciting opportunity – one that we believe can make a difference for London and the UK for many years to come.

We try to work in ways that will benefit the communities and habitats where we do business – and earn the world's respect

Finding oil and gas can take years. So can building facilities to extract it. Production can run for decades. And some of the new and renewable energy sources we're developing may not reach common usage until well into this century.

Supporting communities, preserving the environment

In other words, we have a long-term commitment to the communities we work within. As such, we recognise a responsibility to create more than quick revenues from our investments. Whatever we do, wherever we do it, we always strive to preserve and improve the surrounding environment, support enterprising businesspeople and encourage energy-related education. School children near a solar panel, Angola

This is why, for example, we planned the construction schedule for the BTC pipeline around the breeding season of a rare local grouse. And why we funded satellite transmitters to help experts track endangered sea turtles in the nearby seas.

It's why we've started programmes to share our business knowledge with entrepreneurs in Angola, South Africa, Trinidad and Tobago and elsewhere. It's why we sponsor university programmes and send our employees into schools around the world, to help children learn how energy works and to inspire tomorrow's energy experts.

Improving our organisation

We also recognise the need to constantly look at and improve our own organization. So, for example, we work to rigorous health and safety standards and hold all our employees to a global code of conduct. We hold all new projects to a set of environmental requirements. And we encourage each other, the people who work for BP, to raise any concerns they have about the business.

When measuring our progress, we don't rely only on our own perspective. Our annual Sustainability Report, charting our progress on environmental, health, safety and other measures, is independently verified by Ernst & Young. We also regularly invite our customers, shareholders, suppliers and others to tell us what they think of BP.

Finding energy to fuel the future

Some challenges are so big they belong to the world. The threat of climate change is one example. Another is the need to harness enough energy to sustain not just life as we know it but also the better life taking shape in places where once-developing economies are beginning to boom.

Official sponsors of the London 2012 Olympics



Through our partnership with London 2012, we're fuelling the Games in ways that we hope will inspire millions of people to think about the mobility choices they make every day.

With our arts, cultural and educational partners, we're creating exciting opportunities for young people. And we're supporting some extraordinary athletes as they prepare for the London 2012 Games. Fuelling the Games, Arts, culture and education, Supporting athletes

About BP

BP Exhibition

BP operates in over 80 countries and operates on every continent apart from Antarctica

Africa

Our exploration and production activity in Africa is focused on Algeria, Angola and Egypt. We have working relationships with many national oil companies in this region. These are typically joint ventures, with BP providing management support, technical expertise and training.

Elsewhere in Africa, our main activities are in refining and marketing, with a significant retail presence in Southern Africa and marketing operations for lubricants, oil and gas products, and solar panels across the continent.

Asia

In Asia, our exploration and production activities are centred in China, Indonesia, Vietnam and Pakistan, while we do significant chemicals manufacturing in China, South Korea and Malaysia.

BP also holds a leadership position in Liquefied Natural Gas (LNG) in China, where we are involved in a number of joint ventures. In fact, our working relationships with many national oil companies in Asia – for example Kuwait and United Arab Emirates – are typically joint venture activities.

BP Solar has a manufacturing plant in India. We market lubricants and oil products throughout the region, with major retail operations in India and China.

Australasia

Our exploration and production activities in Australia and New Zealand are centred in Australia, where BP Solar is also a major marketer of solar panels. Sales and marketing of lubricants and oil products takes place throughout the region, with major retail operations in both Australia and New Zealand.

Europe

London is where BP's corporate headquarters are located, and the UK is therefore a centre for trading, legal, finance and other mainstream business functions. The UK is also home to three of BP's major global research and technology groups.

Our exploration and production business in Europe covers the North Sea – both the UK and Norway. In Russia we have an important joint venture through our 50 per cent ownership of TNK-BP, a major oil company with the majority of its assets in Russia. We are involved in a number of exploration and production projects in Azerbaijan, and are leading the Baku-Tbilisi-Ceyhan (BTC) pipeline project.

Refining and marketing activities are spread throughout Europe, with BP owning or having a stake in seven refineries across the region. BP retail sites are a common sight in several European countries. In Germany we market under the Aral brand. We also sell lubricants and other oil products in Europe to both consumers and business customers.

North America

The BP group is the largest oil and gas producer and one of the largest gasoline retailers in the United States. We are the largest non-US company on the New York Stock Exchange. Our BP Alternative Energy business has an operations centre in Houston, and we also have solar manufacturing facilities in the USA.

In Canada, our activities focus on the production of natural gas and derivatives and we are currently considering a North American natural gas pipeline project in a joint venture.

Exploration and production work is a core aspect of BP's presence in Trinidad and Tobago – where we are a major local producer.

South America

Exploration and production work is a core aspect of BP's presence in Colombia and Venezuela.

In Brazil, our lubricants business has been operating for over 50 years, and aviation fuels have been sold to main airlines for 9 years now. BP Biofuels is the latest business to arrive in Brazil, as a joint venture, through which BP has been producing ethanol since 2008. Elsewhere in South America, our activities centre on the sale of oil, lubricants and oil products.

About BP

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The brands BP owns

Castrol



Castrol motor oil is a brand acquired by BP in 2002. Both car and motorbike owners know the brand very well, its used widely across German car manufacturers such as Audi, Volkswagen and BMW. There isn't a motor race across Europe that can be seen without the Castrol logo as a form of sponsorship, whether on a race track or race car or even on the race drivers uniform. Castrol motor oil is sold in over 150 countries with a worldwide recognition for performance and passion.

Arco



Arco joined the BP outfit/group in the year 2000, its the leading petrol station operator in western USA selling more than any other brand. Its certainly known for its lower prices on Petrol in the USA however their claim of cleaner fuels can be widely criticised as those don't really exist as no matter what petrol station you fill up your car in you'll still find yourself emitting carbon dioxide from the exhaust pipe of your vehicle. Since joining BP Arco has been able to offer a wider variety of choices for their customers at the stations

Aral



The Aral diamond logo is a popular side on German roads. Being around since 1920's more than 2.5 million customers visit and Aral station to fill up or to use their retail section. It certainly has an element of trust in Germany as its won several awards by readers digest as the most trusted brand in fuel.

AMPM



AMPM was a first amongst the ever growing franchise in retail and cafes at petrol stations, the idea of grabbing a quick drink or a coffee was unheard of when it first opened however there is no such thing as petrol station that just sells petrol now. You can now stop off at a petrol station and get your lunch amongst many other things. AMPM was first opened in an Arco station in southern California in 1978 and look at petrol stations now.

Wild Bean Cafe



Wild Bean Cafe operates in Most Europe, Australia, Parts of China and Russia and even in South Africa. They offer a fresh coffee to motorists and freshly baked snacks and go by the slogan "gourmet on a go" So in countries where AMPM doesn't operate there's the Wild Bean Cafe, same as if there isn't a BP station, There might be and Aral or and Arco around a corner.

BP Exhibition

YouTube is the most popular video sharing website on the internet, now owned by Google. For the exhibition there will be a short video on youtube (linked to the website) as part of it. This one will be about "what BP could have bought with the money they lost in the spill on gulf of mexico". \$100,000,000,000 be exact, not including the 3.5 plus billion spent on recovery (so far). This video will be in a form of typography, no actors etc. just the statistics of what the money could have been spent on.

BP could have bought 10 years of clean water for each of the 884 million people in the world without access to it. The cost would be \$8.84 billion, or \$1 per year per person. BP could also have bought a new home to replace each of the 275,000 lost in Hurricane Katrina. The cost would be \$48.125 billion at the median New Orleans market rate of \$175,000.

With the lost money, BP could also have bought an ice cream sandwich for everyone on Earth. The cost of \$3.395 billion included a 0.50 sandwich from Walmart for each person.

The company could have also purchased Yahoo, Inc. Its market value according to Yahoo Finance is \$20.069 billion.

BP could have also bought a 2010 Toyota Prius for each of BP's 92,000 employees. The cars would cost \$21,400 each for a total of \$1.968 billion.

The company could also have purchased a copy of the book Sh*t My Dad Says for every user on Twitter. At \$8.79 each of Amazon.com, the total for the books is \$922 million.

BP could also have purchased Twitter itself for a cost of \$1 billion, according to its 2009 valuation.

With the lost money, BP could add an island in the Bahamas to their purchases. Lighthouse Cay has four miles of beachfront and costs \$33.3 million.

BP could also purchase a pogo stick for every elementary school kid in the U.S. At \$25 each from Amazon.com, the toys would cost a total of \$621.25 million.

BP could also supply a three-pack of condoms to every teenager in the U.S. If they got the 1,000 count discount packs from Amazon.com, the condoms would cost \$8.45 million.

The lost income could also purchase an iPad for every college student in the U.S. at a total cost of \$8.305 billion.

BP could purchase a trip to outer space for every U.S. Senator. At \$30 million each from Space Adventures, the total cost would be \$3 billion.

BP could also have purchased a year's sponsorship for one million needy kids at Children International. At \$22 per month per child, the total cost would be \$264 million.

BP could buy a three-wolf t-shirt for every person in America. At \$10.99 on Amazon.com, the total cost would be \$3.432 billion. BP could also buy a second wolf shirt for every person in Idaho. At 10.99 each, the total would be \$17 million.

The total cost of all of these items is \$100,000,000,000. This is how much BP stock has lost as of June 2010. This doesn't include the \$3.5+ billion spent in recovery efforts so far.

The screenshot shows a YouTube video player for a video titled "New British Petroleum Commercial" uploaded by the channel "JimmyKimmelLive". The video player shows a progress bar at 0:00 / 1:20 and a play button. Below the video, there are 13,897 likes and 5 dislikes. The channel name "JimmyKimmelLive" is visible, along with a "Subscribe" button and "1,355 videos" count. To the right of the video player, there is a "Suggestions" section with several video thumbnails and titles, including "BP Apology Ad", "Snooki Lands 2014 Super Bowl", "Sack Tapping is Serious Problem", "Chris Harrison on Jimmy Kimmel Live PART 2", "British Petroleum", "BP Oil Commercial Spoof", and "BP - Bringing People Together".

YouTube Video