

# Penn West Petroleum Ltd.



# TheCaseSolutions.com

### Conclusion

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The last decade in our industry has  
suffered as towards an era of full  
opacity and financial failure. We  
should regenerate the environment  
over time and improve the overall  
reputation of BP towards a better future.

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### Recommendations for BP

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1) Mission Statement: We have no sentence or phrase that defines us. Instead we have several tabs under our website titled "what we do", "what we stand for" and "what we value".

2) "We develop, produce and turn essential sources of new and old energy into products that people need everywhere, while placing value and importance on the environment and our stakeholders".



### Specific CSR issues our company needs to deal with

1) BP oil spill/ other environmental hazards: Our company is painstakingly dealing with one of the biggest environmental crises, if not the biggest, of our industry. The BP oil spill followed the explosion and sinking of one of the main BP oil rigs.

2) Workplace safety both foreign and domestic: The oil and energy business is known to be a hazardous occupation, but this still doesn't mean that the proper steps shouldn't be taken in order to decrease as much risk as possible for our employees.



### Biggest CSR issues for our industry

- 1) Inability to incorporate CSR into conventional business organizations.
- 2) Neglecting methods to manage sustainability impacts.
- 3) Low levels of accountability and transparency for social and environmental performance.
- 4) Lack of relationship with employees and regaining worker trust.



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**Conclusion**  
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The case design is necessary for  
students to become an ethical  
leader and to understand that they  
should implement The CaseSolutions.com  
recommendations for design for the overall  
benefit of BP and its stakeholders.



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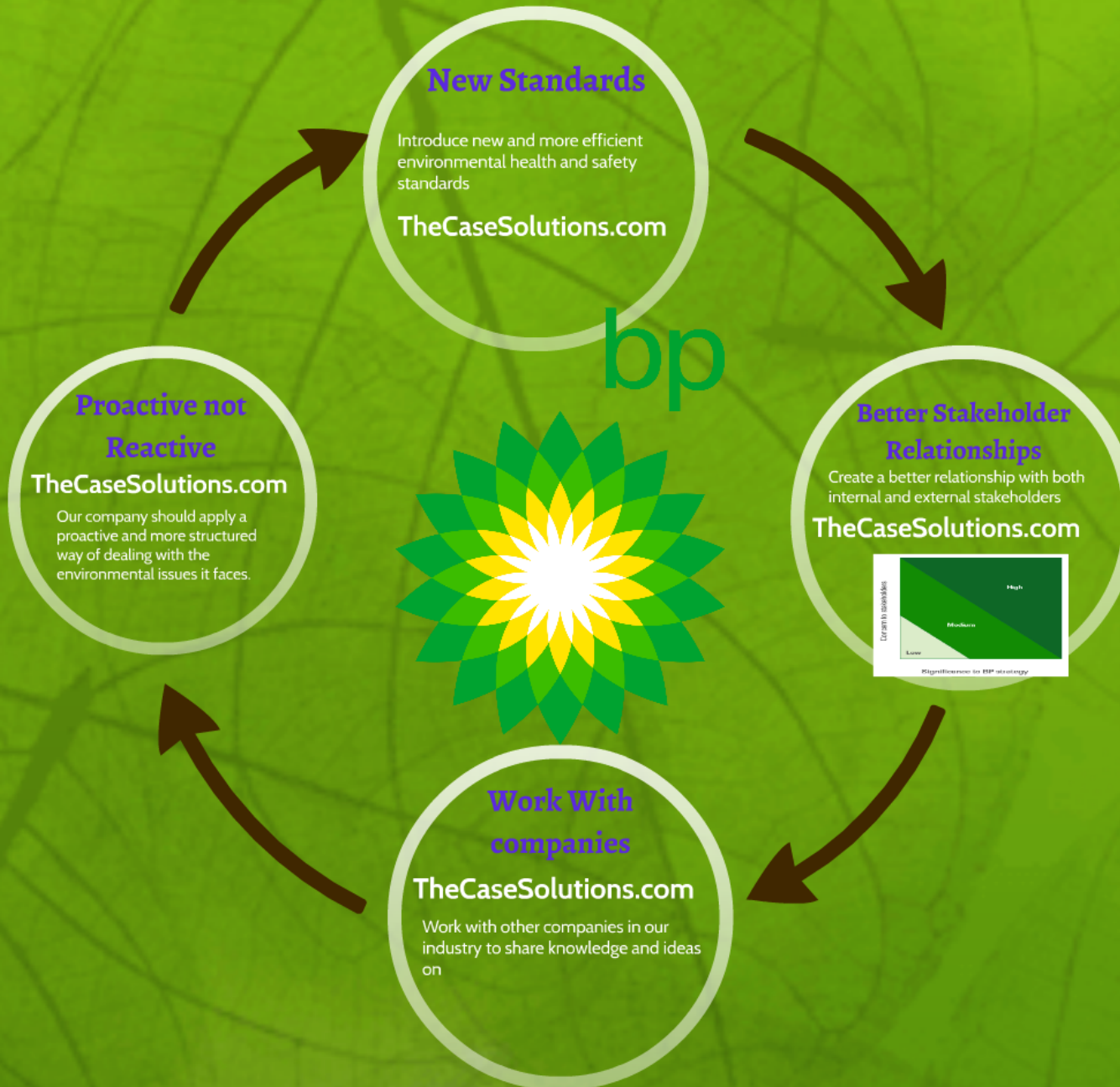
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“  
We are BP  
”

## 4 Step Process

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# **Proactive not Reactive**

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Our company should apply a proactive and more structured way of dealing with the environmental issues it faces.

# New Standards

Introduce new and more efficient  
environmental health and safety  
standards

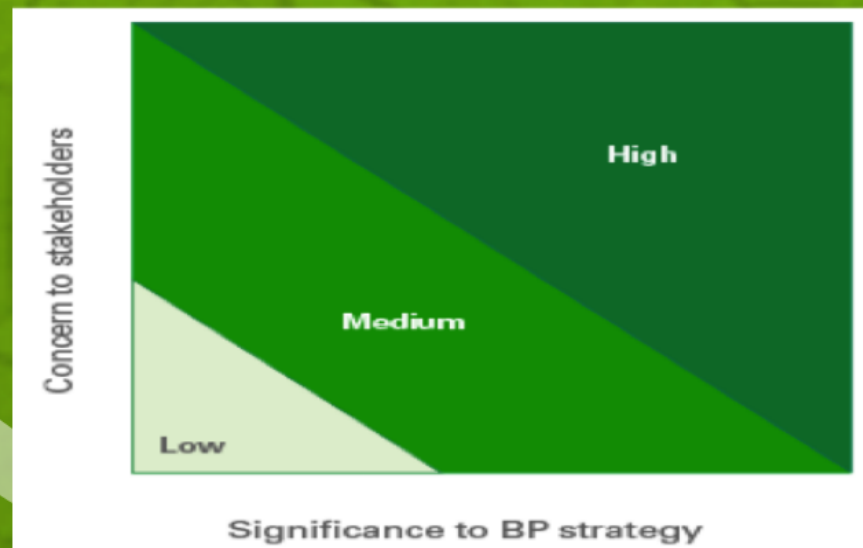
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# Better Stakeholder Relationships

Create a better relationship with both internal and external stakeholders

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**Work With  
companies**

**TheCaseSolutions.com**

Work with other companies in our  
industry to share knowledge and ideas  
on



# Conclusion

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The last decade in our company has pushed us towards an era of bad reputation and financial decline. We should implement the aforementioned recommendations to change the overall trajectory of BP towards a better future.

bp

