

bp



British Petroleum Recommendation Strategy

Andres Robledo

Conclusion

The last decade has shown the need to have clear and consistent recommendations and financial disclosure should improve the transparency and clarity of the oil and gas industry.



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Recommendations for BP

- 1) Mission Statement: We have no sentence or phrase that defines us. Instead we have several statements under our website titled "what we do," "what we stand for" and "what we value."
- 2) "We develop, produce and transform 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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The final decision on our company has been based on the analysis of the current situation and the proposed strategy. It could implement the above mentioned recommendations to change the overall trajectory of BP towards a better future.



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