



Holding BP to account

**Sophie Marjanac, Climate
Accountability Lead**



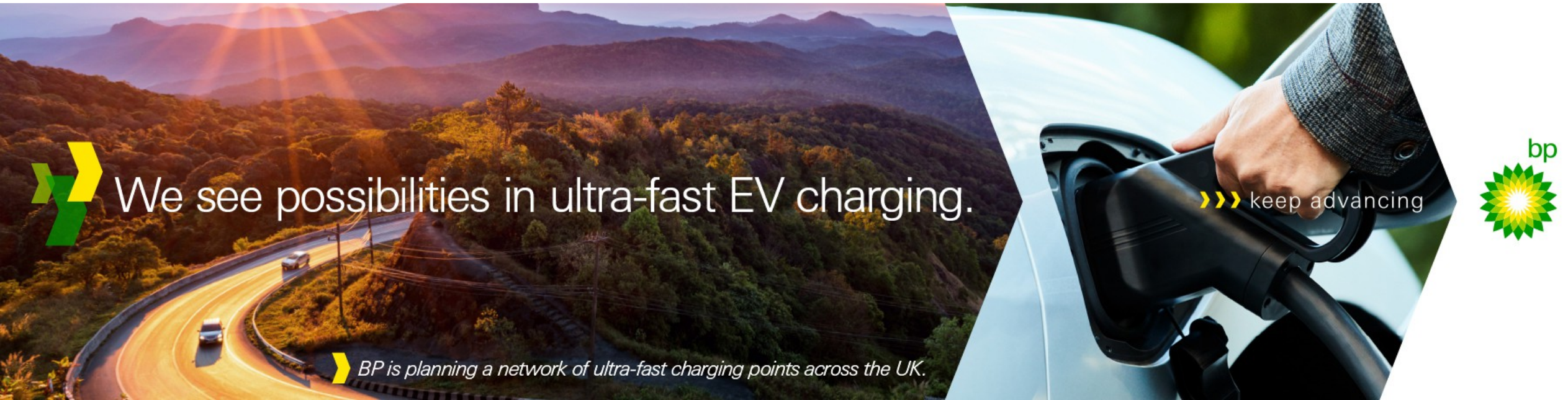
We see possibilities in natural gas,
the smart partner to renewables.

BP is producing more natural gas, which burns 50% cleaner than coal in power generation.



keep advancing







bp



Lightsource BP Solar Farm
Queen Elizabeth II Reservoir

The facts:

Despite its clean energy ads, more than 96% of BP's annual spend was still on oil and gas.



Advancing Possibilities

We're working to make energy cleaner

Fossil fuels cause climate change



The Intergovernmental Panel on Climate Change (IPCC) has found that emissions from fossil fuels are the dominant cause of global warming. The IPCC warns that fossil fuel emissions must be halved within 11 years if global warming is to be limited to 1.5°C. Warming above 1.5°C risks further sea level rise, extreme weather, biodiversity loss and species extinction, as well as food scarcity, worsening health and poverty for millions of people worldwide.



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Lawyers lodge complaint over BP's 'misleading' ad campaign

ClientEarth calls for adverts for fossil fuel companies to include health warnings like those on cigarette packets



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BP PLC

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BP faces 'greenwashing' complaint over advertising campaign

Lawyers begin case against potentially misleading impression on low-carbon credentials

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BP faces 'greenwashing' complaint over advertising campaign pushing environmental credentials

Oil company's ads create 'potentially misleading impression' that BP is moving rapidly towards renewable energy, claims ClientEarth

Ben Chapman | @b_c_chapman | Wednesday 04 December 2019 17:57



CLIMATE CHANGE

BP Just Got Its Ass Sued For False Advertising



Dharna Noor

12/05/19 11:30AM • Filed to: GREENWASHING



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Save



Results:

In February 2020, BP pulled its ads, promising to “stop corporate reputation advertising.”

In June, it was announced that the OECD complaint would have proceeded if the company had not committed to ending its ad campaigns.

What's next:

Our OECD complaint set a precedent for corporate greenwashing complaints, on the basis of consumer interests.

We also want to see fossil fuel companies display climate warnings in their advertising.



Thank you

Sophie Marjanac

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ClientEarth