BP South Africa Staff Magazine

Ultimate Informer



November 2015



BP Launches Customer Facing Campaign

Castrol Gears
Up For Land
Speed Record

BP Puts Its Emergency Preparedness To The Test





Thanks to **YOU** we are a winning team!

It's your efforts that helped us win

Best Fuel Provider plus

Best Garage Convenience Shops

At the prestigious TGI Icon Brands Awards 2015, BP once again scooped the number one spot in the fuel provider and garage convenience shopping categories.

And we couldn't have done it without you!

Your commitment and contribution to our Common Core Purpose of serving consumers "More on their Terms" is helping us build the Customer Service Culture that we need to succeed, and this is why we are proud to have you on our winning team. We thank you for your efforts and let's continue working together to WOW our customers.



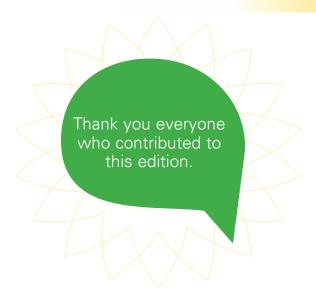


Editor's Note

Despite the challenging environment the industry has been operating in, we have all buckled down and done our best. We have a lot to be proud of, most notably winning the ICON Brands Awards in the Best Fuel Provider and Best Garage Convenience Shops categories. In addition to this award we continue to improve our customers' experience through improving our sites and rolling out more Pick 'n Pay Express stores - look out for information about these openings in Stay Connected.

We have also launched a customer facing campaign, Go your Way which will help us position BP as a customer focused Brand and hopefully drive more customers to BP. The campaign is currently supported by various media including television and radio adverts, and on-site point of sale and billboards.

Safety and adherence to the Code of Conduct are important in all our operations; hence in this edition we feature an exercise by the East London Depot, testing their preparedness in the event of an emergency. BP has also introduced a new policy which aims to simplify how the company handles allegations of breaches of the Code of Conduct, or inappropriate behaviour with a key role given to 'responsible individuals'. Read more about this policy on page 5.



WELCOME NOTE

Other highlights in the magazine include Castrol's partnership with the Bloodhound Project – the Bloodhound Super Sonic Car aims to break the 100mph (that's a spectacular 1609 km/h). Read about this planned feat on page 8.

We also acknowledge some of the work colleagues are doing in order to give back to the communities in which we operate. There are many other stories that will give an overview of developments within the company.

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Customer insightsWIN CUSTOMERS

In a market where fuel is ... well, fuel, retailers including BP face a number of threats that could result in declining volumes and a challenge to their premium positioning. However, fresh communications are ensuring BP stays top of mind.

The market is fast becoming commoditised. Differentiation is at a minimum and consumers are becoming ever more demanding – which could slowly erode brand equity.

It's a challenge for retailers and one which BP has examined with renewed energy. BP has worked hard to develop a consumer proposition that will not only differentiate the brand in the market, but resonate with customers too. This has enabled us to successfully start rebuilding our relationship with target consumers and give them a reason to choose BP over our competitors.

BP has repositioned its retail brand, putting the many millions of consumers it serves globally every day at the heart of all it does. The birth of BP's communications approach 'go your way' stemmed from deep-rooted consumer insights which have led to a unique understanding of its customers. This proposition and way of thinking now permeate BP's strategic offer development.

So what is the thinking behind the communication approach 'GO YOUR WAY'?

BP has examined why its customers choose the brand – and has developed its offer accordingly. For South Africa, this means entering into a number of partnerships with like-minded brands such as Avios, Pick n Pay and Discovery – that ultimately benefit our customers.

To show consumers that BP has changed, a noticeably fresh, truly differentiated communications approach was needed to underpin this strategy, producing communications that are uniquely BP. In a nutshell, BP is putting its customers at the heart of everything we do.







VMMC CUTS YOUR WAY TO A HEALTHY FUTURE

In our country, there are over 6 million people living with HIV and up to 400 000 people acquiring HIV each year. Voluntary Medical Male Circumcision (VMMC) offers an HIV prevention option for men and an opportunity for men to contribute towards an AIDS-free generation.

"VMMC is crucial,"
- says Marina Rifkin, the
Public Health Specialist
at CareWorks, an HIV
management organisation.
"It's a once off, routine
procedure that reduces
a man's lifetime risk
of acquiring HIV by
approximately 60%."

WHY YOU SHOULD CONSIDER VMMC?

- Effective HIV prevention measure that doesn't require any chronic medication
- VMMC lowers a man's risk of acquiring other sexually transmitted infections (STIs), such as syphilis and herpes
- •Reduces a circumcised male's risk of penile cancer
- Reduces a female partner's risk of getting Human Papillomavirus (HPV) and, as a result, cervical cancer
- •Improved sexual experience for both men and their partners

WHAT DOES THE PROCEDURE INVOLVE?

- Performed in a sterile setting by trained doctors and only takes between 20 and 30 minutes. Pain relief medication is given to the patient after the operation, and the patient is immediately discharged.
- The patient is given instructions on proper wound care and when to return to the clinic for check-ups
- Men can usually return to work after 48 hours
- As VMMC only offers partial protection and does not prevent pregnancy, correct and consistent condom use is still essential, even after undergoing VMMC
- It takes six weeks for the wound to fully heal and during that time one needs to abstain from all forms of sex

"VMMC has a health dividend beyond HIV and as a result it should be implemented energetically to improve the health of our country's workforces. By preventing HIV infections, VMMC helps prevent families from losing loved ones and allows breadwinners to keep working," says Ms Rifkin.

VMMC is the key element in a combination prevention approach that includes: correct and consistent condom use, regular HIV testing, the treatment of STIs, reducing the number of sexual partners, as well as delaying sexual debut.

"None of these measures offers 100% protection, but used together they offer the closest we have to an HIV vaccine. If enough men have VMMC and follow the combination of prevention measures South Africa could see a collapse in new infections in the next few years and an AIDS-free generation within decades," says Ms Rifkin.

In 2014 alone, over 3 million men were circumcised in 14 countries across Africa, which is a 22% increase from 2013 and a 750% increase from the number of circumcisions in 2010.

To find out more information on VMMC or to find out where you, or a friend, can undergo free VMMC: send a free 'please call me' to 0606 800 800 and a counsellor will get back to you. You can also visit www.mmcinfo.co.za for more information.





New policy for handling

CONCERNS AND COMPLAINTS



Thanks to a new BP policy and the appointment of 'responsible individuals', raising concerns and having them addressed has become quicker and more transparent.

BP has introduced a new policy for handling concerns and complaints, with a key role given to 'responsible individuals' in businesses and functions. So who are these responsible individuals and how will complaints be handled in future?

The new policy, Management of Concerns and Investigations within BP, aims to simplify how BP handles allegations of breaches of the Code of Conduct, or inappropriate behaviour. We previously had multiple processes across the organization to address and investigate concerns. Now, one process provides a stronger, clearer and more consistent approach.

Marc Leppard, head of Business Integrity, is responsible for the management, governance and reporting of the group's investigation activities. "One of the hallmarks of a strong organization is how it listens and responds to concerns of staff," he says. "This is something BP takes very seriously and is why Bob Dudley announced this new policy late last year. It is designed to strengthen how concerns or complaints are managed and investigated."

A key change has been the appointment of senior leaders ('responsible individuals') in every business and function across BP. They will help decide how concerns are addressed. This can be done through a quick local intervention to resolve the matter, a local investigation, or, in the most serious cases, the central Business Integrity

function will manage the investigation. For BP SA the 'responsible individual' is Zaeem Braaf, Head of Assurance, Control and Compliance.

Leppard says: "People will still have multiple avenues to raise concerns – their line manager (normally the best option), HR, or, if they prefer, they can call OpenTalk. This doesn't change. But what should change is how quickly and effectively their concerns are resolved, as this now lies with a 'responsible individual' and Business Integrity. They will be accountable for swift and effective complaint handling in their businesses or functions, while ensuring that people are treated with dignity and respect throughout the process.

Some complaints may still require an independent investigation, but, as Downstream HR head Andrew Ditty notes, the majority can often be resolved quickly and effectively through local management action or through a referral to HR.

"'Responsible individuals are mainly group leaders or senior leaders who have been carefully chosen because of their seniority, wisdom and ability to exercise the right judgements around managing concerns."

Leppard adds: 'We want to demonstrate that we have a culture where concerns will be quickly escalated, acted upon and resolved. Some of the reasons why people don't raise concerns is because they see nothing happening or they fear retaliation — but the policy will ensure that their concerns are acted upon and resolved at the appropriate level."

Maryann Clifford, Group Ethics and Compliance (E&C) officer, adds: "We needed to formalize a more transparent process that deals with concerns in a timely, consistent and fair manner that upholds confidentiality in how we manage and share information. The new policy is built around the premise that our 'responsible individuals' are senior leaders who have a deep understanding of the issues facing their business or function."

As part of this new process, 'responsible individuals' play a central role in advancing a culture of 'speak up'. They will act as role models, helping to show the importance of acting courageously and speaking out when something is not right, as well as reinforcing other ways for people to raise concerns. For example, where it might be uncomfortable for someone to speak directly to their line manager, in addition to existing channels, such as HR, E&C and OpenTalk, they can now discuss a concern with a 'responsible person' in their part of the business.



Nelson Mandela once stated,

"Education is the most powerful weapon which you can use to change the word." BP Southern Africa (BP SA), through its Corporate Social Investment initiatives, is doing its bit to



literacy initiatives

UPLIFT LEARNERS

Heeding the call to "make every day a Mandela Day", the company donated books to three disadvantaged schools in Johannesburg, Durban and Cape Town in August. BP also donated mobile libraries to these schools, and an additional two libraries to schools in the Eastern Cape and Limpopo.

Employees were invited to read to learners in grades one to three at the following schools: Makhoarane Primary school (Soweto), Merry Hill Primary School (Durban) and Sentinel Primary School (Gugulethu).

Employees who volunteered for the initiative thoroughly enjoyed the experience, with many saying what a joy it was to spend time with the

children, and to observe their love of reading and listening to stories. They also enjoyed the trips to the various schools, with one volunteer saying that preparing for the trip reminded her of the excitement she used to feel when getting ready for her own school outings.

The experience was not only educational for the learners, but for the volunteers as well. Some had never been to a township before, so visiting the schools gave them an opportunity to dispel some of the myths and misconceptions they had. The volunteers were also touched by the fact that their seemingly small actions left an indelible mark on the minds and spirits of the children.



BP MAKES A DIFFERENCE

on Mandela Day

The Western Cape retail team, together with dealers, suppliers and Cape Town office staff, have raised R6600 and donated goodies ranging from groceries to toys in support of two needy community organisations.e programme. All these interventions will contribute to reinforcing BP SA's commitment to economic transformation.

The occasion was Nelson Mandela International Day, launched six years ago as a global movement to honour Mr Mandela's life work and to change the world for the better. It is celebrated on 18 July, the great man's birthday.

The two beneficiaries are Hands in Service in Delft and the Cape Town Drug Counselling Centre in Mitchells Plain.

Hands In Service is run by a group of housewives who meet once a week to knit and sew material off-cuts to create caps, bathroom mats, doorstoppers, scarves and more. They sell these items to fund a soup kitchen that feeds learners when they get home from school.

This project has been running on a self-funded basis for one year and currently feeds about 110-140 school children and some unemployed parents. Current resources allow them to feed the children one day a week only.

Some 100 children, aged two to ten, were overjoyed to see the BP team arrive with goodie bags, toys and food supplies. The women were most impressed by the donation of bags of wool, which they are transforming into bed socks, scarves and caps.

"It was a pleasure and an honour, as the BP family in the Western Cape, to be able to deliver these goods to the community members. The children, who gifted us with a song, should now be fed till the end of the year," said Linono Buthelezi, Western Cape Regional Sales Manager.

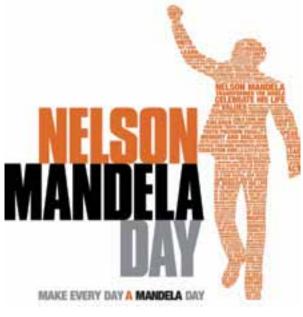
"A humble thank you to all who contributed in any way to make this initiative a reality. You will not know what it meant to each and every recipient on the ground. I hope that we will embrace other opportunities to make a difference in the communities where we operate.

"The reality is that the kids are hungry daily. Their needs list comprises soup ingredients, a gas stove to cook during load shedding, bread to accompany the soup and other grocery items to substitute soup occasionally. There is also a need for wool and material to continue sewing and knitting."

The non-profit Drug Counselling Centre's mission is to provide effective, accessible and innovative treatment, prevention and training services that enable South Africans to respond appropriately to the challenges of substance abuse.

Ethel's Place is currently being used as a base in Mitchells Plain. There is also a base in Observatory and another is being opened in Atlantis as well. They need cleaning products, stationery, blankets and food.

BP CARES











CASTROL'S

100% behind world land speed record

The BLOODHOUND SSC (Supersonic Car) team will be making its way to a remote region of the Northern Cape next year in an attempt to set a world land speed record. As an official global sponsor, Castrol will be there!



We're going to Haksteenpan!

WHAT IS IT?

Haksteenpan is a dry lake bed in the Northern Cape that has been chosen as the site of the BLOODHOUND SSC's record 1000 mph, or 1609 km/h, land speed record attempt. Some 21,5 million m² of desert were cleared by hand to create the supersonic car's runway; that's equivalent to 6000 tons of rock cleared by 317 rock stars from the local community.

WHERE IS IT?

Search "Haksteenpan" on your favourite maps app and you'll be directed to a desolate area of the Northern Cape, about 250km from the nearest airport in Upington and close to the Namibian border. Pack padkos - it'll be a long drive.

WHEN WILL THE **BLOODHOUND TEAM BE AT** HAKSTEENPAN?

The BLOODHOUND team plans to go to Haksteenpan in 2016, but can't guarantee dates for the record runs. These depend on many factors, including readiness of the car, driver and team, as well as the

> state of the weather and the track. Any run could throw up unexpected results that would mean further work is needed before BLOODHOUND SSC is ready to attempt another run.

YOU CAN FOLLOW THIS EXCITING **PROJECT ON**

www.bloodhoundssc.com







CASTROL, THE RECORD-BREAKER

Castrol has long supported the spectacular feats of early pioneers and record breakers, and that continues with this exciting partnership with BLOODHOUND. It has a notable heritage in land speed racing, too; the record has been set 21 times with Castrol as a partner. The brand was instrumental in Sir Malcolm Campbell's first attempt in 1924 (he reached 235 km/h in the Sunbeam), and was also on hand when Andy Green set the current record (1 228 km/h) in Thrust SSC in 1997.

Then, Green and Thrust SSC reached a record speed of 763mph (1228 km/h) and will only now be overtaken by BLOODHOUND SSC. Andy's day job is, however, no less exciting. A former fighter pilot in the Royal Air Force, these days he spends his days at the RAF headquarters where he supports operations across the globe.

Along with being chairman of the RAF's Cresta team, adrenaline chaser Andy is also a yachtmaster, aerobatic pilot, biker and skydiver.



GYM MEMBERS PROVE summer bodies are made in winter

The BP wellness programme is designed to help staff to improve and maintain their health - and an innovative challenge this winter helped participants to keep at bay those unwanted kilos that tend to steal up on the waistline during the colder months.

BP, through its Wellness Unit, drives an integrated programme that strives for health and safety in its operations at all times. After all, the fitness and overall wellbeing of employees are essential if staff are to meet the physical and psychological demands of their jobs. We know that a healthy body leads to a healthy mind and this contributes to increased staff motivation and engagement.

To this end, the Wellness Unit runs an in-house gym (open to all BP staff members and contractors) at its Johannesburg headquarters to improve their levels of health, fitness and self-worth. Various training, weight loss and health programmes and challenges are available.

The latest challenge, implemented during the chilly months of June to August, encouraged members to take part in as many classes as possible. Lead customer services representative Lereen Wessels, who attended the most classes during this period, was rewarded for her dedication with prize money of R700.

ter months, but we noticed an increase in attendance by most members during the challenge," said gym manager Lindsey Knowles. "Even though there was only one prize winner, members have adopted good habits of exercising regularly."



"We encourage everyone to make use of this facility for the betterment of their health. The gym is convenient and staff can also take advantage of the personal attention they receive from gym instructors," added Head of Wellness Solly Molekwa.





DANIE HOFFMAN

BVO & Transport Standards Manager

TRANSPORT COMPLIANCE How BP keeps on trucking

The vital responsibility of ensuring that the Health and Safety Engineering (HSE) standards applied to Bulk Vehicle Operators (BVOs) remain the best in their class, and that the fleet is BP-compliant, rests with two teams that operate as one – the BVO driver trainers and the transport vetting officers.

The vital responsibility of ensuring that the Health and Safety Engineering (HSE) standards applied to Bulk Vehicle Operators (BVOs) remain the best in their class, and that the fleet is BP-compliant, rests with two teams that operate as one – the BVO driver trainers and the transport vetting officers.

The transport vetting officers travel to all the BP, contractor and distributor sites to undertake transport verifications on vehicle fleets to ensure that BPs high operating standards are maintained. The two team members are Tshepo Moswete and Juri Grobler, both highly-experienced and well-respected.

The training team consists of five driver trainers - Ernest Nsibanyoni (Watloo), Christopher Pienaar (Alrode / Cape Town), Dumisani Mthembu (ILV and East London) and Orlando Langa in Mozambique. (Plus one vacant post in Cape Town). There are also six assistant driver trainers - Thandi Khomo (Alrode), Ntsako Mapindane (Watloo), John Mbedu (ILV and East London), Lindiwe Ndlangamandla (Watloo), David Zondi (ILV and East London) and Mandlenkosi Mpangase (Alrode). The driver trainers and assistant driver trainers must receive special training and certification in order to fulfil their roles.

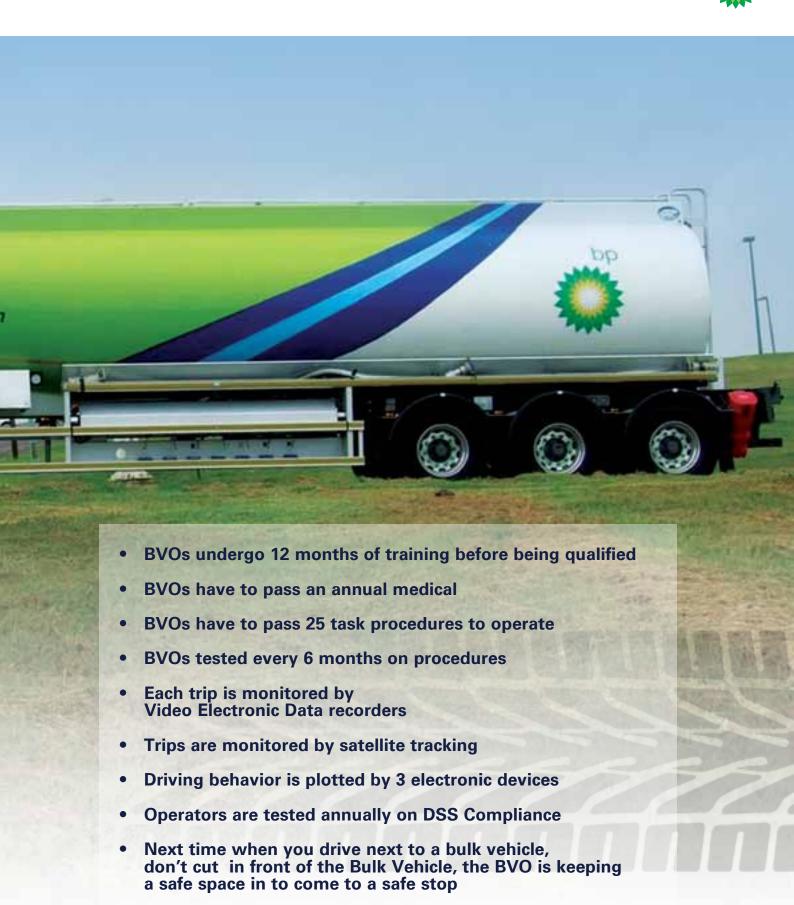


The BVO trainers ensure continued compliance for new BVO intakes through recruitment and the Driver Development Programme. There are two BVO development academies in the SAFVC, based in Island View Terminal (ILV) in Durban and Watloo in Pretoria. The academies train new students to become compliant BVOs in a 12 month development programme. There are two annual intakes of students, in January and July.



Both teams operate in A&O HSSE and work closely with Operations to ensure that BP maintains its high safety standards for transporting fuel. The transport audit protocol is the best in its class and has been used globally by other entities in the BP group. In fact, passing a BP transport vetting audit is such a coveted achievement in the fuel industry, that other South African fuel Industry members are considering following BP's driver development example.







BP TESTS ITS METTLE

IN ROAD SAFETY SIMULATION EXERCISE

Travellers on the N2 freeway near East London early this year might have noticed emergency teams dealing highly efficiently with the aftermath of an accident – but this was no ordinary mishap. It was a simulated event to ensure that BP staff, for whom safety is paramount, would know exactly what to do should such an unfortunate event occur.

The plan was hatched back in February, during a monthly risk register review session. The East London terminal management team decided it was time for a major simulation of a bulk vehicle roll-over emergency situation. Rather like planning a film set for a classic movie crash, the project required careful preparation and input from numerous experts.

This project required a great deal of preparation and planning kicked off in March. BP liaised with stakeholders including Buffalo City Municipal Traffic Services, the Amathole District Traffic Department, Buffalo City Disaster Management, Sanral, the Fire Department, Emergency Medical Services, SAPS and Spilltech.

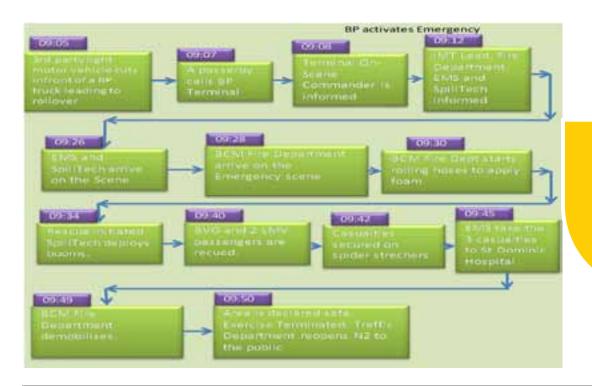
The leaders of all the emergency services and the depot's management team met on a number of occasions before the actual simulation exercise, to ensure that there would be minimal public impact. They also had to prevent residual risks from this exercise.

They planned for a road tanker to "crash" into a light motor vehicle that was transporting three people – a driver and two passengers. Following the collision, the bulk vehicle rolled over. It spilt product into the road drainage system and "critically injured" the bulk vehicle operator.

The location was the N2 national freeway, as requested by most of the local emergency service representatives. Sanral granted permission and traffic was diverted as part of this plan.

Finally the day of the "accident" dawned, and everyone leapt into action and showed their mettle. Technical experts sectioned off the spillage, the vehicle occupants (BP terminal staff) were stabilised and taken to hospital, fire hoses were unrolled and the bulk vehicle operator was moved. Finally the area was declared safe and that area of the freeway was again open to the public.

Now a detailed report is being compiled and the valuable learnings will be shared with the logistics operations team.



The sequence of events, from the light motor vehicle cutting in front of the BP truck, to declaring the area open to the public again.





















SMALL TECH CHANGES for smart savings

Staff are being encouraged to look at small changes in the way they use communications technology – leading to greater efficiency and lower spending.



For example, BP's IT&S (Information Technology & Services) team has calculated that someone based in the UK (who makes regular calls to a colleague in the US) could save \$50 each month by using Lync for just half of those calls instead of a mobile phone. If 5,000 people did the same thing, the saving would be \$250,000 every month.

Mike Gibbs, Group Chief Information Officer, explains: "In today's challenging economic climate, all parts of the business are focused on simplifying the way we work. In IT&S we're launching a campaign to highlight some simple things that can help people get the most from our IT tools. If we can encourage enough people to make a change, then it can have a real impact: "Small changes, big difference!"

SMALL CHANGES, BIG DIFFERENCE

Using Lync is a key example. Lync to Lync calls are free, while Lync calls to a BP office landline or BP mobile are free or less expensive than calling from a mobile or landline. IT&S advises staff to use the wired network wherever possible, rather than wireless, to ensure the best connection.

Mike adds: "When I'm in the office, I use Lync for all my calls instead of my desk phone or mobile. It's been easy to make the change. I also use Lync video so I can see the person I'm talking to."

Lync can be used for conference calls for up to 250 global participants too – and it's free if people connect through Lync. So using Lync instead of dialling in from a phone results in an immediate saving.

SAVE MONEY ON YOUR MOBILE – EVEN IF YOU'RE NOT TRAVELLING

Some simple changes to the way mobile phones are used can also make a major difference. Many staff already turn off 'data roaming' when travelling, as data rates often rise sharply outside the country where the network is based. However, more savings can be made, regardless of location, by switching off 'cellular data' whenever staff are connected to a reputable, encrypted Wi-Fi network. This prevents the phone seeking out the more costly mobile network to download data.

Mark Bouzek, Vice President, IT&S Global Operations and Infrastructure, advises: "If you are travelling, check with your local IT service desk to find out whether you have international voice and data plans in place with your local mobile provider. You should also check what the per minute rate is for the country you are travelling to, so that you can manage your calls or download data as cost-effectively as possible. Whenever possible, disable 'data roaming' and try to download emails and other data when you're in a BP office and connected to the BP network. You should also check if your service provider has an international text message/ SMS plan."

IT&S encourages mobile users to be aware of the price plan they are on, understand how their billing works and what their free data usage limit is. To get more information on your local mobile service offering, contact your local IT&S service desk. Details can be found in the Mobile section of mylT under Requesting a BP Mobile Phone.

IT&S HAS PROVIDED MORE IDEAS ON A NEW MONEY SAVING TIPS INTRANET SITE.

If you have any other IT tips, let us know.

Go to the Yammer #Small changes, big difference group to share your pledges and see the changes that others are making.

VISIT MYIT FOR
LYNC AND MOBILE
SUPPORT AND TRAINING.

MAKE THE PLEDGE TODAY!

bp

BP treats Durban foodies to fun and freebies

Durban's dedicated foodies enjoyed a culinary celebration from 24-26 July, sampling, sipping and shopping their way around the annual Taste of Durban. This year's festival offered a range of brand new features and culinary experiences, ensuring there was something for everyone to enjoy

Eight of the city's latest, greatest and hottest restaurants served up their finest dishes in starter-sized portions in a decadent alfresco feast. Naturally, Wild Bean Cafés – with their delicious espressos, lattes, cappuccinos and other refreshing beverages – were part of the culinary offering.

BP not only ran competitions for members of the public to win tickets to the festival, but also set up a staff competition that attracted plenty of interest in the five pairs of tickets on offer.

One of the main attractions at the event was the Wild Bean Café marquee. There were plenty of activities on offer and customers taking part were given an enthusiastic welcome and fantastic giveaways. For example, if a family entered the marquee with children, the youngsters immediately received a Jock nodding dog toy and a Bar One chocolate.

All visitors to the marquee were encouraged to play "WBC 30 Seconds" and the winning team received WBC bucket hats and tickets to the BP Durban Day (the annual family day concert with an impressive line-up of top musicians). Customers ordering more than four coffees, and who stayed in the café to drink them, received WBC travel mugs and WBC coffee mugs.

This wasn't all! Customers were also entered into a draw to stand a chance to win the grand prize – a Russell Hobbs coffee machine, ensuring the lucky winner could enjoy the finest coffee in an instant. All these activities inside the WBC marquee not only encouraged consumers to stay longer, but also to buy more beverages and take part in the activities in order to stand a chance of winning more fantastic prizes.







FOOD **FESTIVAL**









