

We also harness **Greenwash.**

Seen our ads on TV and in the Press? Impressed that we've finally got the message on climate change? Think Again. We are also running a big advertising campaign in the US. Both versions have the same graphics, the same nifty tune, the same style. But where as the Brits are told to "work out your carbon footprint – it's a start", the American consumer is told: "We're investing \$15bn in finding new oil and gas in the Gulf of Mexico – it's a start."

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