



THE COLOUR OF OIL

THE GREENING OF BP

1 X 50 BETELGEUSE PRODUCTIONS

BP's Chief Executive, Lord John Browne shocked the world in 1997 by becoming the first leader in the oil industry to acknowledge global warming. He then re-branded BP as an environmentally friendly company, complete with a green and yellow sunburst logo and the forward-looking tagline: Beyond Petroleum.

Through interviews with John Browne – and with his colleagues, critics, environmental leaders, spin doctors and rival oil executives—*The Color of Oil* asks whether the CEO of the world's largest oil company can actually be the new face of environmentalism, or if Big Oil, namely BP, has another more rudimentary business agenda in painting itself green. The film poses the question: Is this substance or just better spin?

The Color of Oil attempts to put the BP story into context by looking at recent flashpoints between environmentalists and the industry – among them, BP's drilling in Alaska's Arctic National Wildlife Reserve and its continued development of an oil pipeline project in Colombia. It also takes a look at BP's carbon emissions capping efforts, which have won praise from both camps and saved the company a whopping \$600 million dollars at the same time.

The film takes a critical look at BP's successes and its apparent incongruities. While CEO Brown acknowledges global warming and spearheads the company's efforts to market itself as moving "beyond petroleum," many question the sincerity of such efforts, when the company continues to be one of the world's largest extractors of oil, deriving only 1/600th of its \$1/4 trillion in annual revenues from alternative energy sources.

BP's new agenda is a watershed moment for the industry, but its real implications, in a world where oil reigns supreme, are still being weighed.

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