



The Baku Ceyhan Campaign  
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Dear BP employee,

### **Is BP Living the Brand? – the case of the Baku-Tbilisi-Ceyhan pipeline**

You may have heard (in Horizon or in the papers) about the Baku-Tbilisi-Ceyhan pipeline, which BP plans to build across Azerbaijan, Georgia and Turkey. But did you know that over 70 environmental and human rights groups have raised serious concerns about the impacts the pipeline would have on local people? ([www.bakuceyhan.org.uk](http://www.bakuceyhan.org.uk))

One of our biggest concerns relates to the legal agreements the BP-led consortium has made with Turkey, Georgia and Azerbaijan:

- exempting the consortium from any laws--present or future -- which conflict with its project plans;
- allowing the consortium to demand compensation from the governments should any (environmental, social or human rights) law make the pipeline less profitable.

This severely limits the governments' powers to protect their citizens from environmental damage and health and safety hazards. This would not be an acceptable way of operating in the UK. It should not be used---by an ostensibly responsible company like BP--elsewhere.

BP has tried to push its way through existing protections for local people. Most recently, in Georgia the government was very worried about the pipeline's impact on the important Borjomi mineral water springs natural reserve, an area providing one of Georgia's largest exports. The government wanted more time to consider alternative routes and environmental mitigation measures. BP claims to be an environmental leader in the industry. But in November your colleague David Woodward, President of BP Azerbaijan, wrote a threatening letter to Eduard Shevardnadze, President of Georgia, warning him to approve the environmental impact assessment (EIA) by the end of the month, regardless. The Environment Minister wrote in a letter to BP CEO Lord Browne that "BP representatives are requesting the Georgian Government to violate our own environmental legislation". In the end, she was called in to government offices late on a Sunday, and had to stay until she'd signed the approval of the EIA.

BP claims to want consultation and contact with environmental and human rights organisations. Given that your boss John Browne said back in 1998 that BP wanted "free public money" to build the pipeline (eg taxpayers' money from the UK, Europe and the USA, through international development banks and export credit agencies) we suggested a public meeting with BP in the Houses of Parliament last year. But BP refused, saying that it wasn't in its interest to discuss the issues publicly in that forum. On the other hand, BP has been keen to meet with us privately, where the issues discussed do not reach a wider public audience. We feel that such important issues *must* be debated publicly, and that the public has a right to know how its money's spent.

We would really like to know what you think about these issues. Our campaign is not against you, but against the decisions made by BP's management. You can email us at [baku@gn.apc.org](mailto:baku@gn.apc.org) or answer the anonymous questionnaire enclosed with this letter and mail it to us.

What else can you do? You can write to or email Lord Browne, and ask him how BP is justified in re-writing countries' laws; call on him to delay the project until it has been allowed to go through a proper, genuine and unpressured environmental impact assessment process in Georgia; and point out to him that BP would be wiser to debate these issues publicly, not least to defend its own position. Ask whether the company is really 'living the brand' in the way it is developing this pipeline.

Most importantly, you can talk to colleagues in BP. Tell them what you know about the pipeline, find out their opinions. Ask for a staff meeting on the pipeline issue, or even a debate. If you are a member of the union, you can also raise the pipeline issue in a union meeting.

Looking forward to hearing from you. Best wishes,

Greg Muttitt  
Baku Ceyhan Campaign

Please fill in this questionnaire and send to: The Baku Ceyhan Campaign  
Box 210 266 Banbury Road  
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Or email us at [baku@gn.apc.org](mailto:baku@gn.apc.org)

Do you believe a responsible company should actively seek to avoid complying with local laws by (in the words of BP's lawyers) going "above or around them by using a treaty"?

BP has said it doesn't need a public subsidy for the Baku-Tbilisi-Ceyhan pipeline, but is still applying for one anyway. Do you think BP needs or deserves this subsidy?

Do you think a government should be able to delay approval of a project if it is concerned about the project's environmental impact?

Do you ever feel under pressure to tell company managers what you think they want to hear?

Do you think BP's approach to the BTC pipeline conflicts with the company's brand?

Do you have any other comments?

Would you like to be kept informed of the campaign's activities?

Name (optional):

Job in BP (optional):

Email (optional):

