1.

As my perspective is needed in this regard, I would like to clear one thing here is that, it was not forced to take initiative only but there was some prior change that has to be taken in order to survive in the modern era.BP faced pressure from the external parties to stop polluting the atmosphere because there was a huge number of lives is at stake. They needed to take some measures to stay in the industry for the long run. As Lord Browne became Ceo of Bp and he mentioned at the same time that if we want the sustainability in the market for long term goals we needed to re-politicize our rules, re-brand its strategies if it had to survive. However, seeing his statement into account it was mandatory for them to take the initiatives that are a concern with the environments that will be mention below afterward.

In 1998, The merger with Amoco, it was their own choice and willingness to be a part of another company like a partner because of their better-framed policies to become a friendly environment. It was not required by the Amoco’s environment to do the same as they did. But BP was highly inspired by their way of changing their structure and strategies as speed tot the time. as the common quotation used by the author is “Nothing but the change is permanent”. Delivering small talk in Standford university on weather-related issues. CEO descried the importance of change in this critical situation if stay focused on the market. Although, he openly said among the audience it has to be taken the precautions to face the reality of unstable climate change. Nobody forced him to change and take the initiatives but he realized as the time went on to remake his choices in the form of environmental climate change.

BP was not forced to do any initiatives it was the environment that we're asking them to change with the flow. Their initiative was free from any politics, force and profit point of view but the CEO himself noticed they need to change and part pf Source of energy in 2000. Before that, BP took initiatives and quit the GHG emission targets because it was against the lives of humans and making the poisonous gases that were increasing t harm the human and the CEO suggested the reduction for the sale of humanity. Bp observed the environment and took another initiative themselves of green energy it was all by themselves without any pressure of companies and political power who can its company down. It was all their decision to be a part of the current market but somehow the external parties were doing some pressure as I mentioned earlier. When Bp got pressure from external bodies it quit eh some organization to stay clean from their failure. From time to time BP becomes part os some organization GHG and some quit by it.

By summing up, yup, Bp realized and forced also from some parties to stay and connect with the current era of market and industry to contribute to humanity and their existence. which they possibly contributed by throwing some opening green energy and so on.

2.

It would be a biased decision if I say without the authenticity of their actions. However, In 2002, Their actions would lead us to believe they wanted to cover up the mess they had with their operation by re-branded their logo which gives no sensible explanations. In addition, they even altered the shield to different colors like green and yellow of Helios. Their action didn't end up there bu they even change the name to “bp” without exhibiting any meaning to it. If you see only this action anybody will come under the umbrella that they are covering up their mess. On the other hand, there are two sides of the coin, No doubt we have seen one, not knowing their agenda and mission but We can't put everything in a hole only looking at these actions. Let me put some lights on their other doings.

In 1996, There was only one company that quit the GCC because of people getting harm by their actions which caused human lives. Which is in my perspective was free from any cover-up. Nobody could continuously do these actions only pur[ose pf diversion of NGOs and other companies of what they undeliberately did in the past. Their actions are contributing to the society to the community who have faith in them and will which they never led down after some mistakenly done horrible things in the past in 1990.

In 1999, Auditors audited BP’s actions and its operations which came fruitful outcomes which come io with more than 50% of the ISO certified 14001. Moreover, they didn't stop there but they started validation and verification processes by verifying their doings by external accounting and environmental specialists.

Indeed, There participation in some programs could lead to diverting the NGO’s and others towards their failed attempts during its operations. But it did not add up the full story, they had some other actions which I did not think was to distract others even they are contributing their money and iteratively actions to make the environment easy. We can add up by saying at the start they might do some action to cover up the mistakes they made like changing the company name, logo which didn't make sense at the start, but it is the quotation I heard, “None should be darkened by the shadow of their past actions”. Because they helped societies they contributed to the different organizations to make environments clean. It could be the case they realized their mistake and starting to fix the things the way there were or in more advanced form, therefore, they worked in different companies to make a world a better place by making the environments worthwhile.

Outcomes from environmental initiatives, NGOs like organizations lower their guard of criticism. It was the kinda proactive approach and contribution which help BP to cover up some failure regarding environmental change.

3.

Of course, BP was successful to take initiatives, More specifically, it was successful enough in emissions targets which were prior set by in 1998, which accomplished after nine years of its creation. By 2004, Bp was designed to improve its performance without any stop by reducing the emissions. Due to improving the performance and its operational functionalities the company was triumphant enough in the market when compared to other companies in reducing the emission up to 1.7% millions of tons in 2004. During 2003 -2004, Bp with its one of the wonderful initiatives called CSR got the highest position which was socially responsible for many stuff. It won awards during its time. However, this company also got the best award for his disclosure and transparency.

Most fo the reason for his popularity and success was for the environmental concerns and community who supports coupled with its proactive an approach which was achieved happily and hard work. No other organization in history gave the cleaner and danger free fuels and renewable energy in its time.

A few years back in 2005, Fortune announced 2005 the highest and topped survey rate 78/100. Afterward, It was also got the second and third positions in a UK-based company.

By taking consideration of all the efforts BP made to get rid fo criticism and making the new name in the competitive industry. BP and their employee faced a lot of trouble at the start but their initiatives brought some fruitful outcomes for their employees and their company and for humanity as well. Because of their contribution and success about humanity live peacefully without any hindrance.

With solar energy, BP was the one amongst the several who met the electricity issue solves in Peru in 2004, It helped almost 1852 schools in Brazil and their students who were unable to get the electricity while they go to schools.BP also compelled to think about this issue which came the lower the price from $3.79 in 1998 and $3.15 in 2004 which is more than successful to help the kids who go to school. Bp got fame and made money a lot which then they sponsor some programs and then BP won the number one position in the refining companies in Fortune’s magazine's list, which is no usual company at some company. Along it is a well-known company which is known internationally by more than 50 countries.

A proactive approach was sensible enough to take when NGOs like the organization were on the other side and some other organization supporting it to defame you. In the end, it was the breakthrough all the time when Bp won several positions at several programs it started or some contribution awards in terms to help people in school to provide electricity. Getting to know more about help in the business world, BP did help to reduce the GHG to some extend the percentage I have shown above. The only reason is to show the percent is to show that it did make a difference where nobody did do it. It all matters the definition and series of success.