BP launches the Ultimate Field Trip 2013, introducing the global competition for young STEM talent to the U.S.

Undergraduates at MIT, University of California at Berkeley, University of Illinois, and Georgia Tech to compete in global energy challenge

HOUSTON, BP, which hires more than 700 university students for full-time, intern, and co-op positions in the U.S. annually, today announced the launch of the Ultimate Field Trip 2013 (UFT) in the U.S. for the first time. The UFT is BP’s flagship student competition that asks teams of undergraduates to solve a real-world energy challenge. This year, following three successful annual UK competitions, the UFT is going global and will be launched across three international locations. Teams from select universities in the UK, the U.S., and Trinidad & Tobago will be invited to take part in this year’s challenge.

Participating U.S. universities will include the Massachusetts Institute of Technology (MIT), the University of California at Berkeley, the University of Illinois at Urbana-Champaign, and the Georgia Institute of Technology. One winning team will be selected to represent the U.S. as part of the Ultimate Field Trip prize.

The winning teams from each of the three countries will come together for a unique two-week learning experience at BP facilities in Norway and the UK, where they will discover more about the energy industry and have the opportunity to network and collaborate as global working teams. The UFT seeks to allow university Science, Technology, Engineering and Mathematics (STEM) students the opportunity to gain first-hand experience of the challenges facing the energy sector, specifically in oil and gas, and what a potential career may entail.

The brief
The brief is a truly international challenge and the participating teams are being asked to address an issue that BP is trying to address around the world.

The 2013 case problem:
Energy demand is growing. By 2030 the world will require 50 percent more energy than we use today. At the same time the cost of miles per gallon (MPG) will increase. As the world’s population continues to grow and becomes wealthier, travel is likely to increase, thus increasing the cost of MPG.

The challenge:
Develop a single technical innovation, which has previously not been demonstrated, to significantly reduce the cost of MPG per capita in your country by 2030. Your innovation can focus on one mode of passenger transportation from road, rail, water or air, or you can use a combination of each. The solution you develop must be technology-focused, practical, and innovative.

The prize
The winning team from each country will take part in a unique international two-week field trip at BP operational hubs for North Sea oil & gas exploration and production in Norway and the Shetland Islands north of Scotland, including the opportunity to work in diverse teams with the winners from each of the national competitions.

“We are thrilled to bring this highly successful STEM competition to the U.S. for the first time,” said Simon Kho, head of U.S. University Relations at BP. “The teams from these outstanding universities will develop their most innovative ideas to help solve this year’s energy challenge, culminating with
the winning American team joining teams from around the world to experience what a job in the global energy industry is like at a major BP location."

Students from the four participating U.S. universities are asked to register three-person teams to take part via BP.com, here, or go to www.bp.com/fieldtrip/us by February 28th, 2013.

"We had an amazing experience thanks to BP. It really has opened our eyes to what a career in the industry could be like," said Edward Kay of Team Aspire, the Strathclyde University trio which won the UK Ultimate Field Trip 2012. "The competition was really fun throughout and worth the effort. We would definitely encourage all student engineers and scientists to take part. You won’t regret it."

Notes to Editors
About the Ultimate Field Trip
The Ultimate Field Trip is an international competition BP runs each year. It’s aimed at science and engineering undergraduate and graduate students. It will challenge participants to solve a real-world issue — one that could help us meet the world’s growing demand for energy safely and responsibly. Students enter in teams of three to answer a challenge posed by BP to win a unique two-week field trip in Norway and the UK. It is an opportunity to learn more about the challenges we face — and experience first-hand the scope and scale of what we do.

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