

1909

Drill a hole in the Iranian desert.

Get rich.

2009

Chop down Canada's ancient boreal forest.

Drill hundreds of wells to access sand saturated with bitumen - 'Tar Sands'.

Siphon off huge quantities of water from local rivers, (current industry usage is equal to Toronto's entire water consumption).

Build costly gas fired power stations to convert water into steam.

Use enough natural gas in the process to heat millions of Canadian homes every day, (industry usage for 2007 was sufficient to heat over 6 million households).

Inject steam down the wells to liquefy the bitumen.

Build expensive 'Upgrader' plants to convert the dirty bitumen into synthetic crude oil.

Upgrade bitumen, using even more vast quantities of natural gas, and emit in total 4 to 5 times more greenhouse gases than conventional oil production.

Develop 2000 mile gas pipeline from Alaska, at a cost of over \$30 billion, to meet the gas demand.

Re-fit oil refineries, at a cost of over \$7 billion, to turn synthetic crude into usable products.

Hire expensive lawyers to fight lawsuits from indigenous First Nation Indians.

Pay for multi-million dollar publicity campaign to mitigate damage to reputation.

Contract costly lobbyists to stop President Obama from regulating 'Tar Sands' oil out of the US market.

Sell expensive, carbon intensive oil to markets that now demand Low Carbon Fuel.

Lose money.

At 100 years, is BP going senile?
