



FOSSIL FREE CAMPAIGN GUIDE

people & planet

TABLE OF CONTENTS

INTRODUCTION	3	STEP 4: PRACTICE SOLIDARITY	16
Why fossil fuels?			
Why universities?		STEP 5: NEGOTIATE AND ESCALATE	18
Why divestment?		Inside track	
Divestment and Solidarity		Outside track	
Stories of Success			
CAMPAIGN DEMANDS	9	STEP 6: WIN!	20
		Not quite there?	
		You've won! What now?	
STEP 1: BUILD YOUR GROUP	10	STEP 7: FOLLOW THROUGH	21
Build a team		Campaign Handover	
Hold a social		Be ready to take action	
STEP 2: RESEARCH AND PLAN	11	TACTIC STAR	22
Research		MEDIA	23
Campaign plan		ACTION IDEAS	24
Power mapping & timeline		SOCIAL MEDIA	25
Loughborough P&P Case Study		JARGON BUSTER	26
		RESOURCES	27
STEP 3: BUILD SUPPORT	14		
Petition/Open Letter			
Get social			
Host a film screening or talk			
Take action			

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WHY FOSSIL FUELS?



THE FOSSIL FUEL INDUSTRY IS DRIVING CLIMATE AND ECOLOGICAL BREAKDOWN

We are in a climate crisis. And fossil fuel companies have pumped out 71% of the global carbon emissions that have caused it. The fossil fuel industry continues developing new extraction projects instead of focusing on a just transition.

A transition led by and centring the demands and voices of the frontline and Indigenous communities experiencing the brunt of fossil fuel extraction and climate impacts. From the Wayúu community resisting the El Cerrejón coal mine in La Guajira, Colombia. To the Ogoni people struggling against oil companies in the Niger Delta.

Instead, the industry have shown us that they have a different plan. One grounded in deception and greenwashing. Since the Paris Agreement, companies like BP have plunged \$1 billion+ into advertising that suggests meaningful climate action. All whilst massively expanding their oil and gas operations.

Demanding our universities go Fossil Free is a way we can challenge the industry and act in solidarity with frontline struggles. As students within our universities we have the power to do just that. And that's what this Action Guide is all about.

WHY UNIVERSITIES?

IF IT IS WRONG TO WRECK THE CLIMATE, THEN IT IS WRONG TO PROFIT FROM THAT WRECKAGE

UK universities and colleges are deeply entangled in the fossil fuel industry. They support it through their investments, their research, and their partnerships with some of the biggest fossil fuel companies in the world - like BP and Shell.

INVESTMENTS

Investments in fossil fuel companies are held within university investment portfolios. This is through a range of asset classes, including shares and bonds.

Through their investments, universities are both financially supporting the fossil fuel industry as

well as providing the industry with valuable credibility and assumed collective consent: a 'social licence'. By engaging with fossil fuel companies in this way, universities are legitimising extractivism projects and contradicting the research put out by their own institutions.

Universities are meant to be a bastion of forward-thinking and life-changing research in our society.

To invest in and maintain such links with the fossil fuel industry goes completely against this. These relationships must end.



WHY DIVESTMENT?

THE FOSSIL FUEL INDUSTRY BREACHES INDIGENOUS RIGHTS + CAUSES CLIMATE CRISIS

From Canada's dirty tar sands to Nigeria's devastating oil drilling, the fossil fuel industry is upholding and reinforcing colonialism and racial capitalism.

Communities on the frontlines of fossil fuel extraction are seeing their land and ways of living destroyed. Whether that's through the act of extraction itself, forced displacement, and/or the climate crisis.

But these communities continue to fight back. For example, members of the Indigenous Monacan, Cheyenne River Sioux, Occaneechi-Saponi and Rosebud Sioux tribes resisting the construction of the Mountain Valley Gas Pipeline, which would cross lands and sacred sites from West Virginia to southern Virginia.

Indigenous and frontline communities have made their demands clear for decades: keep it in the ground. In solidarity with calls for divestment and decolonisation, we must demand this too.

DIVEST!

200 publicly traded companies - also known as the Carbon Underground 200 - hold the vast majority of the world's proven coal, oil and gas reserves. Those are the companies we are asking our institutions to break their links with.

These companies are displacing entire communities to make way for extraction projects that poison their land and water. Together they hold five times more carbon in their fossil fuel reserves than we can safely afford to burn to stop runaway climate change.

DIVESTMENT:

The act of removing money from a particular fund or asset. We call for divestment from fossil fuel companies.

DIVESTMENT AND

WHEN WE DEMAND DIVESTMENT, WE ARE ACTING IN SOLIDARITY WITH THOSE ON THE FRONTLINES OF THE CLIMATE CRISIS. BUT WHAT DOES THAT MEAN?

When we campaign for universities to move their money out of the fossil fuel industry, we must remember there are communities leading the resistance against it and who stand on the frontlines of this struggle. That means Indigenous peoples whose land and water is being threatened with a pipeline and oil fields. Farmers being displaced for a new coal mine. And people who live most intimately with their environments whose livelihoods and lifestyles are being disrupted by dramatic changes to the climate.

The injustices experienced by frontline communities are often an ongoing consequence of imperialism. In its original form imperialism was a policy of control by one state, over the people and lands of another, maintained by domination in a multitude of forms including colonial occupation and military means. From 1492-1914, European colonial empires occupied

80% of the landmass of the entire world. From the 19th-mid-20th century, Western powers fuelled their industrial revolutions through forcing the colonised to restructure their economies around resource extraction and exportation. While anti-colonial revolutionary struggles led to colonialism formally ending in many places, resource transfer to the imperial cores of Europe, America and some Gulf states continued.

The production of debt exacerbated extreme economic inequalities, making it difficult for anti-colonial governments to escape their peripheral role as exporters of raw materials and providers of cheap labour. Imperial states also held onto power via military interventions. The current crisis in Sudan and genocide in Gaza display how the violence and racism of imperialism continues to shape people's lives today.

This is where solidarity comes in.

SOLIDARITY

Our universities invest in European energy companies, like BP and Shell, who extract resources from communities across the globe. By demanding universities cut ties, we sever investments in imperialist projects and damage their social license. In their place we demand equitable action that centres frontline demands. This is the crux of Fossil Free. Grassroots movements, governments and organisations in the Global South have long been resisting fossil fuel companies and their destructive impacts. We take our inspiration from them, shaping our campaign messaging and actions in response.

True solidarity is about locating our own position(s) within this exploitative global system, and using it to challenge injustice. Our position as campaigners in the Global North, where many of these companies are headquartered and where extracted wealth is injected, is an opportunity for radical action.

Our universities offer a space to start this work. We can exploit our privilege(s) to challenge the system responsible for capitalism-induced climate change and fossil fuel extraction impacts; the framework,



WATCH: "OUR IDENTITY IS OUR LAND" BY 350.ORG ON YOUTUBE

STORIES OF SUCCESS

HUNDREDS OF CAMPAIGNS HAVE ALREADY WON DIVESTMENT AND WE CAN LEARN FROM THEM



LOUGHBOROUGH PEOPLE & PLANET

On a hostile campus with little history of student organising and a Students' Union that opposed them, they built a solid group, took creative action and negotiated directly with University management. They won divestment after only one year of campaigning.



SHEFFIELD PEOPLE & PLANET

Sheffield divested on the first day of the COP21 climate conference in 2015. Using creative actions to grow support, their campaign ended with a public debate organised with the University. 91% of hundreds of attendees voted for divestment as staff and students argued the case.



MANCHESTER PEOPLE & PLANET

After more than 6 years of relentless campaigning, Manchester University announced its divestment in May 2020. Tactics used by the group included petitions, open letters, protests and demos, culminating in two occupations that forced the university to divest.

CAMPAIGN DEMANDS

WE'RE SEEKING TO BREAK THE LINKS BETWEEN UNIVERSITIES AND THE FOSSIL FUEL INDUSTRY

We want to ensure universities are fulfilling their role in society as a force for good.

We want all educational institutions to:

- Exclude the fossil fuel industry from their investment portfolio(s)
- Introduce a publicly accessible ethical investment policy excluding the fossil fuel industry
- Commit to and fully divest from all fossil fuels within 3 years

THE 7 STEP PLAN

Whether you've been campaigning for years or are completely new to organising, our seven step plan will help you start a Fossil Free campaign at your institution. Feel free to mix up the steps and add things - you'll know what will work best at your own university.



1. BUILD YOUR GROUP

ALL GOOD CAMPAIGNS START WITH A GOOD TEAM - IT'S TIME TO START RECRUITING!

BUILD A TEAM

All good campaigns start with a strong team. Get together with your friends, and start recruiting a variety of people to campaign with you. You can put a call out on social media for people to join you, or ask your Students' Union officers to put you in touch with other interested students. You can also participate in freshers fairs or do shout outs at events or lectures.



HOLD A SOCIAL

Socials are a great way for people to get to know each other! What you do, is up to you. If you need any help with organising an event or workshop on your campus, get in touch!

HOLD YOUR FIRST MEETING

Arrange an open meeting of your People & Planet group to talk about starting the Fossil Free campaign. You can create an event, to publicise it widely, and ask supportive societies to share it with their members. At the end of it, decide how to keep in touch with new members and work out when your next meeting will be.

See our **Movement Building Guide** for more ideas and how-tos!

2. RESEARCH + PLAN

YOUR CAMPAIGN WILL DEPEND ON YOUR INSTITUTION - THEY'RE ALL DIFFERENT...

RESEARCH YOUR INSTITUTION

Some universities will have obvious big endowments, whilst others don't - but regardless of your university's context it's really important that they commit to go Fossil Free for all the reasons outlined in this Action Guide. Who has decision-making power in your institution? What will success look like for you? Here are some questions you'll need answers to in order to work out where to target your campaign:

- Does your institution have an Ethical Investment Policy?
- How and where can students feed-in to investment decisions?
- Does your institution invest money in stock and shares?
- Does your institution publicly list where it is investing its money? How much is invested in the fossil fuel industry?

A good source of information is a Freedom of Information request. If you need help with one, get in touch! We also regularly conduct and publish research into universities' investments. Check out our **Fossil Free Scorecards** to explore your university's investments!

NOT INVESTED IN FOSSIL FUELS?

If your institution doesn't invest in fossil fuels, that's great! But without a policy stating that the institution will **never** invest in fossil fuels, it could start doing so at any time. You can campaign to pass a policy or add an exclusion to an existing investment policy stating that it will never invest in fossil fuel companies.

The university can also sign up to the **People & Planet and NUS' Fossil Free Declaration** confirming their fossil free status.

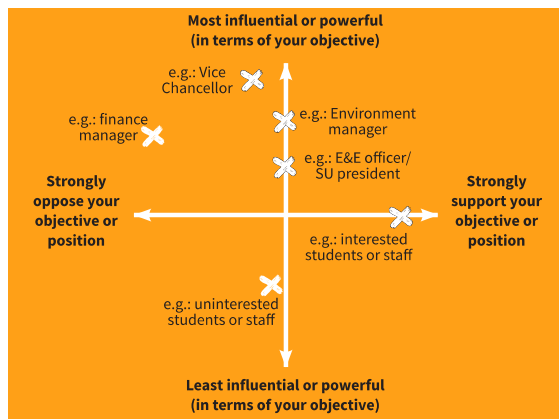
RESEARCH + PLAN

CAMPAIGN PLAN

You'll want to write a campaign plan - a living document that you can use to order your thoughts and set clear benchmarks that will help keep your campaign on track. Use this in regular meetings to check on progress towards the milestones you've set for yourselves.

POWER MAPPING

To make your campaign as strong as possible it's important to work out who makes the ultimate decisions on the institution's investments and who has influence over the decision-maker(s). Map out all of the key players, and think about who you'll need to target. Check out our sample power map below.



LOUGHBOROUGH GROUP CAMPAIGN TIMELINE

OCTOBER

- Group set up
- Flyering to possible interested societies at their events

NOVEMBER

- One action per week: chalk actions, poster and placards around campus, video for National Day of Action, leafleting at open days

DECEMBER

- More actions: cross with balloons at university gate, huge Christmas card to Vice-Chancellor, posters around the town, leafleting at Open Day

JANUARY

- University announces they'll look into divestment within 12-18 months

FEBRUARY

- Action for Valentine's Day
- Students join striking lecturers on the picket lines
- Campaign receives lecturers' support

MARCH

- Still more action: chalk and leafleting

APRIL

- 5 days of action in one week
- Freezing of all existing fossil fuel investments
- Vice-Chancellor forms a working group with two student campaigners to look at divestment

JULY

- Divestment is announced!!

3. BUILD SUPPORT

IT'S TIME TO RAISE AWARENESS ON CAMPUS AND BUILD THE SUPPORT FOR YOUR CAMPAIGN

Campaigns often falter because they turn into back room negotiations with an investment committee, rather than a public-facing effort that galvanises campus and community support.

As you plan out your campaign, make sure to identify ways that you and your group can stay visible on campus to raise awareness and build campus support among students and staff. Here are just a few ideas:

PETITION/OPEN LETTER

Petitions are a fantastic way for new supporters to contribute to the campaign! You can use our **petition tool** to start one. If you do, you will be able to create a mailing list and email the signatories about campaign updates and further actions they can take.

Open letters are another useful tool, and they can be a way for alumni or academics to show their support for your campaign too.

Finally, think about how you publicise these on social media - this will amplify your message and get your campaign more support!

GET SOCIAL

Digital organising became central to campaign tactics during the pandemic, and will continue to play a vital role. Create a Facebook, Twitter and/or Instagram account for your campaign (whatever platform makes most sense for your target audience), and update it regularly with calls to action and news. Get in touch if you'd like a Social Media Workshop.

HOST A FILM SCREENING OR TALK

Why not host a film or documentary screening at your university, and meet afterwards to discuss what you've watched and your campaign?

You could also organise an in-person talk or a webinar online, with campaigners from your group, campus, or even national divestment campaigners. Get in touch with us if you need help with this.



TAKE ACTION... IN-PERSON AND ONLINE

Organise creative actions in-person – such as a faux oil spill somewhere prominent on campus – or online. While taking action online might be harder, we can still show our dissent! Spanning from creative actions such as art builds to more disruptive ones such as "twitter storming", there are great ways to act and get more people involved in the campaign. Have a look at our **Digital Organising Guide** for more info on this!

4. PRACTICE SOLIDARITY

FIGHTING FOR CLIMATE JUSTICE = FIGHTING FOR SOCIAL JUSTICE.

Solidarity does not only exist in theory, it demands action. Solidarity is a practice of using our time, position, skills and resources to struggle alongside other people or our shared goal: collective liberation. It is the recognition that no one is free until we are all free. That our struggles are all interconnected.

It's likely that on your campus, **you won't be the only group fighting for justice.** There could be other students demanding the university to divest from arms, or from companies involved in Israeli Apartheid. Others could be fighting the hostile environment on campus. There are also unions, representing students and staff in their struggles with management - the biggest academic staff union is UCU, and others could be Unison or Unite. Given the current context, where social injustices are amplified on campus, **it's fundamental that we act in solidarity with other struggles, and understand how they connect.**

SHOW UP, WITHOUT EXPECTING ANYTHING IN RETURN

Is another campaign holding an event? Show up and show your support! Have they just launched a petition? Sign it, and share it on your social media! Are they holding a digital event or action? Participate if you can, make a banner and post it on social media, or offer to help with their social media or with press.

It's important you don't expect anything in return, and that you don't show up at these events to push your agenda - however important you feel it might be. You are there to support another group's fight, not to advertise yours.

OFFER YOUR SKILLS, TIME + BODY

You might have been campaigning for a while, whilst others might just be starting up. Offer to share what you have learned, but don't be patronising! You could organise skillshares, or help the new team in a task, such as writing a press

release. Make sure you don't assume that because they're new to campaigning, they don't know how to go about things.

If you have time, join their campaign group and organise with them. Make sure you take care of yourself though - don't get overworked!

Consider: because of their identity, people experience protests and/or confrontation in different ways. If you are comfortable with it, consider offering yourself to be most visible - you might be needed!

ORGANISE IN AN INTERSECTIONAL WAY

Finally, we need to make sure that our organising is accessible

to everyone - regardless of their identity, their past, or their abilities. In the words of organiser Tisha Brown:

"Intersectional organising needs to be at the heart of what we do. For us to fight off the worst effects of climate change and help support the people in the Global South fighting on the frontlines, we are going to need the help of everyone.

That means we need to ensure that our spaces are not only welcoming and safe but also accessible. We have to look at power and privilege in groups and be serious about finding ways to address it."

Find out more about organising intersectionally with our **Power and Privilege Guide**.



5. NEGOTIATE AND

TO WIN, YOU WILL NEED TO CONVINCE THE DECISION-MAKERS AT YOUR INSTITUTION

INSIDE TRACK

Throughout the campaign, as well as your crucial awareness raising activities on campus, you will also need to engage in 'inside track' campaigning.

This means engaging with the institution's administration in a respectful and professional way, when possible, as well as building and making a serious case for why they should divest.

Once you've built student support on campus and begun to turn up the heat on divestment, it's a good idea to request a meeting with the Finance Committee or staff responsible for the institution's investments. This will give you the opportunity to present your case directly to them.

Leading up to the presentation, you'll want to prepare all your information about why divestment/investment is a good option, power map the board of trustees to identify

potential allies and adversaries, and build student support so you're not going in alone.

Also think about the skills in your group - some people may be more inclined towards doing this type of work! And don't worry - People & Planet's campaign team can help with each of these steps.



ESCALATE

OUTSIDE TRACK

If you think you are being delayed for no reason or that you are not being listened to, don't be afraid to take bold action. Often the things students think will anger or alienate institutional management actually make the institution take the campaign more seriously, pay attention, and respond to its demands.

There are lots of different ways to turn up the heat on your campaign, from banner drops to chalk actions. Check out some more ideas for actions on page 24! You could also disrupt open days, in-person or digitally. In-person you could stage a noisy protest making clear the university's investment links with fossil fuels. Digitally, you could sign up to the event and then ask questions related to investments in the chat, or show campaign placards on video.

Another tactic is to get alumni involved - maybe through past campaigners. They can be donors to the university and let the university know that they will not receive any of their financial support while they're funding fossil fuels. Universities don't like to lose potential money so this can be quite an effective tactic.

Does your university have famous graduates? Try and get them to show support for your campaign on social media. Get the press involved. Good coverage, even if just in a local newspaper, can really put pressure on university management.



6. WIN!

IF YOU FEEL LIKE YOUR UNIVERSITY MIGHT COMMIT - BE READY TO CELEBRATE

When your institution is about to make a decision on your Fossil Free campaign, you need to be ready for any outcome. That means being prepared with press releases, but also having plans in place for celebration or escalation actions.

NOT QUITE THERE?

If not all of your demands have been met, you will need to keep pushing. Don't be shy – you won't lose the gains you've made by keeping the campaign going: keeping up the pressure means your university is more likely to stick to its word and take your demands seriously.

YOU'VE WON! WHAT NOW?

SHARE

Make sure you share your story, on social media and beyond. Write blogs, articles, give interviews, create reels, share resources, and facilitate workshops so others can benefit from your successes and learnings – the good and the bad.

Big successes are inspirational and your story will encourage others to start campaigns or take theirs up a notch, so it's really important that you spread the word!

PUBLICISE

If it's a victory, there is a lot of work to be done to publicise your win and get the story out to the press. You'll need to appoint media spokespeople, write press releases, and be ready with photos. Contact People & Planet to get all the information – we want to celebrate your win with you!

CELEBRATE

Get everyone together, in-person, online or both, to celebrate all the amazing things you've achieved! It's vital to celebrate your successes and share them with the wider movement. Don't forget to share and celebrate milestones along the way too. Check out our **Divest Borders** and **Fossil Free Careers** guides to explore what campaign to take on next!

7. FOLLOW THROUGH

MAKE SURE THAT THE UNIVERSITY DELIVERS ON WHAT IT HAS COMMITTED TO

Throughout the Fossil Free campaign, universities have not delivered on what they committed to, whether that was a review of investments, the publication of a report, or divestment itself.

Management uses the high turnover of student organisers as a way to get out of their promises. Make sure this won't happen to your campaign!

CAMPAIGN HANDOVER

While campaigners graduate and leave, it doesn't mean the campaign ends, or the university won't have scrutiny over their actions.

Before you leave, pass on all the important information about the campaign to those who are staying on. This includes both tactical advice and what the university has committed to, as well as relevant contacts and passwords to access all campaign files. Cambridge Zero Carbon society has written an amazing blog post about this – check out the Resources section of this guide.

TAKE ACTION

While Sheffield University committed to divest in 2015, they fell short on delivering on their promises. When campaigners and alumni realised, they swiftly took on a Twitter action and the University declared they would divest within the year!

Glasgow University was the first to commit to divestment in 2014, with a 10 year timeline. However, when they started to backtrack on their promise, students undertook a series of actions to ensure that they will fully divest. Have a look at our **Accountability Guide** for more on this (see the Resources section of this guide).



PLANNING IS EVERYTHING! THIS TACTIC STAR WILL HELP YOU PREPARE FOR GREAT ACTIONS

REGROUPING

How do we plan to celebrate and debrief this action? What next?

GOALS + STRATEGY

How does this tactic fit into our strategy and help us achieve our goals?

TARGET

Who is the target? How will this action help to influence them?

RELATIONSHIPS

How will this action affect relationships within the team? And with our allies and key stakeholders?

REPUTATION

How will this action affect our organisation and how people perceive us?

TONE

What is the tone of the action and how will people react to it?

RESOURCES

Is the action worth the limited time, energy and resources of our group?

TIMING

When should we do the action? Why then? Any external hooks for media coverage?



LOCATION

Where will the action take place? How does the location support our message?

MESSAGE

Is our tactic understandable and the message persuasive?

NAVIGATING STUDENT AND LOCAL MEDIA IS ESSENTIAL TO KEEP UP THE PRESSURE

As a campaigner, your job is to make journalists' jobs as easy as possible so they're more likely to publish your stories. **Research journalists** at different publications in your area who have run similar stories recently, and get in touch with them before an action to feed them advance details. It's important to **send press releases** whenever you do an action and at other strategic moments in the campaign. They should contain everything needed to write an article: the who, what, where, when and why of a story, including photos and further reading.

Local media (including **local radio**!) is a powerful way to articulate your message to key audiences. University management will read any articles that directly mention the university, so it is a great way to show the power of your campaign.

You can also use **student media** to run **comment articles** advocating what you've been up to, and why people should get involved or support your campaign.

MEDIA CHECKLIST:

- Develop clear and consistent messaging and demands
- Choose media spokespeople (for interviews) and rehearse the key messages you want to get across (we recommend creating a key messages document to support with this)
- Bring your own photographer with a good camera
- Get the message out yourself through social media. Live tweet photos and updates and tag prominent campaigners and journalists



ACTION IDEAS

MAKE A VIDEO CONDEMNING THE UNIVERSITY'S INVESTMENTS

Videos are great to share on social media and reach hundreds of people! **People & Planet Newcastle** used **this tactic** and the University replied to them on Twitter! Shortly after, they declared their commitment to full divestment.

CAMPUS IS OUR CANVAS!

Chalk is water-soluble, and so can be cleaned off easily. If you want to send a message to university management, why not write campaign-related messages in chalk on the ground outside their building and force them to see it? Or if you want to get a message out to students, why not bring attention to your campaign with chalk messages in a place where they won't miss it? Remember: rough surfaces burn through chalk sticks, so bring a decent amount!

BANNER DROPS

Have people write messages demanding the university to divest on placards and banners, and then show them on their houses/flats windows. Then encourage them to post images on socials, and share them from your page!

You can also organise a banner drop in an iconic place on campus / somewhere with high footfall. It could also be somewhere you know a fossil fuel company is about to be hosted by the university, e.g. a careers fair. On your big banner you'll want to include your campaign name/ demands/ slogan/ logo. Be sure to get a picture and share it on social media too!

SOCIAL STORM

Social storming is a way of taking action online. Groups encourage as many supporters as possible to coordinate a social media post or response. This could involve posting the same content at the same time, or swarming an official university account with responses.

Typically groups organise a swarm of comments on a public page or post on Instagram and Facebook, or a swarm of replies on X (formerly Twitter).



SOCIAL MEDIA

SOCIAL MEDIA IS VITAL TO BUILD SUPPORT AND PUSH FOR DIVESTMENT

As with every campaigning tool, it's important to **develop a strategy** for how you are going to use social media in your campaign. You can use it for a variety of purposes: spreading campaign messages (e.g. sharing an article you've written), publicising activities (e.g. events or actions), making asks (e.g. signing a petition, or participating in a tweetstorm), or building your base (e.g. call out for people to get involved).

Depending on your strategy, you can choose what **platform** to use – be that Facebook, Twitter, or Instagram, for example. When developing your strategy, you'll also want to be thinking about the **audience** you are trying to reach, and what platform is best to use for that purpose.

Once you have a strategy ready, it's good to formulate a plan for every event/action you are going to do – whether that's Freshers' Fair, a petition launch, a tweetstorm, or a webinar. Make sure you know how

often to post, what content, and who will create the post. Photos and videos always have a better reach than articles or just written posts. Keep this in mind when planning the content, and have a variety of things to post every week.

It's also useful to create a **calendar**, to make sure you are consistently posting on each platform. In more quiet times, you could share past actions, petitions or articles, or try new content!

Finally, have a small team working on it, and make sure you rotate it, so that everyone in the group can get skilled up!

SOCIAL MEDIA PLATFORMS

- **Facebook:** good for events and groups
- **Instagram:** good for storytelling and image-based content
- **Twitter/X:** good for quick comments (using hashtags) and engaging with campaign targets

Read more in our **Digital Organising Guide** or book a training with us!

JARGON BUSTER

(RACIAL) CAPITALISM

A system in which the means of production are mostly owned privately and operated for profit, concentrating resources and power and relying on the oppression and exploitation of marginalised racial identities.

DECOLONISATION

The undoing of colonialism; the process of recognising and healing the violence of empire, and resisting the new ways in which colonial legacies continue to act in the present.

FRONTLINES

Communities facing the direct impacts of oppressive systems. In this context, the frontlines include Indigenous peoples dispossessed and [often violently] disconnected from their lands by the fossil fuel industry.

EXTRACTIVIST

Used to describe companies that extract as much of a high-demand

resource as quickly as possible, with little to no regard of the social, human and environmental impact.

IMPERIALISM

The expansion of political and economic power or influence from a nation or industry unto another territory, by use of policies, theories and often violent practices.

INTERSECTIONALITY

A theory of power and struggle that understands social identities – and their related systems of oppression – to be interconnected and mutually reinforcing. For example, someone's experience of sexism will not only be affected by their gender identity, but by other components of their social reality, such as their class, race, ability, ethnicity, and sexual orientation.

WHITE SUPREMACY AND RACISM

A system of white superiority and dominance based on the oppression and exploitation of racialised people.

"YOU HAVE TO ACT AS IF IT WERE POSSIBLE TO RADICALLY
CHANGE THE WORLD, AND YOU HAVE TO DO IT ALL THE TIME."

ANGELA DAVIS

RESOURCES

There are loads of resources available for you to use in your campaign including:

CAMPAIGN MATERIALS

- **Accountability Guide**
- **Cambridge Zero Carbon Blog on handover**
- **Digital Organising Guide**
- **Power and Privilege Guide**

CAMPAIGN TRAINING

- **Fossil Free campaign workshop**
- **Skills workshops** – e.g. social media, press, action planning, university governance structure, research for campaigns, etc...

FACTS + FIGURES

- **Universities Fossil Free Scorecards**

CAMPAIGN IDENTITY

- We can provide you logos, fonts and colour codes to use in your designs!

REPORTS AND ARTICLES

- **Our activism will be intersectional or it will be bullshit** – Ali Tamlit

peopleandplanet.org/resource/accountability-guide

peopleandplanet.org/blog/2020-06-04/how-run-successful-campaign-handovers

peopleandplanet.org/resource/digital-organising-guide

<https://peopleandplanet.org/resource/collective-liberation-guide>

peopleandplanet.org/fossil-free-scorecards

<https://peopleandplanet.org/resources/intro-to-power-and-privilege>

<https://ecology.iww.org/node/2207>

influencemap.org/report/How-Big-Oil-Continues-to-Oppose-the-Paris-Agreement-38212275958aa21196dae3b76220bddc

- **The COVID-19 Crisis and Climate Lobbying** – Influence Map
- **Big Oil's Real Agenda on Climate Change** – Influence Map
- **CarbonTracker Website** (start by checking out their Terms List)
- **Indigenous Environmental Network** – Follow and amplify frontline struggles.
- IEN report detailing **Indigenous Resistance Against Carbon**
- **Indigenous Rising Media** – Listen and share the voices of frontline communities.
- **Knowledge and Power** – 2013 report by Platform, P&P and 350.org on the links between fossil fuel companies and UK Universities

WHAT NEXT...

- Check out our **Divest Borders** and **Fossil Free Careers** action guides to decide!

carbontracker.org/resources/terms-list/

ienearth.org/

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THANK YOU

Thank you for taking on the Fossil Free campaign on your campus. We've got some ambitious aims, but together we can win, and show there is no place for fossil fuel companies on our campuses.

We hope this guide will be useful in planning and running your campaign on campus.

Remember you can always contact People & Planet:

- For assistance with all the different areas covered in this guide
- For support planning any aspect of your campaign
- To let us know what you're up to so we can share it with the movement

✉ fossilfree@peopleandplanet.org

f facebook.com/peopleandplanet

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🌐 peopleandplanet.org/fossil-free



SUPPORT OUR WORK

If you'd like to support us to continue providing resources, training and guidance to student activists organising for climate and migrant justice, please do visit peopleandplanet.org/donate

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