



✘ FOSSIL FREE ACTION GUIDE

DIVESTMENT

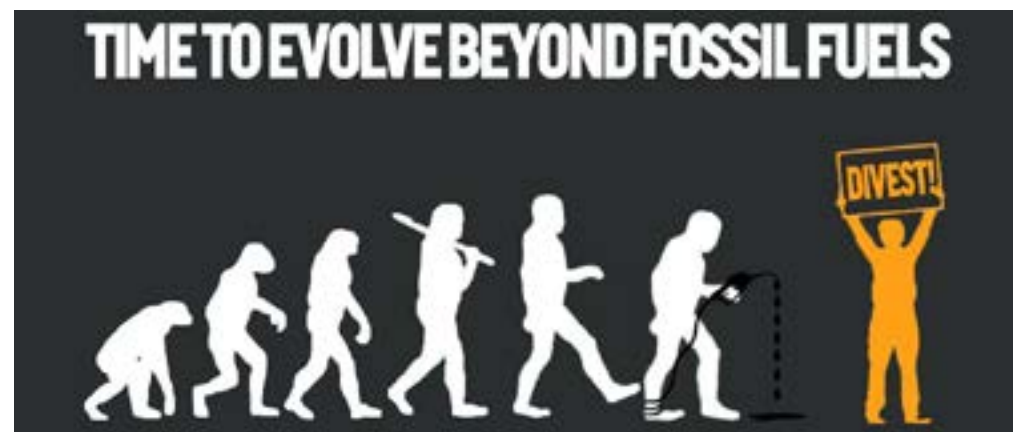
people & planet

student action on world poverty and the environment

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WHY FOSSIL FUELS?



THE FOSSIL FUEL INDUSTRY IS DRIVING US TOWARDS GLOBAL CLIMATE CRISIS

Climate change is already having massive impacts on some of the most vulnerable people on the planet. No one wants to flee their home because of famine or conflict caused by extreme weather. Yet since 2008, climate-related disasters displaced 22 million people yearly across the world.

Communities on the frontlines of fossil fuel extraction are also seeing their land and ways of living destroyed. Indigenous communities across the globe are resisting the expansion of extractive projects and

we should support their struggle.

If the fossil fuel industry had put people before profits, millions of people would not be losing their livelihoods or becoming refugees in their own countries and beyond.

And worse is still to come. Fossil fuel companies hold five times more carbon in their fossil fuel reserves than we can safely afford to burn to stop runaway climate change - and are still spending billions searching for more.

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

UK universities currently invest up to £5.2 billion in the industry. That's an investment in fossil fuels of £1,804 for every student in the UK. Investments in fossil fuel company share are held in universities' investment portfolios.

Through their investments,

universities are both *financially* supporting the fossil fuel industry as well as providing the industry with valuable credibility: a 'social licence'.

By engaging with fossil fuel companies in these ways, universities are damaging their credibility and leadership role in shaping a fossil free future, and failing in their responsibilities to tackle climate change.

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, in every way.



WHY DIVESTMENT?

THE FOSSIL FUEL INDUSTRY BREACHES INDIGENOUS RIGHTS & CAUSES CLIMATE CRISIS

From Canada's dirty tar sands to Arctic drilling and fracking for shale gas, the fossil fuel industry is scraping the bottom of the barrel, whilst destroying homes and communities across the world.

Communities on the frontlines of fossil fuel extraction are already seeing their land and ways of living destroyed. Indigenous communities across the globe are resisting the expansion of extractive projects. Their struggle is our struggle.

Indigenous and frontline communities have made their demands clear for decades: keep it in the ground.

DIVEST!

200 publicly traded companies 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. Those companies are displacing entire villages to make way for extraction projects that poison the communities' 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 IN THE

PANDEMIC UNIVERISTY

OVER THE LAST SIX MONTHS, THE WORLD HAS TURNED UPSIDE DOWN. THE PANDEMIC HAS

Universities aren't isolated bubbles, they are connected to and shaped by the same systems that foster global injustice, just as they are shaped by workers' and students' struggles to reclaim universities as spaces of learning and curiosity, and of knowledge creation that benefits society. To organise for climate and social justice at our universities, we have to understand the battleground we are fighting on.

Right now, our universities have been thrown into extreme financial deficit and crisis by this pandemic. Just as in other spheres of society, the pandemic has shown whom those with power are willing to de-prioritise and ignore. We have seen university staff on temporary and outsourced contracts being made redundant and laid off during a pandemic. We have also seen students struggling to pay rent, migrant students with No Recourse to Public Funds struggling to buy food, while being further saddled with lifelong debt to pay off their

fees. Under the Hostile Environment migrant students and staff continue being monitored and surveilled by their own universities, who are acting as over-compliant border guards to fulfil the Home Office's requirements.

All this, while we watch our departments continue tying up with fossil fuels, arms, and border industry corporations while our VCs go to dinner with their execs. Now more than ever, the chronic lack of public funding in education and universities' reliance on international students fees and and corporate money becomes apparent.

Adapted from our [Digital Organising Guide](#)

WHY DIVESTMENT NOW?

Our fight for #fossilfree universities has never been only about investments.

Since the beginning of this campaign, students have been making the case for institutions

AGGRAVATED THE CRISIS OF HIGHER EDUCATION, BUT THE SIGNS WERE ALREADY THERE

that don't serve the interests of corporations, but that of our society. This fight is now more important than ever.

Universities that invest in fossil fuel companies, that invite them on campus, whose management has close ties with that of BP or Shell, are universities who will always prioritise profit and these corporations over students and staff. Through over 10 years of marketisation, our institutions have become well-oiled machines that graduate bankers, engineers or researchers that move on to work for the industry responsible for the climate crisis. And what's even more worrying, is that people seem to have accepted it, that they cannot imagine how it could be different. Fossil fuel companies and universities have stolen our collective capacity to imagine a better future.

That is why, in the context of a pandemic, an impending economic collapse and the looming climate

crisis, divestment on campus is fundamental. We need to fight for universities that foster our collective creativity to respond to these crisis. We need liberated institutions, that allow us the space and freedom to imagine, and build, a more just society.

Divestment from fossil fuels is one piece of that puzzle. In solidarity with the struggles of staff, migrants, anti-arm, anti-racist and BDS campaigners at universities, we can together work towards truly liberated, revolutionary futures.

DEEP DIVE INTO THIS TOPIC:

[The Pandemic University as a Battleground](#) - Power Shift 2020 panel discussion

[Publish Higher Education for the Public Good: Addressing the Covid-19 Crisis](#) - Common Wealth report

DIVESTMENT AND

SOLIDARITY

WHEN WE CALL FOR DIVESTMENT, WE STAND IN SOLIDARITY WITH ALL THOSE ON THE FRONTLINES OF THE CLIMATE CRISIS. BUT WHAT DOES THAT MEAN?

Whenever we campaign for universities to divest from fossil fuel companies, we should remember there are communities leading the resistance against those companies on its frontlines.

That means residents in communities threatened with fracking; indigenous peoples whose land and water is being threatened with a pipeline and oil fields; farmers and rural communities being displaced to make way for a new coal mine; and people who live most intimately with their environments whose livelihoods and lifestyles are being disrupted first by dramatic changes to the climate.

On the frontlines of fossil fuel extractions, the fight of these communities is often a matter of life and death. We take our inspiration from them and they direct the tone and messaging of our campaigns, as

well as the types of action we take.

True solidarity is about locating your own position(s) within an exploitative global system, and use it to challenge it. For example, using our position as campaigners in the Global North where many of these companies have their HQs. This allows us to exploit our privilege(s) to challenge the system responsible for capitalism-induced climate change; the consequences of which are racist, classist, sexist and imperialist.

This is the crux of Fossil Free. Many grass-roots movements, governments and organisations in the Global South have long vocalised their opposition to fossil fuel companies. They have witnessed the devastating human cost of their activities first hand - and are aware of the future consequences that await them.

WATCH: "OUR IDENTITY IS OUR LAND", BY 350.ORG

IF YOU ARE COMING TO HELP ME, YOU ARE WASTING YOUR TIME. BUT IF YOU ARE COMING BECAUSE YOUR LIBERATION IS BOUND UP WITH MINE, THEN LET US WORK TOGETHER.

Lila Watson, Indigenous Activist

STORIES OF SUCCESS

CAMPAIGN AIMS

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



LOUGHBOROUGH PEOPLE & PLANET

On a hostile campus with little history of student organising and an SU that opposed them, they built a solid group; took creative action and negotiated directly with University management winning divestment after 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 Manchester Uni P&P included petitions, open letters, protests and demos, culminating in two occupations that forced the uni to divest.

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

We want to ensure universities and colleges 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 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 six 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 or college.



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 SU officers to put you in touch with other interested students.

You can also participate to freshers fairs (whether online or in person), or doing 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 a digital social event, such as a quiz or an escape room, get in touch with us!

For more resources on building a strong campaign group, have a look at our [Movement Building Action Guide!](#)



HOLD YOUR FIRST MEETING

Arrange an open meeting of your People & Planet group to talk about starting the Fossil Free campaign. You can create a Facebook 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.

2. RESEARCH & PLAN

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

RESEARCH YOUR INSTITUTION

Some universities will have obvious big endowments, whilst others (especially colleges) don't - but may have strong recruitment partnerships or courses sponsored by BP. 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 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 [conduct and publish](#) research into universities investments every year.

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 stating that it will never invest in fossil fuel companies.

The University can also sign up to [People & Planet and NUS' Fossil Free Declaration](#) confirming their fossil free status.

2. RESEARCH & PLAN

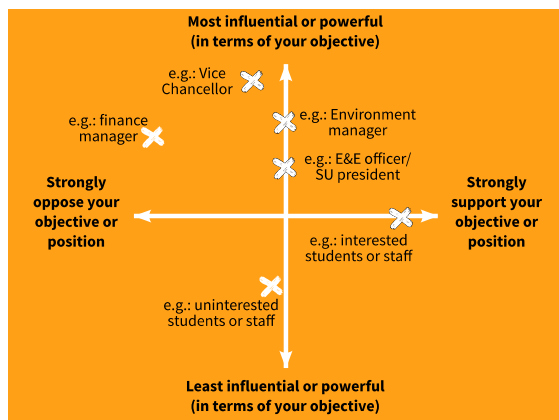


CAMPAIGN PLAN

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 or partnerships, and who has influence over the decision-maker. Map out all the key players, and think about who you'll need to target. Check out our sample power map below.



LOUGHBOROUGH P&P 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 VC, posters around the town, leafleting at Open Day

JANUARY

- University announced to look into divestment within 12-18 months

FEBRUARY

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

MARCH

- Still more action: chalk and leafleting

APRIL

- 5 days of action in one week
- Freezing all existing fossil fuel investments
- VC forming 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. They can be a way for alumni or academics to show their support for your campaign!

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

GET SOCIAL

Especially in this context, where most organising happens digitally, having a social media presence is fundamental. Create a Facebook, Twitter and Instagram account for your campaign, and update it regularly with calls to action and news. Use it to engage with your audience. [Get in touch](#) if you'd like a Social Media Workshop.

HOST A FILM SCREENING OR TALK

Using programs like [Netflix Party](#), you can organise a film screening, and meet afterwards to discuss the movie and your campaign.

You could also organise a talk or webinar online, with campaigners from your group, or national campaigners for divestment. [Get in touch](#) with us if you need help with this.



TAKE ACTION... ONLINE

While taking action online might be harder, we can still show our dissent! Spanning from creative actions such as art builds to more disrupting ones such as "zoombombing" opendays, 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. PRACTICE SOLIDARITY WITH

Solidarity does not exist only in theory - it demands action.

Solidarity is a practice of using our time, position, skills and resources to struggle alongside other people for our shared goal - our **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 the 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**.

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's group fight, not to advertise yours.

OFFER YOUR SKILLS, TIME AND BODY

You might have been campaigning for a while, whilst others might just be starting up. Offer to share

ALL THOSE CAMPAIGNING ON CAMPUS!

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!

This last point might not apply to the current situation, but it's worth mentioning. 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."



5. NEGOTIATE AND

ESCALATE

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, 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.



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 institution management actually make the institution take the campaign more seriously, pay attention, and respond to your demands.

While it will probably not be possible to take physical, disruptive actions such as occupations this year, you can still turn up the heat. Get alumni involved - maybe through past campaigners. They can be donors to the university, and it's a way of targetting them where it hurts. You could also disrupt online open days, by signing up to them and asking questions related to investments in the chat, or showing placards on video. Does your university have famous graduates? Try and get them to show support to your campaign on social media.

Get the press involved. Good coverage, even if just on 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 or college 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, give interviews, share

resources, and run workshops to let others learn from your success and what you've done well. 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.

CELEBRATE!

Have a digital party to celebrate all the amazing things you've achieved so far! 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.



7. FOLLOW THROUGH

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

Multiple times in the past, universities have not delivered on what they committed to, whether that was a review on 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 will stop, 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 campaigns files. Cambridge Zero Carbon society has written an amazing blog post about this, [check it out](#).

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, they have recently started to backtrack on their promise, which has prompted a series of actions to take place from current students to ensure that they will fully divest.

Have a look at our [Accountability Guide](#) for more on this!



TACTIC STAR

MEDIA

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?

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?

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?

LOCATION

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

MESSAGE

Is our tactic understandable and the message persuasive?

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?

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 most likely to run 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 or let them know when (and where) it's happening. 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 if possible.

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

Local radio is a powerful way to compellingly articulate your message to a targeted audience and

issue calls to action to listeners who will generally be close enough to get involved.

MEDIA CHECKLIST:

- **Develop clear and consistent messaging and demands**
- Choose media spokespeople (for interviews) and rehearse the key messages you want to get across
- 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



ONLINE ACTIONS IDEAS

SOCIAL MEDIA

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](#) in 2019, and the University replied to them on Twitter! Shortly after, they declared their commitment to full divestment.

ZOOMBOMB DIGITAL OPEN DAYS

It's very likely that your university will hold digital open days this year. That doesn't mean you cannot disrupt them! Register as prospective students, and once you're in, start asking uncomfortable questions on the chat, and share the link to your petition. You could also have your video on, and hold up a message on camera. They might throw you out of the meeting, but you have at least caused them a little headache!



COORDINATED BANNER DROP ON STUDENT HALLS/HOUSES

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 social media, and share them from your page! In this way, your message will reach other students, the university, and the wider community.

Read more about taking actions online on our [Digital Organising Guide](#).

DIGITAL ART BUILD

Digital art builds involve different folk each contributing a piece of artwork that will form part of a bigger one. We used this tactic for the 2020 Barclays' AGM, sharing the image during a tweetstorm. Thanks to a strong social media plan, it reached 18,000 people!



SOCIAL MEDIA IS VITAL TO BUILD SUPPORT AND PUSH FOR DIVESTMENT

Same 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 (eg sharing an article you've written), publicising activities (eg events or actions), making asks (eg signing a petition, or participating to a tweetstorm), or building your base (eg. call out for people to get involved).

Depending on your strategy, you can choose what **platform** to use - these can be Facebook, Twitter, Instagram, etc. When developing your strategy, you'll also want to be thinking about what **audience** you want 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 you 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:** use it for quick comments (using hashtags) and to engage with campaign targets

DIVEST-REINVEST

OUR REINVESTMENT CALLS MUST PROMOTE A JUST TRANSITION TO LOW-CARBON WORLD

As more institutions commit to divest, calls for reinvestment must prioritise building solidarity with frontline communities and investing in real energy democracy.

By divesting from fossil fuels, universities and other institutions are freeing up capital that can be invested for public benefit. Reinvestment for a just transition is central to the fight for climate justice.

Along with partner organisations - such as Platform, we are calling for investments to support infrastructure essential in reducing inequality and meeting climate commitments, including social housing, public transport, and renewable energy.

As well as providing safer long-term returns, all of these would create local jobs, improve the lives of local residents, and boost local

economies more than investing in multinational fossil fuel companies.

TOWARDS ENERGY DEMOCRACY

- **RESIST** the dominant agenda of the large energy corporations and their allies.
- **RECLAIM** the public sphere parts of the energy economy that have been privatised or marketised.
- **RESTRUCTURE** the global energy system to massively scale up renewable and low carbon energy, with community and democratic control over the energy sector.

DIVEST THE BANKS!

BANKS ARE FINANCING FOSSIL FUEL EXTRACTION AND CLIMATE CRISIS GLOBALLY

Big banks, like Barclays and HSBC, provide essential financial support to some of the biggest companies complicit in climate injustice, including stealing wealth and resources from indigenous and colonised peoples and imposing extractive infrastructure on their communities.

Such communities are resisting the land expulsions and human rights abuses associated with extractive industries across the world.

In Europe, the fossil fuel industry is teaming up with banks and the EU to finance a new wave of gas fields, pipelines and import terminals to create a new energy market for investors to speculate on. Over a decade has passed from the financial crisis, yet they're still gambling with our money and now they're gambling with our climate.

Financing and investing in the destruction of people's livelihoods and their communities, whilst driving us towards climate chaos,

is unacceptable. We won't let big banks like Barclays off the hook.

DIVEST BARCLAYS

If your University fully divests from fossil fuel companies - its not the end!

[Join the Divest Barclays campaign](#) demanding Barclays stops financing fossil fuel companies and their extraction projects. They're at the forefront of gas infrastructure expansion in Europe and have lagged behind on taking action on coal and tar sands.

Pass a motion through your Students' Union to boycott Barclays, then campaign for your University to do the same until the bank excludes all fossil fuels, and take creative action at local branches making our demands clear.

JARGON BUSTER

DECOLONISATION

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

IMPERIALISM

The policies, processes and practices by which the political and economic interest of a nation or industry exert power over another community.

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.

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 the majority.

WHITE SUPREMACY AND RACISM

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

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.

**"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 lots more resources available for you to use in your campaign including:

CAMPAIGN MATERIALS

- [Digital Organising Guide](#)
- [Media Guide](#)
- [Leading Groups Online Guide](#)
- [Collective Liberation Guide](#)
- [Accountability Guide](#)

CAMPAIGN TRAINING

- Fossil Free campaign workshop
- Skills workshops - eg. social media, press, action planning, uni governance structure, research for campaigns, etc...

FACTS & FIGURES

[Universities Fossil Fuel 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](#)

Article by Ali Tamlit on the importance of interectionality in our fights.

Influence Map reports

[The COVID-19 Crisis and Climate Lobbying](#) - April 2020

[Big Oil's Real Agenda on Climate Change](#) - March 2019

CarbonTracker Website

You can start by checking out their [Terms List](#).

Indegenous Environmental Network

[Follow and amplify](#) frontline struggles.

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.

Can you help raise money for People & Planet? We rely heavily on donations to keep funding radical student campaigns. Please visit peopleandplanet.org/fundraise for details on how you can help.

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 to contact People & Planet for support in planning the next steps of your campaign and let us know what's happening so we can publicise your progress to the wider movement.

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[@FOSSILFREE_UK](https://twitter.com/FOSSILFREE_UK)

people & planet

student action on world poverty and the environment