DIVEST BARCLAYS

ACTION GUIDE

people & planet

student action on world poverty and the environment
INTRODUCTION

No new fossil fuel infrastructure can be constructed now unless other installations are closed before the end of their lifetime. If we’re serious about preventing catastrophic warming, we can’t dig any new coal mines, drill any new fields, build any more pipelines. Not a single one.

Yet right now, projected investment in new fields, mines, and transportation infrastructure over the next twenty years is worth $14 trillion. Barclays is the biggest financier of fossil fuel infrastructure in Europe. It’s time for them to halt their support for the fossil fuel industry before they crash the climate altogether.

There’s a mass movement across the planet resisting the fossil fuel industry, and their financial and political backers. Front-line communities like the Sioux Native American people of Standing Rock are putting their bodies in the way of pipelines and mines. In solidarity, Students have spearheaded what has become a $10 trillion global Fossil Free divestment movement. Our movement is powerful and is growing, but the banking industry continues to finance fossil fuel projects. Years of valuable work from front-line communities and grass-roots divestment activists stigmatising the fossil fuel industry has created the political space for something much bigger.

By demanding that banks stop financing all new fossil fuel projects, starting with Barclays, we can begin to shift the global economy away from dependence on fossil fuels and towards a just transition to renewable energy.
In December 2015 world governments agreed on a target to keep global temperature rises below 1.5°C, in line with the demand from frontline nations in the Global South: “1.5 to stay alive”. Already at 1°C we are experiencing climate chaos...

Global reserves of oil, gas and coal contain enough CO2 to smash through 2°C, let alone 1.5. We need to keep 80% of known fossil fuels in the ground. Worse still, these “developed reserves” amount to only 30% of prospected fossil fuels, and fossil fuel companies are constantly seeking to bring new reserves into development in order to protect their profits at the expense of everyone else on Earth.

The new reality for power production according to a recent report from the University of Oxford, is that no new fossil fuel infrastructure can be constructed unless other installations are closed before the end of their lifetime, dismantled, or adapted.

So we cannot afford to construct any new infrastructure which relies on fossil fuel extraction. We cannot dig any new coal mines, drill any new oil fields, build any more pipelines. Not a single one.

Fossil fuel companies will stop at nothing to dig up and sell every last bit of coal, gas and oil. Right now, projected investment in new fields, mines, and distribution infrastructure over the next twenty years is worth $14 trillion.

But here’s the catch – fossil fuel companies cannot get to their reserves without borrowing serious amounts of money. The sheer enormity of most fossil fuel infrastructure means it needs large, long-term investment, with many projects not breaking even for decades. Even BP, Shell and ExxonMobil don’t have that kind of money just sitting around.

So where do they get all of that cash? We’ll give you one guess. Yep – the banks! Those same institutions responsible for crashing the economy in 2008 are conspiring to crash the climate now. And it will come as no surprise that the UK is a hotbed of fossil fuel finance: high street banks like Barclays, RBS and HSBC are all big players globally in fossil fuel investment.

**Avoiding Climate Catastrophe**

- **1°C =** current global average temperature rises post-industrialisation, breakdown of Earth’s life support systems
- **1.5°C =** globally agreed limit, as demanded by the Global South
- **2°C =** runaway climate catastrophe

“IT IS OUR COLLECTIVE DUTY TOWARDS INA MAKA (MOTHER EARTH) AND THE NEXT GENERATIONS THAT WE HOLD FINANCIAL INSTITUTIONS RESPONSIBLE IN ENDURING THAT THEY ARE NOT FINANCING PROJECTS LIKE DAPL, TAR SANDS PIPELINES, FRACKED GAS PLANT, COAL AND OTHER INSTITUTIONS THAT ADVERSELY IMPACT INDIGENOUS, LOW-INCOME AND COMMUNITIES OF COLOR SUCH AS PRIVATE PRISONS AND IMMIGRATION DETENTION CENTERS.”

Matt Remle (Lakota, Editor of Last Real Indians and Co-Funder of Mazaska Talks)
WHY BARCLAYS

Barclays is a truly global player in the high stakes game of financing catastrophic climate change. In 2017 alone, they sank more than $3.6bn into extreme fossil fuels. Over the past three years they’ve invested more than $85bn in fossil fuels.

Despite signing the Paris Pledge for Action, in which they affirm their “strong commitment to a safe and stable climate in which temperature rise is limited to under 2 degrees Celsius,” over the following year Barclays lent more than $1.7bn to coal, held on to a controlling stake in UK fracking company Third Energy, and underwrote a public offering for the company responsible for the Trans Mountain tar sands pipeline.

That’s despite already coming under fire for financing the companies behind the Dakota Access and TransMountain pipelines, which have both been met with a wave of resistance by indigenous people and allies. You could be forgiven for thinking that Barclays only have eyes for their bottom line.

Barclays like any bank are susceptible to public pressure. It is our money, funnelled in to their mass gambling machine through their high street retail arm, that allows them to bankroll ecological destruction, human rights abuses, and climate breakdown. With a sustained campaign of disruption and institutional boycott, we can force their hand, and keep the remaining fossil fuel reserves where they belong – in the ground.

Too Big to Fail

The banking and finance sector underpins the global economy. As regulations were rolled back with greater neoliberalism, banks sought profit in increasingly irresponsible ways. With the Great Recession of the late 2000s, their house of cards came crashing down. Governments rescued banks with huge bailouts, arguing that the banks were “too big to fail” fearing the wider economic consequences of allowing their collapse.

GLOBAL LEADER

Barclays’ investments span the globe. In the last three years alone they’ve channelled $24bn into 100 oil, gas and coal companies expanding fossil fuel extraction, earning them a top ten ranking among fossil fuel financiers.

In terms of absolute commitment to unearthing the most hard to reach reserves, Barclays are a global leader.

Worse still, they show no sign of improving. Of thirty seven international banks surveyed by Oil Change International, most have drastically reduced their climate crashing investments. Barclays is one of a dozen doing the opposite – going big on coal, gas and oil.

From 2015 to 2017, the 36 banks analyzed in this report financed tar sands oil, Arctic oil, ultra-deepwater oil, LNG, coal mining, and coal-fired power of top companies to the tune of $346 billion.

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Years of valuable work from front-line communities and grass-roots divestment activists stigmatising the fossil fuel industry has created the political space for something much bigger.

By demanding that banks stop financing all new fossil fuel projects, starting with Barclays, we can begin to shift the global economy away from dependence on fossil fuels and towards a just transition to renewable energy.

“POLITICAL PRESSURES ON BARCLAYS TO WITHDRAW FROM SOUTH AFRICA FINALLY BECAME IRRESISTIBLE IN THE VIEW OF THE LONDON BOARD. BARCLAYS LONDON FELT THE STAGE HAD BEEN REACHED WHEN THE COST OF BEING IN SOUTH AFRICA IN TERMS OF THE OBSTRUCTIONS AND DIFFICULTIES THIS GENERATED FOR BARCLAYS’ OPERATIONS IN OTHER PARTS OF THE WORLD WAS NO LONGER TENABLE”

BASIL HERSOV, A LEADING SOUTH AFRICAN INDUSTRIALIST AND THE CHAIRMAN OF BARCLAYS NATIONAL BANK
VICTORIES SO FAR

FRACKING IN THE UK

In May 2017, local Ryedale resident Monica Gripaios attended Barclays’ Annual General Meeting (AGM) for the third consecutive year asking them to defund fracking company Third Energy of whom they owned 97%. Chairman John McFarlane told shareholders that the bank would be withdrawing their financing of the company licensed to frack in North Yorkshire. The decision was due to years of tireless campaigning led by residents in Ryedale, supported by hundreds of creative direct actions taken by students across the country.

The first wave of actions took place as part of Go Green Week in February 2016. Sheffield students organised a sit-in and demonstration at the city’s flagship branch at the same time as four other actions across the country. From that point actions grew in scale and ambition in parallel with the growth of support for the campaign against Barclays’ fracking exploits.

After consistent pressure from campaigners, Barclays was finally forced to sell the company before their AGM in 2019. Grassroots action gets the goods!

“AFTEH COMING TO THE AGM FOR THREE YEAR RUNNING, I WAS SO DELIGHTED TO HEAR THE CHAIRMAN SAY THE BANK ARE PLANNING TO DIVEST FROM THIS AREA. I HOPE THEY WILL FOLLOW THROUGH ON THE PROMISE AND THIS IS NOT AN EMPTY COMMITMENT. I CERTAINLY FEEL REASSURED AND HOPE THAT I DON’T HAVE TO GO BACK NEXT YEAR.”

MONICA GRIPAIO, FRACK FREE RYEDALE

BARCLAYS’ NEW COAL POLICY

After years of pressure from organisations like BankTrack, as well as grassroots movements, Barclays has finally begun to offer some transparency over its coal policy and guidelines, as well as slow and quiet shift in the right direction.

In 2015, they quietly introduced policy withdrawing investment from the highly destructive method of mountain top removal of coal – having been the world’s biggest financier of it in 2013.

In 2016, they published a new coal policy. The content of the policy acknowledged the significant role of extracting and burning coal in exacerbating climate change by committing to ‘seek to reduce’ their financing of the coal sector globally over ‘the medium term’.

Barclays has since updated its policy to exclude coal projects... but continues to finance coal companies! There’s work to do.
CAMPAIGN AIMS

Our demand of all banks is to ditch all fossil fuel finance. By focusing on Barclays first we can set the wheels in motion for mass divestment from fossil fuels in the banking industry.

We demand that Barclays withdraw its finance from all new fossil fuel projects. That means removing both ‘project finance’ – used for projects like Keystone XL – and ‘corporate finance’ used for fossil fuel majors (like Shell) and infrastructure companies alike. This is a huge ask of a giant industry and we won’t win overnight. That’s why it’s so important we set milestones along the way.

1. DITCH COAL

Coal is among the dirtiest of fossil fuels and is already facing exclusion from mainstream portfolios. It’s vital to keep the most carbon-intensive fossil fuels in the ground. Getting Barclays to put policy in place that matches the science and winning total divestment from coal will be a huge point of inspiration. We’ve already made significant progress. A 2016 commitment to ‘reduce’ financing of the coal sector over the ‘medium’ term was followed up earlier this year with a commitment to stop funding coal projects... BUT Barclays will keep funding coal companies! Banks like Royal Bank of Scotland (RBS) have adopted policies against financing mining companies with significant interests in coal, so it can be done.

It’s indefensible to keep mining coal during this climate emergency – we need to tell Barclays to ditch coal entirely, including the companies that mine it.

2. DITCH TAR SANDS

At the same time as it announced its new coal policy, Barclays announced an “enhanced due diligence” policy for tar sands, a highly destructive fossil fuel. But it refused to stop funding tar sands completely, despite being told at its own AGM by First Nation members of the damage it was helping to wreak. We need to tell Barclays to listen to both frontline communities and the science, and ditch tar sands once and for all.

CANADA TRANS MOUNTAIN PIPELINE EXPANSION

Tar sands are among the dirtiest of fossil fuels and required destroying large areas of land plus significant carbon emissions during extraction. Pipeline expansions like Trans Mountain have received powerful resistance led by First Nation communities whose sovereignty and land rights are violated. This has led to popular opposition including by the British Colombia Provincial Government and the Federal Government to nationalise the project to fore through its expansion.

SOUTH AFRICA KUSILE COAL POWER PLANT

Located in Mpumalanga, South Africa, this coal plant will be one of the largest in the world using outdated and carbon intensive technology. The project isn’t due to be complete until 2021. There is still time for local campaigners to stop it.
Whenever we campaign for banks to ditch fossil fuel projects we should remember there are communities leading the resistance against those projects 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. 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.

The expansion of Kinder Morgan’s Trans Mountain pipeline will almost triple the system’s capacity to take 590,000 more barrels of crude oil from Alberta to be refined in Vancouver daily. It is essential infrastructure to secure the future of the tar sands industry. The tar sands and pipeline are opposed by First Nations who do not give the prior and informed consent required by the UN Declaration on the Rights of Indigenous Peoples.

Barclays had been financing Kinder Morgan until the Texas company gave the Canadian government a deadline to ensure it was built. Justin Trudeau’s solution was to nationalise the pipeline with $4.5bn of public money.

Ocean Hyland of the Tseil-waututh nation told People & Planet students: “Now that Kinder Morgan has backed away from the project, First Nations and their allies are forced to rally against our elected government to assure this proposed pipeline does not get build. So now more than ever Canada needs allies and friends to support the indigenous leaders in sustainable stewardship, local individuals and activists who are protecting the land, waters, animals and air. We can do this together, united by the love for this place we all call home. Water is life it connects us all, from the shores at my home at Tseil-Waututh all the way the shores that surround the United Kingdom.”

A third of the coal we burn in the UK, we import from Colombia, one of the places most notorious for human rights abuses in the name of coal extraction. Key players include Anglo American, BHP Billiton and Glencore, who jointly manage the 70,000 hectare Cerrejón mine in La Guajira. Barclays’ total backing of these companies and their abuses amounted to $3.5bn in 2013, with other UK banks not far behind.

The mine has grown steadily since 1976. In that time it has displaced and destroyed whole communities of indigenous and Afro-Colombian people, in particular the Wayúu. Even meagre compensation for the expropriation of their land and homes has proved almost impossible to extract from either the companies or the Colombian government.

Workers at the mine fare no better. Their union, Sintracarbon, say 700 workers at Cerrejón suffer from serious health problems as a direct result of the poor working conditions at the mine. Industrial strike action has been met with dismissals and even the murder of union leaders.

Barclays have also financed Drummond, a company which collaborated with and paid paramilitaries to protect their mining operation in Cesar, Colombia, through campaigns of violence against local communities.

Not only are they necessarily complicit in these human rights abuses, Barclays have also helped to prop up the dirtiest fossil fuel when it needs phasing out as quickly as possible. There’s only one thing for it: they must commit to cut all financing for coal mining and power companies. And it’s up to us to make that happen.
WHY TAKE CREATIVE ACTION AGAINST BARCLAYS?

Everything we do for the Divest Barclays campaign should take us closer to achieving our goal: for Barclays to ditch all fossil fuel finance. Putting public pressure on Barclays and their associates through direct action (by highlighting their complicities in the climate crisis and role in driving irresponsible fossil fuel extraction) undermines their brand and damages their reputation. Creative actions can disrupt their day-to-day operations and ability to make the money they need to be profitable. We can also take action to popularise a just transition to alternative energy systems to inspire people and policy makers to embrace our positive vision of a prosperous clean energy future.

Furthermore, being playful and imaginative with the action we take keeps our campaigning fun and energising. This helps build our movement by getting more people involved and making us far more likely to win. It also keeps Barclays and our other targets guessing so we’re on the front foot.
ROLLING DISRUPTION AGAINST BARCLAYS?

We want to show Barclays that we aren’t going away and take action against them every week. We are going to pursue a relentless campaign of disruption they will have no choice but to respond to.

In the past, we’ve coordinated large individual days of action against targets like Barclays. This time round, we are planning to coordinate monthly days of action against Barclays somewhere in the country every week for a whole academic year. This will continually pressure them into making concessions – whether it be particular projects or for tar sand projects – along the way to divesting from all fossil fuel finance.

In 2017/18, we tried this out with 12 actions in the first time across the country engaging hundreds of members of the public. They included sit-ins, discos inside the branch, linking up with front lines communities visiting the UK and acting in solidarity with the global Mazazka Talks days of action.

In May 2018, People & Planet students disrupted Barclays’ AGM having purchased shares. They were there in solidarity with First Nations resisting the Trans Mountain pipeline, loudly calling for Barclays to ditch tar sands and other fossil fuels.

If you and your campaign group want to take part in the Rolling Disruption Against Barclays by organising an action in your area, please get in touch via peopleandplanet.org/divest-barclays

"BANKS, LIKE BARCLAYS, THAT FINANCE MULTINATIONALS LIKE BHP BILLITON ARE RESPONSIBLE FOR ENVIRONMENTAL DISASTERS. THEY FINANCE THE DESTRUCTION OF THE ENVIRONMENT, THE DISPOSSESSION OF COMMUNITIES AND THEIR CULTURAL EXTERMINATION... WE ASK THAT THOSE WHO FINANCE BHP BILLITON ARE HELD ACCOUNTABLE BECAUSE THEIR MONEY COMES AT THE COST OF THE SUFFERING AND TEARS OF ETHNIC COMMUNITIES IN GAJIRA."

SAMUEL, WHOE VILLAGE OF TABACO WAS DISPLACED BY THE CERREJÓN MINE
BUILDING COALITIONS

When we’re targeting a huge corporation like Barclays and fossil fuel companies which don’t just reside at our universities, we need to build powerful coalitions and movements off campus too. Approach existing groups concerned with climate change and corporate power in your area to bring together around your demands. Together we’re more powerful. Think beyond your campus in your organising, education and action planning. Occasionally host your meetings and events in community hubs off campus making them accessible to non-students. Go to other groups’ meetings, events and actions to demonstrate your support for them and build trust. You can foster strong relationships by organising shared social and political events where you get to know each other, share ideas and help each other out.

LOCAL GROUPS YOU MIGHT WANT TO CONTACT

- Greenpeace
- Friends of the Earth
- Extinction Rebellion
- Green Party
- Momentum
- Oxfam
- Reclaim the Power
- Rising Up!
- Dharma Action Network for Climate Engagement

“WORKING WITH OTHER ENVIRONMENTAL COMMUNITY GROUPS HAS BEEN REWARDING FOR OUR NETWORK. THE RELATIONSHIP HAS PROVED TO BE COLLABORATIVE, WHERE WE CAN ASK EACH OTHER FOR SUPPORT AT ACTIONS, AS WELL AS SHARING LEARNINGS AND ADVICE WHICH HAS BUILT OUR COLLECTIVE EXPERIENCE.”

JULIET DE LITTLE, SHEFFIELD PEOPLE & PLANET

TARGETS

A key part of how grassroots movements influence huge banks like Barclays is by damaging their reputation. Having a vibrant brand with the appearance of social responsibility is a core part of Barclays’ corporate strategy. Threatening to damage that positive reputation will make them sit up and listen to our demands.

You could target one or more locations in your area which feed into a concerted national campaign. Most cities and lots of campuses have Barclays branches for your local campaign to regularly target. Barclays’ head offices in London and Dublin are prime targets for campaigns in capital cities as well as sites for national mobilisations.

Barclays sponsors many projects, events and competitions which can also be the target of your campaign. If you can successfully get a recipient of Barclays sponsorship to drop them, that does huge damage to their brand.

There may also be smaller venues or events in your area to target. Barclays sponsors Pride marches across the country – queer students can unite to call out their pinkwashing.

BRANDALISM

Like any corporation, Barclays invests big money in advertising to boost its reputation. As campaigners, a huge tool in our locker is disrupting and subverting those adverts. If we can associate the Barclays brand with destructive fossil fuel projects rather than happy banking, then they may think about ditching the fossil fuel projects.

SEE BRANDALISM’S TOOLKIT: brandalism.ch/take-action/
WHO AND WHERE TO TARGET?

Start planning your action by deciding on who you’re going to target and how it fits into the campaign strategy. Will it be a local or national Barclays target, or an organisation that accepts sponsorship from them? Make a decision based on what leverage you have, and what is likely to make the biggest impact.

If you’re targeting Barclays themselves, will your action be at a local branch or somewhere else they have a public presence? If you’re targeting another organisation like your university that banks with Barclays, a cultural event they promote or an organisation they sponsor you will have to decide what location for your action will have the biggest impact. Choose somewhere of significance for the target that will attract lots of attention and play well in the media.

WHEEL OF MISFORTUNE

In July 2019, around fifty students took part in a creative action highlighting Barclays’ complicity in funding environmental and social destruction.

Coming from Power Shift, around fifty students pitched up outside Barclays in busy Piccadilly Circus with a ‘wheel of misfortune’ highlighting all the immoral activities Barclays funds, from arms to tar sands, and played a game exposing Barclays’ sins. The theatrical stunt attracted interest from onlookers.

Targetting branches also provides the opportunity to convince workers and the public of the campaign, and get hundreds of petition signatures.

WHAT’S YOUR MESSAGE?

The demands you make need to be clear and prominent in your banners, props and chants. This way the public, media and Barclays themselves know why you’re taking action and how to respond. You might demand the end of a specific project like a pipeline or coal mine or generally to ‘stop financing fossil fuel projects’. If it’s an associated organisation you could demand they drop Barclays as a sponsor.

Focusing on specific fossil fuel projects or possible clean energy alternatives make demands appear more tangible, and your action’s tone should match. You might be happy or hopeful and focus on an alternative energy project or system that will fill the void left by Barclays when they do divest. You could highlight Barclays’ complicity in a specific project they’re financing while celebrating the resistances led by communities on its frontline.

MANCHESTER PIPELINE

In July 2017, People & Planet students from across the country collaborated to organise and execute an action in Manchester to protest Barclays financing two new oil pipelines in North America.

They built a huge cardboard pipeline to easily show what we were objecting too, with clear banners communicating their message and demand.

This protest only lasted a couple of hours but engaged many members and led to collecting 160+ signatures for their Divest Barclays petition.
If you’ve got a central space on campus, this is a great place to do your creative actions. You could organise a tug of war with Barclays bankers vs anyone who thinks they should stop investing in fossil fuels. Make a massive banner calling on your uni to stand up to Trumps plans to build Keystone XL by boycotting Barclays. Deliver a sack of coal to your university senior management dressed as a Barclays Santa. If they don’t listen you could become more disruptive by organising a mass die in on a uni open day!

Creative action can come in handy on campus, too. If you’re campaigning in your uni (see following pages), you can take some of these lessons and apply them there too.

Whether targeting your university or SU, a great way to build your group and increase the pressure is through creative actions.

There are loads of different thing you can do like:
- Banner drops
- Street theatre
- Flash mobs
- Photo stunts
- Fancy dress

Think about mass lobbies outside of SU Council or SU Officer meetings dressed as bankers selling the chance for you SU to be part of Barclays efforts to crash the climate.

As well as petitioning, ask supporters to take action by contacting their elected SU Councillors and Officers. If they still don’t respond the right way, step it up with a communications blockade bombarding decision makers with calls and emails politely making your demand crystal clear so they have no choice but to listen to you and take your demands seriously.
**TARGETS**

One of the key ways we can pressure Barclays is by building a movement to kick them off campuses nationwide.

There are a few #DivestBarclays targets to choose from on your campus. An important first step of your campaign should be to decide which target to start with (you might choose a couple and use different tactics for each target).

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**WHO DOES YOUR UNI BANK WITH?**

People & Planet’s Fossil Free scorecard now has information on who your university banks with. Even if they don’t bank with Barclays now they can commit to not banking with them until they stop investing in fossil fuels. **CHECK OUT YOUR UNI:** peopleandplanet.org/fossil-free-scorecards

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**IDENTIFY DECISION MAKERS**

Who in your institution is in a position to decide whether or not to concede to your demands?

In universities, the Vice-Chancellor often has executive authority and can essentially push through decisions if you convince them. They may not always be forthcoming though, so think about other members of senior management who lead the university. What decision making committees or groups could you target too?

Students’ unions are student-led and managed by elected student officers. In this case, if you can build popular support for your demands and display that through a petition or vote as per your SU’s democratic process, your demands should be met.

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**YOUR STUDENTS UNION**

The SU may have numerous links to Barclays. They could do their own banking with them, have a branch or cash machine in the building, allow them to recruit students at SU events, receive sponsorship or advertising money. Even if your SU has no relationship with Barclays, you can demand they introduce policy saying they never will.

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**THE UNIVERSITY**

The University may also do their banking with Barclays and they may be invited to their recruitment and careers fairs. You can demand those ties are cut (this could be in the form of a commitment to close their account in a year), or that policy is introduced to ensure they are never made.

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**CAMPUSS BRANCH**

Lots of universities have a bank branch on campus, and lots of those banks are Barclays. Branches are key targets for creative action and for you to demand they are kicked off campus. This would be a huge victory for the national movement.

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**PLAN A CAMPAIGN TIMELINE**

Key to any campaign is keeping up momentum and not trying to do everything at once. Sit down with a calendar and figure out how you can keep up excitement over the coming months. Consider how to build up the pressure over time around key events across the year.

Remember, good campaigns are like good stories: the more interesting your narrative, the more likely people will want to follow along and take part. Plan out your story in parallel with the key events of your timeline.
After choosing your targets, creating a time-line and settling on clear demands, it’s time to lay the foundations for a powerful movement on campus.

1. EDUCATION
Start by educating your campaign group and using that as an opportunity to bring more people in. You could host a relevant film screening and discussion, ask for a workshop from People & Planet (just get in touch!), or run your own interactive session to skill up.

2. OUTREACH
Education can and should be an ongoing activity, but this should be alongside beginning to take action. Think of creative ways to begin speaking to staff and students on campus with an associated action point. For example, speak to people in your SU and ask them to sign a petition. There are lots of ways to make this fun if you use your imagination.

As you do this outreach, make contact with specific groups on campus and in the community who might support the campaign. Ask them to publicly promote your petition, meetings and events. They may also be sources of valuable knowledge about how the SU and University decision-making structures work.

It’s really useful to map your allies on campus so you know who can support you, how and when. Map them onto a graph like this:

3. BUILD THAT MOVEMENT
As you do this ground work, campaign coordinators should be mentoring new campaign members to take leadership roles later on. Give people small tasks to do. If they do them on time and well then you can increase the levels of responsibility you give them, and build confidence and trust on the way. Remember, the best organisers aren’t always the loudest or most confident initially. Look out for and mentor those who do the work and build the relationships as much as confident and experienced members.

Remember not everyone wants to come to planning meetings! Make sure you have plenty of socials and creative actions to build your group.

GET SOCIAL
Social media is a great way to spread your campaign messages across campus. If you don’t have one already set up your own Facebook page and Twitter account, or direct students to People & Planet’s central ones so they can keep up to date with the latest information. Remember to share national campaign updates to your pages and groups regularly.

SET UP A DIVEST BARCLAYS PETITION
Create your own Divest Barclays petition with our new petition tool. You’ll have full control over the wording and design. You can share it easily on social media and build your contacts list by emailing the people who’ve signed to keep them updated about your campaign and events.

START A PETITION AT: peopleandplanet.org/divest-barclays
SU MOTION

Passing a motion or policy to boycott Barclays through your Students’ Union can be the source of an easy win to kick-start the campaign and show the Uni you mean business. You SU should also then support your campaign by speaking to senior management and offering communications support. All SUs work differently with some making decisions through an elected Council, some have general meetings, some require lobbying your elected officers. You can find details of your SU’s processes for passing a motion on their website.

Normally, your motion or policy proposal should offer some factual context under a ‘Notes’ section. Then, under ‘Believes’, the motion should present why it’s being put forward. This is usually more subjective and is a statement of the politics behind the motion. Finally, under ‘Resolves’, the motion should clearly set out the details of the proposed policy changes.

EXAMPLE DIVEST BARCLAYS SU MOTION

The SU notes that:

❖ Barclays finances the companies behind fossil fuel projects globally including pipelines across the US and Europe, tar sands in Canada and coal mines in Australia, South Africa and Colombia.
❖ There is a national campaign led by People & Planet asking Barclays divest from all fossil fuel projects.

The SU believes that:

❖ To avert catastrophic climate change, fossil fuels need to stay in the ground and no new fossil fuel projects can be financed.
❖ Barclays is complicit in the harms of climate change by financing such projects.

The SU resolves to:

❖ Have no dealings with Barclays regarding banking, advertising, sponsorship and recruitment.
❖ Remove Barclays’ ATM in the SU building.
❖ Lobby the University to cut all ties with Barclays.
❖ Support People & Planet’s Divest Barclays campaign.

More detailed motion: peopleandplanet.org/divest-barclays-motion

You can draw inspiration from campaigners at Sheffield People & Planet who used their SU’s constitution to successfully propose that Barclays be added to the list of organisations that their Students’ Union refuse to have dealings with under their Advertising and Sponsorship Policy. Working with their SU Development Officer, they gathered enough petition signatures for Barclays to be a proscribed organisation under a constitutional bye-law.

The petition was taken to SU Council where the SU President was required to offer factual context about the SU’s dealings with Barclays, before a vote was taken in favour of the proposal.
LOBBYING

Lobbying should accompany campaigning rather than replace it. Convincing members of senior management to your side makes winning a whole lot easier.

Once your petition for the University to boycott Barclays has reached a critical number – depending on the size of your institution, this could be anywhere between 200, 500, or over 1000 – you should hand the petition signatures in with a letter expressing the details and reasoning for your demand. Accompany the hand-in with a big public action to celebrate your achievement and let everyone know management are being asked to make this big decision so they can be held accountable by the wider community too.

After the hand-in, try and get a meeting with a member of management or an invite to the relevant committee to discuss the campaign demands further. Come prepared with detailed reasoning for the demand; rehearsed rebuttals; and alternatives for ethical banking or sponsorship. Be polite and give them space to express their concerns, but be firm in your demands. Pin them down to commit to specific action points and a time line for moving forward.

Make clear that you will be pursuing both ‘official’ and ‘public facing’ avenues.

TOP TIPS

1. Who will be your lobby target? Who has the power to help you achieve your aims?

2. What does your lobby target have the power to do and not do?

3. Research their stance on the issue and potential barriers to success.

4. Prepare your key message and key ask – i.e. what is it exactly you want your lobby target to do?

5. Communicate and cumulate. Plan a series of communications, expecting a no at each stage, and increasing pressure accordingly.

Your University might well resist calls to join the boycott of Barclays, especially if there is a branch on campus or they’re particularly conservative. However, this doesn’t mean you can’t win the campaign.

From the beginning of the campaign, incorporate the possibility of escalation into your strategy by making contingency plans planning for every possible response by decision makers. The principle of escalation is that you can give decision makers numerous chances to concede to your demands in response to increasingly disruptive tactics which make it more and more difficult for them to reject you.

Every time you expect a decision from management, plan for every eventuality. They might meet all of your demands, none of them, or any number in between. Each possibility may require a different response in message and level of disruption.

ESCALATION

Your University might well resist calls to join the boycott of Barclays, especially if there is a branch on campus or they’re particularly conservative. However, this doesn’t mean you can’t win the campaign.

A TIME-LINE OF ESCALATION MIGHT LOOK SOMETHING LIKE THIS:

Rejection 1: Begin to publicly condemn the University and Barclays’ complicity in catastrophic climate change through a series of big visual creative actions on campus.

Rejection 2: Disrupt landmark events in the University calendar like open days, careers fairs and public lectures to soil their good reputation. Subvert the University and Barclays’ promotional and outreach materials to distribute ‘alternative’ promotional materials to inform attendees of their climate crimes and your demands.

Rejection 3: Use non-violent direct action to blockade or occupy a major event, building or the campus Barclays branch until they meet your demands.
TAKING ACTION

RESOURCES

Whether it’s writing press releases or lobbying Vice-Chancellors, it’s important you know your stuff, and are empowered to build a fighting movement.

Luckily, you’re not alone! On the People & Planet website you can find plenty of tools to skill up, including:

- A **Movement Building Action Guide** – so you can build a fighting movement
- A **Collective Liberation Guide** – so your group is accessible and effectively fighting every form of oppression
- A **Guide on Your Right to Protest** – so you stay safe and informed while taking action

We also offer **workshops** to train and strategise your campaigns. Workshops include: campaign strategy workshop; non-violent direct action; media training; and many others.

FIND OUT MORE

There is great research out there on the financial industry funding fossil fuels. Do some homework and check out:

- **Banking on Climate Change (2019)** - Banktrack
- [www.ran.org/issue/banks_and_climate/](http://www.ran.org/issue/banks_and_climate/)

PEOPLEANDPLANET.ORG/RESOURCES
NEGOTIATING THE MEDIA

Navigating student and local media is essential to further your campaign of damaging Barclays’ reputation and winning your demands.

As a campaigner, it’s your job to make (busy) journalists’ jobs as easy as possible so they’re most likely to run (sympathetic) stories. Research journalists at different publications in your area who have run similar stories recently and get in contact with them before an action to feed them advance details or let them know when and where to turn up. It’s also important to send press releases whenever you do an action and at other strategic moments in the campaign. These should contain everything needed to write an article: the who, what, when, where, 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 come and join you or get involved more.

Before any action you should:

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

WRITING A PRESS RELEASE

Press Releases are vital to gain media coverage. Have a look at our example version above. If you need advice, feel free to contact us at FOSSILFREE@PEOPLEANDPLANET.ORG.

BARCLAYS AGM 2018 DISRUPTION

In May 2018, People & Planet disrupted Barclays’ Annual General Meeting. The first action of its kind in a while, they could express demands directly to Barclays’ Directors.

It was a big enough event to use national press to speak to the wider public.

The students were covered by the Daily Mail, Telegraph, Guardian, Financial Times and many local outlets.

Media: Press Releases

The press release is the standard format you must use to get your story in the media, and the best way of getting all the information across. Using them with the student media will make you stand out.

Writing your news release

Content

Before you start writing your press release think about:

- What is the story? Why should the media cover this? What is your local or human angle or hook?
- Your message. What are the key points that you want to get across about your campaign?
- Who are your audience? What language should you use to make it appeal to them?
- How can you make it as concise and clear as possible?

Format

To be effective, a press release needs a certain format. It must fit on one side of A4, be in a legible size and font and contain the following things:

- On headed paper, make sure it says ‘Press Release’ at the top.
- Give contact details: the name of the person dealing with the media and a mobile number that will be switched on.
- Date it and give it a snappy title. Make sure the title makes it clear what the story is - don’t make it too obscure and avoid puns.
- If you want photographers or camera crews to attend, mark it ‘Photo Opportunity - Crews welcome’.
- Make it clear when the story is for, usually ‘For immediate release’. If you need to keep the story secret until a certain date be wary of sending a press release in advance - the media won’t always hold a story if you’ve embargoed it.
- Use the first paragraph to outline the whole story in brief. This should explain the headline and the who, what, when, where, how and why. Expand in the second (and maybe a third) paragraph, with extra layers of information in decreasing order of importance. The body of the press release should be structured just like a news story, so that it can be cut from the bottom always leaving the main story intact.
- Stick in a quote from a group spokesperson. The print press will often use this in their story, so make it count.
- Try to keep it short and punchy.
- If you have a photo, put it in a separate box in the press release and explain what it is of;
- Mark the Release ‘ENDS’ so they know it’s over (sounds obvious, but do it anyway).
- Repeat the contact details.
- Finally, add ‘Notes for the editor’. This is where you can stick in all those crucial statistics and references to United Nations reports etc. This can be on a separate sheet, but don’t add too much.

Check it and double check it for obvious mistakes. Does it get your key messages across concisely?
Planning a creative action requires lots of logistical detail as well as letting your creative and political juices flow. Take some of these tips:

- Scope out the site beforehand to plan accordingly, including opening times of the target if relevant
- Promote the action – let relevant groups know that it's going to happen and build for a big turnout (if that's part of the plan).
- Brief participants on the plan for the day including core messaging and demands
- Gather materials
- Make banners and props (and make sure they get to the location on time!)
- Prepare a list of chants and songs, and print lyrics to hand round on the day
- Know Your Rights – give a legal briefing to let participants know they're legal rights, how to respond to the police, and what to do in case of arrest, People & Planet can run workshop before your actions to support you. Distribute bust cards to everyone on the action which can be downloaded at greenandblackcross.org.
- Debrief – remember to reflect on how the action went giving everyone space to be heard. Think about how enjoyable it was, how it furthered the campaign's strategy towards your goal, and how you can escalate next time.

**Logistics Check-list & Planning Summary**

**Roles for people before the day**
- research the target (see below)
- promote the action
- make banners/placards
- write and print flyers.
- devise creative chants!
- write a press release, if media awareness is a key aim of your action
- write a brief for the action, to give out on the day to help people flyering/speaking on a megaphone.

**Roles for people on the day**
- leafletting, hold banners
- lead chants / speak on the megaphone
- police and security liaisons
- pre-action briefing
- photographer/videographer
- social media/on-ground media person
- off-site press (send release, be a contact)
- people to lock themselves to things + people to support those locked to things
- legal observers (bring bust cards) / legal briefing giver / off-site legal support
- street medic

**Things to scout about the target**
- cameras and security guards
- general layout e.g. number and type of doors/fire exits, open spaces
- opening and closing times
- is there much traffic from passers-by (for the time/day of your action)
- how to get there?
- is there a good meeting point nearby?

**Equipment for the day**
- leaflets, placards, banners, megaphone
- letter for target explaining why we're there & what they need to do
- press release
- props

**What to check in a pre-action briefing**
- remind everyone what the plan/aim is.
- go through the three key messages.
- Practice explaining them to each other.
- what chants are we going to use, if any?
- who's doing what role?
- at what point will the action end? (when an aim is achieved, at a specific time, etc.)

**What to do after the action**
- debrief with participants at end of the action / afterwards
- generate press and media coverage
- post an update on social media
- follow up with target

**BUST CARD**

If you are arrested you have a 'right to silence'. Just say:

*‘No Comment’*

You have the right to free legal advice at the police station.
If you don't know a solicitor we recommend:

**Bindmans:** 020 7833 4433
**Hodge Jones and Allen:** 07659 111 192

You have the right to read the PACE code of practice which lists your rights and have someone (as well as your solicitor) notified that you have been arrested.

If you appear under 17 an appropriate adult will be called.
If you witness an arrest or want support contact:

**GreenAndBlackCross.org:** 07946 541 511
THANK YOU

Thank you for taking the time to read this Divest Barclays Action Guide. We hope this guide will be useful in planning, running and winning your campaigns on and off campus.

Remember you can always contact People & Planet for support in planning all the different aspects of your campaign as well as letting us know what you’re doing so we can publicise everything you’re doing to the wider movement.

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