People & Planet are no longer running this campaign.

We will continue to make this resource available for any groups who wish to undertake similar campaigns, but we are unable to offer further support at this time.
The COVID-19 global crisis comes at a time when the world is facing full-blown climate collapse. Whilst we await news on how we move out of the pandemic, if we’re to stop the climate crisis, we need to take on the culprits responsible. That means the fossil fuel industry polluting the planet for profit. Studies show there cannot be any new oil, coal or gas infrastructure constructed anywhere if we’re to stay below 1.5°C warming.

But projected investment in new fossil fuel infrastructure over the next twenty years is worth $14 trillion. Even amidst calls for a green recovery from COVID-19, banks are pouring billions into financing climate chaos. Barclays is the biggest financier of fossil fuels in Europe – to the tune of £91bn since 2015. We must end their support for the fossil fuel industry before they crash the climate.

Luckily, there’s a mass movement across the planet resisting the fossil fuel industry and fighting for climate justice. Front-line communities like the Sioux Native American people of Standing Rock have put their bodies in the way of pipelines and mines. In solidarity, students have spearheaded 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 grassroots divestment activists has stigmatised the fossil fuel industry – now we must turn off the taps funding it.

Since People & Planet’s Divest Barclays campaign launched in 2017, our movement has won victory after victory. Now is the time to up the pressure and end fossil fuel finance for good.
CRASHING THE CLIMATE

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.

According to a report from the University of Oxford, no new fossil fuel infrastructure could be constructed after 2017 unless other installations are closed before the end of their lifetime, dismantled, or adapted. So we cannot afford to dig any new coal mines, drill any new oil fields, build any more pipelines. Not a single one.

Yet 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? 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.

In November 2021 the UK is hosting COP26 – what better way to mark the moment than by taking on the climate criminals on our doorstep.

“IT IS OUR COLLECTIVE DUTY TOWARDS INA MAKa (MOTHER EARTH) AND THE NEXT GENERATIONS THAT WE HOLD FINANCIAL INSTITUTIONS RESPONSIBLE IN ENSURING 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 MAZASKATALKS)
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. Our 2020 report found that between 2015 and 2019 they’ve invested more than £91bn into 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 into 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 boycotts, we can force their hand, and keep the remaining fossil fuel reserves where they belong - in the ground.

**Barclays’ Greenwash**

After climate campaigners drew attention to their fossil fuel finance, Barclays rejected meaningful change in favour of some tokenistic changes at their 2019 AGM. Barclays worked hard to reject a shareholder motion that would have phased out funding for energy companies whose business plans weren’t Paris-compliant. Instead they announced a toothless, greenwashing ‘net-zero 2050’ plan: this target sentences tens of millions across the Global South to living with the devastating impacts of the climate crisis.

Barclays’ investments span the globe. Since 2016 they’ve channelled $35bn into 100 oil, gas and coal companies expanding fossil fuel extraction and earning them spot in the worst ten offenders. From the Arctic to fracking to coal power, Barclays are funding climate chaos.

Worse still, they show no sign of improving. Of 37 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.
LESSONS FROM ANTI-APARTHEID

Students have taken on Barclays before, and they won! In a campaign to end South African apartheid, that spanned three decades, students in the UK targeted Barclays demanding they withdraw from the apartheid regime. Whilst this campaign took years of concerted, focused energy it showed that grassroots action against a bank of any size can get the goods.

The campaign involved mass boycotts that took a huge chunk out of Barclays’ share of the student banking market. Importantly too it used a diversity of tactics to disrupt Barclays’ profit-making operations, as well as sabotaging their brand and reputation on campuses and beyond. They packed out stores opening and closing accounts as slow downs. They did occupations and sit-ins to disrupt Barclays’ day-to-day operations. They targeted recruitment drives and advertising at universities to create a culture of opposition to the bank and their complicity in apartheid.

Eventually the demands were secured after a relentless campaign that was one huge part of a global movement to end apartheid spanning continents.

We need to keep fossil fuels in the ground now and we can learn from the success of the anti-apartheid Barclays boycott to win our demands quicker. Our campaign will need to escalate quicker, be even more daring in our choices of action, and more ambitious in our campaign to wreck their reputation.

“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!

“After 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 GRIPAIOS, 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! Even in 2020 it was revealed they’re sinking billions into coal. There’s work to do.
DIVEST BARCLAYS 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 in. We need to tell Barclays to listen to both frontline communities and the science, and ditch tar sands once and for all.

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.

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.
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 for the project to move forward.

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 Tsleil-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. 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.
BUILDING A CAMPAIGN:
BOYCOTT BARCLAYS ON CAMPUS

CAMPAIGNING ON CAMPUS

Last year we passed over half of all UK universities divesting from fossil fuels. If we’re to pile the pressure on Barclays to follow suit, we need to hit them where it hurts, and where we have power: on campus. This is how we cut off the taps to the fossil fuel industry.

Barclays have a strong base in many universities across the country: bank accounts, ATMs, branches, careers fairs, you name it. What’s more, Barclays are very brand conscious: their young clientele are important for their reputation, and their bottom line.

That’s why it’s important we campaign against Barclays in our universities and communities. As with divestment, institutional boycotts will exert pressure for change. Universities from Loughborough to Leeds have boycotted Barclays in some form – make sure your university joins them!
PLAN THE CAMPAIGN

We can leverage power at our institutions to boycott Barclays, and so pile pressure on them to stop funding the climate crisis. The Apartheid campaign has taught us the power of mass stigmatisation – we can do it again.

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.

WHO DOES YOUR UNI BANK WITH?

People & Planet’s Fossil Free Scorecards now have 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.

TARGERTS

There are a few #DivestBarclays targets to choose from on your campus – from your university banking with Barclays to Barclays cash machines and branches on 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). That means researching your university’s relationship with Barclays and picking target(s) accordingly.

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. In an age of lockdowns, self-isolation and social distancing, your ability to grab people’s attention – through videos, articles and social media – will be more important than ever.

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.

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.

CAMPUS 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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After choosing your targets, creating a time-line and settling on clear demands, it’s time to lay the foundations for a powerful movement at your university.

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. Happily, these events can easily take place online.

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. The more creative and shareable your ask is, the more likely it is to gain traction.

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:

GET SOCIAL
Social media will be a crucial way to spread your campaign messages across campus. If you don't have one already set up your own Facebook, Instagram and Twitter accounts. Check out our digital organising guide for tips on a strategic social media operation, or book us in for a workshop! Remember to share national campaign updates to your pages and groups regularly.

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! Try to think of more relaxed alternative meet-ups – check out our new Digital Organising Guide for more ideas.

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: act.peopleandplanet.org
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. Your 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 SUs 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 its 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.
- There is a national campaign led by People & Planet asking Barclays divest from all fossil fuel projects.
- A report this year found that Barclays had financed fossil fuels to the tune of £91bn since 2016

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: [Divest Barclays SU Motion 2019-20](#)
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 some form of 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 your lobby target be?**
   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.

**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.

From the start, 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. Disruption makes it more and more difficult for them to reject you.

In the pandemic university, this is likely to mean isolated digital disruptions and/or media pressure. Regardless of which tactic you use, it needs to cause them enough problems to do what they don’t want to!

**A SAMPLE TIMELINE OF ESCALATION:**

**Rejection 1:** Begin to publicly condemn the University and Barclays’ complicity in catastrophic climate change through a series of articles, petitions and potentially visual actions.

**Rejection 2:** Subvert the University and Barclays’ promotional and outreach materials to distribute ‘alternative’ promotional materials to inform attendees of their climate crimes and your demands. Look into (virtual) disruption of university events.

**Rejection 3:** Use creative interventions to get the university to meet your demands – this could involve disrupting digital open days or jamming their phone lines. Check out our [digital organising guide](#) for more ideas, and please share any you have with us!
Everything we do for the Divest Barclays campaign should take us closer to achieving our goal: for Barclays to ditch all fossil fuel finance. Pre-pandemic this involved putting public pressure on Barclays and their associates through direct action in order to undermine their brand and damage their reputation – by highlighting their complicities in the climate crisis and role in driving irresponsible fossil fuel extraction. The worse they look, the likelier they are to change policies. That’s particularly true for students, a group with whom Barclays has substantial business.

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. For example, over the summer of 2020 we began our Divest Pride campaign - trying to get Pride LGBTQIA+ organisers to drop Barclays as a sponsor. Make a decision based on what leverage you have, and what is likely to make the biggest impact.

This pandemic year, we’re going to have to be extra creative. This might include using banners or posters to draw your attention to the campaign on campus, employing newer digital campaigning techniques, or seeking innovative ways to get media coverage. We’ll try to coordinate across universities, too, for maximum impact – so keep us updated! Remember to always be clear in your message – and what audiences you’re trying to reach.
Disrupting Barclays’ operations can be a useful endeavour, whether to gain media coverage, as part of your local campaign or in a coordinated action with other groups. It might mean focusing on your local Barclays branch, or thinking bigger. We have some ideas below. What’s more, our digital organising guide has a whole section dedicated to this theme – check it out!

One tactic could involve ‘Zoombombing’ for climate justice. Are Barclays hosting an event with your university, or in your area? Is it public access? You might enter the call with banners / logos / slogans on display, or chants at the ready. Verbal, written or visual interventions can all have their impact.

An alternative would be some dedicated jamming – of phones or chat boxes. Call your Barclays branch, or flood the online chat box. By pulling together a core group of people – and perhaps doing a call out for additional participants – each armed with a script, a telephone number or web link, and a phone, you can cause disruption effectively at a distance. These tactics might work best co-ordinated with other People & Planet or climate justice groups!

Another tactic activists have used is projections – if you’re lucky enough to have access to a projector, you can place an image on a Barclays branch or university building with a message of your choosing. It makes for a great visual.

Finally, social media can be a useful tool. That could mean a tweetstorm with a set hashtag, in combination with a digital artbuild or action. Or flooding Instagram with a graphic or image of your choosing. The bigger your operation, the greater the reach – so co-ordination with the wider network is a good shout.
CASE STUDY: BARCLAYS’ AGM

For several years People & Planet have disrupted Barclays’ AGM, gaining national news coverage. But last year, amidst the coronavirus pandemic, the AGM was moved online and we had to adapt.

We reconsidered our aims, choosing to focus on a mixture of movement-building and media pressure. After this, we gathered a group of students from across the UK to plan and execute our new digital actions. This included a webinar with inspirational Indigenous environmental activist Kayah George, and leading economist Ann Pettifor. We launched a new petition, garnering a thousand signatures in a week. We wrote an article for OpenDemocracy on Barclays’ fossil fuel shame. And our tweetstorm, involving a digital artbuild, on the day of the Barclays AGM reached tens of thousand of people.

Barclays’ fossil fuel shame continues, as shareholders rejected a moderate climate motion, albeit with a substantial group backing stronger action. Together, though, these actions built our supporter base, shamed Barclays in the public eye, and developed our movement’s skills and knowledge, particularly around the financial system and climate justice. As you consider online campaigning, reflect on how your aims might change too.

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. In this pandemic context hosting online meetings is likely to be the way you connect with fellow organisers. This can make them more accessible to non-students and allow for plans to be made in collaboration. Check out the ‘accessibility’ section of our online organising guide to explore this further. 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.

We try to coordinate with partners, like in these bad-ass Greenpeace demos from early 2020. Get in touch with us at fossilfree@peopleandplanet.org if you want to get more involved!

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, AND SHARING LEARNINGS WHICH HAS BUILT OUR COLLECTIVE EXPERIENCE.”

JULIET, SHEFFIELD PEOPLE & PLANET
Creative action can be a powerful tool in the campaigning arsenal – but coronavirus changes our tactics significantly.

Some courses of action, such as marches and rallies, will be out of action for the foreseeable future. At the time of writing, gatherings of more than six people are not legal in the UK and there are a number of areas under local lockdowns, alongside a forthcoming national lockdown.

That means, for those undertaking actions, it’s time to get creative! For example, banner drops, such as the one outside Lloyds in August (pictured), and placards strategically placed across campuses can come in useful. In any case, all actions should be taken with precautions.

Brandalism also provides a fun alternative, albeit a risky one. 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. Find out more [here](#). Our digital guide has some great advice around ‘hoaxing’ too.
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 **Digital Organising Guide** - so you can organise in an age of social distancing.

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

There is great research out there on the financial industry funding fossil fuels. Do some homework and check out:
- **Banking on Climate Change** (2020) - Rainforest Action Network
- **Funding Climate Chaos** (2020)
- **Challenging Banks, The Fossil Fuel Funders**
Navigating student and local media is essential to further your campaign of damaging Barclays’ reputation and winning you 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. 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 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 significant campaign event you should:

- Choose media spokespeople
- 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. Think about doing a graphic or video.

**WRITING A PRESS RELEASE**

Press Releases are vital to gain media coverage. Have a look at our example version above. You can also find a PDF version (screen-reader friendly) on our website. If you need advice, feel free to contact us at fossilfree@peopleandplanet.org

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**SAMPLE PRESS RELEASE**

Local Students build pipeline to end aid for oil outrage

Photo opportunity Iam, Wednesday 10 October, University Square

Contact: Name of someone who will be available to talk about the campaign and action, 07890123456

University of Ourtown People & Planet Group will be building a giant oil pipeline across University Square at Iam on Wednesday 10 October. They are protesting against spending UK development aid on climate changing fossil fuel extraction projects, and are demanding support for low carbon, renewable energy.

The pipeline will be signed by members of the public, and delivered to the UK’s Department for International Development.

UK development aid is currently spent on fossil fuel extraction projects, such as the Chad-Cameron oil pipeline, by international agencies like the World Bank. These projects contribute to climate change, and often have a harmful effect on the local environment and on human rights in the area.

Climate change will be hugely damaging to people all over the world, especially those in developing countries.

People & Planet spokesperson, insert name here, said: “It is disgraceful that while the UK Government claims to be acting to tackle climate change, they continue to fund projects which will result in massive carbon emissions in the future. We are asking the Department for International Development to prioritise renewable energy instead.”

People & Planet co-ordinator, insert name here, said: “The development for International Development exists to alleviate poverty. Climate change will hit the poorest first and hardest – that’s why we are demanding an end to funding which contributes to climate change. It’s a contradiction for the UK to spend money earmarked for poverty reduction on fossil fuels.”

Contact: Insert name here 07890123456

ENDS

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**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.

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**NOTES**

- Dutch Dirty Development is a campaign of the national student organisation, People & Planet. For more information see: peopleandplanet.org/dutchdirtydevelopment, phone 01865 245678 or email climate@peopleandplanet.org
- The campaign focuses on the role of the UK’s Department for International Development (DFID) and is calling on DFID to produce an energy and climate change strategy which commits them to ensuring their activities actively contribute to global emissions reductions and increase access to energy services in the developing world. People & Planet believes that to do this DFID must end all support (bilateral and multilateral) for fossil fuel extraction, and massively increase support for renewable energy.
- Climate Change is predicted to affect people in developing countries most severely. Christian aid reports that 185 million people in Sub-Saharan Africa could die of disease directly attributable to climate change by the end of the century. Drought and famine, caused by unpredictable rainfall, are already affecting 11 million people in east Africa. www.christianaid.org.uk/climatechange
- People & Planet are also campaigning to transform the environmental performance of the UK’s universities, and are part of the national I Count campaign for both personal and political action on climate change peopleandplanet.org/climatechange

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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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student action on world poverty and the environment