people & planet

FOSSIL FREE CAREERS

ACTION GUIDE
## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTRODUCTION</strong></td>
<td>4</td>
</tr>
<tr>
<td>What is this guide for?</td>
<td>5</td>
</tr>
<tr>
<td>The Problem</td>
<td>6</td>
</tr>
<tr>
<td>The Solution: Campaign Demands</td>
<td>7</td>
</tr>
<tr>
<td><strong>WHY CAREERS</strong></td>
<td>8</td>
</tr>
<tr>
<td>Why Careers?</td>
<td>9</td>
</tr>
<tr>
<td>Struggling Recruitment: An Opportunity</td>
<td>10</td>
</tr>
<tr>
<td>Reclaiming Climate Injustice</td>
<td>11</td>
</tr>
<tr>
<td>Jobs Without A Future</td>
<td>12</td>
</tr>
<tr>
<td>Just Transition</td>
<td>13</td>
</tr>
<tr>
<td>Students Have The Power To Win</td>
<td>14</td>
</tr>
<tr>
<td><strong>ENERGY SYSTEM INJUSTICE</strong></td>
<td>15</td>
</tr>
<tr>
<td>Resource Extraction</td>
<td>16</td>
</tr>
<tr>
<td>Coal</td>
<td>17</td>
</tr>
<tr>
<td>Case Study - Cerrejon</td>
<td>18</td>
</tr>
<tr>
<td>Oil</td>
<td>19</td>
</tr>
<tr>
<td>Gas</td>
<td>21</td>
</tr>
<tr>
<td>Whole Energy Systems</td>
<td>22</td>
</tr>
<tr>
<td>Transition Metals</td>
<td>23</td>
</tr>
<tr>
<td>More Mining: A False Solution</td>
<td>24</td>
</tr>
<tr>
<td>More Mining: Not Even A Transition</td>
<td>25</td>
</tr>
<tr>
<td>UK’s Significance In Global Climate Injustice</td>
<td>26</td>
</tr>
<tr>
<td>Case Study: BHP</td>
<td>27</td>
</tr>
<tr>
<td>Effective Solidarity</td>
<td>29</td>
</tr>
<tr>
<td>Resistance: Tampakan</td>
<td>30</td>
</tr>
</tbody>
</table>
CONTENTS

TARGETING CAREERS SERVICES  31
About Careers Services  32
Making Contact  33
Ethical Careers Policies  34
Impartiality  37
Campaign Targets  38
Case Study: Panguna  39

BUILDING A MOVEMENT  40
Building A Campaign Group  41
Online Meetings  43
Staff/Student Union Meetings  45
Petitions: The Basics  46
How To: Set Up A Petition  47
How To: Prepare For Negotiations  48
How To: Escalate  50

GLOSSARY  51
Glossary  51
INTRODUCTION
WHAT IS THIS GUIDE FOR?

This is an action guide: it gives you all the knowledge and skills required to run an effective Fossil Free Careers campaign at your university. By joining this campaign, you can be a part of the international movement for environmental justice, fighting to ensure that we transition away from fossil fuels quickly, justly, and sustainably.

Across the UK, University Careers Departments are actively promoting careers in the oil, gas, and mining industries. They invite these companies to attend careers fairs, advertise their job vacancies on careers websites, and promote them in emails to the student body.

But students and staff are fighting back, in solidarity with the communities most affected by these industries. Together we are campaigning to end the recruitment pipeline that is funneling students from universities into the extractive industries most responsible for the climate and ecological crisis.

This guide explains some of the ways in which the oil, gas, and mining industries have embedded themselves within universities, and suggests a pathway to liberating universities from these polluting and unjust industries.

We have avoided using technical language as much as possible in this guide. In some instances, however, it is unavoidable: we have underlined where we introduce a technical word for the first time, and have provided a glossary in the back with all of these words which you can refer to throughout.
THE PROBLEM

Over 60% of UK universities have removed their investments in fossil fuel companies at the time of writing. A powerful student movement successfully pushed universities to recognise that their investments in the industry most responsible for the climate crisis was, intentionally or not, sending a message: we condone and support the actions of the fossil fuel industry. However, even after pulling out their investments, universities are still supporting these extractive industries via their careers services.

University careers services act as recruitment pipelines for oil, gas and mining companies. They promote careers in these companies to students, and allow extractive industries onto campus to recruit students directly into their socially and environmentally destructive operations, with no acknowledgement of the immense material harm these companies cause.

As a result, extractive industries are assisted by universities in securing a steady stream of talented workers vital for the future of their planet-killing businesses, and the university can sell itself to prospective students as a good bet for their employment prospects. The recruitment pipeline is a mutually beneficial relationship: universities are complicit in the climate and ecological crisis, knowingly or not.

Whilst both the university and industry gain, the communities on the frontlines of extraction and the climate crisis suffer. We must fight in solidarity with them, and weaken the power of the oil, gas and mining industries both in employment and in education.
THE SOLUTION: CAMPAIGN DEMANDS

The Fossil Free Careers campaign aims to end recruitment pipelines from universities into the oil, gas, and mining industry. We are targeting the relationships between university careers services and extractive industries, with the ultimate goal of getting those corporations explicitly excluded from recruiting on university campuses in all forms, including careers fairs, industry placements, website listings and email newsletters.

To do this, we are calling upon all university careers services to do the following three things:

- Refuse all new relationships with oil, gas or mining companies
- Decline to renew any current relationships with oil, gas or mining companies after the contractually obligated period ends
- Adopt a publicly available Ethical Careers Policy that explicitly excludes oil, gas and mining companies from recruitment opportunities
WHY CAREERS?
WHY CAREERS?

As a student-led, university based campaigns network, People & Planet begins from the following analysis:

Universities are complicit in systems of injustice. How do we topple the pillars of support they provide to these systems?

In the fight for climate justice, identifying the ways universities provide material support to oil, gas and mining industries is essential, and one of these key pillars of support is the recruitment pipeline of talented young graduates that university careers services feed into the extractive industries most responsible for the climate and ecological crisis.

The second question we must ask is: **Where are extractive industries vulnerable?**

There is a growing body of evidence that oil, gas and mining companies are struggling to recruit their future workforce to such an extent that it is becoming a serious danger to the viability of their extractive operations.

The Fossil Free Careers campaign targets oil, gas, and mining industry recruitment because it makes good strategic sense. It is an area in which the industry is already vulnerable, and also one in which universities play an important role. As students, we have an opportunity to win big all over the UK and have a huge impact in the fight for climate justice.
STRUGGLING RECRUITMENT: AN OPPORTUNITY

The public image of the fossil fuel industry is in tatters. We know that the industry is responsible for the climate crisis, that they have committed human rights abuses all over the world, and that they have been funding climate denial and delay for decades.

Each year this awareness spreads, and each year the young graduates entering the employment market are more and more climate conscious. Fossil fuel companies are finding they can no longer attract new recruits to their planet-killing businesses, despite their attempts to greenwash themselves as solutions to, rather than causes of, the climate crisis.

Between 2013 and 2017, the number of UK graduates going into oil and gas jobs fell by 61%.¹ Research conducted at the same time showed that young people hold oil and gas industries responsible for the climate crisis, and globally the sector is seen as the most unappealing of all to build a career in.

“THERE’S A MENTALITY OUT THERE THAT OIL AND GAS IS FINISHED.”²

Students aren’t just rejecting jobs in the fossil fuel industry, they are actively fighting the presence of these companies in universities. This is presenting a real risk to the future of fossil fuel industry recruitment. We should aim to make recruiting a future workforce as difficult as possible for oil, gas and mining companies in the hopes that we can slow the climate crisis.

¹. Oil industry has a millennial problem as talent pipeline trickles, Bloomberg, Edie Spence, 02/08/2019
RECRUITING CLIMATE INJUSTICE

Oil, gas, and mining companies need a steady supply of new workers in order to continue expanding their operations. But they can no longer rely on their reputation to bring graduates to them. Instead, they have been forced to pivot towards an aggressive, active and expensive recruitment strategy, spending vast sums of money to channel students towards their job vacancies: one way they do this is through university careers services.

Big polluters are attending careers fairs, putting on exclusive networking events, providing internships, and promoting their career opportunities to students. Taken together, all these activities work to funnel students into the oil, gas, and mining industry. We call it the ‘recruitment pipeline,’ and it is actively upheld by university careers services who invite and accept these companies onto physical and virtual campuses to carry out recruitment drives.

This recruitment pipeline, constructed and maintained by our universities’ Careers Services, has immense importance and value to extractive industries, as it ensures their future viability. We should think of it as a vital pillar of support provided to these companies.

The oil, gas and mining industry is vulnerable; we have an opportunity to shut down the recruitment pipeline and make it difficult for these companies to recruit graduates. We can win big for the climate justice movement by taking a stand in our universities and saying loud and clear: Not here, not anywhere. We want Fossil Free Careers
JOBS WITHOUT A FUTURE

When we win a Fossil Free Careers campaign, however, it’s not just a win for environmental justice. It’s a win for students and universities too. The simple truth is that jobs in the oil, gas, and mining industries are bad jobs for students. They are dead-end jobs with no long-term prospects, and university careers services should not be promoting them.

If we are to keep global heating below 1.5°C and avoid the worst impacts of the climate and ecological crisis, then the amount of coal, oil, and gas that we take out of the ground will sharply reduce each year. Extractive industry jobs will rapidly disappear because the industry itself needs to rapidly shrink.

With existing projects needing to be wound down, and new projects undeniably violate climate agreements, there will simply be less and less work in the oil, gas and mining industry. Extractive jobs are facing a cliff-edge: they have no future.

For this reason alone it makes no sense to push students, starting out in their professional life, towards these careers. But a Fossil Free Careers commitment also benefits the university: universities that don’t make serious, meaningful commitments on climate action are getting left behind. They will struggle to attract young people who are increasingly politicised and climate-conscious.
AS WE MOVE TOWARDS A LOW-Carbon energy system, many jobs in the extractive industries will no longer exist. We need to make sure that workers and communities that will be most affected by this transition have secure futures and are not left behind.

A Just Transition is one which places workers and unions at the heart of decision making and ensures that their demands - like fully-funded relocation, new jobs with comparable terms, and no community left behind - are met.

So far, many talented campaigners and organisations working on a Just Transition have understandably been focusing on how to fairly and equitably exit workers from extractive industries.

However, in order to do this effectively, we also need to stem the flow of workers into those very same industries. One key entry point is through education, making Fossil Free Careers the perfect opportunity for students to campaign in solidarity with workers in the demand for a Just Transition.

"The test for any Just Transition is whether those most affected are allowed to lead the debate and have ownership of the priorities. If not, it cannot be a Just Transition."

STUDENTS HAVE THE POWER TO WIN

Because the way careers services assist industries with recruitment is specific to education, it is the responsibility of the student movement, in a powerful coalition with staff, to sever the recruitment pipeline. These are our institutions. They can’t exist without us as students or as staff, and it is vital that we fight for climate justice in the places we study and work.

We know the student movement is capable of winning huge fights in the name of climate justice. At the time of writing 93 UK universities have been pushed to remove their investments in fossil fuel companies, representing an endowment wealth of over £15 billion, and seriously damaging the social license of the industry. Now we can do the same thing with careers. Our movement is strong, and we have leverage, power, and a democratic voice within universities to demand Fossil Free Careers.

As students in the UK we are members of some of the most prestigious institutions in the world, and that privilege gives us power which we must wield in the pursuit of social climate justice. The opportunities afforded to us to push for radical change during our time within universities must be utilised to sever the links our institutions hold with extractive industries, starting with recruitment.
ENERGY SYSTEM INJUSTICE
RESOURCE EXTRACTION

Our current energy system is incredibly resource-intensive: corporations extract huge quantities of materials from the earth to use as fuel to supply our energy needs.

This is most obvious when we are talking about fossil fuels. For example, companies dig mines to extract coal that is then sold and burnt for electricity; they drill for oil and then sell it to power industry and transport; they frack for gas that is sold to heat buildings and produce electricity.

Energy is also produced from sources other than fossil fuels, such as solar power. To convert energy from the sun into electricity we use solar panels, and to build solar panels other resources are taken out of the earth: e.g. large quantities of cobalt are typically required.

All these separate activities - extracting materials, transporting them, converting them into usable energy and delivering that energy to users - are together known as the energy system.

Each part of the energy system depends on injustices and exploitation, whether the extracted material is coal or cobalt.
Burning coal for energy is the single largest cause of global warming. Coal is also the most carbon-intensive fossil fuel: when it is burnt to provide an amount of energy, more carbon is released than for any other fossil fuel.

Coal is particularly important in the UK context. It was coal that powered the factories, trains, and steamships that drove forward the industrial revolution. This early industrialisation via coal power means that Britain’s total emissions to date, and therefore its responsibility for climate change, is much larger than its population or economy would suggest.

It is in recent years, however, that greenhouse gas emissions have really taken off. Someone at UK retirement age today has been alive for 85% of global CO2 emissions. Half of all CO2 emissions have taken place since 1990.4

As well as its climate impact, the extraction of coal has had devastating impacts on frontline communities. The coal burnt in UK power stations primarily comes from Colombia, the USA, Russia, and the UK, and is linked to the dispossession of indigenous communities, contract killings, the destruction of ecosystems, and severe health issues for workers and the local community.

Many strands of the climate and ecological crisis can be traced back to violent colonial expansion, industrialisation, and theft of indigenous lands. **This history is fundamentally linked to how society is organised now:** a society that has a huge greenhouse gas problem. **We can organise it differently.**

---

CASE STUDY: CERREJON

Cerrejón is a massive coal mine in La Guajira, northern Colombia, the Colombian region with the highest number of indigenous communities. Cerrejón supplies coal to many power stations across Europe, but it is highly controversial.⁵

In 2002, three industrial mining giants - Glencore, AngloAmerican, and BHP - came together to jointly buy the mine. They then started to expand it outwards, further into the lands of indigenous Wayúu communities.

In each expansion, Wayúu communities were forcibly displaced, sometimes by riot police and soldiers.⁶ The surrounding area is now coated in coal dust, which has caused serious health issues for workers and the local community,⁷ and key water sources have been diverted by the mining company,⁸ making life difficult in the already arid region. It is an environmental and humanitarian disaster.

5. Banktrack, Cerrejón coal mine Colombia, https://www.banktrack.org/project/cerrejon_coal_mine
6. Undermining Human Rights: Ireland, the ESB and Cerrejón coal, Christian Aid Ireland, 19/02/2020, pg. 20.
7. Undermining Human Rights, pg. 21
We all Oil is primarily used to make fuel for transport, as well as for energy, industry, and heating. Oil is burnt for all these purposes which releases huge quantities of carbon, driving global warming and ecological breakdown. Burning oil accounts for approximately one third of the world's carbon emissions.

Corporations extract oil by drilling into the earth and pumping it out from underground reservoirs. This can happen on land, on big platforms out at sea (off-shore drilling) or by blasting steam through oil sands. This oil from the ground (crude oil) is then taken to industrial refining plants to turn it into suitable fuels.

Because of oil’s importance as a fuel, corporations and states have put lots of resources into controlling it, often at great social and ecological cost to those living in the area.

For example, the Ogoni are a people of the Niger Delta, one of the largest minority groups in the region. The Niger Delta sits on top of large oil reserves, which have been drilled by Shell since 1958, in the face of sustained community opposition.9

The resistance of the Ogoni people was met by violent repression, and oil drilling continued to have a devastating effect.10 An Ogoni villager describes the aftermath of an explosion at a Shell oilfield: (opposite)

---

“AN OCEAN OF CRUDE OIL MOVING SWIFTLY LIKE A GREAT RIVER IN FLOOD... YOU CANNOT COLLECT A BUCKET OF RAIN WATER FOR THE ROOFS, TREES AND GRASS ARE ALL COVERED WITH OIL...MEN AND WOMEN FORCED BY HUNGER HAVE TO DIVE DEEP IN OIL TO UPROOT ALREADY ROTTEN YAMS AND CASSAVA.”

GAS

Gas is also known as Shale Gas, Fossil Gas, and Natural Gas. **Gas is a fossil fuel** that is used primarily for electricity generation and heating.

Fossil Gas is primarily made up of methane, which is itself a potent greenhouse gas (the second biggest contributor to human-caused global warming after CO2). This means that Fossil Gas doesn’t just contribute to global warming when it is burnt for energy: it leaks into the atmosphere throughout the extraction, processing, and transportation phase, too.

The fossil fuel industry likes to present Gas as the environmentally friendly fossil fuel. But this is nonsense. Renewable energy is now cheap enough and reliable enough that gas power is truly obsolete. **Gas is not a ‘bridge’ to a renewable future; it is a direct and alarmingly short path to ecological breakdown.**
WHOLE ENERGY SYSTEMS

Fossil fuels play a hugely important role in driving the climate crisis, and they have rightly received much-needed focus from the climate movement.

However, our attention on fossil fuels has unintentionally caused us to miss how huge-scale extraction of other resources is being driven by the same capitalist drive for energy production. We argue that fossil fuels shouldn’t be seen as separate from renewable energy resource extraction, but should be taken together in a ‘whole energy systems’ analysis.

The way capitalism rips apart our earth and its communities to plunder the ‘natural resources’ it uses to power the global economy, causing irreparable damage in the process, is not unique to fossil fuels. We cannot simply displace the injustice of energy-motivated extraction from those on the frontlines of fossil fuels to those on the frontlines of renewable energies.

We cannot let extractive industries control the transition to a low-carbon economy. They will simply replace the extraction of fossil fuels for the extraction of other minerals, leaving the exploitative structures intact. Ecological breakdown would continue, the violence on the frontlines of extraction would continue, and our earth and its inhabitants would continue to be defined as expandable by big business.

To tackle the system at its root, we must challenge the injustice of our energy system as a whole, taking aim at all energy-motivated extraction. Together.
The fight against climate and ecological devastation goes beyond carbon, and therefore our resistance must go beyond fossil fuels.

Constructing renewable energy infrastructure - things like solar panels and wind turbines - requires particular minerals. For example, an essential component of electric vehicle batteries is lithium.

The minerals required for extracting, storing and transmitting renewable energy are known as the ‘transition minerals’. They include Cobalt, Lithium, Nickel, Copper, Bauxite, Gold, Graphite, Iron, Silver, Tin, Tantalum, Tungsten, Zinc, and the 17 rare earth elements.

What they are doesn’t matter so much as the ways in which the extraction of these resources, and the damage that causes, are intimately related to the capitalist drive for energy in a similar way to fossil fuels. All of these minerals require environmentally and socially destructive mining practices to obtain at scale: profit at the expense of the earth and its inhabitants.

Mining transition minerals causes similar impacts to extracting fossil fuels. Waterways are poisoned, soil is contaminated, vital species are killed off, people are displaced from their homes and left with severe health issues including increased rates of respiratory illness, leukaemia, premature birth and pregnancy complications.
MORE MINING: A FALSE SOLUTION

Transition mineral mining causes massive social and environmental damage. Yet extractive companies, including some of the world’s largest coal miners, are expanding their transition mineral operations and are trying to present this as a climate friendly move.

The industry is selling the lie that we have no other option apart from mining our way out of the crisis. They are offering an easy fix to the climate crisis, but it is a false solution that is insufficient to address the crisis, and would make existing injustices worse. The truth is that they profit massively from the status quo, and need it to continue.

What they are doing is known as ‘greenwash’: they are taking environmentally and socially destructive mining activity, which itself bears lots of responsibility for the climate and ecological crisis, putting some green paint on it, and presenting it back to us as a solution to the crisis. They are exploiting our need to address the climate crisis to justify a massive expansion in transition mineral mining.

But this is a false solution to the climate and ecological crisis. We cannot just leave the world as it is and slowly switch fossil fuel extraction for transition mineral extraction. That would reduce greenhouse gas emissions nowhere near quickly enough.
MORE MINING: NOT EVEN A TRANSITION

At the moment, most transition minerals aren’t even used for renewable energy anyway. They mostly get used for weapons manufacturing, aviation, nuclear technologies and construction. These are the industries we actually need to scale down in order to address the climate crisis! This truly is a false solution.

Ramping up the extraction of transition minerals would require a huge increase in environmentally destructive mining operations, and so would result in further environmental injustice. We cannot allow the profits of mining companies to be prioritised over the safety and flourishing of people on the frontlines of the climate crisis and extraction.

In fact, we should treat that proposal as a form of Green economic imperialism: Mining companies are attempting to justify repressive, territorially contested operations in the name of saving the environment, and we must fight back.

By actively promoting careers in the oil, gas, and mining sectors, universities reinforce the power of those industries and materially contribute to the climate and ecological crisis. We must continually place responsibility for the climate and ecological crisis at the feet of these extractive industries - targeting their recruitment operations does this effectively, and is therefore a vital target.

UK'S SIGNIFICANCE IN GLOBAL CLIMATE INJUSTICE

When a mining company turns up and starts extracting minerals, the profits don’t fall to the local community; instead, the minerals and the money flow out to international markets, making a minority of people rich at the expense of whole communities and the earth.

This flow of minerals and money drove forward the era of European colonial expansion and the looting of Latin America. The world economy has since been based on what we call extractivism: where states and corporations work together to extract resources whilst exploiting communities, typically in the Global South, in service of the international capitalist market and the enrichment of the owning class in the predominantly white countries of the Global North.

The UK was central to the formation of this violent, exploitative and environmentally destructive economic system of extraction and international trade, and still plays an important role today. Many of the world’s largest mining and fossil fuel companies have their headquarters in the UK, particularly London, and UK universities provide these same companies with an important supply of workers. Our universities, therefore, play a crucial role in upholding the global system of extractivism that is tearing apart our planet and its communities.

For more information on UK headquartered mining companies, check out the fantastic work of London Mining Network.
CASE STUDY: BHP

BHP is the largest mining company in the world, with 33 operations in 15 countries. It is headquartered in Melbourne, Australia but it has a secondary listing on the London Stock Exchange and a major management office in London.\textsuperscript{13}

The history of BHP is a colonial history. The modern BHP group formed in a merger between two industrial mining giants: Billiton and BHP. Billiton began as a tin mine on the island of Beiltung, Indonesia, in 1851. It was formed by two Dutch settlers; at the time, Beiltung was part of the Dutch East Indies, a colonial administration.\textsuperscript{14}

BHP itself was formed during a wave of Australian settler colonialism. It started life as a silver, lead and zinc mine in Broken Hills, New South Wales, on land that had been lived on by the region’s original inhabitants for 45,000 years.\textsuperscript{15}

The company today is little better. In Chile, BHP is facing lawsuits for its mines in the Atacama Desert, which are allegedly using three times more water than authorised.\textsuperscript{16} In Brazil, 2015, a dam collapsed at a joint-owned BHP mine, killing 20.\textsuperscript{17} In Papua New Guinea, the Ok Tedi mine has reportedly discharged so much untreated waste directly into local rivers that “the hunting, fishing and garden areas of an estimated 40,000 local and Indigenous people have been damaged or destroyed.”\textsuperscript{18}

\textsuperscript{13} BHP, Offices, https://www.bhp.com/what-we-do/global-locations/offices
\textsuperscript{14} BHP, Our History, https://www.bhp.com/about/our-history
\textsuperscript{15} London Mining Network, Martial Mining: resiting extractivism and war together (2020), pg. 8
\textsuperscript{16} Cecilia Jamasmie, Chilean Watchdog Charges BHP for Water Misuse at Escondida, Mining.com.
\textsuperscript{17} Paul Robson, THE RIVER IS DEAD: The impact of the catastrophic failure of the Fundão tailings dam.
\textsuperscript{18} London Mining Network, CUT AND RUN.
EFFECTIVE SOLIDARITY

Solidarity cannot exist only in theory, it demands action. Solidarity is a practice of using your time, position, skills and resources to struggle alongside other people for a shared goal – our collective liberation. Solidarity is the recognition that no one is free until we are all free.

As students attending universities that play a crucial role in the global system of extractivism, our privilege gives us leverage and a democratic voice that directly affected communities on the frontline of resource extraction and climate impacts do not have access to.

When frontline communities resist extractive projects, they frequently face violence and repression from riot police and the private security firms of oil, gas and mining companies. As students in the UK, we can participate in organised resistance with a reduced risk of such violent repression.

We have a responsibility to use our power and privilege to fight for environmental justice, standing in solidarity with those on the frontlines of extraction, climate injustice, and dispossession internationally.

By utilising our privilege, geographic location and membership of powerful institutions effectively, we can stand in solidarity with frontline communities by fighting the power and influence of global oil, gas and mining giants and the ways our universities facilitate their unjust businesses.

People & Planet students protest Samsung's anti-union policies, in solidarity with Samsung's workers
RESISTANCE: TAMPAKAN

The southern Philippine island of Mindanao contains large quantities of copper and gold. In 2007, the Swiss mining giant Xstrata bought the Tampakan Copper-Gold Mine Project through its subsidiary Saggitarius Mines Inc.\textsuperscript{19}

However, this project never received the consent of the B’laan, one of the 18 indigenous groups on the island, on whose ancestral land the project is based. The B’laan organised extensively against the mine through legal challenges, peaceful protest, marches, civil resistance, and eventually tribal war (pangayaw).\textsuperscript{20}

Their protest was violently suppressed, and prominent community leaders who opposed the mine were killed.\textsuperscript{21} Senior figures in the Philippine Army have attested under oath that they were murdered by paramilatires funded by the mining company.\textsuperscript{22} In 2010 the local government banned open-pit mining, in 2015 Xstrata sold the mine, and in 2020 local officials canceled the project agreement, meaning that it is unlikely the mine will ever go ahead.

\textsuperscript{19} Bong S. Sarmiento, Officials quash plan, for now, to develop Philippines’ biggest copper mine, https://news.mangabay.com/2020/08/officials-quash-plan-for-now-to-develop-philippines-biggest-copper-mine
\textsuperscript{21} Bulatlat, Politicians, military blamed for Tampakan massacre, https://www.bulatlat.com/2012/10/30/politicians-military-blamed-for-tampakan-massacre/
\textsuperscript{22} Global Witness, Defending the Philippines: How broken promises are leaving land and environmental defenders at the mercy of business at all costs, https://www.globalwitness.org/en/campaigns/environmental-activists/%20defending-philippines/
TARGETING CAREERS SERVICES
CAREERS SERVICES

Almost every UK university has a dedicated careers service (about 95% of universities). They will sometimes be called something slightly different, such as ‘The Careers Department’, ‘Careers and Employability Services’, or ‘Careers and Placements’.

They tend to be fairly small departments, and can often be found under the “Support Services” umbrella. Their primary function is to provide careers and employability assistance to students. They will provide one-to-one careers advice appointments to students, organise events like careers fairs and talks, and might also run an online platform for employers to advertise jobs directly to students.

The majority of these careers services have a ‘Director’ or ‘Head of Careers’ who leads the department. They are the key power holder for the Fossil Free Careers campaign, as they tend to be the person making the decision about whether or not to implement an Ethical Careers Policy. Don’t forget about other power holders who might influence this decision, however: other careers staff, sustainability staff, or even Vice-Chancellors!

Lots of the information about your uni’s Careers Service will be available on your uni website, or available to students via a ‘careers portal’. You could start by searching for a Director of Careers, and looking through the jobs board to see which companies the careers service has worked with in the past.

Engaging the Careers Service and starting up a dialogue is an important part of the Fossil Free Careers campaign. Start with some research to find out the name and contact details of your Head of Careers.
MAKING CONTACT

You can then just send them a polite, short email which lays out who you are, what the campaign is about and why you are getting in touch with them. You could include links to SU motions, workers’ union branch motions, or local media pieces about your campaign if you have them. Feel free to send a polite chasing email after a few weeks if you don’t hear anything! Check out the draft email below!

If the SU are working with you on the campaign, they might be able to set up a meeting for you and act as a bit of an intermediary.

Subject: Embedding sustainability in careers

Dear >>insert name<<

I am a student at >>your university<<, and like many students I am deeply concerned about the climate and ecological crisis.

I am getting in touch to see if you would be open to discussing how the careers service and students can work together to embed sustainability considerations?

One way for this to be done, and one I feel very strongly about, is for careers services to adopt an 'Ethical Careers Policy' which would outline which third-party industries the careers service will and will not assist with recruiting students and graduates.

I wanted to reach out to you to start talking through what this might look like. It would be great to meet to discuss this further.

Kind regards
ETHICAL CAREERS POLICIES

Most University Careers Services have a set of Terms and Conditions which governs their relationships with external employers. When we demand that universities implement an Ethical Careers Policy, we are demanding that universities either **add a restriction** for the oil, gas, and mining industry to their existing Terms and Conditions, or that they **implement a brand new policy altogether**.

**We know that there is precedent for our demands.** Freedom of Information research revealed that 20% of UK university Career Services already hold an industry-wide exclusion on ethical grounds. These were primarily the tobacco industry, and a minority excluded gambling/sex industries. Our demands could be granted today.

For example, the University of Bournemouth’s policy states:

‘We do NOT advertise: ...  
- Positions placed on behalf of tobacco companies  
- Roles which are connected to the betting and/or gaming industry’

We believe it is possible to exclude oil, gas and mining companies as a whole with a similar wording currently used to exclude other industries, and encourage careers services to do so.

For the example above, the University of Bournemouth could add a clause to this existing policy extending the exclusion to oil, gas and mining companies as a whole with a similar wording currently used to exclude other industries.

Or they could set up a new Ethical Careers Policy for the specific purpose of clarifying which companies/industries the university will and will not work with based on ethics and sustainability criteria.
It is clear that university careers departments already make ethical and moral judgements about which industries they exclude from recruitment opportunities. In the age of the climate crisis, it is essential that this exclusion be extended to those companies most responsible for destroying the planet: oil, gas and mining corporations.
REMIT OF THE ETHICAL CAREERS POLICY:

The Ethical Careers Policy would govern any and all relationships between the careers service and third parties for recruitment purposes: any situation, in which the careers service plays a part, where university members or graduates are a potential source of employees or volunteers to a third party outside of the university.

This includes:

(a) events in which the careers department is an organiser,

(b) digital media controlled by the careers department, including websites, webpages, social media and mailing lists, and

(c) physical materials from the careers department, such as mailings, posters, leaflets and brochures.

The 'Ethical Careers Policy' would cover all activities, at minimum, carried out by the careers service, but could also be applied at a university-wide level.

Note: Pre-existing contracts between careers services and the oil, gas and/or mining industry are no excuse for inaction. Our demands of careers services are clear:

- Refuse all new relationships with oil, gas or mining companies

- Decline to renew any current relationships with oil, gas or mining companies after the contractually obligated period ends

- Adopt a publicly available Ethical Careers Policy that explicitly excludes oil, gas and mining companies from recruitment opportunities.
Something that will almost certainly come up when you begin to talk to careers services is the concept of ‘impartiality’ - the idea that they do not bias their advice to students by inserting their own ‘judgements’ - it is all down to what the student wants to do.

This concept is very important in the careers world, and we can appreciate the value of giving impartial advice to students where this is evidence-based and factual.

A careers service adopting an ‘Ethical Careers Policy’ and excluding certain third parties from essentially advertising through the careers service in no way impacts upon the impartiality of this advice.

A student could go to a careers advisor and ask for advice on entering the oil industry and receive unbiased, factual information at the same time as oil companies not being present at careers fairs.

*It is not one or the other.* Careers services can remain impartial in the one-to-one guidance they give to students, whilst accepting a wider responsibility to sustainability that means they do not actively assist extractive industries in their recruitment when their operations are undeniably locking us into deadly and unjustifiable climate disaster.

"**IF YOU ARE NEUTRAL IN SITUATIONS OF INJUSTICE, YOU HAVE CHOSEN THE SIDE OF THE OPPRESSOR.**" - **DESMOND TUTU**
CAMPAIGN TARGETS

Working with the London Mining Network’s Just Transition Working Group, we have developed a list of 250 target companies for this campaign. This is made up of the largest 200 fossil fuel companies, and a further 50 transition mineral miners. When we refer to ‘oil, gas, and mining companies’ throughout this guide, these are the specific companies in question. They are the biggest, most important players in extraction.

The list of 250 companies comes in two parts.

Firstly, there are 200 fossil fuel companies, which are taken from the Carbon Underground 200, a record of the 200 largest fossil fuel companies globally. It is maintained by Fossil Free Indexes, and is widely used across the climate movement.

To this list of 200 fossil fuel companies, we added a further 50 transition mineral mining companies. We added the 50 largest transition mineral mining companies that have been registered as being involved in an environmental conflict. These are the companies that are driving environmental injustice around the world.

<table>
<thead>
<tr>
<th>Mining Top 50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
</tr>
<tr>
<td>-------</td>
</tr>
<tr>
<td>1 Rio Tinto Ltd</td>
</tr>
<tr>
<td>2 Southern Copper Corp</td>
</tr>
<tr>
<td>3 Freeport McMoRan</td>
</tr>
<tr>
<td>4 Norilsk</td>
</tr>
<tr>
<td>5 Newmont</td>
</tr>
<tr>
<td>9 Grupo Mexico</td>
</tr>
<tr>
<td>10 Polyus</td>
</tr>
<tr>
<td>11 POSCO</td>
</tr>
<tr>
<td>12 Antofagasta</td>
</tr>
<tr>
<td>13 Wheaton Precious Metals</td>
</tr>
<tr>
<td>14 Albiane Resources Corporation</td>
</tr>
<tr>
<td>15 Newmont</td>
</tr>
<tr>
<td>16 China Minmetals Corporation</td>
</tr>
</tbody>
</table>
CASE STUDY: PANGUNA

The Panguna copper and gold mine, in Bougainville, was one of the largest open-pit mines in the world at the time, and played a major role in Papua New Guinea’s economy. It also led to major environmental conflict and injustice.

Whole communities were forcibly relocated and were made to live in unsuitable houses, built far from their land, based on Western ideas of family, living and land. These were land-based communities, so this was a loss of drinking water, subsistence, and timber, as well as a social, cultural, and spiritual loss.

Local rivers were polluted, making them unsafe to drink, and killing off the fish. Affected communities made demands for environmental protections and compensation, which were rejected. Local protest escalated to sabotage of the mine, and riot police and then the military were sent in. In the ensuing conflict, about 20,000 Bougainvillean died.

Details here reproduced from 'CUT AND RUN: How Britain's top two mining companies have wrecked ecosystems without being held to account', by the London Mining Network.
BUILDING A MOVEMENT
BUILDING A CAMPAIGN GROUP

All good campaigns start with a strong team. One person with good arguments does not make a campaign. Being a catalyst for change also means bringing other people along with you. Here are some ideas on how you can get started:

Make it personal

Get together with friends and others passionate about social change. Once you’ve done that, email other groups on campus, make announcements at meetings of related groups or before lectures and put up posters in key places with meeting information.

Then, follow up personally with the people who get back to you. People get involved and stick around because of that personal connection, so get to know them: even if you can’t meet in person, sending direct messages or phoning someone is the most effective way to get them on board!

Make it inclusive

Joining a new group can be intimidating, especially if your identity feels unwelcome or under-represented in the group. Campaign spaces need to be inclusive to all people.

Campaigns are most effective when they bring a large, diverse number of people together in support of an issue. Why not reach out to groups on campus organising around other forms of social justice or hold similar values to you to see if you can work together? Think about who might be more isolated as a result of the pandemic, and who might need a bit more outreach and contact to feel welcomed and engaged. A diversity of experiences and opinions makes a group stronger.

Make it fun

Building your team is not just about mobilising students. It’s also about taking time to socialise, getting to know each other and having fun.
Although it can seem difficult, this can still happen during a pandemic. In fact, feeling connected to each other is more important than ever! Why not have a games afternoon on Zoom? Or an online film night, quiz or scavenger hunt?

**Use (Re)Freshers Fairs**

Freshers fairs and ReFreshers fairs are the perfect place to recruit students and raise the profile of your campaign on campus. Preparation is key: make sure you book a slot, and that you have materials to make your stall look exciting. You could bring a banner, print out some flyers, and have a sign-up sheet ready to grow your email list. Don’t forget to bring a bottle of water (you'll be talking a lot), and a petition or action that people can take away from the stall. That will make them much more likely to get involved. Remember to have a time/date/link set up for your next meeting so people know how to stay engaged!

For more tips on how to build and run a campaign group, see our Movement Building Guide.
ONLINE MEETINGS

As the pandemic continues, you may need to hold meetings remotely. This will require some adjustments to how meetings run. See below for a few tips on getting started for Online Meetings:

1. **Mute your mic when not speaking.** This helps to reduce background noise.

2. **Use the chat function to use facilitation signals:** These facilitations signals are suggestions. Everyone does it differently, but this is what we’ve been using at People & Planet. Because of poor internet connections, large numbers of participants, a lack of access to webcams, we have found that using chat signals rather than hand signals works best:
   - I would like to raise a point: 1
   - I have a direct response to what is being said: 2
   - I would like a piece of language explained: L
   - I would like to make a proposal to the group: P
   - Signaling agreement/positive/yes: +
   - Signaling disagreement/negative feelings/no: -

3. **Take regular breaks.** This sounds obvious but it’s even more important in a digital context. Aim to have a minimum of 5-10 minutes break for every hour of your meeting. Ensure people know they can request breaks if they need them.

4. **Designate a facilitator** who will be responsible for running the agenda, and ensuring that voices are heard in an equal and fair way. Rotate this over time so that it doesn’t always fall to the same person and become a position of power within your group.

5. **Keep it short.** If your meeting is going to be longer than 2 hours, it may be time to accept that it needs to be two shorter meetings in order for everyone to stay engaged and participate fully.
6. **It’s ok to have your video off!** Don’t expect or request people to turn their camera on – they might not have a strong enough internet connection, may not have a webcam, or may just not want to. Zoom is tiring as it is!

---

**WORKSHOPS**

At People & Planet, we can help take your campaign to the next level with a skills or campaign workshop.

If your group is fairly new to the campaign, or you have had an influx of new members because your recruiting is going so well, why not consider a campaign workshop? This is an interactive workshop that will provide you with all the skills, knowledge, and strategy required to take on the Fossil Free Careers campaign.

We also offer skills workshops to help plug any gaps you have in the team. Don’t have any experience doing press work on your team? Want to refine your campaign strategy for the new academic year? Want to skill up your team on taking direct action so that you can escalate? We can help you with that and more. Just get in touch and we can talk!
STAFF/STUDENT UNIONS: YOUR REPRESENTATION

Student Unions are a key democratic channel for students to advocate for change at their university. They are a great way to start building support for Fossil Free Careers on campus.

We have written a template **Student Union motion** that you can bring to a Student Council meeting, alongside a guide to getting it passed. This motion gives you the official backing of your student body, and commits the SU to supporting your campaign.

Before proposing the motion, you should reach out to the relevant officers in the Student Union: this might require some research to find out who tends to take on environmental or social justice work within the union. Try and set up a chat with them, and try to get them onside. They will be a crucial ally, and will have good knowledge on how to get the motion passed.

After the Student Union motion passes, you should reach out to the staff unions at your university (most often UCU and UNISON), and talk with them about passing supportive branch motions. **Resistance to the extractive industries must be fought by students and staff in solidarity: we stand together in the fight for a liberated university!**

Remember that you want to be gaining unions’ formal public support for the campaign, but you also want to be building long-lasting relationships with individuals and organisations. If you get invited to a branch meeting, make sure to stick around and chat with supportive union members!

Don’t forget to **turn up for workers’ struggles at your university** when your support is needed. When staff go on strike, management often try and divide students and staff. That makes it incredibly powerful when students turn up to picket lines and stand shoulder to shoulder with staff.
PETITIONS: THE BASICS

You won’t win a Fossil Free Careers campaign with a petition. However, you can use a petition to demonstrate a broad base of support for your demands, make your campaign more visible, to build up a list of supporters that you can call upon later, and as an easy first entry point into the campaign.

Setting up a petition is easy (see below for tips on using the People & Planet site for that), but getting a large number of petition signatures takes work! You have to consistently grind at it, by regularly posting it on social media, getting people to sign the petition after talks and events, getting every campaign member to get 10 friends to sign it, taking it to fresher’s fairs, and more.

A petition can be a useful recruiting tool if you use it to start a relationship with someone. Every time you ask someone to sign the petition, you should give them a way to get more involved in the campaign - why not give them a flyer? If they are a student, invite them to the next meeting, for example. If they aren’t a student, see if you can get the petition to snowball: ask each person who signs the petition to share it themselves.

The People & Planet site has a template Fossil Free Careers petition that you can start with. Our two top tips for a good petition are:

Use a nice picture! This is really important to get people to click on your petition when you share it on social media.

Add some detail! Our template petition is good, but you can do even better. Maybe add some detail about your university’s divestment commitment?
HOW TO: SET UP A PETITION

Setting up a petition on the People & Planet site is easy:

(1) Start by going to https://peopleandplanet.org/petitions, and click on ‘Start your own petition.’

(2) You’ll then need to register your email, and click on the link that you receive.

(3) Click ‘Create New Petition,’ and then on the next screen, make sure to choose Fossil Free Careers.

(4) Fill out the fields: In the petition title, include the name of your uni and the words ‘Fossil Free Careers’ so people can find your petition quickly and easily.

**PETITIONS**

[Search for petitions]

Showing 15 petitions: [Start your own petition]

**DEMAND FOSSIL FREE CAREERS: END EXTRACTIVE INDUSTRY RECRUITMENT**

- Campaign: Fossil Free Careers
- United Kingdom
- 315 signatures

[Read / Sign]

**FOSSIL FREE CAREERS BRISTOL!**

- Campaign: Fossil Free Careers
- University of Bristol
- 223 signatures

[Read / Sign]

**FOSSIL FREE CAREERS AT UWE BRISTOL!**

- Campaign: Fossil Free Careers
- UWE Bristol
- 137 signatures

[Read / Sign]
HOW TO: PREPARE FOR NEGOTIATIONS

As your campaign builds in power, the university won’t be able to ignore you, and will eventually agree to meet you. Once you get management to agree to a meeting, there are a few things you can do to make sure that meeting is a success:

Be prepared: with your arguments and supporting evidence, and also a strategy of exactly what you are trying to get out of a meeting and the best way to do so. Find out who will be in the meeting and plan accordingly. You could practice your key arguments as a group beforehand!

Go in a group, or at least as pairs, and decide on who will be taking notes before. It’s important to make detailed notes of exactly what is said: even if management doesn’t agree to any of your demands, you might be able to capture a quote that energises your supporters.

Keep calm: It’s important to show passion and firmness, but the University will be looking for opportunities to portray you as aggressive or unreasonable so they can ignore you- don’t give them the opportunity! Equally, don’t let them intimidate you, or claim that the situation is too complex. If they go off on a tangent, bring the conversation back round to your demands and why they are important.

Open up those closed doors: use print and social media to make regular public statements on the process. Exercise some caution about when and what to release, but remember that your accountability is to the movement and not to university management. The University benefits from keeping negotiations behind closed doors, so it is important to keep these processes in the public eye to balance the power dynamics. People love hearing about these meetings and they are a great opportunity to grow your campaign, whatever the outcome of the meeting!
HOW TO: ESCALATE

Fossil Free Careers is a new campaign, and so it’s important that we give universities a chance to implement our demands. If negotiations stall, however, then it might be time to start escalating your campaign. Here are a few ideas on how you can start to put pressure on the university, whilst also building visibility and support for your campaign.

Poster actions

Poster actions are a great, Covid-safer action (if you do it outside) that groups of any size can undertake. All you need to do is create a poster, print off a load of copies, and stick them up around campus. Get creative about where you put them up: are there noticeboards that you could subvert or other posters you might want to hide?

Chalk actions

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

Banner drops

A banner drop is a true student movement classic. The idea is that you make a big banner with your campaign name/demands/slogan/logo on, and then find a place to hang it where lots of people will see it and the university will be embarrassed. You can drop a banner off a bridge, two windows next to each other, a balcony, or any other place where people will see it. This one
HOW TO: ESCALATE

is all about visual impact, so there are a few things to consider:

(1) Find somewhere iconic/with high footfall. You want lots of people to see the banner, so find a spot that people will go past. Think about height, too: if it’s too high then people on the ground won’t be able to read it. If you can do this on an iconic building, or a place that is instantly recognisable as your uni, even better.

(2) Go big: The bigger the banner, the better. You’ll be more visible and it will be much more impressive. You might have to pay attention to where you hang the banner from: if it’s between two windows, then that will restrict the length.

(3) Get a good picture: While university staff may take the banner down quite quickly after you leave, photos are forever. A good picture can be used on social media and in press releases and can be a really useful asset to your campaign for the long term.
**GLOSSARY**

**Climate (and Ecological) Crisis:** The interconnected crises of a heating climate and the breakdown of ecological systems, causing disrupted weather patterns, mass species extinction, and changing environments which make existing life difficult.

**Climate justice** begins by recognising that the climate crisis has been caused by the unjust ways in which our world and societies are organised. It then demands that our response tackles the root of the problem and is part of a wider struggle for social justice.

**Energy system:** The collection of different industries and processes that make energy available to use: from extracting materials, transporting them, turning them into usable energy and then transporting that energy in a useful form to its end point.

**Ethical Careers Policy:** A publicly available commitment that a Careers Service makes, in which it agrees to not collaborate with the oil, gas, and mining industry.

**Extractors/extractive industries** The oil, gas, and mining companies which dig and drill natural resources out of the land.

**Extractivism** is a political term: it refers to the practice of extracting natural resources and exporting them for sale elsewhere, in a way that destroys communities and natural environments, and is driven by the global economy and the need for growth.

**Energy-motivated extraction:** The removal of natural resources from the land and sea to supply energy needs, such as electricity, heating, and transport.

**Fossil Fuels:** Coal, oil, and gas are the three main fossil fuels. They are formed underground over long timescales, and when they are burnt for energy they release gases which are driving the climate crisis.
GLOSSARY

Frontline (communities) are those which are facing the direct impacts of oppressive systems. For example, communities on the frontlines of the climate crisis are those most affected by the changing climate, and communities on the frontlines of extraction are those directly impacted by an extractive project.

Greenwash: When corporations and governments try to present environmentally destructive activities as a solution to the climate crisis, or as environmentally friendly.

The Global South refers to countries which are economically disadvantaged, of which many (though not all) lie in the Southern Hemisphere. It is also used to encompass all the people who are negatively affected by the increasing global connectedness of capitalism.

Indigenous people are the descendants of those who were there before others who now constitute the mainstream and dominant society. The term is used to describe a group which has had ultimate control of their lands taken by later arrivals.23

Minerals: naturally occurring, solid, non-living materials. Any given mineral, e.g Quartz, has a single, unique chemical makeup, and all minerals have an ordered structure which means they grow as crystals.

Owning Class: those who have enough income from the things that they own (their assets) that they do not need to work to survive.

Recruitment pipeline: When University Careers Services actively send graduates into careers in oil, gas, and mining companies by collaborating with the industry on recruitment events and promoting jobs in the industry to students.

**Social License:** The collective consent that we, the people, provide to extractive companies to carry out their environmentally destructive operations. When we expose the truth about these companies and change public opinion, we help to withdraw this social license.

**Settler Colonialism** is a type of colonialism where settlers take control of the land and resources, and then create separate societies from the indigenous population.

**Transition minerals** are the minerals which are required for renewable energy technologies. For example, lithium is required for the batteries in electric cars. Some of the other major transition minerals are nickel, cobalt, and the rare earth elements.