

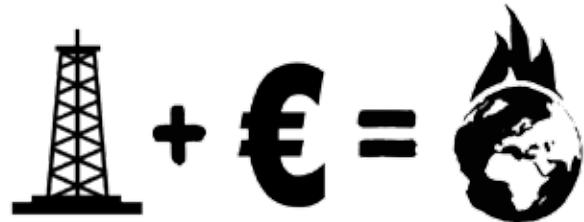


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A STEP BY STEP GUIDE FOR CLIMATE ACTIVISTS

FREE

GO FOSSIL FREE



THIS HANDBOOK IS A STEP-BY-STEP GUIDE TO MAKING CHANGE THROUGH YOUR OWN LOCAL FOSSIL FREE CAMPAIGN.

THE ADVICE IN THIS HANDBOOK APPLIES TO CAMPAIGNS TARGETING A VARIETY OF DIFFERENT INSTITUTIONS – SUCH AS A CITY, A UNIVERSITY, A CHURCH, OR EVEN A PENSION FUND.

- 1. RESEARCH**
- 2. TEAM**
- 3. STRATEGY**
- 4. GO PUBLIC**
- 5. ASK**
- 6. DEMAND**

Before you get started there are a few things that you should keep in mind:

The steps outlined in this guide don't necessarily need to happen in sequence

Keep in mind why this is important to you - Divestment makes sense financially, environmentally and morally

Get together with friends and follow your intuition

Start doing and don't be scared of making mistakes

Don't get bogged down in detail. You don't need to be a financial expert.

1. RESEARCH

The first step is to learn a few key facts about the institution that you will be asking to divest.

You may want to try and answer these questions directly yourself, or better still reach out to people that might have that knowledge already. Reach out to friends, family, co-workers, lecturers, campaign groups or even speak to people within the institutions itself.

Researching the money

- Is the institution publicly or privately funded?
- How much money does the institution invest?
- Does the institution have an existing investment policy, ethically focused or otherwise?
- Does the institution subsidise or accept funding from fossil fuel companies?
- Who does the organisation do its day-to-day banking with? In what does that bank invest?

Researching the organisation

- Who within the institution has ultimate responsibility for investment decisions?
- Are there any stakeholders, board members, or senior management that would be likely to support a call to divest?
- How can we as citizens/members affect the investment decisions of the organisation?
- Who might you contact within the organisation to open up dialogue?
 - Instead of asking the institution to divest, your initial conversation could be more around getting them to support or join the campaign.

If you need support, or help understanding a response from an institution but don't know what to do next, be sure to get in touch with your national coordinator.

For more information, resources, contact details of national coordinators, or if you want to register your campaign, check out:

gofossilfree.org/europe

Researching your opportunities

- How do we best communicate that this specific institution should divest?
 - Is a petition the best place to start? Or maybe a public debate with some expert speakers? How could a creative intervention help raise the profile of your campaign?
- What does the institution's office or headquarters look like and how might you use that space to communicate your divestment message?
- What people/organisations might be interested to join you in organising a call for divestment?
- Are there important dates that people in your community will be organising around and when a 'Fossil Free' event could be organised?
For example:
 - Induction week or a careers fair at university, or a committee meeting/public consultation at a local council.



2. TEAM

You've started to gather some initial research and you're ready to get the campaign going!

There's a lot to do and it's much more fun to do it with a team. Building a campaign team is a crucial step to making sure your campaign is a success. But what are your skills and what skills are needed for you to win?

Building A Team

- Get in touch with groups and individuals who are already working on issues such as climate, environment, social justice, alternative economics etc. Organise a meeting to talk about your ideas.
- Do a film screening of "Do the Math", to gather people who are interested in the climate issue. Get together after the film to discuss starting a campaign and ask others to get involved.

Why not speak with friends and family that work in the public sector; teachers at a university or maybe volunteers at a local church group. Inside contacts can be helpful with research, identify who the decision makers are and get in contact with them.

Work To Your Strengths

- Make sure to know what different knowledge/skills exist in the group, and what interests there are. Who is best at and would like to lead on research, who prefers to plan events, who's the best at organising meetings and keeping track of decisions and action points?
- Plan meetings in advance, publicise them and make them open for others to join. Meet regularly either once a week or fortnight to help keep up the momentum. Keep up the spirit. Have fun while working on the campaign. Don't only get together at meetings, be sure to have fun together and build trust and relationships that go beyond the campaign.

3. STRATEGY

Coming up with a strategy is more simple than it might initially seem.

Strategy is your overall plan, the steps you'll take in order to achieve your aim. Your strategy will include different tactics/activities i.e. those things you will do to implement the plan — this distinction is critical for structuring an effective campaign.

<http://beautifultrouble.org/principle/choose-tactics-that-support-your-strategy/>

The above link is a good starting point when thinking about strategy. It might also be a good port of call for ideas on what tactics you could use. Your strategy might be as simple as implementing some of the steps in this guide!

Individual Steps

1. **Research target institution**
2. **Start a petition**
3. **Build a team**
4. **Reach out to individuals, groups and networks** that could be interested in supporting your campaign
5. **Identify pressure points** of target institution, key decision makers and possible dates for intervention

Power Mapping

Think about the people who have influence at your institution. Figure out who is on the board, or if there are department heads within the institutions that work for the fossil fuel industry, or if you're lucky, who might support you with your campaign.

Write a campaign plan

A campaign plan is a living document that you can use to order your thoughts and set clear benchmarks that will help to keep you on track.

You can find a sample campaign plan on our website, but feel free to come up with a format that works best for you.

<http://workshops.350.org/toolkit/campaign/#strategy>

It will help to work backwards, think about where you want to be when you win your campaign and think through the steps that will get you there. Think of some clear tactics that will help you reach your goals, and think about how these tactics fit with your strategy. Be sure to think creatively and be ready to adapt your plan as the situation changes.

Create a Timeline of Events

A campaign calendar is one of the most important things that help keep up campaign momentum. Sit down with a calendar and map out how you can keep up excitement and interest over the coming weeks and months. Nothing planned in November? Why not organise for a speaker or expert to come and talk with your group.

Try and always have an idea of what you will be doing next a few weeks in advance. This way you will be able to keep things moving forward and have tangible, concrete things to aim for. Remember, good campaigns are like good stories - the more interesting your narrative, the more people will want to follow along and take part.

4. GO PUBLIC

It's time to let people know you're out there, to raise awareness and build support.

Divestment campaigns can often falter because they turn into backroom negotiations with an investment committee, rather than a public-facing effort that galvanises support from the local community. When you're ready to go public with your campaign there are various easy first steps that you can take:

- **Start a petition.**
- **Write open letters/debate articles** to newspapers and media.
- **Be present at events.**
- **Arrange your own events:** e.g. film screening, seminars, parties, or public interventions.
- **Spread your message** with posters, stickers, flyers.
- **Create an online presence** - through the social media channels of your national campaign.
- If you plan a divestment event **get in touch with the media** and let them know. For tips on how to write press releases etc. see link: <http://workshops.350.org/toolkit/media>

5. ASK

It's important that at the start of your campaign and at regular intervals along the way, you contact the institution and ask them to join the campaign. After all, if you don't ask you don't get.

BE SURE TO ASK

It might seem stupid, but before you start off your campaign don't forget to ask the institution that you're planning to target to divest. They might just say yes, after which you'll have a new ally to work with.

If they say no, well, then its time to get to work.

- Make calls, arrange meetings etc. with the institution.
- Let them know that there is a group working on this and that an active campaign is building, calling on them to divest.
- Send them information to help overcome any obstacles that might stand in the way of them joining us.
- Ask them to sign the fossil free pledge.
- Once your petition reaches a desired level, deliver it to officials... and if you're feeling creative, plan an event around it.
- Talk to experts from your local community and ask them to publicly support your cause.

Remember! If you get a response from your institution and you're not sure what to do next, get in touch with your national coordinator.

6. DEMAND

The board has shot you down, the head of the council or mayor doesn't want to listen to you (or you're stuck in negotiations with some go-nowhere committee) and it feels like the campaign is stuck in neutral.

We're all going to face moments where it feels like things are going slowly. The key is not to back down — now is the time to tactical escalate your campaign and try some new tactics.

Organise A Sit-In Or Occupation

In 2008, in the UK, a spontaneous campaign group called UK Uncut, used sit-in tactics to raise awareness of corporate tax avoidance and demonstrate how collecting the billions in tax avoided from companies such as Vodafone, could be a simple antidote to the UK government's ideological cuts to education, health and other public spending.

Allowing investments in fossil fuel companies and corporate tax avoidance have one main similarity, they are both profoundly immoral and based on an ideology of private profit of a few over the welfare of the many. Occupation of space allows you to make the moral basis of your campaign even louder and when those in positions of responsibility aren't listening, louder is what we need to be.

<http://beautifultrouble.org/tactic/occupation>

Blockade The Building

Similar to a sit-in, a blockade is a simple tactic that doesn't require you entering a building.

For example, you could do this creatively outside the main entrance with a table and chairs by holding a divestment discussion. Leave one place free and invite the chairman of the board to attend. If s/he turns up then you'll get to hear excuses about why this divestment isn't possible in real time.

If you're not experienced in such tactics that's fine. Get in touch and let us know what you're planning and we'll support you the best we can. Why not also try reaching out to local grassroots groups, Friends of the Earth or Greenpeace for advice about how use such tactics?

FOSSIL

*IF IT'S WRONG TO DESTROY THE CLIMATE. IT'S
WRONG TO PROFIT FROM THAT DESTRUCTION*

FREE

FOR MORE INFORMATION, RESOURCES & TO REGISTER YOUR CAMPAIGN

[GOFOSSILFREE.ORG/EUROPE](https://gofossilfree.org/europe)