

## Fossil Free Europe - Key messages

The following is an outline of the divestment key messages for each of the three communication threads. The links take you to a more detailed narrative for each threads.

### Moral thread

- To stay below 2°C global warming, 80% of the fossil fuel industry's known carbon reserves need to stay underground.
- Public institutions<sup>1</sup> are complicit in wrecking our climate by funding the fossil fuel industry.
- Instead of fueling climate change, public institutions should support a just transition to an economy rooted in social and ecological justice.<sup>2</sup>

### Financial thread

- The growing carbon bubble poses a huge financial risk. Eighty percent of the known carbon reserves are at risk of turning into stranded assets.
- Public institutions investing in risky carbon assets neglect their fiduciary duty to take an active long-term stewardship approach to the money they are entrusted with.
- Institutional investors need to phase out any direct or indirect investments in risky carbon assets and address systemic threats like climate change proactively.

### Economic justice frame

- The issue at the core of the economic and climate crisis is that the short-term profits of the 1% are made at the expense of the 99%.
- Public institutions fund fossil fuel companies that have become the most profitable and powerful corporations in history by trampling on human rights and wrecking our planet.
- Fossil fuel divestment can disrupt the short-termism of our unjust economic system and set us on a path that puts people and planet before profits for the few.

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<sup>1</sup> Adapt 'public institutions' to the context you're communicating in, e.g. universities, municipalities, etc

<sup>2</sup> Alternative message (depending on what's most relevant in your context): In the past, public institutions have divested from rogue industries like tobacco and immoral regimes such as Apartheid South Africa. Now it's time to divest from fossil fuels.