



FOSSIL FREE UNIVERSITIES

The quick guide to a
successful campaign

✕ FOSSILFREE ▶



IN THIS GUIDE

This guide is designed to help you set up, plan and run a successful Fossil Free campaign at your university. If you have any questions, ideas or suggestions you can send an email to universities@fossilfree.nl or liset@350.org or just contact anyone else from one of the Fossil Free uni teams. For all the latest information, check out the website and don't hesitate to get in touch with the team.

The guide will start with some info about the fossil free movement. If you want to skip this and go directly into action go to page 14.

WWW.FOSSIELVRIJ.NL



WWW.FACEBOOK.COM/FOSSIELVRIJNL



TWITTER.COM/FOSSIELVRIJNL

November 2017

▶ WHAT IS FOSSIL FREE?

4

Why campaign against fossil fuels
The network
Divestment
Theory of Change
Organizing principles

▶ QUICK GUIDE FOR A SUCCESS

16

Why universities?
The team
Do research
The campaign

Plan
Build support and create awareness
Take action
Convince
Win or escalate

▶ PRACTICAL STUFF AND RESOURCES

52

Websites/links
Visual resources
Films
Active Fossil Free university groups



WHAT IS FOSSIL FREE?

We are an international network of campaigns and campaigners working towards liberating our communities from the fossil fuel industry. While each campaign is independently run and may differ based on their local context, the majority of the campaigns focus on asking institutions to break their (indirect) ties with the fossil fuel industry.

Anyone, anywhere can join a Fossil Free campaign or start their own. There are many campaigns around the world already and yours can be one of them. Each campaign group is autonomous but consists of the same DNA or building blocks:

we share a **Theory of Change** for how divestment can tackle the climate crisis (pg. 13).

we commit to the same **organising principles** for how we work together (pg. 14-15).

WHY CAMPAIGN AGAINST FOSSIL FUELS?

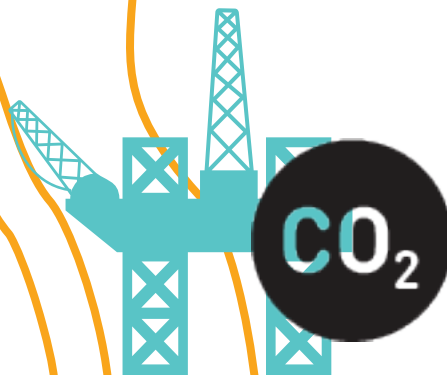
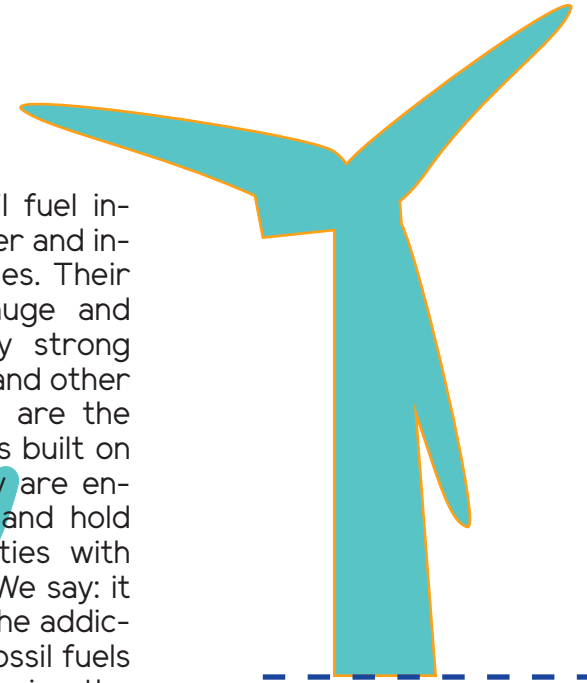


Climate change is already having and will continue to have a massive impact on our world. Global warming as a result of greenhouse gases in the atmosphere (most importantly CO₂) is a serious threat to all life on our planet. Despite the commonly accepted information about climate change, the fossil fuel companies are still pursuing business as usual. **The fossil fuel industry puts profit before people.** They show no real intention to contribute to the transition to-

ward renewable energy. Even worse, this industry actively delays this transition.

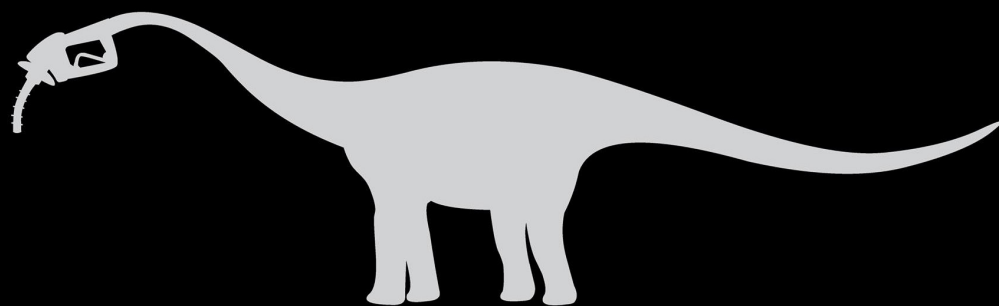
Fossil fuels companies are not only responsible for a great part of global CO₂ emissions but also for many environmental disasters. Oil spills and pollution ruin ecosystems, and communities on the frontline of fossil fuel extraction are seeing their land and ways of living being destroyed. These companies put our communities and ecosystems at risk without taking responsibility for their actions.

Furthermore, the fossil fuel industry has a lot of power and influence in many countries. Their financial assets are huge and usually they have very strong ties with governments and other large companies. They are the core of a system that is built on fossil fuel energy. They are entwined in our society and hold their power through ties with our public institutions. We say: it is time to break down the addiction of our society to fossil fuels and this starts by removing the source – the power of the fossil fuel industry itself.



DIVESTMENT

Divestment means, the act of removing money from a particular fund or asset. We call for divestment from fossil fuel companies.



DIVEST

KEEP FOSSIL FUEL IN THE GROUND.

The Fossil Free campaign originally focused on 'divestment': the act of removing money (divesting) from a particular fund or asset. We call on our communities and institutions for their immediate divestment from fossil fuel companies.

200 publicly traded companies hold the vast majority of the world's proven coal, oil, and gas reserves. These are the companies we are asking our

institutions to break their links with. These companies are displacing entire villages to make way for more extraction projects that poison our communities' land and water. Together, they hold five times more carbon in their fossil fuel reserves than we can safely afford to burn to stop runaway climate change.

Divestment is the opposite of an investment – it simply means getting rid of

stocks, bonds, or investment funds that are unethical or morally ambiguous.

When you invest your money, you might buy stocks, bonds, or other investments that generate income for you. Municipalities, religious organisations, pension funds, and other (public) institutions put billions in these same kinds of investments to generate income to help them run. Fossil fuel investments are a risk for both investors as well as the planet, therefore we're calling on institutions to divest from these companies.

The fossil free movement holds the fossil fuel industry accountable for their responsibility in causing the climate crisis. By naming this industry's singularly destructive influence – and by highlighting the moral dimensions of climate change – we aim that the fossil fuel divestment movement can help break the hold that the fossil fuel industry has on our economy and our governments.

BEYOND DIVESTMENT

Divestment is at the heart of the Fossil Free campaign, but it is not the end.

Divestment is also about cutting your ties with the fossil fuel industry. Fossil Fuel companies cultivate sponsorship relationships to help create a 'social licence to operate'. This contributes to their legitimacy that enables them to keep expanding operations at a time of climate crisis and to stifle the demands for justice of those communities who live on the frontline of their destructive, polluting operations.

Only a decade ago, tobacco companies were seen as respectable partners for public institutions. That is no longer the case. It is our belief that fossil fuel companies should be seen in the same light.

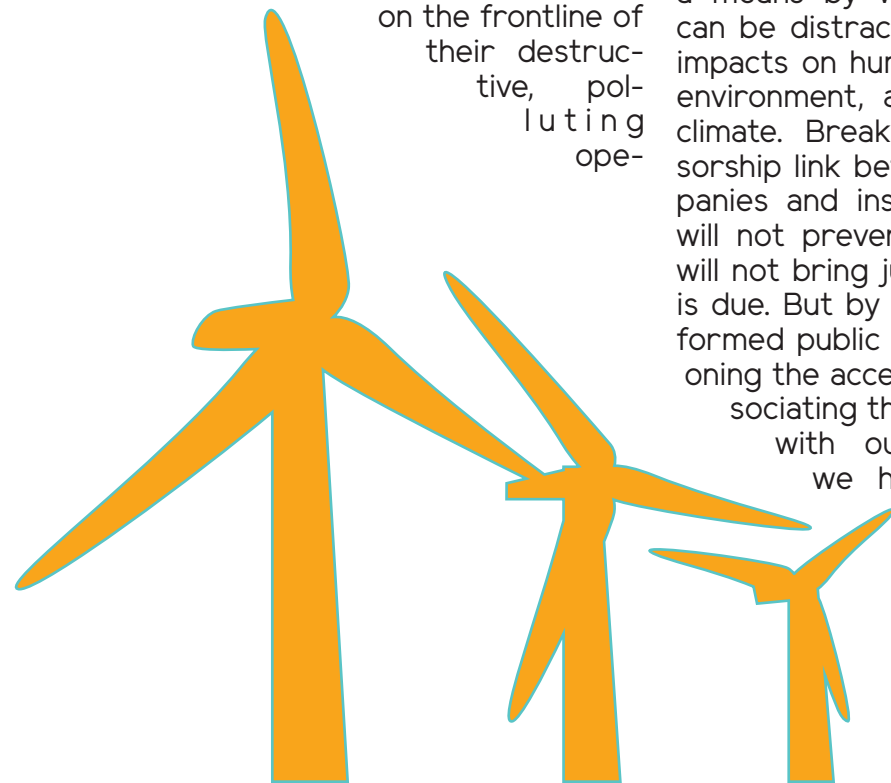
The public is rapidly coming to recognise that fossil fuel sponsorship programmes are a means by which attention can be distracted from their impacts on human rights, the environment, and our global climate. Breaking the sponsorship link between oil companies and institutions alone will not prevent disasters. It will not bring justice where it is due. But by creating an informed public debate questioning the acceptability of associating these companies with our institutions, we hold the fossil fuel industry accountable in political and financial spheres.

GREENWASH

a form of spin in which green PR or green marketing is deceptively used to promote the perception that an organisation's products, aims and/or policies are environmentally friendly.

MORE JARGON?

https://peopleandplanet.org/system/files/resources/fossil_free_jargon_buster.pdf





THE NETWORK

The Fossil Free campaign is part of a global network also known as the divestment movement. The campaign was started in the US by Bill McKibben and a couple of university friends, who called their movement 350.org. The name comes from 350 parts per million CO₂, the 'safe' concentration of CO₂ in the atmosphere. The current concentration of CO₂ in the atmosphere is over 400 ppm.

Today, a global movement has emerged from the many local initiatives and grassroots organisations. The European branch, 350 Europe, organises annual gatherings for all people who actively work towards a fossil free future. These (largely informal) events are a great opportunity to get in touch with other groups, share successes, and get inspiration for new actions. In the Netherlands, the Fossil Free movement is supported by 'Fossilvrij NL', the Dutch branch of 350.org. In the Netherlands, there are many different campaigns, such as Fossil Free education, Fossil Free pensions, Fossil Free culture, Fossil Free municipalities, and of course Fossil Free universities. The university groups meet every few months to discuss their strategies and see how they can improve their individual and collective impact.

The Fossil Free network is of course part of a wider climate network. Participating in national demonstrations, (direct) actions, or training weekends is a great way to meet other motivated climate activists or climate activism groups. One notable event in the Netherlands is the Dutch training weekend for the climate movement (also known as the climate weekend), organised twice every year (in April and in October). Notable organisations in the Netherlands include Greenpeace, Milieudefensie (the Dutch Friends of the Earth) and JMA (their youth organisation), and Code Rood (civil disobedience group).

THE BUILDING BLOCKS

THE THEORY OF CHANGE ►

At the root of the climate and environmental crisis lies a powerful force: major corporations (particularly fossil fuel companies and their investors), dedicated to preserving the status quo to generate short-term profits. But this can change. In order to limit the consequences of climate change and build a more sustainable and just world, we should challenge the fossil fuel companies and the pillars they are built on. Fossil fuel companies have arguably become the most powerful corporations in history. But their power is dependent on being seen as legitimate actors in our society.

Fossil Free believes in the power of people. The biggest social changes we've seen in the past couple hundreds of years have been achieved by social movements. If we all work together, we are more powerful than the fossil fuel industry. Therefore, it's time for our institutions to take a stand and divest from fossil fuels. By doing so, we can weaken the fossil fuel industry's political and economic grip on society.



Every time an institution publicly breaks its ties with the fossil fuel industry, we chip away at the pillars of support that allow the industry to carry out immoral business plans, and we open up space for the right climate solutions to flourish.

Learn more about the theory of change here:
<https://youtu.be/dApzl9jN04>

ORGANIZING PRINCIPLES

1

WE ARE INCLUSIVE

Climate change isn't just an environmental issue, or a social justice issue, or an economic issue — it's all of those at once. It's one of the biggest challenges humanity has ever faced, and we're going to have to work together to solve it.

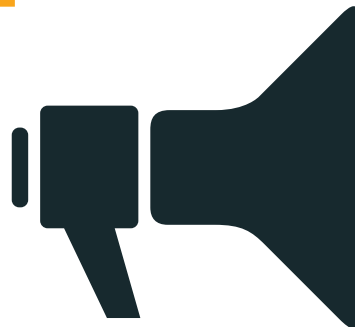
We embrace and actively welcome the talents, energy and commitment of all individuals volunteering their time to the divestment movement regardless of their background, ethnicity, religious or spiritual belief, gender and sexual orientation. We respond immediately against disrespectful behaviour.

Our movement is built on the relationships of its participants. We will work every day to build trust, respect and reciprocity among members of the Fossil Free movement. We assume all Fossil Free campaigners have good intentions.

2

WE ARE OPEN SOURCE

We share the open-source Fossil Free identity and tools that bind our diverse campaigns together (pg. 52-54).



3

WE ARE ALL LEADERS

Fossil Free groups are autonomous and responsible for ensuring their own organising, facilitation, decision making, communications, tactics, and actions. The activities of Fossil Free members are consistent with the organising principles and the movement's theory of change.

We encourage a variety of decision-making tools and processes within campaigning groups. This can range from consensus on key strategic decisions and thorough consultation to inform 'big' decisions, while entrusting day-to-day decisions to working groups and smaller teams.



4

WE TAKE ACTION

We encourage a plurality of tactics which strengthens our movement. We understand the role of public action in mobilising a critical mass of public support behind our cause. And we recognise the importance of escalating those actions when our demands aren't met.

We are committed to maintaining a non-violent discipline in all of our actions. We support those who take direct action and respect those who are not in a position to take part.

QUICK GUIDE

FOR A SUCCESSFUL UNI CAMPAIGN

Setting up a successful university team and campaign can be a challenge, but also a lot of fun. The next part of this guide includes practical tips and experiences from other teams.

Most of the campaigns go through similar processes that repeats itself along the way. The different stages and steps will be explained on the next pages. Here is a preview:

GET TOGETHER

EXPLORE

SET A MISSION AND GOALS

PLAN A CAMPAIGN
PETITION

ORGANIZE SUPPORT

ESCALATE OR WIN

EVALUATE AND REGROUP

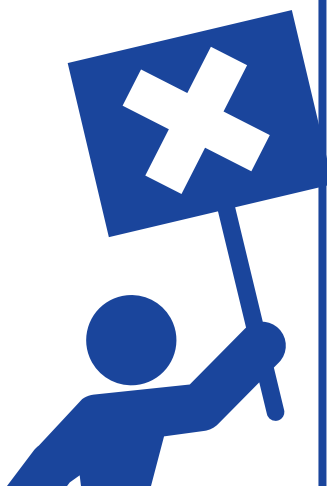


WHY UNIVERSITIES

As public institutions, universities carry a responsibility to do what is best for society. Ties between universities and the fossil fuel industry are unethical and should be exposed and broken. Ties between higher education institutes and fossil fuel industries can be very different depending on the institute. Examples include research sponsorship, partnerships, and indirect investments.

DIVESTMENT?

The divestment campaign started at universities in the US and quickly became very successful. The goal is very simple and understandable: Get universities to divest from fossil fuel industries. In the Netherlands, the campaign is a bit more complicated. Dutch universities are public or semi-public institutes and as such, they are not allowed by law to invest in companies or participate in the stock market. Therefore, asking them to simply divest does not work. Nevertheless, there are other ties between the fossil fuel industry and Dutch universities. As a Fossil Free university team, we try to expose those ties and get the university to break them. In this guide, we will give you some examples of goals you can set for your campaign, but it is also important to look at what is needed at your specific institute.



THE TEAM

BUILD A TEAM ►

All good campaigns start with a strong team. Get together with your friends, recruit the best activists on campus, and remember to think outside the box about who to invite. A diversity of experiences and opinions often makes a group stronger.

Recruiting members for your team can be a challenge. Here are some tips on how to find people for your team. A team usually starts with a group of likeminded friends or students that know each other through their university courses. To find more people to join the

team, you can hand out flyers, organise an info evening or info stand, or you can hold open meetings. It can also be very helpful to pitch your ideas and plans at the beginning of a lecture. Another way to recruit members is by joining actions or events organised by other student groups and talk to as many participants as possible.

Don't hesitate to get started with just 2 or 3 team members. You can always recruit new people along the way when they join one of your events or when you meet someone who is interested.

It is important to work with your strengths, find out what motivates the different team members, and to utilise their skills, interests, and expertise.

ORGANIZE YOUR TEAM

How you organize your team is up to you, but have a look at the organizing principles. Most of the teams don't have a hierarchy or fixed functions. Tasks can be distributed between people and team members can be responsible for specific activities and parts of the campaign. In most groups natural leaders will stand up which in most cases works out fine. It is important that you keep communicating and to maintain an open and inclusive atmosphere. It can be important to evaluate the group dynamics to avoid tension or worse. If there are difficulties within the group it is of course always possible to ask someone from the national office to help out.

We communicate through freely available channels which suit our teams best. These channels may include email, WhatsApp, Facebook groups and chats, Slack, and telegram for example. We generally use Google Drive to store our documents (presentations, meeting minutes, graphics, etc.)

The British Fossil Free team has made a nice guide about the facilitation of meetings:

https://peopleandplanet.org/system/files/resources/Meeting_Facilitation_%28Groups_Guide_2008%29.pdf

&

<https://peopleandplanet.org/system/files/resources/Facilitation.pdf>

HOLD YOUR FIRST MEETING▶

Arrange an open meeting of your group to talk about starting the Fossil Free campaign. If you don't have a group, try talking to a student union and other groups, societies, and organisations at your university. A first meeting is a great way to get to know each other, share ideas, plan for the future and build some momentum amongst your core supporters and other activists.

At the first meeting you can decide how often you want to meet. Experience shows that

having regular meetings helps to keep the team together and motivate everyone. Fossil Free Wageningen, for example, meets every Monday between 17.30 and 18.30 in the canteen of the university. These meetings are open and everyone is welcome to join. The meetings are also fun, because people often bring snacks and drinks, and frequently start with talking about everyone's weekend. Having these informal meetings makes it fun to join and you can make friends along the way.

TAKE ACTION▶

Doing a creative action early on is a really great way to build trust and get to know each other. Time spent painting protest banners can be a great chance to have a chat and helps new members without much prior experience get involved quickly!



EXPLORE

Before starting your campaign, it can be very useful to have a general overview of, and more details about your target. Who are you targeting and how are they organised? In this case, it is your university or organisations related to your university. Do some background research and get to know the institute. But be aware! If you get stuck in a lot of research, people might get demotivated. To prevent this, organise an easy and fun activity such as a dinner, a movie screening, or a creative action as soon as possible.

FIND OUT HOW YOUR UNIVERSITY OR SCHOOL WORKS

- Who are the ones taking decisions and who have the power? (make a power map, see the next page).
- How is the power structured and who are the core of the organisation?
- How can these people be influenced?
- Who can be approached for a dialogue and how can they be reached?

EXPLORE THE FINANCES OF YOUR UNIVERSITY

- How much money does the institute handle and where does the money come from?
- Do they have a policy on ethics about (financial) ties with companies or other partners? *This can be a 'corporate social responsibility' policy (in Dutch: maatschappelijk verantwoord ondernemen, or mvo).*
- Are there obvious financial ties with fossil fuel industries?
- Which bank(s) does the university business with?

EXPLORE THE POSSIBILITIES

- Are there certain rules and restrictions pertaining to student organisations that are important to know for your group?
- Does the university provide (office/storage) space for student groups?
- Is it possible to reserve a room to hold meetings in or to organise film screenings in?
- Maybe you can think of other possibilities, time to find out.

Example from Fossil Free Wageningen: *it is possible to hand out flyers in the university buildings, but you have to make a reservation beforehand at the desk. They don't want too many groups handing out flyers at the same time.*

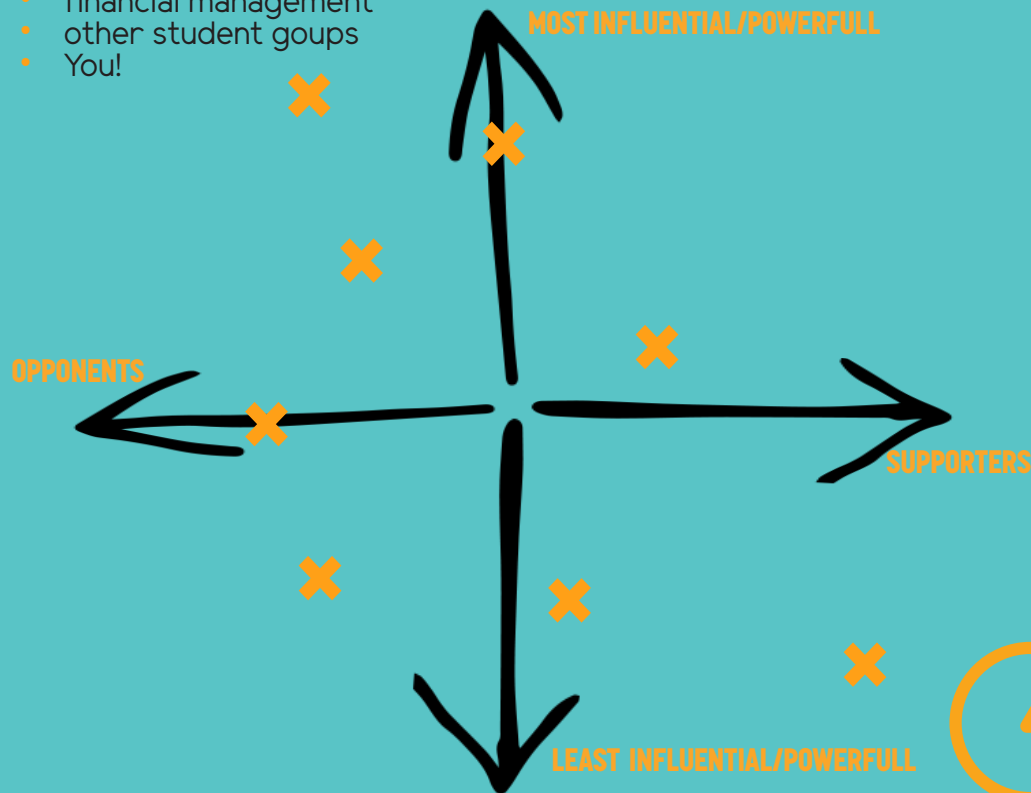


POWER MAPPING

To make your campaign as strong as possible, it's important to work out who makes the ultimate decisions on the institute's investments or partnerships, and who has influence over the decision maker. Map out all the key players, and think about who you'll need to target. Check out our power map example below.

examples of key players are:

- the board of directors
- students
- teachers
- sustainability department
- corporate responsibility department
- sponsors and other partners
- financial management
- other student groups
- You!



THE CAMPAIGN

The campaign you run depends on your institution – they're all different...

PLAN ▶

Coming up with a strategy is more simple than it might initially seem. The strategy is your overall plan and the steps you'll take in order to achieve your aim. But before you make a plan, it is important to formulate a clear overall goal or impact. Once you know what impact you want to make, you can come up with achievements and results along the way.

EXAMPLE OF A MISSION

"We aim for our university to abandon all its ties with fossil fuel-based companies by 2018. Instead, companies that invest in renewable alternatives should be embraced"



Ideally we want our universities to become fossil free and make a public statement about this. On the next page you will find a checklist of what it means to be a fossil free university. The list was made during a national strategy meeting with different university teams. The checklist can be adjusted to the situation at your university and new points can be added any time.

IS YOUR UNIVERSITY FOSSIL FREE?

- ☐ Your university has sent a public statement/letter to their bank(s) to ask them to divest from fossil fuels.
- ☐ Your university has sent a public statement/letter to their pension fund ABP to ask them to divest from fossil fuels
- ☐ Your university is actively looking for ways to make their finances more sustainable (for example through their financial partnerships with external institutes)
- ☐ Your university runs on a 100% fossil free energy supply
- ☐ Your university provides complete transparency and allows for discussion about funding of research and education programmes
- ☐ Your university has a Fossil Free curriculum, meaning that fossil fuel companies have no influence over what is being taught at your university
- ☐ Your university does not allow for consultancy assignments for the fossil fuel industry
- ☐ Your university gives new (international) students the opportunity to use the services of a sustainable bank
- ☐ Your university does not allow guest lecturers from the fossil fuel industry
- ☐ Your university does not allow its employees to have a second job in the fossil fuel industry
- ☐ ...

THE NEXT STEP IS PLANNING ACTIVITIES TO ACHIEVE THESE RESULTS: YOUR CAMPAIGN PLAN.

One of the most important things for a successful campaign is keeping up momentum and not trying to do everything at once. Make an agenda and figure out how you can keep up excitement over the coming months. It is important to set long-term goals (stretching over months or even years), but don't forget about your short-term goals!

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. Use this in regular meetings to check on progress towards the goals you've set for yourselves. It could help to work backwards, by imagining what you have achieved when your

campaign succeeds, and to think about 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. It may help to think of some possible scenarios and how your team will operate under different circumstances. to adapt your plan as the situation changes.

Remember, good campaigns are like good stories; the more interesting your narrative, the more likely people will want to follow along and take part.

Don't forget! You are working with a team of volunteers. This means that time is probably limited for most team members. It is important to keep your planning realistic and keep everyone motivated. In the end, everyone should be able to decide for themselves how much time they want to devote to a Fossil Free campaign.



Photo: Laura Ponchel

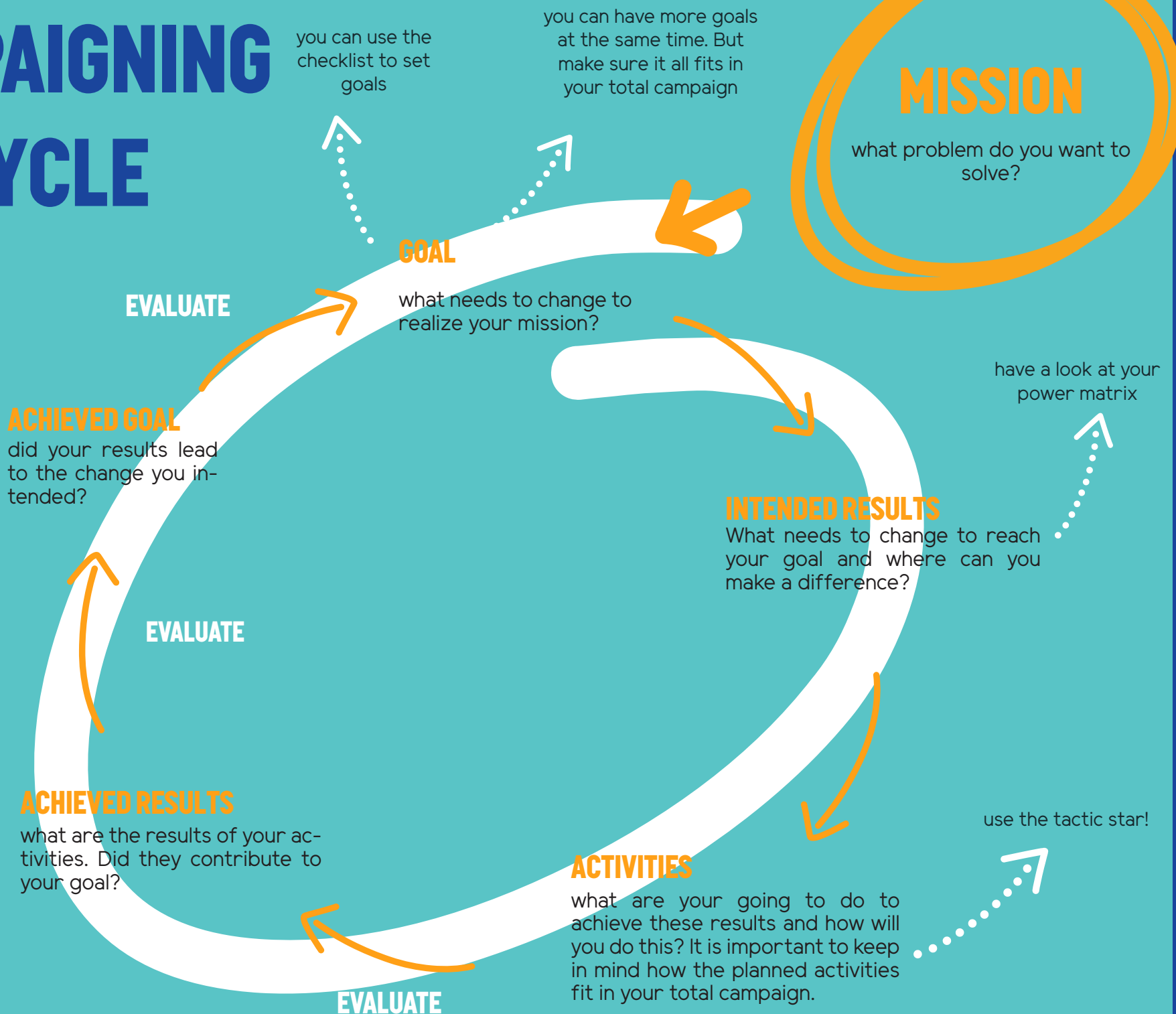
TOOLS FOR A GREAT CAMPAIGN PLAN

To make a successful campaign, there are several tools that can be helpful. One of them is the campaigning cycle by Milieufensie (the Dutch Friends of the Earth). On the next page, you will find a version that is based on their original campaigning cycle. The steps in the cycle makes the steps in this guide visual.

get together - explore - set a mission and goals - plan a campaign/ petition - organize support - escalate or win - evaluate and regroup.

When you are planning an activity, it is important to think about how the activity fits in your strategy. The tactic star (page 32-33) can help you to plan the perfect action. It can be used for all different actions you have in mind, from uncompromising civil

CAMPAIGNING CYCLE



A central orange circle with the words "TACTIC STAR" in bold blue letters. Surrounding the circle are ten orange triangles pointing outwards, arranged in a ring.

TACTIC STAR

REGROUPING

How do we plan to celebrate and debrief this action? What next?

GOALS & STRATEGY

How does this tactic fit into our strategy and help us achieve our goals?

TARGET

Who is the target? How will this action help to influence them?

LOCATION

Where will the action take place? How does the location support our message?

MESSAGE

Is our tactic understandable and the message persuasive?

TIMING

When should we do the action? Why then? Any external hooks for media coverage?

RESOURCES

Is the action worth the limited time, energy and resources of our group?

TONE

What is the tone of the action and how will people react to it?

REPUTATION

How will this action affect our organisation and how people perceive us?

RELATIONSHIPS

How will this action affect relationships within the team? And with our allies and key stakeholders? What about within the team?

BUILD SUPPORT & CREATE AWARENESS ►

It's time to raise awareness on campus and build support for your campaign

Contact other green organisations at your university. Having a strong local network can be very useful for several purposes, such as using each other's resources or networks, or organising events or actions together.

Campaigns often falter because they turn into backroom negotiations, rather than a public facing effort that galvanises campus and community support. As you plan out your campaign, make sure to identify ways that you and your group can stay visible on campus to raise awareness and build campus support among students and staff.

Contact other green organisations and groups in your university. Having a strong network can be very useful for all kinds of things.

MAKE YOURSELF VISIBLE

GET SOCIAL

Social media is a great way to spread your campaign messages across campus. Set up your own Facebook page and Twitter account, so everyone can keep up to date with the latest information. Remember to share your own, national and international campaign updates to your pages and groups regularly.



HOST FILM SCREENINGS

There are many interesting films about climate change, fossil fuels, divestment, or activism. A film screening can be a perfect way to increase awareness. It is also a good way to introduce yourself to (new) students. Make sure you have a nice opening pitch and some information about your campaign. Following the film, people may be interested in joining your team. Try to make use of this situation by having a discussion after the film, and tell everyone how they can get involved. Make sure you promote your film screening. This can be done on social media, but also by spreading around posters and flyers. Maybe you can ask other organisations to put it in their newsletter. It can also be very helpful to organise the screening together with other organisations to expand your network.

Find a list of suggested films on pg 54

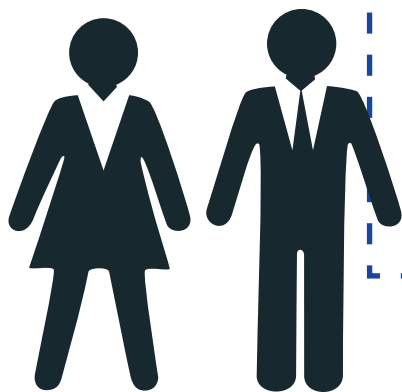
STUDENT MEDIA

Getting your student media to cover your campaign is a great way to let the wider student body know what you're doing: Write an article for your campus or local newspaper/magazine. Make it fun and interesting, and don't be afraid to be controversial! This is a great way to recruit new campaigners.

Ask your student newspaper or staff magazine to publish an open letter to your rector or Board of Directors urging them to divest or to drop fossil fuel company sponsorship.

GET STAFF INVOLVED

Getting staff involved can make a lot of difference. Having them on board shows that your campaign is not just a student campaign. Furthermore, staff members may stick around longer than students, which gives your campaign longevity. Actively approach staff members and find out who may be interested in joining your team. It may be time consuming, but it's worth reaching out to as many staff members as possible to get support!



TAKE ACTION

Taking action and building support go hand in hand. When you don't have support from other students, an action might fail or may be much more difficult to organise. At the same time, actions can increase the number of people who know you. Actions are a great way to meet new people or show people who you are. This is very important for your campaign.

If you need a budget, you can email the national Fossil Free coordinator (Liset Meddens, at liset@350.org). She has a humble amount of money reserved for Fossil Free university campaigns.

PETITION

Many voices are stronger than one.

A petition can be a very convincing way to show decision makers that it is not just you, but many other people who stand behind your goal. You can easily start your petition on actionnetwork.org. Get into contact with the admin of fossielvrij NL to start a petition (liset@350.org).

PROMOTE YOUR PETITION

Your petition will not be signed if you don't promote it. If you have a certain target (for example 1,000 signatures), this can be a desired result in your campaign plan. To achieve this, you have to think about ways to make people aware of your petition. Make sure you promote the petition at all the events you organise. You can also organise activities just for promoting the petition.



IDEAS TO PROMOTE YOUR PETITION

- Pitch your petition during lectures
- Be present at fairs/info markets at your university
- Be present and visible at other events. You can ask organisers of events if you can put up an info stand or if you can pitch your petition at their event
- Directly approach people in the university during a (lunch) break, tell them what your petition is about, and ask them to sign it
- Be visible on social media! *Boosting your posts on Facebook for a small amount of money can already make a huge difference.*

GET STAFF AND ALUMNI INVOLVED

Talk to your lecturers and tutors about the campaign, and ask them to sign your petition. You can also contact staff members that signed your petition to invite them to start a Fossil Free staff group, speak at your demonstrations, or attend a debate or panel discussion. Staff may also be willing to write directly to the decision makers of your institute or its finance managers, or use their influence in a board meeting or local union branch to support the campaign.

Now is also a great time to bring in alumni to help out. A

good way to start is by contacting previous members of your group. Does your institute have any famous graduates you can call on for support? Ask them to sign the petition or if they want to write a letter to the institute. Or make a statement on social media.



PETITION DELIVERY

Hand over your petition to the Board of Directors in a creative way. Host a demonstration outside their building, or publish an editorial in the campus newspaper pushing for divestment. Make sure you have a press release ready, utilise social media coverage, and don't forget to take pictures! This moment is an achievement and you want to make sure you create some buzz around it. This date is also a nice point to work to, as it can boost everyone's motivation.



CREATIVE ACTIONS

Creative actions bring attention to your campaign and they are a lot of fun!

Here are a couple of ideas and nice actions, but this is just a small fraction of all the possibilities. Be creative and think about other actions you can do.

BANNER DROP

Drop a banner from a visible spot on campus, or use helium balloons to float it to the ceiling indoors!

OIL SPILL

Molasses and vegetable oil make a great fake oil spill to raise awareness about your campaign.
(Make sure you clean up your mess afterwards – your goal shouldn't be to annoy the cleaners of your university!)

DIVEST PICNIC

A great way to get new members involved, have some fun and raise awareness (yum).

SIT-IN

organise a sit in to occupy (or even block) a public space and get attention from students and staff members. Make sure to inform people why you are organising this sit-in. For this action to succeed, it is important that they sympathise with your ideas!

CARBON BUBBLES

Dress as carbon bubbles or blow up black balloons to tell people about the 'carbon bubble'.

DIVESTOSAURUS

March around campus dressed as dinosaurs – build a 'divestosaurus' prop with our props guide:

<https://peopleandplanet.org/system/files/resources/divestosaurus.pdf>

BUILD A PIPELINE

Build a pipeline, chimney, or oil rig in your university to grab people's attention and get them to sign your Fossil Free petition:

<https://peopleandplanet.org/system/files/resources/chimneyhowto.pdf>

<https://peopleandplanet.org/system/files/resources/oilrighowto%281%29.pdf>

CUT THE TIES

Dress up as university professors and fossil fuel company executives, and tie yourselves together with some yarn. Ask people from the university to cut these ties!

MUSIC

Organise a singalong. Music can give a very strong and positive message. You can show how much fun it is to be part of your team and also spread your message. Check out a number of climate activism songs at this website (most are in English): <http://klimaat-koor.nl/>

TEACH-IN

Hold a teach-in or a lecture (series) to raise awareness about the issues you're campaigning on.

MAKE IT VISUAL

It's useful to have a strong identity for your Fossil Free campaign

It is always good to think about a picture. Taking a good picture of your action is very important for your visibility. Put this picture on your social media pages, so your action will reach even more people.

Your graphics can make a difference too. When you use a coherent style for your flyers,

posters, and other promotional material, people will recognise this and know it was you. 350.org provides a lot of open source tools, a style guide, an arts guide and hundreds of pictures you can use for your campaign (see page 53).



CONVINCE ▶

To convince your university it is important that they understand your demands and that all parties can express their arguments. Therefore it is important to combine the inside and outside track of action.

INSIDE TRACK

Throughout the campaign and your awareness raising activities on campus, you will also need to engage in 'inside track' campaigning.

This means engaging with the institute's administration in a respectful and professional way, building and making a serious case for why they should listen to you, and change what they are doing wrong in your

opinion. Once you've built student support on campus and have begun to turn up the heat, it would be a good idea to request a meeting with the Finance Committee or staff responsible for the institute's investments. This will give you a direct opportunity to present your case to whoever has the power to make the decisions you need them to make.

OUTSIDE TRACK

Make sure that you have a strong group of allies and supporters. Mobilise and inform students and employees of the university. Your arguments get stronger when many people agree with your ideas.

The outside track is also the direct action track. Organise demonstrations and creative actions to get attention and to gain the support of all people affiliated with your university.

DIALOGUE

Make sure you have a clear message and list of demands or questions beforehand. When you are well-prepared, your 'opponents' will be more interested and maybe even impressed.



WIN OR ESCALATE ►

Be ready for any outcome: prepare to celebrate or to escalate your campaign.

When your institution is about to make a decision on your Fossil Free campaign, you need to be ready for any outcome. That means being prepared with press releases, but also having plans in place for celebration or escalation actions. The national Fossil Free team can help and support you with getting media coverage, for example. So if there is an important moment coming up in your campaign, make sure to let them know at least a week in advance, so they can help support and spread your message



NOT QUITE THERE?

If not all of your demands have been met, you will need to keep pushing. Don't be shy – you won't lose the gains you've made by keeping the campaign going: keeping up the pressure means your university or school is more likely to stick to its word and take your demands seriously.

REGROUP

After a partial victory or a rejection, you'll need to regroup. Redefine your goals, plan your (new) targets and timeline, and make sure everyone in your group is happy and excited about the new direction for the campaign. You can use the campaigning cycle again (page 30-31).

ESCALATE

Escalation might sound a bit scary but it is a strategy which is often used in activism. When you are ignored, or your demands are not met, you can't be nice forever. Escalating does not mean that you lose control. It can be part of your strategy and when you carefully think about your actions, escalation can be highly effective. Make sure you keep your goal in mind. The tactic star on page 32-33 can be a helpful tool.

REBUILD

Use your success and/or publicity to build a bigger Fossil Free group or team. You need to keep planning, raise awareness, and build support on campus for your new target, as you turn up the heat to successfully convince the decision makers!

GET CREATIVE

You may need a brainstorm session to get some fresh ideas and exciting new tactics to help you build your campaign.

GO BIG!

Organise an action double the size of anything you've done before. Hold open meetings and reach out to unlikely allies to increase your support base.



CELEBRATE!

Have a party to celebrate all the amazing things you've achieved so far! It's vital to celebrate your successes and share them with the wider movement. Don't forget to share and celebrate milestones along the way too. Even when you did not reach your final goal yet, small achievements also deserve a celebration. Make sure to celebrate with your team members to share your appreciation for what you've achieved TOGETHER.



PRACTICAL STUFF & RESOURCES

WEBSITES/LINKS ►

- 350.org offers a lot of nice training and tools for a successful team: <https://trainings.350.org/>
- A list of the 200 biggest oil, gas and coal companies: gofossilfree.org/top-200/
- Activist songs that are not too difficult and fun to sing together: <http://klimaatkoor.nl/>
- The British Fossil Free campaign is run by People-Planet . They offer a lot of info and practical guides: <http://peopleplanet.org/fossil-free>

VISUAL RESOURCES ►

- Style guides: <https://gofossilfree.org/style-guide/> and <https://350.org/visuals/>
- Tips and inspiration for artistic and creative action material: <http://art.350.org/>
- Photos of previous actions around the world: <https://www.flickr.com/photos/350org/albums>

On the next page there is a list of films you can screen, for other films you can have a look at this website: <http://www.filmsforaction.org/articles/the-top-10-documentaries-about-climate-change/>

FILMS

Here you can find videos of the actions but also informative animations and some longer films: <https://350.org/videos/>

Films that might be interesting to show during film screenings are:

These can be found online for free:

- Do the math (<http://act.350.org/signup/math-movie/>)
- Disobedience (<http://watchdisobedience.com/>)
- Disruption (<http://watchdisruption.com/>)
- Movement (<https://www.movement-movie.org/>)
- VPRO Tegenlicht: Fossielvrij (in Dutch: <https://www.vpro.nl/programmas/tegenlicht/kijk/afleveringen/2015-2016/fossielvrij.html>)

For these films you need to buy the rights to show it or contact the producers:

- Demain (Tomorrow)
- Before the Flood
- This Changes Everything
- Everyday Rebellion
- Climate of Change
- An Inconvenient Sequel: Truth to Power
- Years of Living Dangerously (actually a TV series in eight episodes)
- Beyond the Red Lines: System Change Not Climate Change (<http://beyondtheredlines.org/>)

TIME TO TAKE ACTION YOURSELF NOW!

This is the end of this guide. I hope you are exited to start a fossil free campaign at your school!

We tried to give you as many tools as possible but if you have any questions don't hesitate to contact Liset (liset@350.org). Please let us know if you need any help. And maybe we will see you at one of our national uni-meetings.

XFOSSILFREE▶
UNIVERSITIES_{NL}

WWW.FOSSIELVRIJ.NL