

GO GREEN WEEK ACTION GUIDE

9 - 14 FEBRUARY 2015

GLOBAL DIVESTMENT DAY



people & planet

student action on world poverty and the environment

GO FOSSIL FREE IN 2015

ABOUT THE CAMPAIGN

GO GREEN WEEK IS PEOPLE & PLANET'S ANNUAL NATIONAL WEEK OF ACTION ON CLIMATE CHANGE IN SCHOOLS, COLLEGES AND UNIVERSITIES.

We need to push universities and colleges to break their ties with the fossil fuel industry. Throughout the week, we're going to target our educational institutions' careers, research and investment links with the industry.

Already, the University of London SOAS has agreed to freeze its investments in fossil fuels and the University of Glasgow is divesting its £129 million endowment from fossil fuels.

Globally, hundreds of institutions and individuals have divested over \$50 billion from fossil fuels so far. Could your university or college be next?

GOFossilFree.org/commitments



Why not invite People & Planet to visit your group? We can run Fossil Free campaign & action planning workshops to inspire you to action.

> CONTACT US: 01865 264 180 OR
FOSSILFREE@PEOPLEANDPLANET.ORG

- | | |
|-------------------|--|
| MONDAY: | STAFF MONDAY: BUILDING A MOVEMENT |
| TUESDAY: | FOSSIL FOOL CAREERS |
| WEDNESDAY: | STOP THE GREENWASH |
| THURSDAY: | FRACKING RESEARCH & TRAINING |
| FRIDAY: | GLOBAL DIVESTMENT DAY (LOCAL) |
| SATURDAY: | GLOBAL DIVESTMENT DAY (NATIONAL) |
| ANY DAY: | MOVE YOUR MONEY & SHOW THE LOVE |

IF IT IS WRONG TO WRECK THE CLIMATE, THEN IT IS WRONG TO PROFIT FROM THAT WRECKAGE.

The fossil fuel industry is driving us towards a global climate crisis. They hold five times more carbon in their fossil fuel reserves than we can afford to burn if we are to have a good chance of stopping runaway climate change – and are still spending billions searching for more.

UK universities and colleges support the fossil fuel industry directly through their research, their £5.2bn investments in fossil fuel companies, and their partnerships with some of the worst-offending companies in the world like BP and Shell.

No UK university or college in their right mind would accept funding from or invest their funds in tobacco companies these days – it's inconsistent with their research on cancer. The same holds true for fossil fuel companies causing climate change, and yet most universities and colleges still do not recognise this.

That's about to change!

We want all our unis and colleges to:

1. MOVE THEIR MONEY

Divest from fossil fuels and shift to lower risk, ethical investments.

2. STOP THE GREENWASH

No more fossil fuel sponsorship, advertising or honorary degrees!

3. SUPPORT A CLEAN ENERGY FUTURE FOR ALL

Refocus research, teaching and careers services and fairs on climate solutions and ethical careers.

TIME TO EVOLVE BEYOND FOSSIL FUELS



ORGANISING GUIDE

HERE'S OUR TOP TIPS FOR A FANTASTIC GO GREEN WEEK 2015 - AND BEYOND...

1) FORM A PEOPLE & PLANET GROUP

If you've not got a group already you'll need a core team of people with the skills, expertise and enthusiasm to plan and run your campaign! Don't forget to invite other students and supportive staff to join you – it helps spread the workload and means you'll have more fun!

People & Planet is happy to come visit your group and we can offer a range of bespoke workshops to help you plan your campaign actions and develop your campaigning skills.

**GET IN TOUCH TO BOOK A WORKSHOP:
FOSSILFREE@PEOPLEANDPLANET.ORG**

2) PLAN, PLAN, PLAN

Whether you're planning one or several actions this Go Green Week, make time to plan them out in your group. You'll need to decide on the key message you want to communicate, the targets or location, and the nature of the action, as well as all the logistical details. Whatever your action, be sure to think about the best photo opportunity!

3) PROMOTE THE HECK OUT OF IT

Always plan to reach out to far more people than you think you need for your events/actions, so that you don't end up low on numbers. Invite and link up with partner organisations interested in your action, like other societies, local community groups, and religious groups.

You can never do too much promo – put up posters around town, tweet, post and send emails to your group and allies, get a slot on your local/student radio, share on social media, write a press release or editorial for your student paper, get listed in local community calendars (online and in local papers), and ask organisations to include the action information in their own emails and newsletters. And then do some more!

4) PREPARE FOR THE LONG HAUL

It would be amazing if your demands are met this Go Green Week, but if they aren't your group needs to be ready to expand the campaign. To help with this, make sure that you are using the buzz you're creating around the week to get as many sign-ups as possible.

Use a Fossil Free online petition to gather contact details for supporters, and include it in all your online promos. If you're organising stalls, talks, rallies or creative actions, make sure you have some way of signing up the people you talk to so you can then add them to the petition.

**START YOUR PETITION TODAY: CAMPAIGNS.
GOFOSSILFREE.ORG/PARTNERSHIPS/
FOSSIL-FREE-UK**

6) SHARE SUCCESS

As soon as your action is over, be sure to select your best photo, video and written stories from your action and send them to People & Planet. This means we can share your stories with the rest of the network and send a clear message to our universities and colleges!

**GET IN TOUCH WITH US:
FOSSILFREE@PEOPLEANDPLANET.ORG
OR 01865 264 180**

5) MAKE HEADLINES

Photo actions and other creative stunts are a great opportunity to get your local and student newspaper interested. Think about what print, radio, television, and online sources you'd want to have cover your event and start getting in touch now!

At least one week before, send an email and then a phone call to your best local press contacts. To convince them to send their photographer along, you'll need to tell them WHO you are, WHAT you are doing, WHEN/ WHERE you are doing it, and WHY.

Make sure you've got a good 'hook' to get the paper interested, a good quote about why you're campaigning, and be ready to answer any questions. If the paper can't send a photographer to you, be sure to take pictures yourself and then send the best one with a short press release to your local paper (and to People & Planet!).

**SHARE YOUR PHOTOS ON SOCIAL MEDIA:
#FOSSILFREE #GLOBALDIVESTMENTDAY**

**CHECK OUT OUR DRAFT PRESS RELEASE:
PEOPLEANDPLANET.ORG/
FOSSIL-FREE/RESOURCES**

TACTICS, TACTICS

HERE ARE SOME EXAMPLE ACTION IDEAS YOU MIGHT WANT TO USE THIS GO GREEN WEEK AND BEYOND TO HELP FURTHER YOUR CAMPAIGN... REMEMBER, GO GREEN WEEK IS JUST ONE OPPORTUNITY TO TAKE ACTION AGAINST THE FOSSIL FUEL INDUSTRY!

PHOTO ACTION / STUNT

Photo actions are relatively quick to organise and a great way to reach out to other students and staff. You could try a banner drop, a gathering of people all wearing orange, or something specific to your location. An iconic uni building might be a good choice, and you can use costumes and props to really spell out who you are, who you're targeting, and what you're asking!

Here are some fun ideas you could try:

- **Fossil Free Wedding** – Organise a wedding ceremony between your university and the fossil fuel industry. The bigger the better, and make sure there are plenty of students to shout “I object” before they go through with it.
- **Oil Spill** – Organise a mock oil clean up (black felt or paper is a good non-messy alternative) outside a recognisable building on campus.
- **Dress to impress** – Use fancy dress to increase attention to your actions and card signing. Students have already dressed up as dinosaurs, carbon bubbles and even the Lorax for Fossil Free. What ideas can you think of?

SHARE YOUR PHOTOS ON SOCIAL MEDIA:
#FOSSILFREE #GLOBALDIVESTMENTDAY

FOSSIL FREE PETITION

To get your whole university or college talking about your campaign, create your own online petition. It's great to share on social media and you can email those who've signed with campaign updates and events.

Students at Redcar & Cleveland College are using their petition to call on the college to cancel its courses on oil and gas exploration, expand its work on renewables, and divest from fossil fuels!

START YOUR PETITION TODAY: CAMPAIGNS.
GOFOSSILFREE.ORG/PARTNERSHIPS/
FOSSIL-FREE-UK

DIVESTMENT FLASHMOB

A flash mob is a spontaneous mass action or dance, usually held in a busy public place. The strength of the action comes from its numbers so make sure you have enough people to make it really visible and powerful!

WATCH THE UNFORGETTABLE 'DIVEST THIS' RAP FOR INSPIRATION!

GO GREEN WEEK STALL

Organising a stall on your campus for the week is a great way to talk to students and staff, and encourage them to add their voice to your demands. Here's our step by step guide to hold an effective stall:

- **Find out where to put your stall** – Ask your students' union where you could hold a stall for the day. Make sure it's in a spot with lots of passing trade!
- **Sorting volunteers** – Make sure there are plenty of volunteers signed up to run the stall. Let them know in advance when and where to go, and write a short brief to let people know what to do on the day. You can use online rotas to make it even easier – check out doodle.com.
- **Promote your stall!** – Brainstorm ideas with your group, put up posters, ask the students' union to send out an email, and use your own communication channels (facebook, twitter, emails, etc).
- **Prepare your stall** – Prepare the materials that you want to have on your stall. Don't forget things like action cards and your Fossil Free petition, on a laptop or on paper. Making the stall visually attractive with costumes or props will help bring people over.
- **Don't stay sitting** – The most common mistake people make when running a stall is to sit behind it and hope people will come over. You need to be out in front of your stall, approaching people with a winning smile!
- **Follow-up** – Make sure you collect in any completed action cards and upload the emails onto your Fossil Free petition before the day of action on Friday! Send them an email about how to get involved.

RALLIES AND MARCHES

Rallies and marches are a common tactic employed by many campaigners to push a message. Rallies are effective if they bring large and diverse number of people together in support of an issue. Location is important too – where on your campus would you march to/from?

SIT-INS AND OCCUPATIONS

A peaceful sit-in – e.g. at your college or university's administration office or bank headquarters – can be an effective way to escalate your campaign and bring your demands directly to the top of the agenda.

By occupying a strategic space you can disrupt day-to-day business, drawing attention to your institution's investments in climate chaos. Usually protesters refuse to leave until their demands are met, but it's important to note that sit-ins can also end with your physical removal or arrest.

In itself, the forced removal of protesters can create additional sympathy from the public and raise further awareness of your cause, but obviously carries physical, legal and other risks that you need to prepare yourself and participants for this carefully through training and planning.

We highly recommend joining a direct action training before taking part.

KNOW YOUR RIGHTS:
ACTIVISTSLEGALPROJECT.ORG.UK



LET'S GET CREATIVE...

THIS GO GREEN WEEK, CREATIVITY WILL BE KEY TO GETTING THE MESSAGE ACROSS TO PASSERS-BY AND THE MEDIA. SO WHY NOT SET ASIDE A DAY TO PAINT BANNERS AND MAKE ANY PROPS YOU MIGHT NEED, AND INVITE ALL YOUR GROUP AND ALLIES TO COME LEND A HAND?

THINK ORANGE

the unifying colour of the global Fossil Free movement

LET'S MAKE FOSSIL FUELS
HISTORY
GLOBAL DIVESTMENT DAY

FEBRUARY 13-14, 2015

THINK RENEWABLES

use wind turbines and solar panels to represent the clean energy of the future

THINK DINOSAURS

to represent the dirty, old fossil fuels of the past


DIVEST
KEEP FOSSIL FUEL IN THE GROUND.

MAKE A GIANT PUPPET!

1

First, you need a frame to hold the weight of the puppet – the straps from an old backpack are ideal combined with a PVC A-frame (spine, shoulders, arms, neck). Stick it all together with a combo of wire and duct tape, and don't forget some foam padding to keep things comfy.

2

Next, you want to mould your puppet body around the A-frame. A combo of chicken wire and plastic can work well, but make sure your model will be able to breathe properly!

3

Now for the fun bit – making your puppet's head! You want to make it big, light and eye-catching. We recommend you use a combo of clay and papier-mâché to make the front and back of the head separately and then stick them together. Attach the head to your A-frame using a cut-off plastic bottle, foam padding, and lots of patience!

4

Don't forget to clothe your puppet. It's easiest to make the costume in bits to fit the different parts of the A-frame (e.g. body, sleeves, etc). Make sure your model is comfortable and will be able to see through the costume! Orange, anyone?

5

Now for the finishing touches... Arms are easy with some old nylon stockings – stuff them and draw on fingers with a marker pen. You might also want to make some additional props.



THESE ARE A FEW OF OUR FAVOURITE THINGS...

Giant carbon bubbles:
vimeo.com/89080176

Power station chimney:
peopleandplanet.org/dl/chimneyhowto.pdf

Oil spills:
concrete-online.co.uk/student-activists-escalate-campaign-fossil-fuel-divestment/

A blast from the past:
shtiggy.wordpress.com/design/costumes-props/

CHECK OUT OUR HANDY GUIDE TO PUPPET MAKING:
[PEOPLEANDPLANET.ORG/FOSSIL-FREE/RESOURCES#HOWTOPROPS](https://peopleandplanet.org/fossil-free/resources#howtoprops)



WHILST THE FOSSIL FREE CAMPAIGN WAS STARTED BY STUDENTS, IT'S ALL ABOUT BUILDING A MOVEMENT FOR EVERYONE TO BE A PART OF. ON MONDAY, IT'S TIME FOR US TO REACH OUT TO STAFF IN A BIG WAY.

ACADEMIC BACKLASH!

When the University of Glasgow became the first university in Europe to divest from the fossil fuel industry, it sparked a backlash from academics in the School of Engineering.

The academic leading the attack owns 2 million shares in a coal-seam gas extraction company. Staff with vested interests, who are funded by fossil fuel companies, are highly motivated to fight divestment.

They have the potential to seriously undermine the victories that students have campaigned so hard for.

On the other hand, there are a huge number of university staff who support Fossil Free. When students at University of Oxford reached out to staff, over 100 prominent academics signed a public petition in support of the campaign.

If we want to not just win campaigns, but also win the battle of ideas, then it's important that we engage with staff. Let's make sure the many supportive staff are given a voice, to counteract the small but vocal minority of opponents.

START YOUR STAFF PETITION TODAY:
CAMPAIGNS.GOFOSSILFREE.ORG

TAKE ACTION

- **Start a staff petition** – Creating a staff-specific online petition is the best way to collect signatures of support from staff.
- **Get some key staff allies** to advise you on how they think it would best to engage staff on the day.
- **Reach out** – Write to large numbers of staff via email or post, and contact all the academics you know. Why not give them a ring or go and knock on their door during office hours? Face-to-face discussions are always the best way to engage people. Make sure you take some action cards with you to sign them up!
- **Organise an event** – It could be a film, debate, a panel discussion or a drop-in info session.
- **Invite staff to show their support** – Organise a rally, a flash-mob, or a sit-in, and invite supportive staff to attend or make a speech.

To make our movement the strongest and best it can be, it's important to get everyone involved in the campaign: that means staff, students, alumni and the local community.

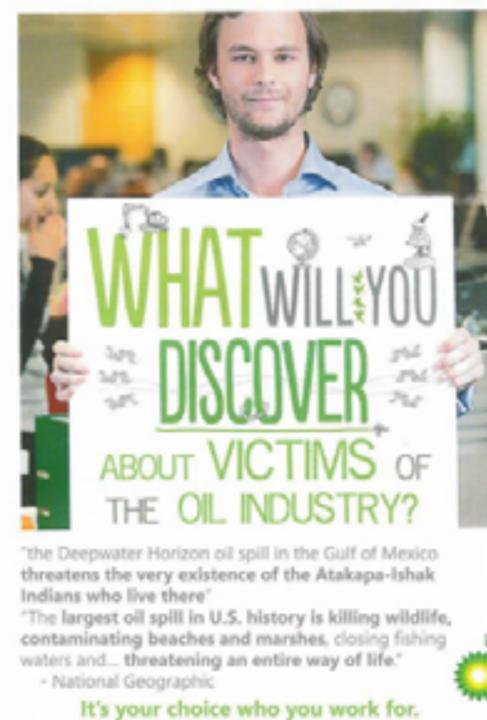
UK UNIVERSITIES AND COLLEGES ACT AS RECRUITING GROUNDS FOR THE FOSSIL FUEL INDUSTRY. EVERY YEAR, FOSSIL FUEL COMPANIES RECRUIT THOUSANDS OF UNIVERSITY AND COLLEGE LEAVERS TO UNEARTH MORE FOSSIL FUELS TO BURN. BUT THEY CAN'T DO IT WITHOUT NEW RECRUITS.

TAKE ACTION

- **Organise** a spoof careers fair – promote the event on campus as if it were organised by the careers service!
- **Target** your university or college careers service with actions in protest of their continued support of fossil fuel companies – try a banner drop, rally, sit-in or die-in.

- **Produce** alternative career guides – distribute them on campus and in the careers service office.
- **Lobby** your uni or college to provide ethical careers advice – pass a motion of support through the Student Union, meet with university management, and present your case!

CHECK OUT OUR RECRUITMENT FAIR ACTION GUIDE OR JOIN OUR WEBINAR AND WRITE A SPOOF SALES PITCH FOR THE FOSSIL FOOLS INDUSTRY - BIT.LY/GGSCRIPT



WEDNESDAY

YOUR UNIVERSITY OR COLLEGE MIGHT CLAIM TO BE ECO-FRIENDLY, BUT WEDNESDAY IS THE DAY TO STOP THE GREENWASH AND REVEAL THE CONNECTIONS BETWEEN YOUR UNIVERSITY AND THE FOSSIL FUEL INDUSTRY.



STOP THE GREENWASH

DO THE RESEARCH!

- Does your uni or college accept any sponsorship from fossil fuel companies?
- Perhaps your Vice Principal used to work for an oil company?
- Has your university ever given an honorary degree to a fossil fuel industry CEO?
- What dirty connections does your Engineering Department have with the industry?

TOP TIPS

Take a look at your university's score on the People & Planet University League.

The Knowledge and Power Report has more info about university greenwash.

MAKE A SPLASH!

Once you've done your research, it's time to make a media splash with the story. Organise a creative stunt on campus to highlight your uni or college's greenwash, and contact the student or local newspaper to give them the inside scoop.

JARGON BUSTER!

Greenwash is when an organisation presents itself and eco-friendly to improve its public image, but actually operates in a way that's damaging to the environment.

THURSDAY

OUR EDUCATIONAL INSTITUTIONS TRAIN COMPANY STAFF, DESIGN COURSES FOR FOSSIL FUEL COMPANIES, AND ARE DELIVERING RESEARCH WHICH WILL UNLOCK NEW FOSSIL FUELS. IT'S TIME TO PHASE OUT CLIMATE DAMAGING RESEARCH AND DEMAND MORE RESEARCH FUNDING FOR RENEWABLES.

SAY NO TO FRACKING

RESEARCH & TRAINING

An increasingly popular area of research in the UK is into controversial fracking. Communities across the UK and globe are fighting to stop their homes and water supplies being fracked. Why is public money being spent on researching a climate-wrecking technology that the majority of people don't want?

GET ACTIVE

On Thursday, spark a conversation or debate about the future of research and teaching at your uni or college.

- **Organise** a film screening of Gas Land. Follow with a discussion: is academic freedom an excuse to pollute our communities and wreck our climate?
- **Host** a panel discussion or debate – get the student debating club involved!
- **Book** a stall on campus, and talk to passers-by – make some spoof fracking polluted water with hazard warnings, and tell people about your uni or college's links to the fracking industry.
- **Get** in contact with your local Frack Off group and arrange a joint event.

FRACKING IN SWANSEA AND BLACKPOOL

As part of Reclaim the Power, concerned residents from Swansea, students and graduates, dressed as mad scientists and shut down construction of Swansea University's Bay Campus.

The protesters were angered by tens of millions of public money being funneled into research into fracking via Swansea University's new Energy Safety Research Institute.

"We are here today to stand with communities across the UK who are resisting their local areas becoming fracking sites. Not only is it dangerous and unnecessary, people across the UK don't want it, and if we are going to avoid dangerous climate change we just need to leave unconventional gas in the ground."

Student Blackpool and Fylde College have started a petition calling on the college to cancel the plans to train Cuadrilla employees ahead of proposed fracking activity in Lancashire.



GLOBAL DIVESTMENT DAY ON 13-14 FEBRUARY IS A CHANCE TO TAKE ON THE RICHEST CORPORATIONS IN THE HISTORY OF MONEY WITH OUR MOST POWERFUL TOOL OF ALL - CREATIVITY!

Global Divestment Day is an opportunity to showcase the rapid global spread of the divestment movement, and the impact it is already having on shifting public discourse and financial confidence in the long-term investments in this rogue industry.

Through our actions, we will represent the shift needed away from dirty old fossil fuel dinosaurs to the shining symbols of hope like windmills and solar panels. It's time we created a new story of our future, together.

On Friday, students will be taking actions locally against their universities and colleges, before coming together on Saturday for big regional and national actions! See next page for more info.

Global Divestment Day is a great opportunity to set a deadline for a divestment decision from your university, hand in your petition, or hold a mass action on campus! With actions taking place across the globe, it's a key moment for you to ramp up the pressure for divestment. Below are a few ideas to get you started...

FOSSIL FUEL FUND

Ironically ask people to donate to fossil fuel companies as a fundraiser!

CARBON BUBBLES

Giant inflatable bubbles can be used in stunts, on marches, tactically on the streets, or as an educational tool.

BANNER (UN)DROP

Drop a banner from a campus building or use helium balloons to float it to the ceiling indoors!

AERIAL PHOTO

Show the people-power behind your message and share, share, share.

BLOW SOME BUBBLES!

Step back to your childhood and articulate a simple fact: bubbles burst!

DIVEST PARTY!

Celebrate your victories and raise some money for People & Planet too!

ESCALATE...

With occupations and sit-ins - see page 7 for some ideas and advice.

MORE IDEAS: GOFOSSILFREE.ORG/DIVESTMENT-DAY

ON THE SATURDAY THERE WILL BE A MASS ACTION SOMEWHERE NEAR YOU. AT THE MOMENT THERE ARE PLANNING MEETINGS VIA SKYPE FOR ACTIONS IN SCOTLAND, LONDON, THE NORTH, AND MIDLANDS - PLEASE JOIN IN!

FIND OUT HOW TO GET INVOLVED IN THE NATIONAL PLANNING SKYPE CALLS

FOSSIL FUELS = HISTORY RENEWABLES = FUTURE



Your uni/college's name here:



ANY DAY!

FOR DECADES HIGH STREET BANKS HAVE BEEN HEAVILY INVESTED IN FOSSIL FUELS, USING OUR MONEY TO DRIVE IRREVERSIBLE CLIMATE CHANGE AND ENVIRONMENTAL DESTRUCTION. FROM OIL, COAL AND GAS TO NEW POLLUTING INDUSTRIES LIKE FRACKING, BIG BANKS ARE THE DRIVING FORCE BEHIND THESE SOCIALLY AND ENVIRONMENTALLY DISASTROUS INDUSTRIES.

Now, with Move Your Money, you have the chance to take back control of your savings and choose how they shape the world around us.

Their campaign will help you give your bank a simple ultimatum: either they disclose their investments and vow to take your money out of fossil fuels, or you'll take your money out of their accounts.

By pledging to move your money out of the 'Big 5' and into Good Money if the banks don't clean up their act, you are joining a growing movement of divestors that are moving their money out of the problem and into the solution.

EMAIL YOUR BANK TODAY:
MOVEYOURMONEY.ORG.UK/CAMPAIGNS/DIVEST/
#EMAIL-NOW

Assets in oil, gas & coal extraction (£ million)

HSBC  £17,010.64 m

BARCLAYS  £15,653.73 m

LLOYDS BANK  £15,530.26 m

RBS  £14,419.32 m

Santander  £3,542.54 m

TOTAL across the Big 5: £66,156.50 m

£ 66BN

is invested in fossil fuel extraction by the big 5 banks

33%

of people say they would be unhappy if they found out their money funded fossil fuels

1 IN 3

Brits want their bank to stop investing in fossil fuels

ANY DAY!

THIS GO GREEN WEEK, WE'RE JOINING FORCES WITH THE CLIMATE COALITION AS PART OF THEIR 'FOR THE LOVE OF' CAMPAIGN. SO IN THE RUN UP TO THIS VALENTINE'S DAY: LET'S SHOW THE LOVE AND DIVEST FROM FOSSIL FUELS.

From 9 February to Valentine's Day, in local communities and online, lots of people and organisations are going to be showing their love for the things that will be affected by climate change - by wearing and sharing green hearts and raising their voices to get more people talking about climate change.

We can come together as a movement to make both the Global Day of Divestment and the 'For The Love Of' campaign bigger by working together, to make an even bigger noise about climate change and get people divesting from fossil fuels. It's really easy to connect what you're doing on Divestment Day with 'For The Love Of' - see the green boxes on the right for ideas.

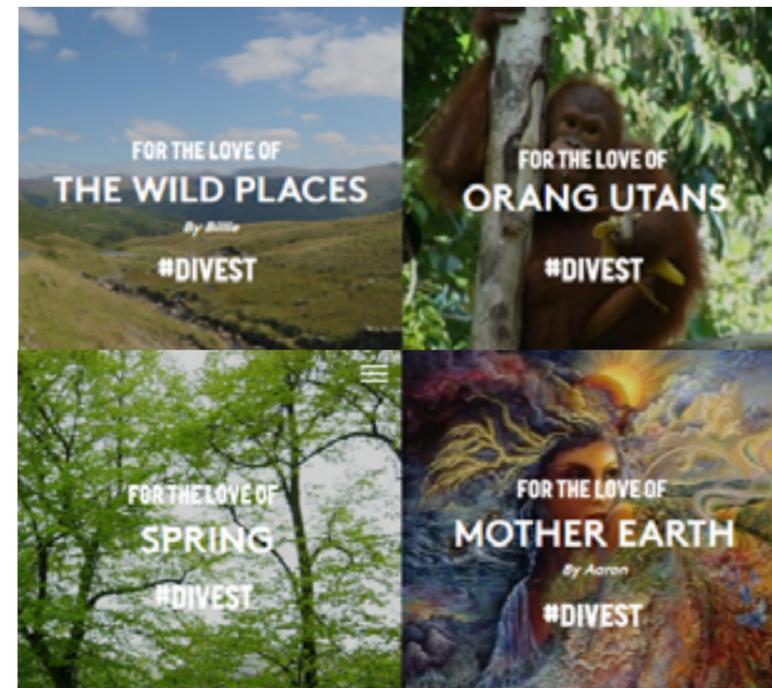


Ask students why they care about climate change and explain the need to #divest

Share photo's of why your uni should #divest

Tweet #fortheloveof #divest

SHOW THE LOVE



CELEBRATE, ESCALATE

ONCE GO GREEN WEEK IS OVER, YOU'LL WANT TO TAKE A STEP BACK, TAKE TIME TO CELEBRATE YOUR WINS, BUT YOU SHOULD ALREADY HAVE A PLAN TO ESCALATE IN PLACE

Most important of all, have a party to celebrate what you've achieved so far. This will help to re-energise your group and by sharing your wins with the rest of the movement, you'll be inspiring others too!

But if you're still not being listened to by your college or university, now is the time put your plan to escalate into action.

The best campaigns plan three actions ahead so that they are ready to escalate quickly, increasing the pressure and maintaining momentum. You need to make sure your target knows that you're not going away.

Examples of tactics which can be used at this stage in a campaign include: taking action at open day events, Nation Student Survey Boycotts, phone-blockades (getting lots of people to phone your target at once), sit-ins and disrupting open days with protests.

You might want to get the rest of the People & Planet network involved, bringing local and national groups into your campaign at this stage. This may not be necessary and it's important not to jump into this too soon, as you don't want to alienate the moderate supporters you do have.

On the other hand, if the university is refusing to listen to the overwhelming support you've built up, it's essential to know the next stage of your escalation strategy. Have a plan in your back pocket ready to put into action after Go Green Week if your demands are not met.

ARE YOU IN?

PLAN THREE STEPS AHEAD

BE READY TO WIN AT ANY STAGE - PREPARE TODAY

TO INCREASE THE PRESSURE, TAKE NON-VIOLENT DIRECT ACTION

CHANGE EVERYTHING

**R
U TOO
SHORT
SIGHTED
TO SEE THAT
INVESTING IN
THE FOSSIL FUEL INDUSTRY IS
DRIVING THE CLIMATE CRISIS?**

DIVEST NOW!

GOFOSSILFREE.ORG

people & planet

student action on world poverty and the environment



£350



The
FANclub
Fundraising & Activist Network
Helping power People & Planet

PEOPLEANDPLANET.ORG/FANCLUB

People & Planet is a radical, grassroots organisation – and we need your help to stay that way. Please join our FAN Club, and make a regular donation from just £3/month to support awesome student activism.