

DIVEST FRACKING - ACTION GUIDE

Key information

The Divest Fracking report and data will be publicly released on **Monday 3rd September**. You could do an action or event anytime after this, but we're suggesting that you do something on **Saturday 8th September** to coincide with the [Rise for Climate](#) global day of action.

In this guide are a few ideas for simple actions your group could do to mark the moment, plus some guidance on organising an action. For more information on the Divest Fracking moment, [head to the website](#).

Action ideas

Visual voting

Why?

This action is ideal for raising public awareness and support for your campaign. The idea is to highlight that public opinion is on your side - that people don't want their councils investing in fracking and fossil fuels, but rather in renewables and a clean, just future.

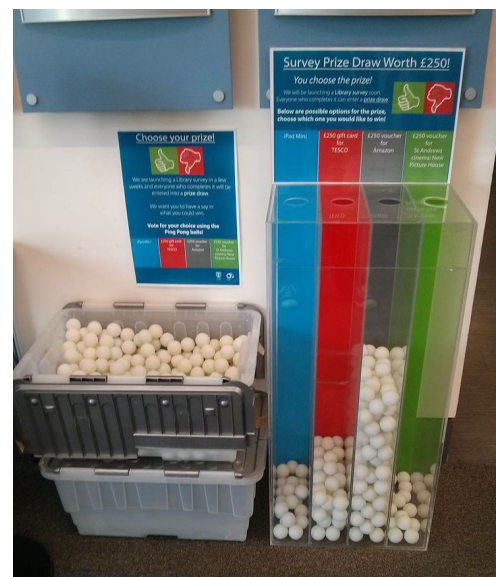
Materials:

- Two see-through containers of some kind - ideally tall and thin
- Lots of ping pong balls or other similar items
- Printed copy of your petition or email list
- Campaign banner or sign.

How to:

Pick an iconic location with lots of foot traffic and plenty of pedestrianised space e.g. outside Town Hall, a recognisable local landmark, a town square.

Take your two containers and decorate them! You could make one look like a fracking rig and one like a wind turbine - or any other strong and recognisable symbols representing the future we want, and the one we really don't.



Example signs to label the containers:

‘Do you want your council investing in:
a. Fracking + fossil fuels
b. Renewables + clean energy.’

As members of the public come past, encourage them to take a ping pong ball (or other item) and ‘vote’ by placing it in the container they choose. You can even make it into a game by encouraging people to try and throw their ‘votes’ into the correct container rather than simply placing them in.



Make sure to have information about your campaign and how people can get involved - leaflets, an email sign up sheet, or a printed copy of your petition. This action also works really well on stalls and at events to get people talking and engaged. Snap a picture of your finished poll and share it online, and with councillors!

Solidarity vigil

Why?

Across the world there are communities on the **frontlines** of the climate crisis and fossil fuel industry - they are being hit hardest by the impacts, and are standing up and fighting.

As divestment organisers, we can [stand in solidarity](#) with them - highlight their struggles, offer support, amplify their voices and demand action.



By doing an action that **demonstrates the links** between the impacts on the ground, and your council’s investments - you can bring home the urgency and importance of the campaign, and show that we’re part of a global movement.

Materials:

- Photos, videos or written testimony from fracking impacted communities across the world
- Other materials as needed - megaphone, candles, banner etc.

How to:

Doing a bit of research before this action is important. Find out what companies or projects your council is linked to, and if there are any people resisting these projects on the ground. Contact us for information on some specific companies and projects you could focus on.

Striking the right tone with your action is important.

It could be angry, solemn, joyful... Your action could be loud - grab a megaphone or speaker system and amplify the voices and words of people on the fracking frontline. It could be quiet - a silent gathering with powerful visual images of the impacts of fracking.

The important thing is that you are making explicit the links between investments, the devastation fracking is causing around the world, and the communities fighting this on the frontline. Take a picture and send or Tweet it to councillors.



Basic banner stunt

Why?

Banners are a fundamental way that we can get our message across, and a banner which is well made and well placed can really attract some attention from the public and your target. Getting a banner in the right place at the right time can really put your target on spot - especially if you get some attention from the media.

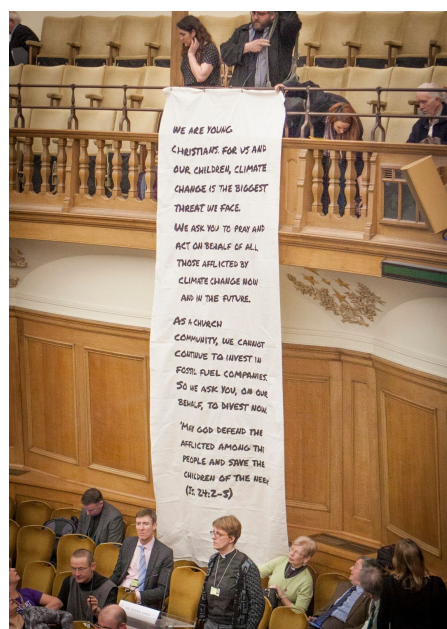
Materials:

- Banner materials - a sheet, some cloth, netting
- Paint, brushes, other decoration materials.

How to:

The key to a good banner action is... a good banner! Check out some top tips on creating a beautiful banner:

- [‘How to organise an Art Build’ guide](#)
- [Step by step banner making](#)
- [Video: banner making](#)



Finding an iconic location for your banner is also important. Choose a recognisable local landmark, or building that represents your target like a Town Hall.

If you want to get a good photo to use online or for the local media, you could also gather a group of people for a photo with the banner. Tell people a time to show up, arrange them for a nice photo and snap away! Make sure you get the contact details of everyone who comes and you invite them to your next meeting.

Want to go a bit more ambitious?

Instead of just holding the banner, try dropping it or attaching it to an important, visible location. There are some extra things to think about if you want to do this - [check out this banner drop guide](#) for more information.



A few more ideas...

- Host a **film screening** in your local area with a Q&A and information about your campaign. [Power Trip](#) and [The Bentley Effect](#) are great films about the fracking struggle in the UK and Australia.
- Build a model **fracking rig** in your town square and collect petition signatures for divestment. Check out some [instructions on building here](#).
- Host an **open meeting** or panel discussion with other local groups about fracking and divestment - invite your local Frack Free group to talk, and invite your councillors along!

Organising your event

So you've got a great action idea, now you need to make it happen! Planning an event together with your group is a great way to strengthen your relationships, bring new people in and grow your group.

Here's a few resources to help you with the planning process:

- [Quick guide to facilitating meetings \(Training for Change\)](#)
- [Rise for Climate step-by-step organising guide](#)

No matter what you do, make sure you capture and document what's happened so you amplify the impact of your action and others can see what you did!

- [Here's a guide to taking great action photographs](#)
- [Here's a longer guide to digital storytelling, covering video and audio](#)

Whatever you're planning, make sure to let us know and get your event registered on the map.

Email ellen@350.org or deirdre.duff@foe.co.uk if you want to talk over your idea or get some support, and find the [action map on the Divest Fracking website](#). **Good luck!**
