

DIVESTMENT CREATIVE ACTION MANUAL



**FOSSIL
FREE**

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Divestment Creative
Action Manual
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INTRODUCTION



Divestment Creative Action Manual

Global Divestment Day, on February 13th and 14th, will be a chance to take on the richest corporations in the history of money with our most powerful tool – creativity. This 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 wind mills and solar panels. Its time we created a new story of our future, together.

OUR COMMON MESSAGE:
FOSSIL FUELS = HISTORY
RENEWABLES = FUTURE

This is the moment where we draw the line and say: if it's wrong to wreck the planet, it's wrong to profit from that wreckage.





This Divestment Creative Action Manual is designed to share some of the most creative ideas for Divestment actions. Most of these actions ideas come directly from different divestment groups around the world, who are already doing great work moving the public discourse by moving money away from the fossil fuel industry. Most of these action ideas have been highlighted because they work both as an organizing tactic and a campaigning tactics. Think about how these actions can be most useful for your goals – are you trying to grow your small team? or are you trying to reach as many people as possible? Is your goal to get your targets attention or to get press?

Think about how each of these different tactics could support your campaigning goals. Perhaps you want to do a few of these interventions to build attention and excitement towards a big event on the Divestment Day of Action, or perhaps one of these ideas can be modified to meet your goals for the Divestment Day of Action itself. In short, use these ideas however they are most useful for you.

Join the conversation!

Signup to <http://www.artivists.net/groups/divestment> to share examples, stories, and ideas for creative Divesment interventions with other divestment organizers around the world.



FOSSIL FUEL FUNDRAISER



Ironically ask people to donate to Fossil Fuel Companies



MATERIALS:

- T-Shirt with Fossil Fuel Company Logo***
- Bucket with Fossil Fuel Company Logo***
- Clipboard (Optional)***

Imagine if a fundraiser approached you in the street, shaking a bucket, and instead of asking for a donation to your favourite charity they asked for cash to support a fossil fuel company? That's the premise of this easy and engaging action. All you need is a placard or t-shirt with the logo of your chosen fossil fuel company on it (iron-on transfers are great for this) and a donation bucket, also with the company logo stuck on.

This works especially well on college campuses where the school is investing in fossil fuels. Approach a student, ask them if they want to support Shell (for example), because they only made \$2billion in profit last year so need all the help they can get. When they laugh or tell you to get lost, tell them they are actually already giving money to Shell with their tuition through the schools investment programme.

The rest of the conversation should flow from there. This is an especially good action to film and make a short video with every one's surprised reactions, or hold a clipboard and use this as a way to recruit new members for your local divestment campaign.

RESOURCES

Big 5 Oil Company Profits:

<http://cdn.americanprogress.org/wp-content/uploads/2014/02/OilProfits-table1.png>



AMAZING EVERLASTING BUBBLES

*Articulate a simple fact:
Bubbles burst!*

MATERIALS:

*2 sticks or dowels
(approximately 3ft/
1meter)*

2 eye screws

*1 washer (heavy
enough to weigh
down cord)*

*12 feet cotton piping
cord (can be found in
sewing stores)*

*1 Bucket or Bowl
Bubble Liquid*



People love bubbles, it's hard to say exactly why but no matter what your age bubbles floating through the air can bring a smile to even the grumpiest face. Lots of little bubbles are nice but what really grabs peoples attention are massive bubbles!

This action is incredibly simple to do but requires and a bit of practice to get right. Position your bubble-makers in a busy but sheltered strategic location (bank headquarters, outside a University Endowment meeting) and get them to make massive bubbles, one at a time.

Each time a bubble is produced have someone loudly saying: "Step right up and behold the amazing everlasting bubble! These giant bubbles will last forever, they will never burst!" Of course they will burst, and when they do apologise and say that one must have been faulty, the next one will definitely not burst... and repeat. The leafleters can be explaining about carbon bubbles and divestment.

RESOURCES

For instructions on making your giant bubble making kit go to:

<http://www.designdazzle.com/2011/07/summer-camp-giant-bubbles-kit-tutorial-with-free-printables/>

THROW A PARTY!

Celebrate your Victories Strategically (however small they may be)



MATERIALS:

*A bunch of people
Party Supplies
(Balloons, Champagne, Limbo)*

*Sound system/
boombox (with a
great song picked out)*

This tactic is pretty simple, and TONS of fun. Basically it involves showing your support for divestment by celebrating with whoever has decided to move their money, in a way that brings attention to the action, and encourages others to do the same. This can be done to support an individual's personal divestment, or an institution's divestment.

Think strategically about location – how does your location tell part of the story. Are you celebrating in the headquarters of a bank your university has just divested from? Are you celebrating inside the Mayors office? Plan documentation well – this action only lasts the length of a single song, so make sure you've filmed it right the first time with a few key shots rehearsed ahead of time. Having a camera on a stick filming from above in black and white can give a nice "security camera" video effect.

RESOURCES

<http://350.org/guide-personal-divestment/> <http://gofossilfree.org/mymoney>
<http://greencentury.com/wp-content/uploads/pdf/DivestmentGuide.pdf>
<http://gofossilfree.org/uk/what-a-party-come-on-the-coe/>

EXAMPLES

Fiesta en Bankia: <https://www.youtube.com/watch?v=NjZwwM-v0KU>

RBC Divestment: <https://www.youtube.com/watch?v=XirYXm6J5A>

Flo6x8: <https://www.youtube.com/watch?v=iop2b3oq100>

Divestment Party at Church of England:

<http://gofossilfree.org/uk/what-a-party-come-on-the-coe/> <https://www.facebook.com/media/set/?set=a.320390214815160.1073741844.116369238550593&type=3>

Fiesta en Bankia (2) <https://www.youtube.com/watch?v=GeyDs3s4s4M>



FREE EYE TEST

Test the Short Sightedness of Decision Makers

MATERIALS:

Seeing Eye Tests

(Customize your own!)

R
U 2
S H O R T
S I G H T E D
T O S E E T H A T
I N V E S T I N G I N
F O S S I L F U E L S I S
G O I N G T O K I L L U S A L L ?
D I V E S T N O W

Is investing in oil really a good long-term investment? Draw attention to the short-sightedness of investing in the fossil fuel industry. "Would you like a free eye test? New research shows that many people in this area are incredibly short sighted and we can just do a simple test to see if you are one of them.

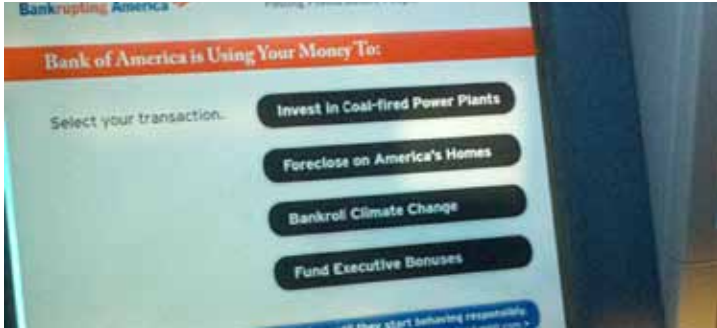
If you just stand over there and let me know if you can read this card...". Print this out on A4 paper to hang up as posters or print out a HUGE version (you can make big posters using the free program "posterazor", or paint on fabric to use as a banner drop.

RESOURCES

<http://posterazor.sourceforge.net/>

ATM INTERVENTIONS

Bring protest to the point of consumption



MATERIALS:

Print-outs of modified ATM Screens

Banks are some of the biggest investors in fossil fuels, and for many of their customers their main interface with their bank via the ATM. As a public service we should let people know that their bank is investing in the destruction of the environment. This can be done with a simple printed sheet cut to the size of the ATM screen and stuck on with some removable double-sided tape.

This can look surprisingly realistic at first glance, but is unlikely to last long if someone wants to use the machine. The other option is to mount the fake ATM screen on card and rest it on the ATM, with a message underneath saying "We hope you found this message informative and amusing. To use it simply lift it out of the way. We would be grateful if you could replace it when you're done. Thanks!"

RESOURCES

Fuera de Servicio:

<https://www.youtube.com/watch?>



INFLATABLE CARBON BUBBLE

Deflate the Crisis before it Pops

MATERIALS:

Thick plastic

Good Tape (Double Sided and American/ Duct Tape)

Vaccum cleaner (to inflate)



With some thick plastic and some tape you can create incredible giant inflatable carbon bubbles (or anything!). These objects can be used tactically in the streets, to liven up a march, or as an educational tool.

The good thing about this prop is it is made of air and plastic (which is really oil) – allowing for a great space to start talking about co2 emissions the causes of atmospheric pollution. Choose a symbolic or strategic location and think of writing a message on the bubble itself. Inflatable-based actions are incredibly playful, so often avoid police repression, are lots of fun and provide great visuals!

Think tactically about how a carbon bubble can be used to accomplish your actions goals – are you trying to block something? create a distraction? get through police lines?

RESOURCES

How to Make an Inflatable Carbon Bubble Tutorial (pdf): <http://gofossilfree.org/de/wp-content/uploads/sites/9/2014/07/CARBON-BUBBLE-MANUAL-WEB.pdf>

How to Make an Inflatable Carbon Bubble Video Tutorial: <http://vimeo.com/89080176>
<http://destructables.org/node/53> <http://carbonbubble.info/>

SAMPLE ACTIONS

Flood Wall Street, NYC: <http://vimeo.com/106864240>

DIVESTMENT STREET THEATER

Use this popular education technique on the streets



MATERIALS:

Fabric (Bedsheets works great)

Staples or sewing machine (to attach the different “pages” of fabric)

Paint and brushes

· 3 Large sticks or broom poles

· String or bicycle tubes to attach the sticks

Street theater is a simple way to spread your message in a way that gets people’s attention, builds a team, and attracts other creatives to join your group – its both a great educational and organizing tool – the very act of developing and performing this piece is a good way to build a strong group by having fun together. This simple street theater piece can be easily made, performed and transported and summarize complex information in a short easy-to-tell story. Customize this piece to include local climate impacts, local infrastructure projects and local resilience building initiatives. Think about location: this works great when you have a captive audience – people waiting in long lines, on a metro platform. Make sure you have a clear “this is what you can do/next step” to tell people so they know where to direct their energy, or flyers/leaflets to pass around afterwards.

These stories can be performed by 1 person (with two volunteers to hold the images up) or with a large group that acts as a “chorus”. This is also a very useful tool for “teach-ins”.

RESOURCES

Cantastoria Skit Script: https://docs.google.com/a/350.org/document/d/1ZSS0_oXDHZXWKNpHk9kw5w15vqRbcsV5zXJmEn90bV0/edit

EXAMPLES

Do the Math Cantastoria: <https://www.youtube.com/watch?v=wSgrHkTAmI>

Divest Edinburgh Carbon Bubble: <https://www.youtube.com/watch?v=4F2F670gP08>

People’s Climate March Cantastoria: https://www.youtube.com/watch?v=bDRv_cqb442E

Swarthmore Mountain Justice Street Theater:

https://www.youtube.com/watch?v=WCNI0Wv_TGU



FOSSIL FREE PHOTO CALL

*Help people speak their mind,
and share it.*

MATERIALS:

Something to write on (chalk board, dry erase board, paper and markers)

Camera

Flickr or Facebook Album



The concept of this action is simple – go to a public place and invite people to have their picture taken with a message. Get a chalk board, dry erase board or paper and makers and let people write their own message, or have them pose with a standardized prop.

Post all the photos onto a facebook or flickr album and invite people to share the image of themselves with friends. This is a great way to spread your message online, by facilitating other people in sharing it. This action also works to build your email list, as you can offer to send people a link to the album once it is uploaded. Think creatively about how to make this exciting, and relevant to the local context – how much of your narrative can you tell in a single picture?

EXAMPLES

Yo Voy 25s: <http://yovoy25s.wordpress.com/2012/09/09/cientos-de-personas-posan-en-la-primera-sesion-del-photocall-25s/>

We are the 99 Percent: <http://wearethe99percent.tumblr.com/archive>

Fundamental Characters from History: <https://www.flickr.com/photos/gacgru-podeartecallejero/5741055800/in/photostream/>
<https://www.youtube.com/watch?v=gP00qHhBcfY>

LE MENU DU JOUR

Offer people what they're already having



MATERIALS:

Nice clothes (black and white preferable)

Little Trays

Coal/Charcoal

Champagne Glasses

Oil (Soy Sauce and Syrup)

A waiter approaches a well-dressed woman at a fancy event with a tray of drinks:

“How would you like some oil and coal?”

“Erm no thanks”

“That’s too bad cause your money is already invested in it”.

This is a simple but effective action to shine a light on what is really going on, and puts your team in a great position to hijack an event’s messaging. Keep a close eye on your targets – when do they have public events? What events are they sponsoring? Print out “menus” or fancy flyers to hand out to people at the event. And if you happen to notice that no one is on the micro-phone, perhaps you have a message for the public...

EXAMPLE ACTIONS

<https://www.facebook.com/media/set/?set=a.398485150290284.1073741832.276384475833686&type=3>



GIVE AN AWARD FOR UNBURNABLE CARBON

*Acknowledge the Audacity of
your local Fossil Fuel Criminal
Bubbles burst!*

MATERIALS:

*An award of
some-sort*



The extent Fossil Fuel companies are going through to find carbon that will never be burned is commendable – its time we acknowledged their costly but futile effort to burn everything combustible. Find a polluter headquarters near you and bring them the present they were never expecting – an award for their impossible business model.

Print out a banner, or get them a medal, and go present an award to the company – this works especially well right before they announce their quarterly profits, or when they announce a new fossil fuel finding or project. Invite the press, and create a good photo for them – not everyone may be able to get inside.

RESOURCES

<http://www.carbontracker.org/resources/>

EXAMPLE ACTIONS

Adani Given Stranded Asset Award: <http://www.marketforces.org.au/adani-given-stranded-asset-award-for-3rd-most-unburnable-coal/>

<https://www.facebook.com/MarketForces/photos/pb.144975872321975.-2207520000.1401570163./314403072045920/?type=3&theater>

<https://www.youtube.com/watch?v=m1fJZITv5EI>

BE A CARBON BUBBLE

Be the change you wish to see in the world.



MATERIALS:

A few people

A few paper lamps

Black Stockings (optional)

Black Spray paint (to paint the lamps)

Signs (if you want them)

This simple action allows you access to many places because you are the prop. Live up any petition delivery, blockade, sit-in, or action by having a few carbon bubbles around to draw attention to the stranded assets that are already built into our economy. Perhaps pay a visit to a decision maker or ask local politicians what they think of the carbon bubble during press conferences.

To make these, just get a few big paper lamps, spraypaint them black and go for it. You can also get huge balloons and cover them in paper-mache. Think about the visuals of this action, and symbolic locations. Also think of the latent humor this costume entails. (Dance flash mob anyone?)

EXAMPLES

<http://peopleandplanet.org/climate-change/news/n16608>



BALLOON BANNER (UN)DROP

Give your message a lift

MATERIALS:

Helium Balloons

Lightweight Fabric

Paint

A lightweight hollow plastic rod for the top (sewn into a sleeve)



This simple little stunt allows you to get your message into a hard to reach spot – and stay there! Find the right location for this: a high-ceiling with strategic significance or where many people will pass by.

Perhaps do this during a specific event where you will have a target audience. Just remember to keep everything as light as possible: paint, fabric, string, rod, everything – otherwise you might not get the lift you need.

EXAMPLES

Divestment Gets a Lift: <https://www.youtube.com/watch?v=IMIIYVGNVB8>

Balloon Power: <https://www.youtube.com/watch?v=xF7xUAjDXUU>

PETITION DROP



*Write your demands big enough
for everyone to read them*



MATERIALS:

Large fabric

*Weights
(socks filled with
pebbles works fine)*

Rope

Paint

*Projector (Optional:
for projecting and
tracing the text
before painting)*

A piece of paper delivered to your office is easy to ignore. A 5 meter petition hanging off a building is slightly harder to ignore. Make sure that your message comes out loud and clear by making it big.

Find some big (orange) fabric (or dye bedsheets orange with latex housepaint and water) and write or project your demands onto it and drop it from somewhere strategic. Think about what is in the background or foreground of the picture, or find a place that has cultural, biological or local significance.

EXAMPLES

<http://www.demotix.com/news/3453304/students-rally-campus-divestment-fossil-fuels-boston>

University of Glasgow: <http://blueandgreentomorrow.com/2014/07/03/university-of-glasgow-advisers-suggest-total-divestment-from-fossil-fuels-within-10-years/>



AERIAL PHOTO

Show the People-Power behind your message

MATERIALS:

- Lots of people*
- Something tall to take a picture from*
- Chalk or string to mark your image*



With aerial photography the medium is the message. The presence of many people communicates that this is something important to many people, the image formed by the people communicates the message.

Getting this right requires some preparation: think about shadows and the position of the sun, if you want people to wear colors, if you'll be shooting from an angle remember that the image will be foreshortened.

EXAMPLES

The Cambridge Windmill:

<https://www.youtube.com/watch?v=ptTgmeC4L4k>



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