

GREENPEACE

CHOOSE WATER #NOTPIPELINES

ACTION TOOLKIT

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CHOOSE WATER
#NOTPIPELINES



SNUTETKWE MANUEL AND HER DAUGHTER WASAYKA, 2, ACTIVISTS FROM THE TINY HOUSE WARRIORS.

The fight against the Alberta tar sands is a fight for the kind of world we want to live in.

Greedy oil companies want to expand tar sands pipelines across Canada and the United States. Indigenous communities and a powerful coalition of allies, including Greenpeace, are challenging these projects because they threaten to destabilize our climate, contaminate water, and violate Indigenous rights.

We need your help to resist three new destructive tar sands pipelines:

- Kinder Morgan's Trans Mountain pipeline expansion
- TransCanada's Keystone XL pipeline
- Enbridge's Line 3 pipeline expansion
- ~~TransCanada's Energy East pipeline~~ Important update: the Energy East pipeline has been cancelled. A huge victory for people power, water and our climate!



TAKE ACTION

Help Cut Off Pipeline Funding

Stopping the flow of money bankrolling these pipelines is one of our surest routes to victory, but we need your help.

In order to build these pipelines, companies must raise billions of dollars, which they can't do on their own. So they've turned to big banks, including 26 major lending banks and financial institutions, for the funds. These banks provide the pipeline companies with the credit they need to build pipelines (see our Fossil Fuel Financing 101 for more info on pipeline financing).

In Canada, TD Bank is one of the largest financial contributors to new tar sands pipelines, and it has taken a lead role in financing Kinder Morgan's pipeline. As a result, Indigenous leaders have called on TD to stop. At this point in the campaign, we believe that public pressure is critical to stopping TD from financially backing pipeline projects which threaten water, climate and Indigenous rights. Other banks such as ING have created policies to avoid financing tar sands pipelines, and TD can too. That's why we need to tell TD to stop funding dangerous pipelines and invest in renewable energy projects instead.



BACKGROUNDER

Tar Sands & Pipelines

For over a decade, Greenpeace has been part of the fight to stop the expansion of the Alberta tar sands, clean up existing operations, and launch a rapid transition to renewable energy that is fair to workers and affected communities. Tar sands companies want to build new pipelines so that they can expand production and reach new markets.

Why Greenpeace opposes the construction of new tar sands pipelines



Pipelines threaten Indigenous rights

Over 150 First Nations and Tribes have signed a treaty to ban proposed tar sands pipelines from their territories and waters, forming the Treaty Alliance against Tar Sands Expansion. These pipelines do not have the free, prior and informed consent of many impacted Indigenous communities.



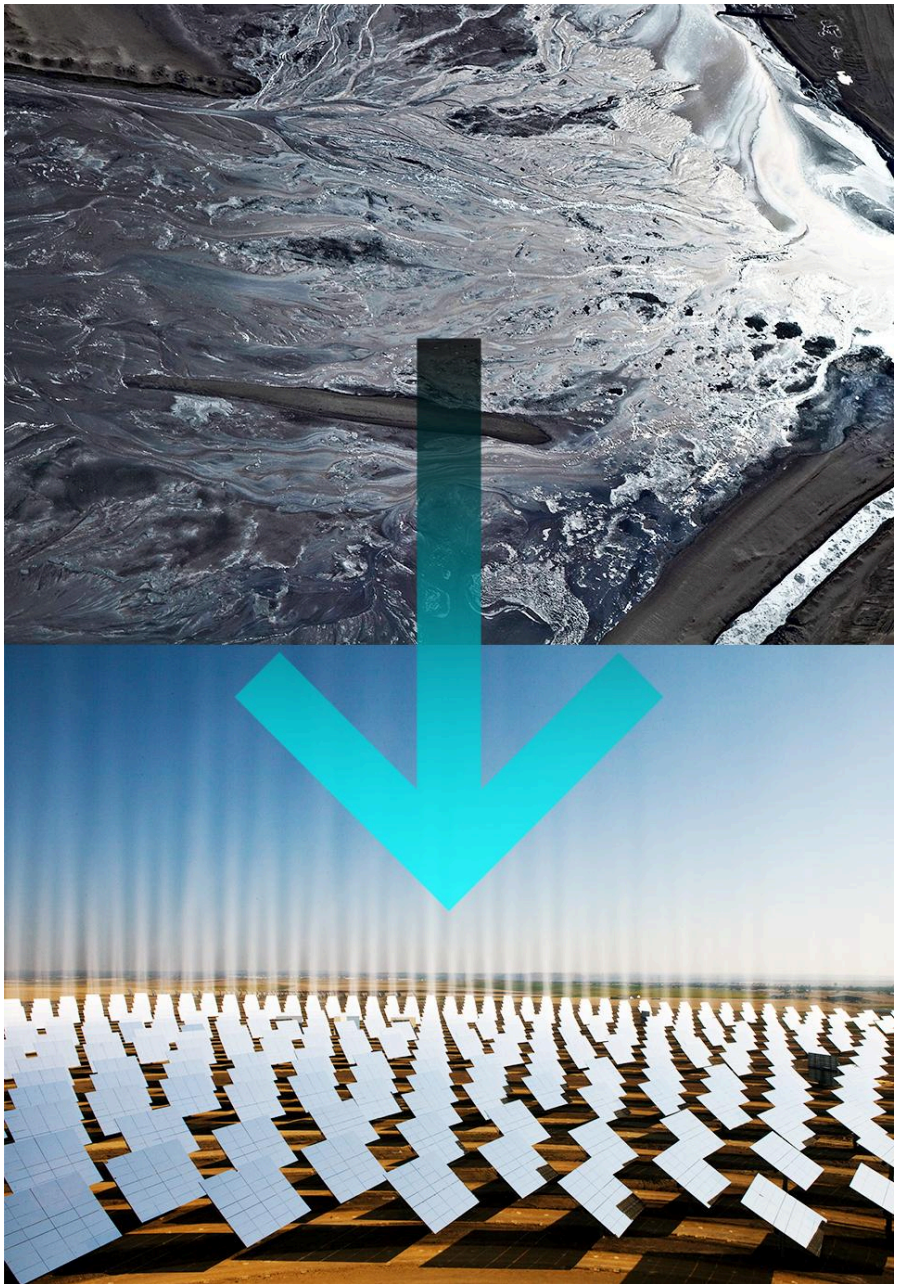
Pipelines threaten water

The risk of oil spills means that these pipelines would threaten thousands of rivers and streams across Canada and the United States, putting communities at risk. Drinking water would be at risk of contamination. Pipelines on the coast endanger wildlife and the health of our oceans. The question is not if pipelines will spill, but when.



Pipelines threaten climate

The greenhouse gas emissions from producing and burning the oil these pipelines would carry will fuel climate change. Spending billions of dollars to build new pipelines and expand the tar sands could lock us into a high-carbon energy source for decades.



Turning tar sands into oil is a complex and energy-intensive processes that causes widespread environmental damage. It pollutes the Athabasca River, laces the air with toxins and converts farmland into wasteland. Large areas of the boreal forest are clearcut to make way for the development of the tar sands, which are the fastest growing source of greenhouse gas emissions in Canada.

The social and health costs of the tar sands are also a major concern. First Nations communities in the tar sands report unusually high levels of rare cancers and autoimmune diseases. Their traditional way of life is threatened. Substance abuse, suicide, gambling and family violence have increased in the tar sands region. Meanwhile, the thousands of workers brought in by oil companies face the boom and bust cycles of the oil economy rollercoaster.

We have better alternatives. Renewable energy is cheaper than ever. It creates more and better jobs than the fossil fuel sector. We can meet our energy needs without wrecking the environment and undermining our future prosperity. We can create a stronger, more prosperous, and more just economy by investing in renewables and the green economy.

Getting Started

To begin: Register first!

If you haven't already, we're asking everyone taking action to sign-up below with their contact information so that we can stay in touch.

#NotPipelines Participant Registration (www.act.gp/notpipelinesregistration)

Next step: Get support

If you have questions or to request a mailout of materials (flyers, stickers, etc.)
Email us: tarsands.ca@greenpeace.org

We can also set up a phone call or video chat to help you implement your actions.

You can also use Greenpeace's online organizing platform Greenwire to create events and connect with other Greenpeace volunteers to work with in your area. Join our group here: Stop Financing Tar Sands Pipelines.

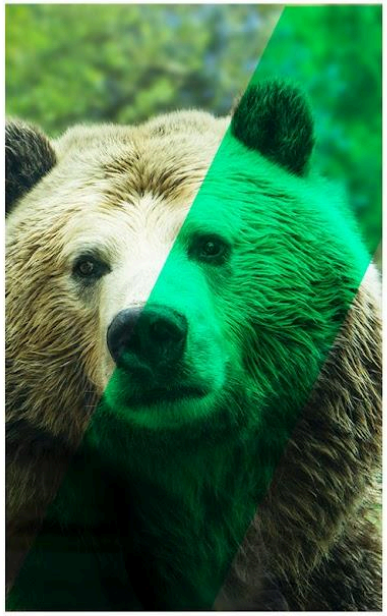


Stay Involved with Greenpeace as a Volunteer

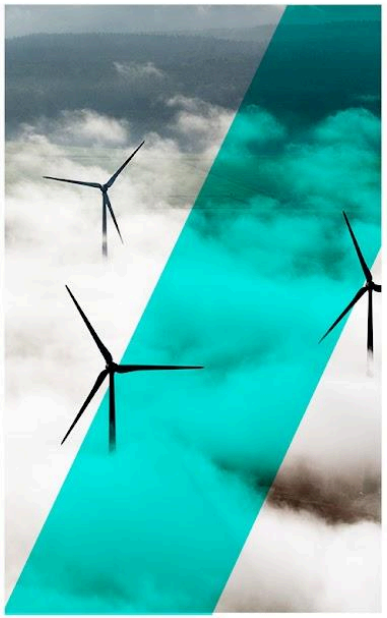
If you've never volunteered with Greenpeace before, watch this video about who we are and what we do. You can find more ways to stay involved by visiting: **greenpeace.ca/volunteer**.



WE CHOOSE WATER



WE CHOOSE WILDLIFE



WE CHOOSE CLIMATE SOLUTIONS



WE CHOOSE PEOPLE



WE CHOOSE INDIGENOUS RIGHTS

STRATEGY

Key Messaging

Following the key campaign messages will help focus your communications and prepare you for any of the actions you choose to do.



Your key asks

- We want TD to choose water, choose our climate and respect Indigenous rights.
- We want TD to end its financing of tar sands pipelines and refuse to participate in or underwrite any financial agreements or loans which facilitate the construction or expansion of tar sands pipelines.

Your Key Messages

- Your bank is financing dangerous and dirty tar sands pipelines.
- These pipelines threaten Indigenous rights, safe drinking water and a stable climate.
- This is simply unacceptable behaviour from any bank, let alone one that claims to be committed to social responsibility.
- You must stop helping to finance these harmful projects immediately.

General Messages

- Pipelines threaten to contaminate our drinking water and pollute our oceans. The question is not if pipelines will spill — but when.
- We are calling on your bank to stop supporting tar sands pipelines, and put that money towards clean, green, renewable energy projects instead.
- TD is failing to live up to its own policies by financing pipelines (see information on TD). It is unacceptable for a bank that claims to be socially responsible to be financing tar sands pipelines.

Indigenous Rights	➔ First Nations and Indigenous leaders across Canada and the United States are leading the resistance to tar sands pipelines. We stand with the 150 First Nations and Tribes that have signed the Treaty Alliance against Tar Sands Expansion, prohibiting pipelines on their territorial lands and waters. ➔ These three tar sands pipelines have not obtained consent from many Indigenous Nations on the pipelines' paths, as required by the UN Declaration on the Rights of Indigenous Peoples. By financing these pipeline companies, your bank is financing the violation of Indigenous rights.
Water	➔ Tar sands pipelines threaten water. Our oceans, lakes, rivers, aquifers and drinking water are all put at risk by oil spills which could be impossible to clean up. ➔ Kinder Morgan's pipeline will increase the number of tankers in Pacific Northwest waters by a mind-boggling 700%, increasing the risk of ocean spills that are difficult, if not impossible, to clean up. ➔ The increased noise from tanker traffic hampers orca whales' ability to communicate and find food. There are only 78 local coastal orcas left. ➔ It's not a question of *if* tar sands pipelines will spill, but *when*. The three companies building them have horrible track records, spilling 373 times in the U.S. alone between 2010 and August 2017. That's an average of a spill a week.
Climate	➔ Enbridge, Kinder Morgan, and TransCanada are attempting to build three tar sands pipelines that will each transport hundreds of thousands of barrels of the world's most carbon-intensive oil a day. ➔ Building new pipelines would facilitate expansion of the tar sands (leading to more tar sands oil being extracted and burned) and further destabilization of our climate. People all around the planet will suffer the effects of more extreme weather, floods, wildfires, increased air pollution and rising sea levels. ➔ We don't need another pipeline. KM operates enough oil and gas pipelines in Canada and USA to circle the earth three times. ➔ We can meet our energy needs and build a more prosperous economy by investing in a green, renewable energy sector that will safeguard the planet. On average, investing in green jobs creates more employment per dollar invested than the fossil fuel sector.

TAKE ACTION

Menu of Tactics

Tactics are actions we take to implement our campaign strategy and get us closer to our goal. In this toolkit, we've suggested tactics that can pressure the banking sector to stop financing tar sands pipelines. If we can achieve this, it will be a big step towards stopping the tar sands and sparking the transition to a just, renewable energy economy.

Actions organized on the community level by people like you are the key to making change. Banks need to know that people in the communities they service will hold them accountable for ignoring Indigenous rights and threatening our water and climate.

Choose action(s) that match your interests and availability. They are listed in order of time commitment and escalation.

If you have questions along the way or want advice, you can contact Greenpeace by email (see page 8).

ACTION 1
Postering / Stickering

ACTION 2
Digital Campaigning

ACTION 3
Formal Communication

ACTION 4
Organize An Action

ACTION 5
Design Your Own Tactic



Remember

Take photos and/or video of yourself or your group performing the actions to share online and report back to Greenpeace.

Reporting Back

Once you're done, we'd love a report back of your experience so we can share and showcase your work. Send us an email (see page 8) to let us know.

- ➔ Which action did you do? Where? When? Describe what happened!
- ➔ How did it go? What was the reaction from the bank, the public?
- ➔ If you spoke or met with a bank branch manager, what did you discuss?

Send us your photos/videos. Let us know if you'd like to draft a blog post about your experience and actions that we can share online.

You can also share your work on social media with the hashtags: **#WeChooseWater #NotPipelines**

We Want Your Feedback!

How can Greenpeace improve our calls to action in the future? What went well? What was challenging? What resources or information was most useful, or what did you miss?



ACTION 1

Postering & Stickering Near Bank Branches or Events

This is a great action to do independently or with a small group that doesn't take a lot of time.

Note: *Request stickers via email, including your name and mailing address here, via the contact info on page 8.*

What To Do

- ➔ Put pre-made posters/stickers about the campaign up around TD branches in your community.

- ➔ Or, design your own poster and street art to display around TD locations. (see our Style Guide for inspiration).

- ➔ You can also research where TD may be attending an event (like a parade or festival) and put up posters and stickers near their booths and activities.

- ➔ Provide posters and pamphlets to local businesses for display.

  Note: *Every municipality and region has different by-laws with regard to postering/stickering (in some cases you could receive fines). So do some research first about the rules in your area!*

How

Research TD events and Bank Branch locations in your community with this Branch Locator. Prepare your materials and if applicable, organize logistics with friends. Find public areas where you can poster/sticker.

Here are some great guides (not associated with Greenpeace) to help you prepare:

- ➔ Wheat Paste Recipe and How To (option: use a paintbrush instead of hands)
- ➔ How to poster effectively



What You'll Need

- Map of TD locations or promotional event;
- Printer and/or photocopier;
- Clear electrical tape & scissors OR wheat paste, large paint brush and a bucket;
- Optional: friends to go with you or divide up the locations with.

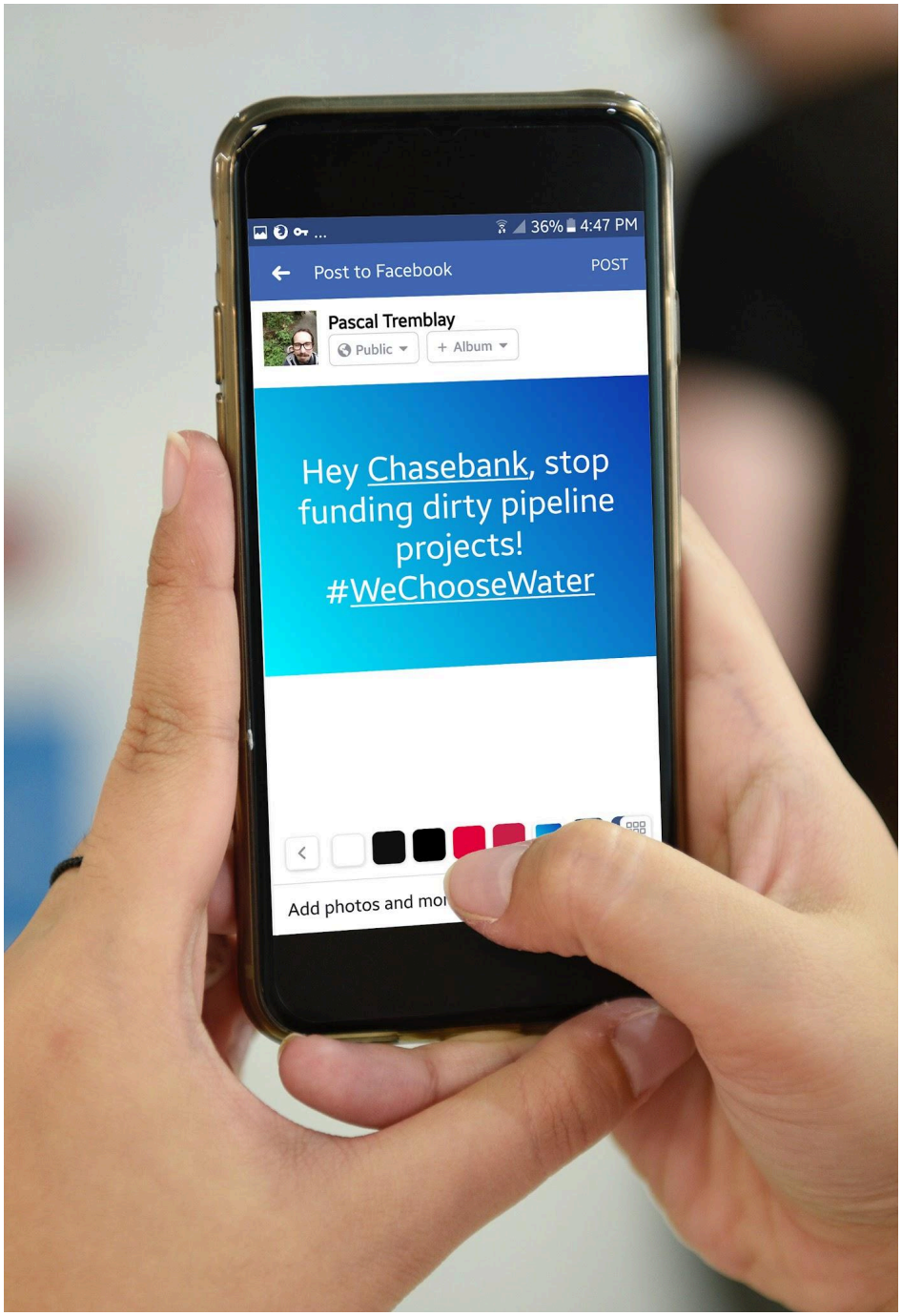
Tip: *See if anyone you know has access to free photocopying/ printing. When possible, print posters on 100% post-consumer recycled and/or Forest Stewardship Council (FSC) certified paper.*

➔ Legal issues with postering in Canada

ACTION 2

Digital Campaigning

Social media is a powerful tool we can use to directly engage and publicly pressure banks. The actions described below can be done independently or in a small group of friends.



What To Do

Directly engage TD online about their pipeline and environmental policies.

How

Use your own personal social media profiles so that TD knows these actions come from real, concerned members of the public.

Login to your social media accounts and visit the profiles listed below. Ask TD questions about pipeline financing, using the suggestions below and the Key Messages on pages 9-11).

Be sincere and respectful so TD will respond and not simply delete your inquiries or block your account.

Here are some example comments you can make:

- Hey @TD_Canada @TDNews_Canada, how can you be environmentally responsible and finance tar sands pipelines? #WeChooseWater #NotPipelines #stopKM #NoKXL

- Can we really trust @TD_Canada @TDNews_Canada with our money or our climate? Why are you financing tar sands pipelines? #WeChooseWater #NotPipelines #stopKM #NoKXL

What You'll Need

- A computer or smartphone;
- Social media accounts (for one or more of the following platforms: Facebook, Twitter, Instagram, Youtube);
- Optional: a small group of friends to work with online or in person. **Use the campaign Style Guide to help get content and ideas.**



TD's Social Media Channels



Facebook

TD will likely not allow you to post directly on their wall, but you can comment on existing posts to share your message.



Twitter

The easiest way to engage is to tweet @TD_Canada, @TDNews_Canada.



Instagram

@TD_Canada has a lot of images on Instagram about "trust" and "love". Comment on these images and question their values in relation to pipeline impacts.



Youtube

Comment on their videos or tag them in your own Youtube video, asking questions and sharing information about the #NotPipelines campaign.



Hashtags

Make sure with all your social media campaigning, you use these hashtags to build momentum:

#WeChooseWater #NotPipelines #StopPipelines #StopKM #NoKXL #StopLine3
#StopEnergyEast #IndigenousRights #KeepItInTheGround

You can also tag @GreenpeaceCA on Twitter,
@Greenpeace_Canada on Instagram, and Greenpeace Canada on Facebook.



ACTION 3

Formal Communication: Write a Letter, Telephone and/or Request a Meeting

This action is most effective if you do it on your own or with a friend. You don't have to be a client of TD, but if you are not a client and plan on arranging a meeting, it would be useful to pair up with a friend who is a client. This will motivate TD to meet with you and give you legitimacy.

What To Do

Contact a TD branch manager directly.

How

Send a letter: Use this Branch Locator to make a list of all mailing addresses for TD branches in your community. Use this template letter (see "Resources Contained in the Toolkit") as an example to draft your own version. You're more likely to get a response if the letter is unique. If you're willing to meet with the branch manager about your concerns, include a formal request to meet in your letter.

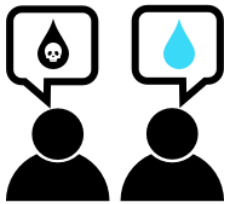
Make a phone call to TD customer care: You can also call TD's general customer care line. Ask that they forward your concerns to their head office. Phone: 1-800-430-6095.

Call a local branch: You could also follow up on your letter via phone or call to the branch instead. Use the Branch Locator to find the telephone numbers of your local branches. Ask to speak with the branch manager to discuss your concerns about TD financing tar sands pipelines. If they are not available, leave a voicemail and ask to be telephoned back. If you do not hear back, keep calling until you do.

What You'll Need

- Access to a computer/printer (or handwrite a letter);
- Postage stamps and/or phone.
- You can use the Key Messages on pages 9-11 to help craft your letter/email and prepare for your phone call or meeting.





Tips For Meeting Or Phoning A Branch Manager

- Use these Key Messages (pages 9-11) as a guide. Ask questions and seek answers to your concerns.
- Write down a list of what you want to communicate and practice saying it in your own words. *Tip: Roleplay the interaction with a friend, get feedback and try again.*
- Speak respectfully, accurately and honestly as a concerned member of the public.
- Thank them for speaking with you. Be polite and sincere, and review the provided materials in advance so you are accurate in your statements.
- You don't need to know all the facts and figures, speak from your heart.
- Introduce the issues, share this flyer, and ask them what they can do to address your concerns. Ask them to share your concerns with TD's head office.
- Listen and ask questions.
- Establish next steps: before you leave make sure the next steps are clear and there is a plan to follow up with the branch manager or head office, if necessary.

ACTION 4

Organize an Action Outside a TD Branch

This activity requires a group of at least two people, but will be more effective the larger a group you can mobilize. Since this action requires more complex planning, we encourage you to get in touch with us prior to your activity, so we can offer guidance and support (see page 8).



What to Do

An action outside of a TD branch to both communicate with the bank, educate the public and showcase the broad movement mobilizing to stop tar sands pipelines. You don't need to be a TD client, as this is about a concerned public holding big banks accountable for their environmental and human rights impact.

How

Before you go:

- Pick a location with this Branch Locator. Prioritize a location that's easy to get to, has high foot traffic and visibility. Choose your location and plan a date and time. (Tip: you can use google maps street view to visit the area virtually).

- Invite your friends, neighbours, and coworkers to join. You can create a Facebook Event or sign up and use Greenpeace's Greenwire platform to help you organize.

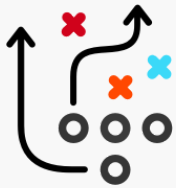
- Print out Flyers and Posters or consider hosting an art party to make handmade signs or banners for your event.

- Personalize this draft letter to a TD branch and sign it with your name, so you can deliver it to the branch manager.

What You'll Need

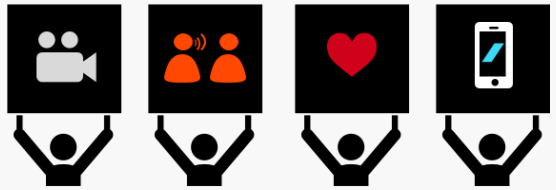
- Access to printer for posters, pamphlets and your letter;
- A small group to take on roles for the day, create a banner/posters or other artwork for the action;
- A smartphone with internet access to take photos and share your action live on social media.





If possible, meet with your group in advance or before the action to discuss the following

- The tone of the action and your planned sequence of events (arrival, set up, etc.).
- Your goals and the possible scenarios the day of and how you will react.
- Clarify how you will make decisions as a group during the action.
- Talk about when and how you will leave.
- Have everyone read the Key Messages (on pages 9-11) and be prepared to explain why they are participating. Pair off and practice your personalized key messages and roles for the day.



Decide who can take on the different roles for the activity

- **Sign holders:** people to hold signs and banners to attract passersby.
- **Engagers:** people to speak to the public and TD employees, and hand out flyers.
- **Bank liaison(s):** 1-2 people to deliver the letter to TD and meet with the bank manager.
- **Social media:** someone to take photos and video and post them with updates.
- **Media liaison:** someone to speak to the media, if you invite them (see Tips on Getting Media for your Action).
- **Coordination:** someone to help direct logistics and the sequence of events.
- **Larger groups:** Brainstorm other roles that would be useful (e.g. snacks, music, participatory artwork or activities, etc.)



Once You're at the Bank

- Remember the tone is firm and empowered, not forceful or threatening. Be respectful of employees and members of the public, and any requests to not be included in photo/video. Be fact-based and accurate in what you say.

- Take group photos and video with your signs, with the bank in the background so it's clear where you are.

- Share flyers and information with the public and employees.

- Share updates on social media. Here are some tips:
  - When talking about your event use the hashtags #WeChooseWater #NotPipelines
  - Facebook/Tweet as you are heading there to create excitement
  - Share photos of individuals and signs
  - During the event, share what is happening around you
  - Videos of the action help get more views. When live-tweeting keep videos at 10 seconds or less, and 10-30 minutes for Facebook Live videos.
- Find the manager. Your Bank Liaisons should enter the bank and ask to speak to the branch manager.

- Be patient and persistent. It might take a couple of requests and some time for the manager to meet you. However if you are asked to leave the property, you should leave.

- If an employee or security guard comes outside before you've had a chance to go inside, ask them politely to speak with the branch manager and explain why you are there. If they ask you to leave or suggest you are on private property, move to the sidewalk or public space and ask them to deliver the letter to the manager directly.

- Remember the purpose of this activity is to inform the branch and the public about your concerns. It is not to convince or confront customers or employees. Share your knowledge, passion and answer questions; don't get hostile or argumentative.

Talking with the Manager

See tips for “Meeting with a Branch Manager” in Action 3 above (page 21).



Wrapping Up

- Once you’ve done everything, thank everyone for joining you. Go out and celebrate!
- Organize a debrief for about a week after the action; allow your group to share their reflections, learnings and impressions. Decide if you want to keep working together and if so on what next. Celebrate your action again!
- Report your group’s reflection back to Greenpeace by email as outlined on (page 8).

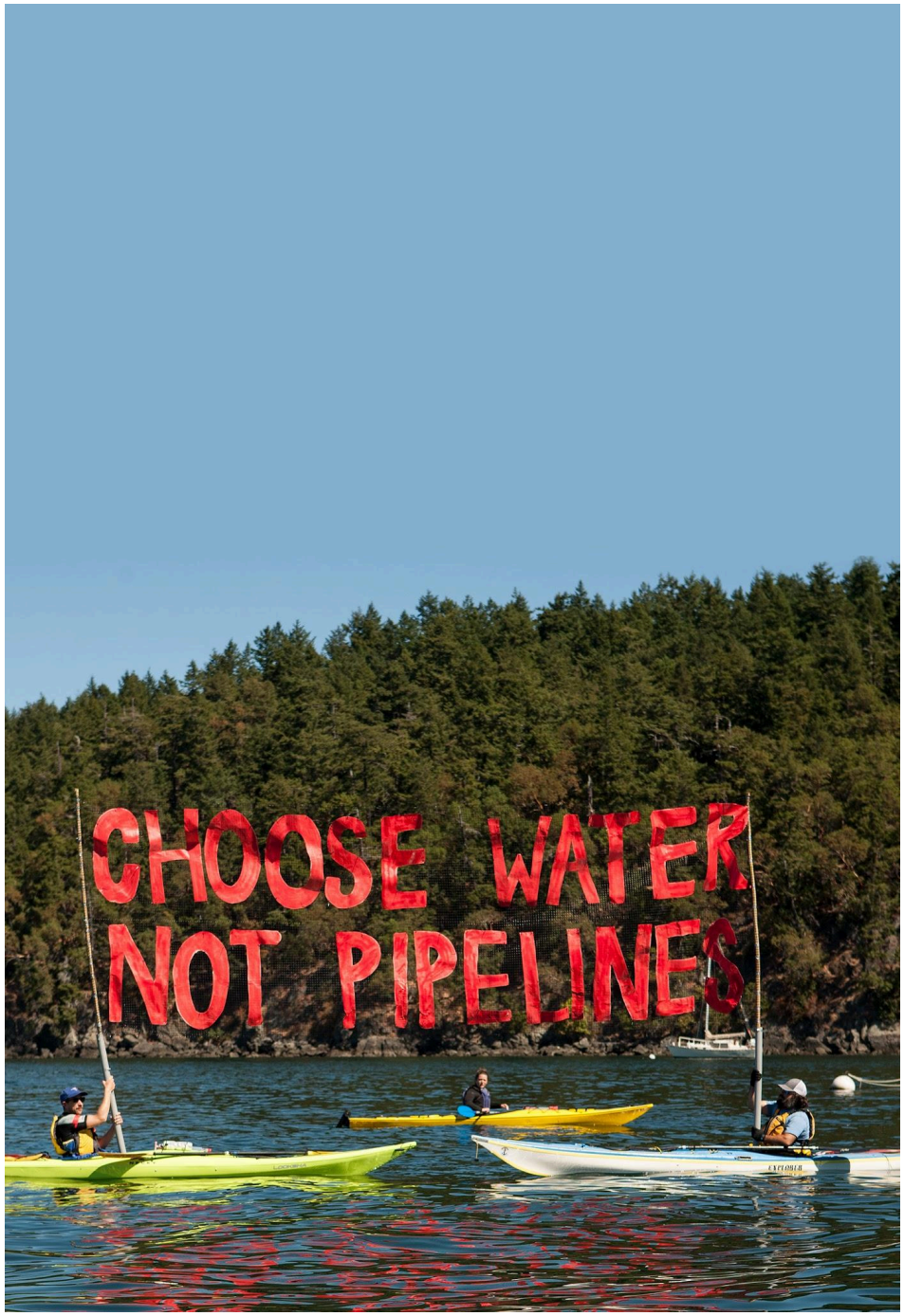
Important Note on Legal Issues

Greenpeace believes civil disobedience and nonviolent direct action (NVDA) are effective tools to bring about positive social change. This toolkit is not intended as a guide or encouragement to do civil disobedience, however we understand some may choose to engage in it as a tactic. If you do so it is important to take it seriously and properly prepare yourself and your group. Whatever actions you decide to take, you should make sure you are aware of all relevant laws, and discuss with your group what legal risks you are (or are not) prepared to take.

Here are some legal guides created by other organizations that can help you prepare:

- Movement Defense Committee’s “Legal Guide for Activists”

➔ [Canadian Civil Liberties Association: "Protest Rights - Useful Links"]



ACTION 5

Design Your Own Tactic

The tactics we've mentioned above are great ways to pressure banks, educate, and mobilize people power to stop the financing of dangerous tar sands pipelines.

But we haven't thought of everything! Making social change takes diversity and creativity, and we'd love you and your friends to come up with your own peaceful tactics.

Please contact us before you do your activities so we can support you any way possible (see contact info on page 8).

Materials & Resources

Visit the digital links below to download materials and read more about the issue.
You can also request flyers and stickers by post (see page 8 for contact details).

Resources

- ➔ Poster
- ➔ Flyer
- ➔ Sticker
- ➔ Template: Letter to Bank Branch

More Information

- ➔ Fossil Fuel Financing 101
- ➔ Q&A on why we're campaigning on TD
- ➔ 26 key banks funding tar sands pipelines
- ➔ Check out and support Mazaska Talks' campaign to get banks out of the tar sands

Resources To Get Your Creativity Flowing & To Help Organize

- ➔ Style Guide
- ➔ Beautiful Trouble
- ➔ Good Publicity and Outreach
- ➔ Seeds of Change Resources
- ➔ 198 Methods of Nonviolent Action
- ➔ Creative Activism Guide: Basics (Global Justice Now)