UNDER EMBARGO UNTIL MARCH 3, 2022 at 6 AM EDT

# FoE/TNI SOCIAL MEDIA TOOLKIT:

## Cashing in on Crisis: How the world's largest investors fuel and profit from climate change and border militarization

The world's biggest asset managers – BlackRock, Vanguard, and State Street – are financing the climate crisis through investments in fossil fuel and agribusiness companies, driving increased carbon emissions, human rights abuses, and forced displacement. These same asset managers are also invested in border and surveillance companies which profit from racist and xenophobic responses to migration. As climate change continues to impact migration and displacement, an intersectional, rights-based approach rooted in principles of climate justice is critical to transform financial institutions and economic systems.

**Materials:**



## 1. ACCOUNTS

| Target Accounts | Partner & Spokespeople Accounts | Key Links |
|---|---|---|
| @blackrock<br>@Vanguard_Group<br>@StateStreet | @foe_us<br>@TNInstitute<br>@mitzijonelle | Download Video Here<br>Download Twitter Graphics<br>Download FB/IG Graphics<br>Infographics |

## 2. KEY MESSAGES

The world's biggest asset managers - BlackRock, Vanguard, & StateStreet - are fuelling and profiting from the climate crisis through investments in polluting fossil fuels, destructive agribusiness, and violent border regimes.

Migration is adaptation. As momentum builds for wealthy, high-emitting countries to pay for the loss and damage caused by climate change and to provide adaptation financing, creating safe pathways for people to live in dignity is essential. For financial institutions, this means not only phasing out investments in fossil fuels and destructive agribusiness, but also withdrawing financial support from the border surveillance industry.

Just as environmental movements reject the idea of sacrifice zones from pollution and environmental devastation, so too should we reject the notion of sacrificial populations. A just response to the climate crisis requires active resistance to militarized borders and the surveillance and criminalization of migrants.

# 1. Quick Retweets/Posts

**RETWEET:**

- TNI: https://twitter.com/TNInstitute/status/1499338545382576135
- FoE USA: https://twitter.com/foe_us/status/1499369000459026435
- FoE US: https://twitter.com/foe_us/status/1499389327838691336

**INSTAGRAM:**

- TNI: https://www.instagram.com/p/Caoy6V5AORJ/

# 2. Social Media Copy

## SAMPLE TWEETS:

<table>
<tr>
<td>


Download Twitter Graphics
</td>
<td>
The world's biggest asset managers - @BlackRock, @Vanguard_Group & @StateStreet - are fueling and profiting from the climate crisis through investments in polluting fossil fuels, destructive agribusiness, and violent border regimes. Find out how: foe.org/cashinginoncrisis<br><br>
Tag: @BlackRock @Vanguard_Group @StateStreet @foe_us @TNInstitute
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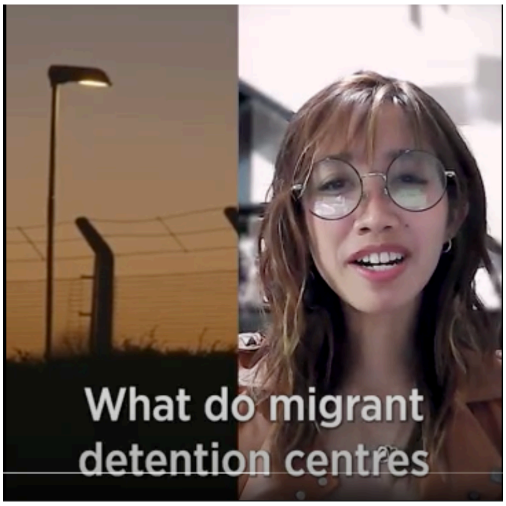


[Download Video Here]
</td>
<td>
The world's top investors - @Blackrock, @Vanguard_Group & @StateStreet - are investing billions in the climate crisis and human rights abuses. It's time to divest from fossil fuels, defund deforestation, and end violent border regimes! Learn more: [foe.org/cashinginoncrisis]

***Tag: @BlackRock @Vanguard_Group @StateStreet @foe_us @TNInstitute @mitzijonelle***
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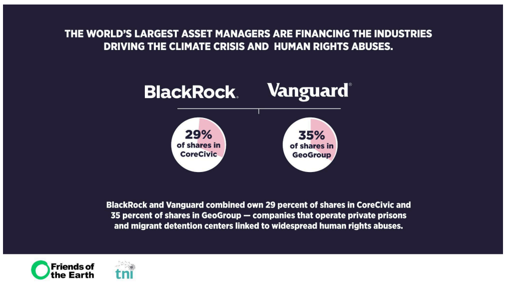



[Download Twitter Graphics]
</td>
<td>
BlackRock and Vanguard claim to be sustainable investors. But they're financing private prisons profiting from the detention and abuse of migrants. Climate justice is migrant justice. Find out more: foe.org/cashinginoncrisis

***Tag: @BlackRock @Vanguard_Group @StateStreet @foe_us @TNInstitute***
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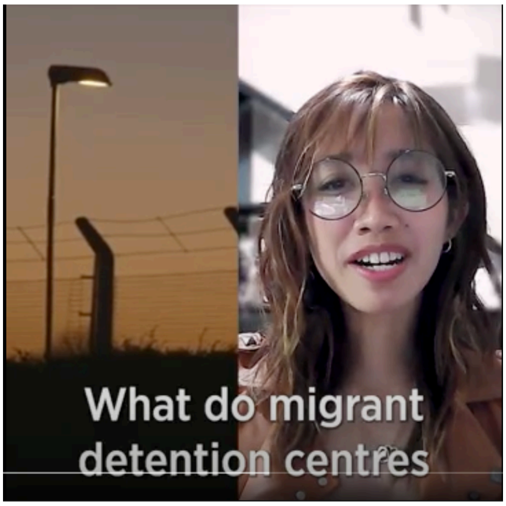
| <br><br><br><br>Download Twitter Graphics | Just as environmental movements reject the idea of sacrifice zones from pollution & environmental devastation, so too should we reject the notion of sacrificial populations. Learn more: foe.org/cashinginoncrisis<br><br>***Tag: @BlackRock @Vanguard_Group @StateStreet @foe_us @TNInstitute*** |
| <br><br>Download Video Here | Migration is adaptation. As momentum builds for wealthy, high-emitting countries to pay for the loss and damage caused by climate change and to provide adaptation financing, creating safe pathways for people to live in dignity is essential. foe.org/cashinginoncrisis<br><br>***Tag: @BlackRock @Vanguard_Group @StateStreet @foe_us @TNInstitute @mitzijonelle*** |

**TWITTER THREAD:**

1. Just days after the #IPCC outlined the scale of #ClimateChange consequences around the world, we see how unethical investors are cashing in on the crisis.
2. #Climate profiteering goes full circle > Financing increased carbon emissions and forced displacement and then investing in border violence and surveillance to criminalise people seeking safety and security. It's time to break the cycle: foe.org/cashinginoncrisis
3. The Big Three - @Blackrock, @Vanguard_Group & @StateStreet - have repeatedly claimed to be committed to using their power to uphold #HumanRights and foster a sustainable world. But actions speak louder than words.
4. .@BlackRock, @Vanguard_Group & @StateStreet have hundreds of billions in a vast connected web of climate pollution, land destruction, and human rights abuses at borders. Find out more here: foe.org/cashinginoncrisis

5. Just as environmental movements reject the idea of sacrifice zones from pollution and environmental devastation, so too should they reject the notion of sacrificial populations. A just response to the climate crisis requires active resistance to militarized borders and the surveillance and criminalization of migrants.
6. Migration is adaptation. As momentum builds for wealthy, high-emitting countries to pay for the loss and damage caused by climate change and to provide adaptation financing, creating safe pathways for people to live in dignity is essential.
7. For financial institutions, this means not only phasing out investments in fossil fuels and destructive agribusiness, but also withdrawing financial support from the border surveillance industry.

## LinkedIn/Facebook

| | |
|---|---|
|  <br>Download Video Here | The world's top investors drive a connected web of environmental and human rights abuses; from fossil fuel burning and deforestation; to attacks on indigenous peoples and land defenders; to expanding a web of surveillance, weaponry and border walls to criminalize people seeking safety, security, and dignity.<br><br>OR<br><br>The world's top investors drive a connected web of environmental and human rights abuses. Read more here: foe.org/cashinginoncrisis |
|  <br>Download FB/IG Graphics | The climate crisis is a cascading set of risks to people and the planet, disproportionately impacting those that have contributed least to the crisis. As climate change continues to drive increases in migration and displacement, an intersectional, rights-based approach rooted in principles of climate justice is necessary to transform financial institutions and economic systems.<br><br>Find out more here: foe.org/cashinginoncrisis |

| | |
|---|---|
|  <br>Download FB/IG Graphics | Migration is adaptation. As momentum builds for wealthy, high-emitting countries to pay for the loss and damage caused by climate change and to provide adaptation financing, creating safe pathways for people to live in dignity is essential. For financial institutions, this means not only phasing out investments in fossil fuels and destructive agribusiness, but also withdrawing financial support from the border surveillance industry.<br><br>Find out more here: foe.org/cashinginoncrisis |

# 4. Videos and Graphics

## Download Video Here

## Twitter Graphics:

**To download the graphics click here**

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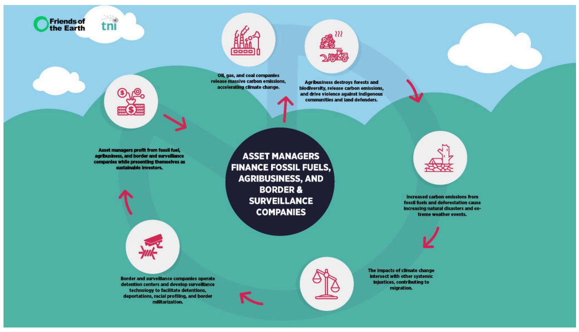
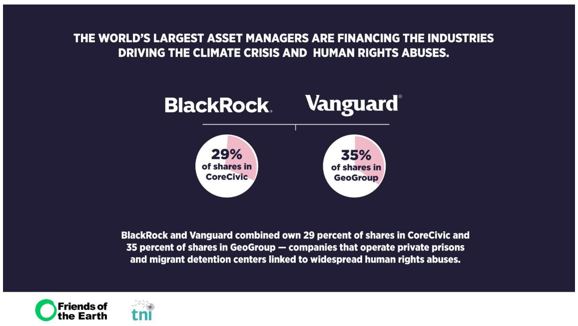
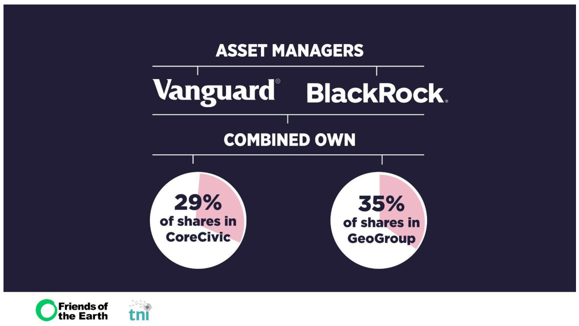
|   |   |
|   |   |

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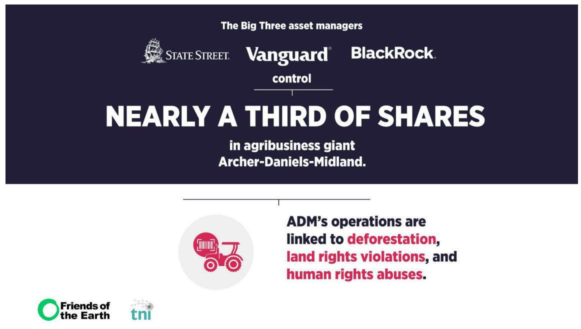
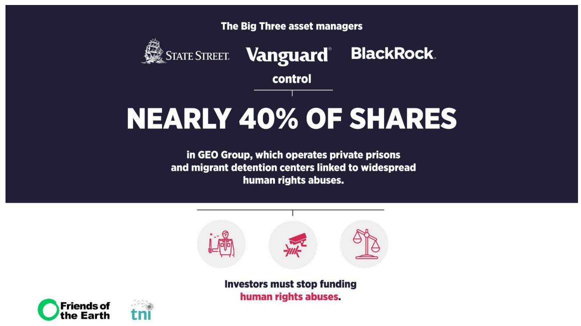
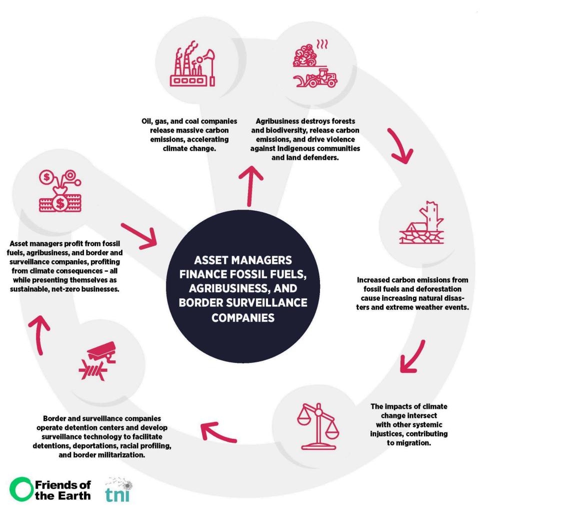


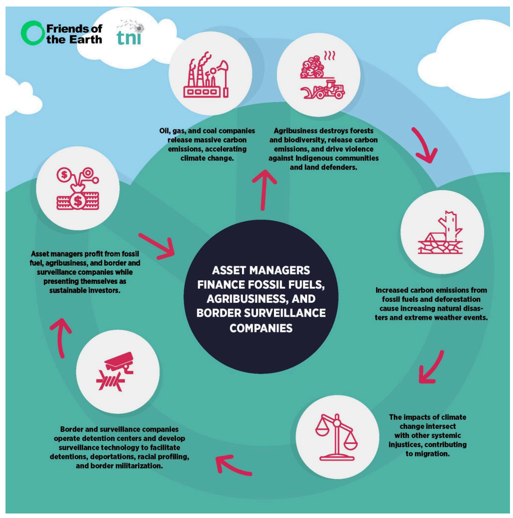





## Facebook/Instagram Graphics:

[To download the graphics click here]



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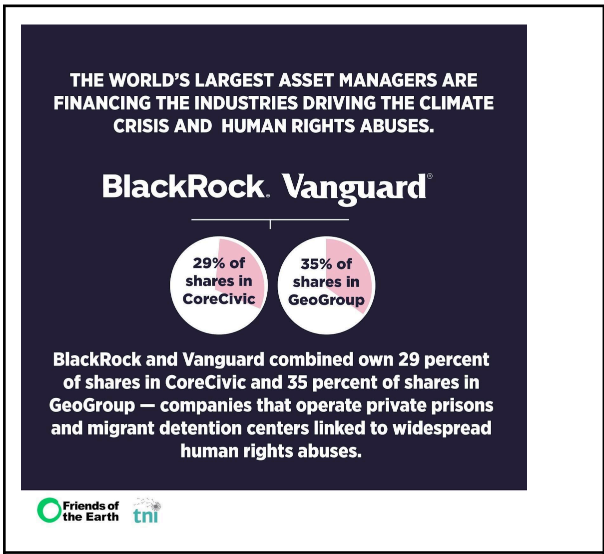


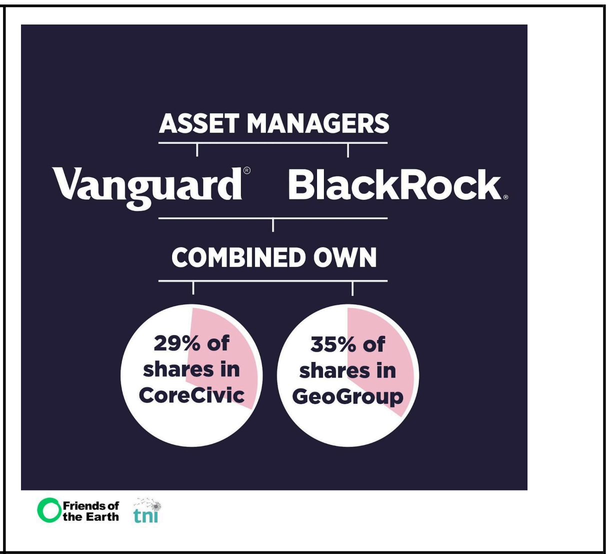




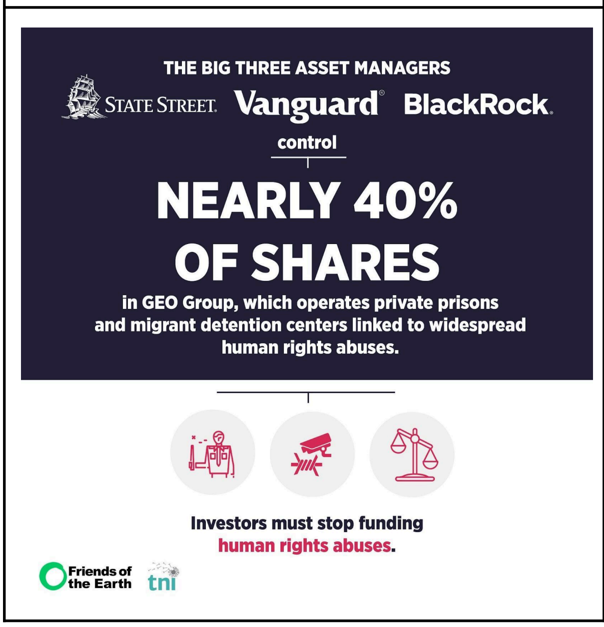


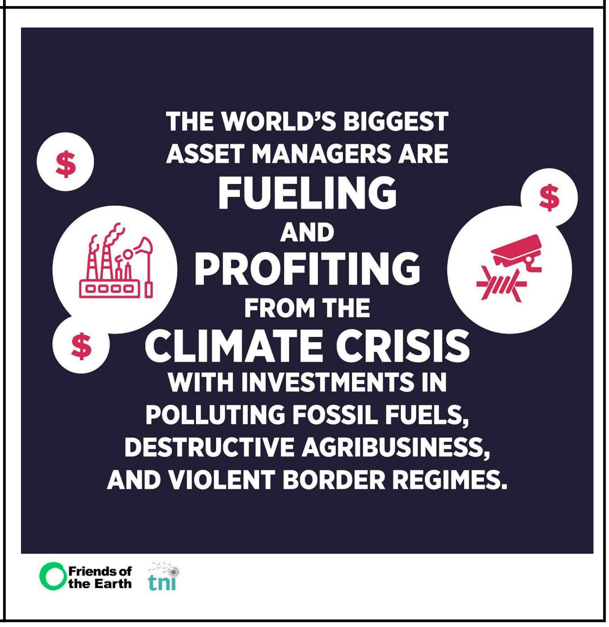

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