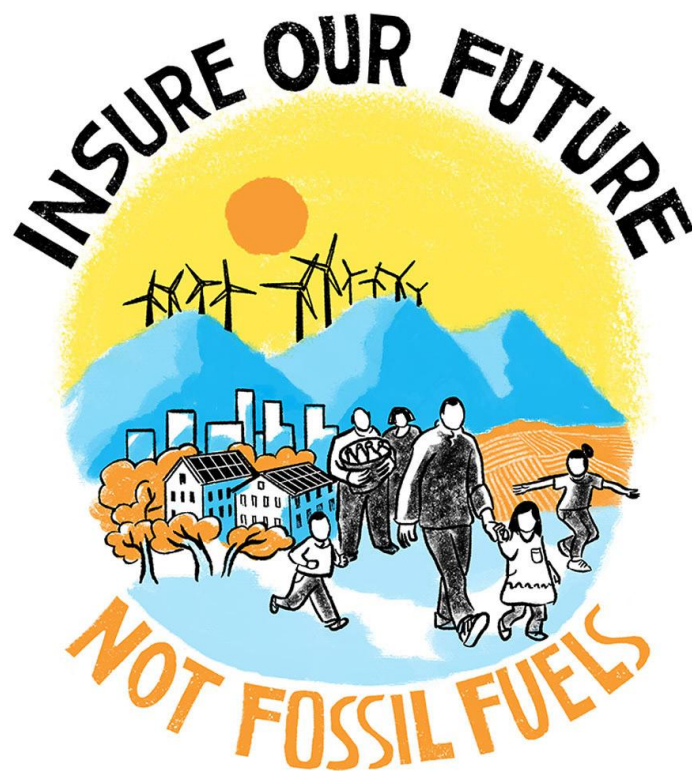




Planning a Global Week of Action

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Context

In early 2024, the [Insure Our Future](#) (IOF) campaign network organised a [Global Week of Action](#) (GWA) calling on the insurance industry to **end their role in driving the climate crisis through their insurance of fossil fuel projects**. This [highlight video](#) shows some of the creative actions that took place.

It was the first ever global coordinated period of action against the insurance industry, and saw over 100 actions take place in 31 countries across the world from February 26th to March 3rd.

Thousands of people took to the streets and half a million digital actions were taken to demand that the world's biggest insurers stop insuring fossil fuels, respect human rights and help accelerate a just transition towards clean energy. Media coverage was extensive, with over 150 media hits shining the spotlight on the role of insurers in the climate crisis.

The GWA resulted in immediate and significant wins [Zurich](#), the world's 6th biggest fossil fuel insurer and a primary target of the GWA, announced major new fossil fuel restrictions which exclude the underwriting of new oil and gas extraction and metallurgical coal projects. Other wins (so far!) are from [Probitas](#), [Tokio Marine](#) and [Chubb](#).

This document builds on the learnings from the IOF GWA. It is written based on experiences from this context, though there will be lots of relevance for those working in different contexts.

If you only have a short time, check out the [Key Learnings](#) section.



What is a Global Week of Action?

A Global Week of Action is a defined period of time (in our case, a week) when people across the world take action with a common goal, set of targets, and with shared demands, storytelling and visual identity. It is similar to Global Days of Action.

One advantage of a week of action is that it gives participants more flexibility to organise their action at a moment that fits best for them. You can also create a sense of escalation throughout the week and have more space for storytelling and spotlight fights, actions or communities.

In any case, you want to keep the pressure high on your target(s). There is likely to be autonomy on action design and implementation, but a shared common focus or goal. The actions might include physical actions such as rallies and sit-ins at a site of power of the target, and digital actions such as mass emailing and social media engagement aimed at the decision makers of the target you are aiming to move.

A GWA acts as a focal point to escalate a campaign and build power, and is only successful when supported by strategic communications and engagement with the targets.

Why do a Global Week of Action?

Insure Our Future needed an escalation strategy to push more global insurers to move away from oil and gas, as the company climate commitments were slowing down. The main strategic goals of the IOF GWA were to spotlight the role of the global insurance industry as a critical pillar of support for the fossil fuel industry and to create enough pressure to have the targets act on our demands.

Our GWA aimed to strengthen our movement's collaboration; bring many more activists and communities into insurance campaigning for the first time; reach a broader audience outside of our echo chamber; get a much wider range of media coverage in industry and mainstream press; escalate actions and pressure on fossil fuel insurers; and secure negotiation [meetings](#) with key company targets to discuss their policies.

Through a sharp focus and a well coordinated escalation at a global scale , we won immediate policy changes from the targets.



Key guiding questions

How is it embedded in a wider strategy and campaign? To ensure impact, your GWA needs to be linked to a wider campaign and done at a strategic moment to get the results you wish to achieve. It can have various aims, but needs to have clear steps afterwards to ensure success - as one-time hits rarely have impact other than shining a spotlight.

How extensive? A GWA works best when there are common targets, demands and messaging that work across the world (with some variations of course). For example, global corporations with operations and offices in many countries can be more effectively pressured when they see actions happening in many locations and constituencies.

How many targets? It's best to pick only a target or a limited number of targets that can be moveable and focus pressure on them to get results.

How long? A period of action can be called for any length of time, the most common alternatives being a Day of Action and a Month of Action. Consider if you think there will be enough actions to have multiple events/pushes happening each day.

How does this moment help you build momentum? A GWA also works best if you not only have a strong plan for telegraphing actions and activities to targets during the time period, but also have a strong absorption plan for ongoing activity and momentum building for your campaign. Otherwise, it can be seen as a moment in time that can be disregarded, and you'll lose momentum from across the movement, in which case you might want to organise smaller activities or something else entirely.

How to secure wins, and what happens if you don't get any? It's important to be ambitious, but also realistic with what you want to achieve to be able to secure some wins. What will be your next steps if you don't secure a win directly? If there aren't next steps, does the target think the pressure has subsided, like they had hoped? Are you trying to build a movement or connect groups and activists for a specific campaign moment?



Key Learnings

If you only read one section, make it this one! Our most important learnings from the Insure Our Future Global Week of Action were:

1. **Vision:** A clear vision from the beginning, including a compelling theory of change and a narrative of how the GWA fits within a wider campaign and movement.
2. **Coordination & Leadership:** Lead by inspiring and empowering people and groups to take part. Aim for a balance of coordination, autonomy and participants' ownership.
3. **Part of a wider strategy:** Insert your GWA into a campaign pressure sequence on your target(s) and continue to pressure them until they move on your demand(s). Keep fighting until you win by setting your winning horizon and step-by-step wins, and communicate about these with the participants.
4. **Ambition:** Be ambitious with your organising. A GWA is an opportunity to try new things and to engage with entirely new audiences.
5. **Strategic date:** It's essential to choose a good, strategic date. Trying to line it up with a meeting of the target, or during or ahead of a key moment for your target (e.g. AGM or annual results), or the anniversary of a disaster, or the start of a UN climate conference, etc. A moment that connects the tactic to the target for the media and supporters.
6. **Budget:** Calculate your main costs and ensure you have the necessary budget for a GWA. Always plan for extra if you can. Coordinating and mobilising on such a large scale takes capacity and money, and expectations should be scaled to reflect the resources you are able to commit to it. You'll need to plan for a budget that is adapted to what you wish to achieve before saying yes to something ambitious like this.
7. **Support and grants:** Support groups/people joining you with a long lead-in time, micro-grants where possible, solid coordination, clear

communication, key resources and relevant trainings, (such as communications training).

8. **Community:** Create spaces with a sense of community and solidarity; where groups taking part feel supported, connected to each other, part of a wider fight for justice, and feel empowered and energised. And that can continue after the actions are done, so the movement continues and grows, even if it's not at the same fervour.
9. **Centring the most impacted communities in resistance:** throughout your organising and comms output, make sure the voices of the most impacted people are heard loudest. This is the most compelling approach, as well as the just one.
10. **Take language justice seriously:** if you want global participation, plan for translation of key materials and ideally have people in the coordination team that speak multiple languages.
11. **Security:** Take security into account and ensure participants have considered the security risks in their region if they take part, as well as any resources the organising body is able to provide should support be needed (eg. legal advice).
12. **Communication is as key as organising:** Identify the audiences that need to see your global push and plan solid communication on various channels before, during and after your GWA.
13. **Have fun!** Organising and taking part in a GWA is a rare and special experience. It leaves many movement leaders, existing and new supporters feeling very empowered to see their smaller actions add up to something big. Celebrate!



Before

Checklist of essentials

- **Initial scoping of the GWA:**
 - What is the overall aim? How does it fit within your campaign sequence? What happens before, and what will happen after? What outcomes do you hope to see, and what power and scale do you need to achieve that?
 - Who will lead? Who do you want to organise with? What is the best timing? How much support is needed to achieve your goals?
 - Develop the objectives, demands, desired outcomes, key messaging, timeline, budget, roles & processes.
- **Determine what tools or platforms** will be needed for successful coordination and communication (internal & external). We recommend a website, briefings and toolkits, Zoom for online meetings and webinars, an email list, signal groups and a project management platform (eg. Asana).
- **Establish a structure** and recruit people into it. We recommend a few working groups (e.g. outreach, organising, comms & narrative) and a core team.
- **Think through comms and identity:**
 - Create external communication channels - social media, website.
 - Create internal communication channels - online meetings, email list, signal groups.
 - Develop a visual identity - graphics, logo, visual assets. These are important to give the GWA visual unity and a sense of togetherness, and to attract people to get involved.
- **Build out an onboarding process** and support for those who'll be planning actions in your GWA.
- **Think about resources:**
 - Key resources to support groups taking part: a comms kit, action kit, campaign briefing, visual assets, PR template, onboarding webinars and trainings.
 - If you want to reach and organise with people from across the globe, think of the languages and resources that you will need to translate your key materials in.
- **Funding / regranting to groups.** This is particularly important to enable the participation of frontline and marginalised groups.
- **Plan enough lead time** to be able to properly organise and avoid burnout. We recommend a minimum of 4-5 months.

Roles & Responsibilities

To organise a GWA, you'll need some people to work on it! Before beginning in earnest, it's important to consider who will form the core team to work on the project. Bear in mind that planning a GWA can require a lot of capacity, so be mindful of how much time you're asking people to commit. We recommend having a dozen paid people who can invest more time in coordination and support roles.

Though each GWA will be different, it may be helpful to see the list of roles for the IOF GWA. They were as follows:

- A core team (project lead and coordinators)
- Communications & media campaigners
- Digital campaigners
- Working group coordinators & members (*Outreach, Organising, Comms, Digital*)
- A much wider pool of people signed up to organise an action (either physical or digital) as part of the GWA. Many of these were grassroots organisers. Some had been involved in the campaign before, while many were entirely new to insurance campaigning.

Initial setup

Having a clear and inspiring vision for the GWA early on will make a huge difference to the success of the project.

There are a few things it's worth defining early on:

- **Objectives.** What is the GWA aiming to achieve? This could include having a particular impact on a target (for example, getting a corporation to change its policy), influencing public discourse (for example, via a certain amount of media coverage that impacts key targets or influential public figures speaking up on your demands), or helping to build a movement or campaign (increasing collaboration and solidarity between groups/people to enable them to work together again in the future).
- **Organising structure.** This will often take the form of a coordination team and a set of working groups. Exactly what these are can vary, but you will want to consider key areas such as outreach, organising and media. The coordination team will have the overall responsibility for the GWA.
- We recommend having **weekly core team meetings** (coordination team + 1 representative per working group) and having **weekly working group meetings**. It's also useful to have 1 lead per working group and for the coordinators to regularly check in with them to ensure the streams of work are running smoothly and that work is being distributed to avoid a sense of overload.

- If overwork happens, it's important for the coordination team to take this seriously, and help find solutions to better **distribute the tasks** and find extra support to avoid organisers burning out.
- **Topline narrative.** Broadly, what are the messages you want to communicate with the GWA? There will be plenty of time to refine messaging in the build-up to the GWA, but right at the start it's very helpful to have a vision for this. It will help with your outreach.

None of these things should be set in stone. As you encounter particular challenges, or circumstances change, aim to remain flexible and adapt along the way.

Tools for organising a Global Week of Action

- **Comms channels.** Can primarily use **messaging apps**, such as Signal (most secure) or WhatsApp, or **comms platforms** such as Slack.
- **Documents and storage.** Options include: Google docs / Google drive, Cryptpad / Cryptdrive (most secure), Microsoft Office / OneDrive.
- **Mailing lists.** Eg. Mailchimp, GoogleGroups, ActionNetwork
- **Project management tools.** Can be useful to track various tasks and overall progress. Asana, Trello, and Notion are a few options.
- **Campaign/GWA website page.** Central public place where people can easily find all the key public resources and share.
- **Social media management tools.** To track engagements and measure your impact. Examples include Hootsuite, Sprout Social, Falcon, Brandwatch.
- **Clear processes for deciding and distributing funding/micro-grants to participants.** Ensure any money promised is distributed with enough time for participants to plan and execute their actions.
- **Develop a visual identity for your GWA.** This could be similar to existing visuals for your organisation/movement, or it could be something entirely new. A strong, coherent visual identity will attract people to the GWA, and will make the actions more impactful and striking. Consider creating a logo and some template graphics, and specify a colour scheme and font. Encourage all participants of the GWA to use these to create a sense of unity across actions.

Onboarding of organisers

At the heart of a GWA are the people who sign up to organise individual actions during the GWA, whether physical or digital. Having an appealing and clear pathway for such people to become fully involved in the GWA is vital for overall success.

- A compelling invitation to join the GWA, via email and direct message

- [Sign-up form for organisers](#)
- Get people into an email list (for example Mailchimp) and/or a chat group (eg. Signal) for ongoing communications
- 1-1 calls with those who sign up. Consider using [Google Meet](#) or [Calendly](#) to make this easier.
- [Onboarding webinars](#). Should tell the story of the GWA: motivating people to get fully involved, and explaining how they can.
- Funding / regranting.
- Ongoing communication and support where needed.

Funding / regranting

Many groups, particularly frontline and marginalised groups, will need funds to carry out actions. So while it's certainly possible to have a GWA without regranting, doing so will make your GWA more global and more inclusive.

Make sure you lay out a clear process, including **criteria**s on which you'll judge and select the applications (for example coming from an under-represented country, or being closely aligned to the GWA's goals). This minimises the chance that anyone will feel hard done by if they don't get funding.

Think carefully about the timing. International money transfers take a lot of time. Decide when you want to be making the final funding decisions, plan around 1 month for the money to be transferred and work backwards so there's enough time for each step in the process. You want to be inviting funding applications fairly early on, but not so early that applicants haven't had time to develop plans.

Funding can be an emotive topic, so communicate sensitively.

Digital communications

While early setup and recruitment can be done mostly via existing networks, at some point **you'll want to engage a wider audience - and digital comms is vital for this.**

In the build up to the GWA, consider the following digital comms:

- **[Webpage](#) / website.** Should motivate people to get involved, concisely explain what the GWA is, why it's needed and provide resources. .
- **Social media** (eg. [Insta](#), [Twitter](#), [LinkedIn](#)). Post regularly on social media with engaging content to encourage people to sign up, using the visual identity. Develop a [social media toolkit](#) and consider asking other groups or influencers to promote what you're doing to reach a broader audience.

Resources and trainings

An effective GWA requires organisers and spokespeople across the world to have coherent actions and messaging - no easy feat! Resources and trainings will be essential for your implementation and getting everyone on the same page.

Trainings can also be great at motivating people to take part, sharing skills and experiences, and encouraging people to attempt more ambitious things.

Exactly which trainings and resources are needed depends entirely on the context of your GWA.

Insure Our Future ran the following trainings:

- [Events & Actions](#) - including physical and digital actions.
- [Narrative & Comms](#) - including press and social media.

And provided the following resources:

- [Info Pack](#) - with information about the GWA, the onboarding process and links to more resources.
- [Action Pack](#) - with ideas for digital and in-person actions and guidance for carrying them out
- [Comms Pack](#) - with messaging guidance, context info, a template press release, media engagement tips and a digital toolkit.
- [Target-specific briefings](#) - to ensure that participants had the relevant background on targets and were able to answer questions and articulate what action the targets needed to take.
- [Visual assets](#) - including logos, banner designs and a colour scheme.
- [A map of insurance office locations](#), hosted on the webpage.
- [A map of actions](#) taking place, hosted on the webpage.

Resources and trainings are some of the most important ways you'll engage on-the-ground organisers, so consider what you want to get across. Are there any key messages you want to get across? Or any kinds of action you'd like to encourage?

It's also helpful to encourage groups to share resources they make during the build up, which can then be copied by others. For example, sharing [leaflet designs](#) (based on the visual assets) makes the process quicker for other people.

GWA Timeline

If you're encouraging autonomous organising for the GWA, you won't have full control over the timeline of the build-up or the GWA itself. However, it's still **important to have an overview, and you may have some recommendations.**

Spreading main actions happening in different countries across the week will help for amplification and media coverage. For example, if there are lots of major actions planned for the same day it may be sensible to suggest that some of them move. The earlier this is done, the easier it will be.

You may also want to **build a sense of escalation** by encouraging bigger and more impactful actions to be later in the week.

Having a visual timeline of actions is also a very useful resource during the GWA itself, so your team knows what to expect each day and can chase up any actions that haven't shared content and so folks around the world can see all the actions happening and what they're part of. It also helps prepare social media amplification in advance.

Build-up actions

To generate excitement and build pressure on the targets in the weeks preceding the GWA, consider if there are any actions you want to encourage groups to take.

Options include the following:

- [Demand letters](#). Give the targets a chance to cave into your demands! This can build direct pressure, and may even generate a response or a meeting.
- **Digital actions** work well in the build-up.
- **In-person actions** can also be done in the build-up, though be aware that this could sap capacity from the week itself. If there are existing actions on a similar theme planned, you could tie them into your narrative and use them to build excitement for the GWA.
- [Promotion videos](#) where organisers and influencers explain why it's a key moment, why they will join it and how others can get involved.
- [Online panel events](#). Diverse stakeholders speaking about insurance and engaging with organisers. This can be a great way to explore the issues, promote understanding of the need for a GWA and inspire people to join.

Media list & pitching

Prepare your media list in advance: identify the contacts of journalists interested in your topic and those from publications read by your target or who otherwise have strategic influence. Reach out to them one week ahead of your GWA and encourage participants organising bigger actions to do the same. Send reminders the day before as well.



During

Checklist of essentials

- **Have a space for participants in the GWA to share** directly with others around the world what they've been up to - photos, videos, and social media posts. This is great for morale and building a global community.
- **Have a spokesperson/people on standby** to respond to media requests. Ensure the media know how to reach you - include an email/phone number on the website and on all press materials/press releases.
- **Amplify content on social media**, and encourage participants to do the same. Don't forget to use the main hashtag and tag targets to ensure visibility.
- **Provide regular summaries** of what's been happening, including in-person actions, digital actions, media reports and social media posts.
- **Track what actions have happened** as you go through the week, and any changes to plans.
- Have a plan for **troubleshooting and crisis management**, including a person responsible for final sign off on crisis response.

Inside & outside communication

To maximise impact on the targets, aim for inside and outside communication with the targets:

- **Outside communication** involves social media posts tagging your target, email actions or LinkedIn ads aimed at its employees, or media coverage, including op-eds or letters to the editor.
- **Inside communication.** If you have existing relationships with your targets, use the GWA to build pressure and impact. If you don't have this contact, reach out to them to engage for the first time - the GWA might be enough to secure you a conversation.
- The most reliable way of reaching out is directly to senior executives via LinkedIn. You can also often guess the email format, or simply find an email address online.

Galvanising momentum

Aim to generate a feeling of momentum throughout the week.

Creating a space where those organising actions during the week can interact with each other, for example via a chat group, can help to do this. Encourage people to share and amplify photos and videos from actions, social media posts, and callouts for digital actions.

Be sure to [highlight any immediate wins or successes](#). This could be anything from a target announcing a major change in policy, to a supportive comment from an insider. It's all good for morale! Use each win to create momentum for the next one.

Troubleshooting & crisis management

As you invite groups to take action with you, we recommend that you plan to keep them safe and have support systems in place. The risks and repression faced by activists will vary depending on each country and its political context. Make sure participants follow a security briefing where needed, and either have legal support available or avoid taking unnecessary risks. Make sure participants know how to access support: who to contact on which comms channel if needed.

It's also important to **anticipate what serious issues could arise** - such as arrests, legal action, or brand damage - that would require an urgent response. Have a **crisis management plan with clear roles and responsibilities to be able to react quickly if things go wrong**.

This could include **escalation to a group specifically set up to deal with crises**. Ideally, you'll have plans or statements developed in advance of the week and a

team of people not part of the core organising group who would be on standby to provide this extra support if needed, to avoid having to divert energies from organising the GWA.

Making work visible to different audiences

With all the hard work going into the GWA, it's important to make it as visible to as many audiences as possible during and after the week of action.

This can include:

- **Regular updates to those participating in the GWA** (perhaps daily), via email and/or via a chat group. Share all the actions that happened that day, alongside a selection of notable media articles and social media posts.
 - Consider if there are other spaces where these updates could go, for example existing networks with a similar focus to the GWA.
- **Social media.** Reshare posts from participating organisations. Publish [round-up posts of the key events](#).
- **Press release(s) and media outreach.** While individual actions will likely be doing their own press releases, you will likely want to do a global press release and/or press releases in priority locations.
- **Corporate engagement.** Send an email to your target's executive team, and ensure you are including the key players you want to know about the GWA, eg. CEO, comms manager, etc.
- **Ongoing storytelling.** Utilise as many different channels as you have capacity for and ensure your core narrative and message are amplified throughout.



After

Checklist of essentials

- **Celebrate together!**
- **Measure your efforts against your goals.** Collate impact metrics where data is available.
- **Get feedback and harvest learnings from the GWA.** This will likely include debrief sessions and an [evaluation form](#). This will be useful for any future work you do.
- **Keep up the comms!** Though intensity will drop after the GWA, it's important to keep people engaged. Continue sending updates on what's happening, for example any wins or follow-up actions.
- **Have a clear path for participants to get involved** in the next stage of the campaign.

Maintaining and utilising momentum

Tell the story of the GWA. Most people taking part in the GWA won't have the full picture of the week, and won't be aware of all the wins and successes. So share the story of how the GWA went around the world, how it ties into a wider strategy and how it's made a difference.

This can be done via a round-up post / email of the whole week, [social media posts](#), and/or a [wrap-up video](#).

[Highlighting wins and successes](#) is a vital part of this. People want to feel like they've had an impact, and this will keep them motivated and engaged.

Have **a clear path for participants to get involved in the next stage(s)** of the campaign. This could be a specific event you have planned, an invitation to a community of campaigners, or it could be signposting to something another organisation is planning.

Make sure everyone also has time for rest! You can't build momentum if everyone involved is exhausted.

Debrief and learnings

Aim to hold debrief sessions the week after the GWA, when memories are still fresh. Make sure these include a celebration of what has been achieved!

You may want to hold separate debrief sessions for core organisers of the GWA, and for participants who organised actions within the GWA.

An [evaluation form](#) can also be helpful to gather information from a wider pool of people.



Resources

From the Insure Our Future Global Week of Action

- [Web page](#)
- Videos:
 - [Promotional video](#)
 - [Wrap-up video](#)
- Trainings:
 - [Events & Actions](#)
 - [Narrative & Comms](#)
- Onboarding:
 - [Sign-up form for organisers](#)
 - [Onboarding webinar slides](#)
- Resources for participants:
 - [Info Pack](#)
 - [Action Pack](#)
 - [Comms Pack](#)
 - [Target-specific briefings](#)
 - [Visual assets](#)
 - [A map of insurance office locations](#)
 - [A map of actions](#)
 - [Leaflet designs](#)
- [Demand letter](#)
- [Online panel event](#)
- [Evaluation form](#)