

🔊 💬 Social media messaging Sept 2025🔊 💬

Thanks for joining us to support the Insure Our Survival International Wave of Action.

Let's flood the feeds of AXA & AIG, to expose their role in backing fossil fuels, weapons, and genocide. In doing so we can add pressure on them to stop putting profit over people and the planet.

#### **AIG Facts:**

- One of the top 10 insurers of the fossil fuel industry, underwriting coal mines, oil and gas extraction. Although only 1/10th the size of AXA, AIG are almost as heavily involved in fossil fuels & arms.
- Insure Dana Petroleum, BP and Freeport LNG Terminal in Texas.
- AIG <u>haven't ruled out</u> insuring the East African Crude Oil Pipeline (EACOP)
- Worked with other firms to develop a major gas field in Palestinian waters off Gaza on Israel's behalf
- Their company Talbot, they have insured supply chains fueling the Israeli military.

Read the AIG Report here.

#### **AXA Facts:**

- Underwriters of 4/5 of the US Gulf coast LNG Ports
- Supports colonial projects from Mozambique gas, to Amazon deforestation
- US\$150.43 million in 11 companies that supply weapons to Israel (Aug 24)
- \$134.91 million invested in companies producing depleted uranium, nuclear arms, and white phosphorus (Aug 24)

Read the AXA Report here.

- → How to take part >
- Post #InsureOurSurvival to AIG & AXA on X, Facebook & Instagram >
- Example posts you can copy and paste >
- Learn more about EACOP >

- **→ How to take part**
- 1. Post on social media
- → Choose a platform (we have covered X, Instagram, Facebook here)
- → Use one of the sample posts below
- $\rightarrow$  Tag @ + use the hashtags
- 2. Use visuals
- → Download images and graphics from this folder:
- **Graphics folder**





# ♠ Post the #InsureOurSurvival message to AXA and AIG

images you can use for posts

Google folder link

# Handles to tag:

TIP: Add handles underneath your image in X so you don't use up your character limit!

# Hashtags:

#InsureOurSurvival
#StopInsuringWeapons
#NoNewFossilFuels
#StopEACOP
#ExtinctionRebellion
#ClimateCriminals

Insurer X tags	Instagram tags	Facebook
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AIG	@AlGinsurance @PeterZaffino (CEO)	@aiginsurance	AIG
AXA	@AXAUK	@axa_uk	AXA Insurance

4x example social media posts you can copy and paste below (Use across X, Instagram, and Facebook)

# <sup>6</sup> POST 1 — Direct + Factual

@replace with tag of AIG will you join others and rule out insuring #EACOP? The 1,443 km oil pipeline mega-project is set to displace 100,000+ people, wreck ecosystems and emit 379 million tonnes of CO2. Rule it out. Clean up your act! **#StopEACOP #InsureOurSurvival** 

@replace with tag of AXA You invest in Israeli weapons supplier Leonardo & fossil fuel projects like Drax. In May 25 AXA had \$568mill invested in fossil fuels & \$254mill in weapons. You do this knowing full well these companies threaten billions of lives & create climate chaos! #InsureOurSurvival

# N POST 2 — Reputational pressure

@replace with tag of AIG You insure BP and Dana Petroleum, two companies which fuel the Israeli military-economy in return for oil & gas exploration rights such as for the gas field 'Cluster'. These companies profit from destruction & death, how can you continue to back them? #InsureOurSurvival

@replace with tag of AXA #UnlockTheFuture & end dirty profits from insuring polluters Drax & 4/5 of the US Gulf coast LNG Ports. Stop building loopholes in your climate pledges, & enabling #climatechaos that will ruin our childrens' lives. Will you lead us into a liveable future? #InsureOurSurvival

# 

@replace with tag of AIG you sell safety while fuelling floods, wildfires, & genocide.

From East Africa to Gaza - fragile ecosystems are being threatened, lives ruined and conflict exploited to increase profits.

Have you read this? https://xrb.link/W4w97b12Zw2
Time to clean up your act!
#InsureOurSurvival

@replace with tag of AXA you're responsible for minimum 222.4 Gigatonnes additional CO₂e from financial support in 42 'carbon bomb' fossil fuel projects (through known underwriting & investments). Have you read this article? https://xrb.link/W4w97b12Zw2 Time to clean up your act! #InsureOurSurvival

# POST 4 — List the demands

### @replace with tag of AIG STOP the destruction!

- Rule out insuring EACOP
- Stop insuring BP who supply oil to Israel's brutal war machine
- Language Stop insuring Maersk who ship tonnes of military goods to Israel
- Stop insuring Rolls Royce: selling engines for Israel's military #InsureOurSurvival

#### @replace with tag of AXA STOP the destruction!

- Stop investing in arms giants Leonardo
- 🔥 Stop insuring Drax's pollution & ecological devastation
- X Stop insuring Cameron LNG: major US export terminal

You are facilitating conditions that will cost bill's of lives this century! #InsureOurSurvival

#### • Learn more about EACOP:

Visit the <u>#stopEACOP website</u>

Watch the video

Please like, follow and share #stopEACOP on your social media accounts

X: <a href="https://mobile.x.com/stopEACOP">https://mobile.x.com/stopEACOP</a>

Instagram: <a href="https://www.instagram.com/stopeacop/">https://www.instagram.com/stopeacop/</a> Facebook: <a href="https://www.facebook.com/StopEACOP">https://www.facebook.com/StopEACOP</a>

Join the actions on the **#stopEACOP website** 

# Thank you for joining together today to put pressure on the insurance industry. Greta - 'no-one is too small to make a difference.'

I am the small spec

in the crowd

ninety from the left

a thousand people deep.

No, back a bit

Yes there.

Do you see me?

Can you feel my smile?

I am small,

but small is all I need to be.

All around me

I am warmed by

bold beating hearts,

eyes ablaze,

passion

fixed on a better future.

Each child is small,

but small is all they need to be.

Beneath our feet

the earth is breathing,

feeding our bones

and holding our dreams.

She is mighty
but each
small move
we make can strengthen her
Or dilute her stamina.
Each action is small
but small is all it needs to be.

A single airport's expansion plan overturned, a single bank's investment package changed, a single paper speaking truth to power Each change is small but small is all it needs to be to shake the foundations of a worn out ideology. We are a million grains of sand building to a desert a million drops of ocean rising as the sea a million voices that will not be denied Within this throng of turning tide I am small but small is all I need to be. Poem by Jackie Head from Chew Valley XR and BAAN -**Bristol Airport Action Group.**