

MEMORANDUM

To: Interested Parties

From: Western Arctic Partners

Date: March 8, 2023

Re: #StopWillow TikTok Conversation

With a decision about the dirty and dangerous Willow project from the Biden administration imminent, young people are taking to TikTok to express grave concerns about the project, particularly in light of President Biden's ambitious climate goals and accomplishments. **To date, #StopWillow (and related) videos from a diverse array of young creators have more than 320 MILLION direct views on TikTok alone, with an estimated 600+ MILLION views across social platforms, and have generated more than 5 MILLION new comments in opposition to the project, including [two](#) Change.org [petitions](#) that have attracted 3.0 MILLION signatures. Willow is now one of the top trends on TikTok, trailing only Selena Gomez, Justin Bieber, and the month of March.** Most of the videos highlighted below were also posted to Instagram.

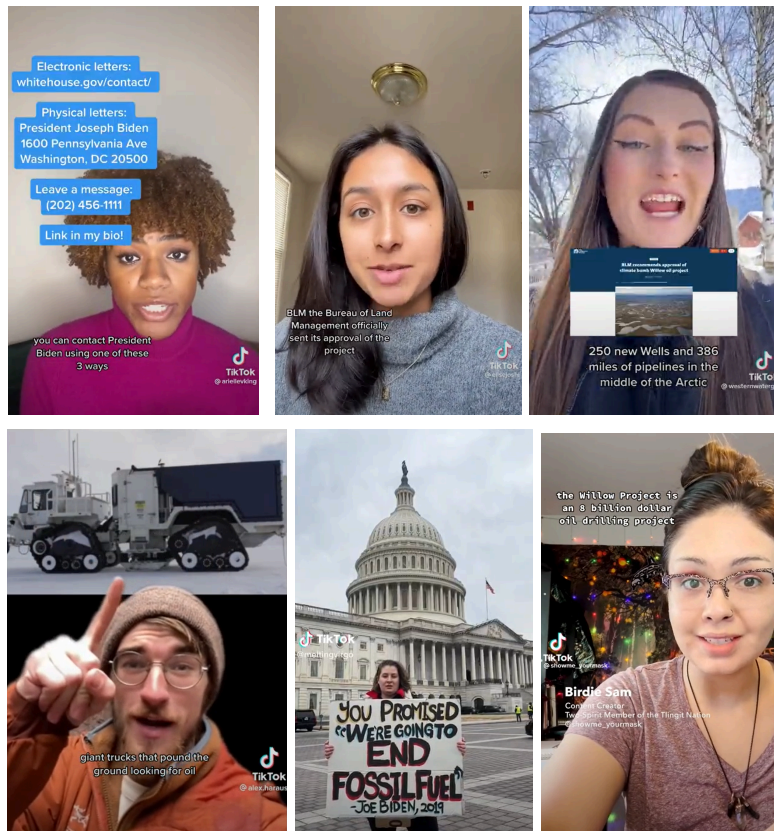
The Willow Oil Project would lock us into decades of fossil fuel production at a time when we need to speed up our clean energy transition, building on the progress we've already made thanks to the clean energy plan passed by President Biden and Congressional Democrats. Willow threatens this progress, with its climate emissions equal to firing 76 coal plants for a year.

This massive drilling project also threatens the way of life and subsistence resources that Indigenous communities in the Western Arctic depend on. Both the City of Nuiqsut, the community closest to the proposed project, and Native Village of Nuiqsut, the federally-recognized tribal government, [oppose the project](#) and say the Department of the Interior has repeatedly ignored their concerns.

The Western Arctic is America's largest undisturbed tract of public land and Willow would industrialize this unique and pristine landscape. It would mean the construction of up to 250 wells, 37 miles of gravel roads, 385 miles of pipelines, 700 miles of ice roads, airstrips, and a massive new central processing facility, industrializing and forever changing this pristine area. ConocoPhillips has told investors that Willow is just [the first step in creating a new "hub"](#) that will unlock the development of the large quantity of leases it holds – extending much deeper in the Western Arctic.

We must not light the fuse of this massive carbon bomb.

Sample #StopWillow Content



One of the young people expressing concerns and urging her 75K followers to contact the Biden administration in opposition to Willow, @BrownGirlGreen, is a creator with 75K followers who was invited to the White House for the State of the Union address. Her content shares clips of Biden's address, in which he called climate an "existential threat" and citing an "obligation... to our children and grandchildren to confront it."



For those unable to access TikTok, we have downloaded and compiled [a collection](https://tinyurl.com/StopWillowExamples) (<https://tinyurl.com/StopWillowExamples>) of #StopWillow videos viewable as MP4 files.

Ecotok Central | TikTok Followers: **354.4K**, Instagram Followers: 7,373
[Video](#): Superbowl Click Bait Willow Explainer

Alex Haraus | TikTok Followers: **569.4K**, Instagram Followers: **47.7K**
 PTA collaborator; Broadly nature-based story creator
[Video](#): Gonna Need Some Maps (+169K views on TT, +32K on IG)
[Video](#): Wildlife Threatened by Willow

Arielle V. King | Tiktok Followers: **20.6K**, Instagram Followers: 6,922
 BIPOC creator, Social Justice advocate
[Video](#): Stay True to Climate Legacy
[Video](#): Willow as Environmental Racism

Brown Girl Green | Instagram Followers: **68.9K**, TikTok Followers: 5,097
 Jewish-Filipina creator focused on climate and sustainability
[Video](#): Hypocrisy of Biden Climate Commitments

Elise Joshi | TikTok Followers: **119.5K**, Instagram Followers: 3,757
 BIPOC creator and self-described “climate nerd”
[Video](#): Can’t Afford New Fossil Fuel Projects

Hazel Is Online | TikTok Followers: **101.4K**, Instagram Followers: **21.5K**
 Bio: Learn the solutions, then demand them; Focused on economy narratives
[Video](#): ConocoPhillips Greedy Boss Skit

[Video](#): Climate Optimism Facts

Juliana Deliberails | TikTok Followers: **11.3K**

Florida-based creator focused on sustainability

[Video](#): America's Questionable Energy Policy

Show Me Your Mask | TikTok Followers: **320.8K**, Instagram Followers: 4,721

LGBTQ+ Indigenous influencer & activist; T'lingit w/ Alaska Native father

[Video](#): Alaska Native perspective on her traditional homelands

The Garbage Queen | TikTok Followers: **344.9K**, Instagram Followers: **33.4K**

Sustainability scientist; Describes herself as an "Appalachian Climate Activist"

[Video](#): Sustainability Scientists Speaks Out Against Willow

Western Water Girl | TikTok Followers: **53.8K**, Instagram Followers: 1,489

Clean water/water access activist with climate focus

[Video](#): Celebrating Power Of Youth Organizing on TikTok w/ Willow CTA

[Video](#): Willow Blows Biden's Climate Goals

Witchy Herbivore | TikTok Followers: **29.5K**, Instagram Followers: 63

Broad environmental justice advocate

[Video](#): Willow Destroys Biden's Climate Commitments