

#STOPEACOP

SOCIAL MEDIA PLAN AND SHAREPACK FOR THE GLOBAL WEEK OF ACTION

Background

As 27 banks and 28 insurers in Europe, North America and Asia have withdrawn support for the East African Crude Oil Pipeline (EACOP) on environmental and human rights grounds, the project developers are still trying to secure insurance coverage and funding for EACOP and are turning to Chinese state-backed entities to raise the required financing. [China Export & Credit Insurance Corporation](#) (commonly referred to as "SINOSURE") and [China Reinsurance Corporation](#) (commonly referred to as "China Re") are now vital to the [advancement](#) of this controversial \$5 billion pipeline.

Ugandan and Tanzanian human rights and environmental groups and local communities affected by the EACOP have been attempting to engage Chinese insurers over their potential involvement in EACOP for several years now. As recently as November 2023, #StopEACOP activists held peaceful protests outside Sinosure offices and Chinese embassies across Africa, North America and Europe, delivering petitions signed by thousands of directly affected citizens opposed to the pipeline's development. The activists requested meetings with Sinosure and the Chinese embassies, but their requests and other attempts at dialogue have not been answered.

Civil society organisations and climate justice organisations worldwide will stand with grassroots groups opposing EACOP to demonstrate unified opposition and have the insurance industry stop underwriting destructive fossil fuel projects like EACOP. This social media sharepack is prepared for African CSOs, climate and environmental justice organisations and activists from around the globe who will participate in the digital action and amplify the offline actions in Uganda, Tanzania and the DRC throughout the GWA and specifically targeting the Chinese entities.


Key Messaging


- **Environmental Responsibility:** Emphasise the importance of environmental responsibility and urge SINOSURE and China Re to consider the environmental impact of projects they fund.
- **Human Rights:** Bring attention to the numerous human rights violations and abuses surrounding EACOP and demand that SINOSURE and China Re do better to ensure


that they do not support projects which undermine and infringe on the rights of communities and individuals.



- **Community consultation:** Highlight the fact that local communities' previous attempts to engage SINOSURE over their potential role in EACOP have been met with silence, and urge both SINOSURE and China Re to accept local communities' demands for consultation and dialogue.
- **Global Solidarity:** Encourage a sense of global solidarity, highlighting that this is a united effort with individuals and organisations worldwide coming together for a common cause.
- **Sustainable Investments:** Stress the importance of investing in sustainable projects and encourage SINOSURE and China Re to align their investments with global efforts to combat climate change.
- **Positive Change:** Frame the messaging around positive change, suggesting that supporting environmentally conscious initiatives and renewable energy projects can contribute to a positive impact around the world, including creating jobs and other economic and livelihood opportunities.
- **Preserving Biodiversity:** Highlight the potential threats to biodiversity posed by projects like EACOP, emphasising the need for the protection and preservation of our planet's diverse ecosystems.

Sample Tweets

 Join the Global Week of Action to protect our planet! Let's unite in urging SINOSURE and China Re to reconsider funding the EACOP pipeline. Together, we can champion sustainable practices and environmental responsibility. #StopEACOP #InsureOurFutureNOW

 Climate justice knows no borders. To our friends at SINOSURE and China Re, your commitment to sustainability matters. #StopEACOP #ClimateAction #InsureOurFutureNOW

Biodiversity is our shared heritage. SINOSURE and China Re, stand with us to protect it! Reject insuring projects like EACOP that jeopardise our planet's natural treasures.  #InsureOurFutureNOW #StopEACOP

 The Global Week of Action is here! We call on SINOSURE and China Re to be champions for our environment. Say no to funding projects like EACOP and yes to a sustainable future. Let's protect our planet together.  #StopEACOP #InsureOurFutureNOW

🌐 Attention SINOSURE and China Re: Your support can shape the future! Join the movement against the EACOP pipeline and invest in sustainable initiatives. Together, we can make a positive impact on our planet. 🌍 #StopEACOP #InsureOurFutureNOW

🌿 Our planet needs champions, not contributors to environmental harm. SINOSURE and China Re, we urge you to reconsider funding the EACOP pipeline. Let's work together for a cleaner, greener future. 🌍 #InsureOurFutureNOW #StopEACOP

🌐 During this Global Week of Action, let's call on SINOSURE and China Re to stand with us against the EACOP project. Investing in sustainable projects is the way forward for our shared future. Together, we can make a difference! 🌿 #StopEACOP #InsureOurFutureNOW

🌐 Hey SINOSURE and China Re, let's rethink the EACOP pipeline funding. Your support for environmentally conscious projects will pave the way for a brighter future. Join the global movement for sustainability! 🌍 #StopEACOP #InsureOurFutureNOW

🌿 The Global Week of Action is our chance to make a difference! SINOSURE and China Re, let's work towards a sustainable future by saying no to funding projects like EACOP. Our planet needs your commitment to positive change. 🌍 #StopEACOP #InsureOurFutureNOW

Twitter/ X accounts:

- Chinese Embassy in Uganda: https://x.com/ChineseEmb_Uga?s=20
- Chinese Embassy in Tanzania: <https://x.com/ChineseEmbTZ?s=20>
- Chinese Embassy in DRC: <https://x.com/AmbCHINEenRDC?s=20>
- China's assistant Minister of Foreign Affairs: <https://twitter.com/SpokespersonCHN>
- China's Foreign Ministry Spokesperson Office: https://twitter.com/MFA_China

Neither Sinosure nor China Re are on twitter.