



AMPLIFICATION KIT

2024 Ottawa-Gatineau Climate March

🔥 Expose the Climate Culprits 🔥

 September 21 @ 11AM 

📍 Ottawa City Hall & other climate culprit locations in downtown Ottawa 📍

Learn more at: <https://linktr.ee/fffottawa>

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ABOUT THE MARCH

Exposing the Climate Culprits

For too long, the oil and gas industry has blamed ordinary Canadians for the causes and effects of climate change. We've been told to recycle, carpool, and reduce our carbon footprint – all while they lie and rake in record profits.

Individual action certainly has its place, but it has become absolutely clear: **preventing the worst of climate change will require systemic change.**

So it's time to take aim at the root of the problem, the institutions and industries that produce the most emissions and try to prevent meaningful change: Canada's climate change culprits!

Who are Canada's Climate Culprits?

These culprits invest in and enable the fossil fuel industry, drag their feet on meaningful change, and try to block a just transition to clean energy.

They drive up the cost of living for ordinary people, cause wildfires across Canada, and worsen extreme weather right here in Ottawa-Gatineau. They put profit over people. Every. Single. Day.

Our 2024 Canadian Climate Culprits are:

- ✗ The City of Ottawa
- ✗ Export Development Canada (EDC)
- ✗ The Canadian Association of Petroleum Producers (CAPP)
- ✗ The Province of Ontario
- ✗ Canadian Gas Association
- ✗ The Royal Bank of Canada (RBC)

[Click here to learn more about Canada's Climate Culprits](#)



Purpose of the march

1. Demand that Canada's Climate Culprits bring a swift end to all funding, support, and enablement of the fossil fuel industry and follow through with their climate commitments.
2. Amplify and strengthen Ottawa-Gatineau's climate community by connecting with and educating residents on the climate crisis, providing them avenues to action, and helping them find their place in the climate movement.
3. Show up in solidarity with the climate strikes and demonstrations happening internationally, including those concerning global crises which are impacted by climate: conflict, human rights violations, workers' struggles, and more.

Key Messages

1. **The problem:** Fossil fuels are fueling the climate crisis. Canada's Climate Culprits are funding, supporting, and enabling the fossil fuel industry. Ordinary people bear the weight of their greed and inaction; in the grocery store, in our homes, and in the outdoor spaces we love. We are already seeing the impacts in our communities, our wallets, our livelihoods, and our wellbeing.
2. **The solution:** Canada's Climate Culprits must bring a swift end to all funding, support, and enablement of the fossil fuel industry and follow through with their climate commitments.
3. **Action for all:** Ottawa-Gatineau has a vibrant climate justice community. There is a place and a space for everyone in the movement; we each have our special gifts to contribute. Everyone can and must play a role in securing a livable future.



HELP US SPREAD THE WORD!

This toolkit is designed to help individuals and organizations spread the word about Fridays for Future Ottawa and our 2024 Ottawa-Gatineau Climate March.

Here's how you can help us:

- Craft your own social media posts by using the graphics and captions below
- Like, share, and comment on our social media posts
- Add our social media posts to your stories on Facebook and/or Instagram
- Print posters and put them up around your neighbourhood, including inside consenting businesses, community centres, schools, etc.

All the materials and links you will need are found below.

Quick links	Our socials
All Fridays for Future links, including our website and petitions	Facebook Twitter Instagram TikTok LinkedIn

SOCIAL MEDIA CONTENT

Use these hashtags

#ExposetheClimateCulprits #GlobalClimateStrike #Climate #Ottawa

Tag us in your posts

Channel	Username
Facebook	@Fridays For Future Ottawa
Twitter (X)	@FFF_Ottawa
Instagram	@fridaysforfutureottawa
LinkedIn	@Fridays for Future Ottawa
Tik Tok	@fffottawa

Downloadable graphics

SQUARE GRAPHIC	HORIZONTAL GRAPHIC	VERTICAL GRAPHIC
	 (Can also be used as a banner on your personal or organizational Facebook page)	
Click here to download (EN) Click here to download (FR)	Click here to download (EN) Click here to download (FR)	Click here to download (EN) Click here to download (FR)

Ready-to-share social media posts

See the next page for our ready-to-share social media posts.

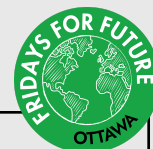
Mix and match the graphics above with the ready-to-share social media posts below to create your own social media posts promoting the 2024 Ottawa-Gatineau Climate March!

Simply copy and paste a social media post into the platform of your choice, add a graphic, and share!

We also encourage you to write your own social media posts based on the examples below and based on our key messages.



PLATFORM	READY-TO-SHARE SOCIAL MEDIA POSTS
TWITTER (X)	Canada's Climate Culprits are fueling the climate crisis. Join me at the 2024 Ottawa-Gatineau Climate March on September 21st and demand action NOW! Let's stand together for a future free from fossil fuels: https://linktr.ee/fffottawa #ExposetheClimateCulprits #GlobalClimateStrike #Climate #Ottawa
	Fossil fuels are destroying our planet, and we're paying the price. It's time to hold Canada's Climate Culprits accountable! 🔥 March with me and be part of the solution: https://linktr.ee/fffottawa #ExposetheClimateCulprits #GlobalClimateStrike #Climate #Ottawa
	Time to challenge those making our lives more expensive! 🇨🇦 Join the Ottawa-Gatineau Climate March on September 21. Let's create change together! Details: https://linktr.ee/fffottawa #ExposetheClimateCulprits #GlobalClimateStrike #Climate #CostOfLiving #Ottawa
FACEBOOK / LINKEDIN	Our communities, our livelihoods, our wellbeing—everything is at stake. Join me at the 2024 Ottawa-Gatineau Climate March on September 21st to stand against Canada's Climate Culprits and demand climate action NOW! Together, we can create real change. Details: https://linktr.ee/fffottawa #ExposetheClimateCulprits #GlobalClimateStrike #Climate #Ottawa
	Floods, storms, heatwaves, smoke: Ottawa-Gatineau is already feeling the effects of the climate crisis, but together, we can change the course. March with us on September 21 and demand action. Learn more: https://linktr.ee/fffottawa #ExposetheClimateCulprits #GlobalClimateStrike #Climate #Ottawa #Health
	Everyone has a role to play in the climate movement. Find yours at the 2024 Ottawa-Gatineau Climate March on September 21st! Together, we can end the fossil fuel era and build a better future. Details here: https://linktr.ee/fffottawa #ExposetheClimateCulprits #GlobalClimateStrike #Climate #Ottawa



	#FossilFuels
	Love our parks and natural spaces? Protect them by joining the 2024 Ottawa-Gatineau Climate March on September 21st. Let's stand up to Canada's Climate Culprits and demand an end to fossil fuels NOW: https://linktr.ee/fffottawa #ExposetheClimateCulprits #GlobalClimateStrike #Climate #Ottawa #Nature #Parks
INSTAGRAM	From higher grocery bills to devastated outdoor spaces, we feel the impacts of climate inaction every day. Join the 2024 Ottawa-Gatineau Climate March on September 21st and let's fight for our future! See @fridaysforfutureottawa for more details. #ExposetheClimateCulprits #GlobalClimateStrike #Climate #Ottawa #CostOfLiving #Affordability
	Ottawa-Gatineau's climate justice community is powerful and growing! There's a place for everyone in this movement. Join us at the 2024 Ottawa-Gatineau Climate March and help secure a better future for all. Details @fridaysforfutureottawa #ExposetheClimateCulprits #GlobalClimateStrike #Climate #Ottawa
	You deserve a healthy and affordable future! 🌍 Join me at the Ottawa-Gatineau Climate March and demand action from the Climate Culprits jeopardizing our health and increasing the cost of living! Find out more @fridaysforfutureottawa #ExposetheClimateCulprits #GlobalClimateStrike #Climate #Ottawa #CostOfLiving #Affordability #Health
	Canada's Climate Culprits must stop funding fossil fuels and delaying change NOW! Join us at the #OttawaGatineauClimateMarch and demand action! Find out more @fridaysforfutureottawa #ExposetheClimateCulprits #GlobalClimateStrike #Climate #Ottawa

See the next page for posters you can print or share by email!

POSTERS

The following promotional poster can be used either as a **digital poster** or as a **print poster**. This means the poster includes links that can be clicked on as well as a QR code which can be scanned by phone. When someone scans the QR code, they will be directed to the Fridays for Future Ottawa website.

You can either print the poster and put it up around your neighbourhood, including inside consenting businesses, community centres, schools, etc. or you can use it as an email attachment in your personal emails and/or organizational newsletters.

See the pages 9 and 10 for suggested email and newsletter content!

POSTERS (FOR DIGITAL OR PRINT USE)



[Click here to download \(EN\) - 8.5 x 11](#)

[Click here to download \(FR\) - 8.5 x 11](#)

[Click here to download \(EN\) - 11 x 17](#)

[Click here to download \(FR\) - 11 x 17](#)



EMAIL & NEWSLETTER CONTENT

Newsletter content

Dear community,

For too long, the oil and gas industry has pointed fingers at ordinary people, telling us to recycle, carpool, and reduce our carbon footprint—all while they profit at our expense. But the truth is, real change demands more than just individual action; it requires a systemic overhaul.

That's why Fridays for Future Ottawa is marching to expose Canada's Climate Culprits—the institutions and industries driving the climate crisis.

Register for the march and learn more about Canada's Climate Culprits today:

<https://linktr.ee/fffottawa>



2024 Ottawa-Gatineau Climate March



September 21, 2024 @ 11AM



Ottawa City Hall, and other climate culprit locations in downtown Ottawa

Sincerely,

[NAME]

[TITLE]



Personal email content

Dear friend,

I'm going to the 2024 Ottawa Climate March. Will you join me?

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Sincerely,

[NAME]