

Lloyd's #StopEACOP Letter Writing Hints & Tips

[The contact details for staff can be found here](#)

We want to get in touch with staff for several reasons. We want to educate them about why their company must rule out insuring the East Africa Crude Pipeline. We want to encourage them to agitate internally. Finally, we want the executives of the company to know that we aren't going away. For all of these reasons, the nature of our outreach to staff is not pressure, but instead it is a desire to build a relationship. Staff are our closest allies.

For this reason, our asks of staff throughout our outreach are:

- What is the general feeling around the office regarding the East Africa Crude Pipeline?
- Can you raise this with your manager? If so, how did they respond?

Ideas for emailing staff:

- Rather than put all the staff emails in one big bcc' field, it's best to send each staff member an email, one-by-one. Much more meaningful.
- Share your story. We want to be able to capture the hearts and minds of staff, and can do this through connecting at a personal level, through stories. Think about why you want to stop the East Africa Crude Pipeline and share your concerns.
- Keep your email to a maximum of 4-5 short paragraphs. If it's too long, the busy staff member is unlikely to read it all.
- You might like to experiment with different subject lines. Potentially something simple like 'Customer query' can get them to open the email.
- Let them know that the total number of insurers ruling out EACOP now stands at 21

Example Email

Subject: Query about insurance

Dear [insert staff member's name],

My name is Nina and I am writing to you as a member of the community who is concerned about the role your company is potentially playing in helping the East Africa Crude Pipeline.

I know it's unusual for me to email you out of the blue, but with the effects of climate change becoming obvious every day, I wanted to reach out to you about this climate wrecking project.

Nearly a third of the pipeline would run next to the basin of Africa's largest lake, Lake Victoria. It would cross more than 200 rivers. Just one spill or leak could poison the water that 40 million people depend on for food, farming and their livelihoods. It will also force 100,000 people from their land and homes.

This pipeline is already having frightening impacts on civil liberties in Uganda. Activists assisting oil-affected communities and human rights defenders have been attacked and arrested.

I am 27 years old and have been worrying about climate change since I was in high school - though the science of climate change was clear well before that. The unprecedented heatwave in the UK - fuelled by climate change - has made it horribly obvious that climate change has the ability to affect us all, in ways we know (droughts, fires, floods) and in ways we can't even yet imagine.

I'm writing because I am sincerely interested in what you think about this issue and if you see scope for your employer to rule insuring the East Africa Crude Pipeline and how you think this might happen. **What is the general feeling around the office regarding the East Africa Crude Pipeline? Is this an issue you would consider raising with your manager?**

I would love to hear your thoughts on it if you are interested in writing back to me.

Warm wishes,
Nina

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MORE INFO

 [Video of the online rally with more info about the project and why we are taking action](#)

Why target Lloyd's Insurers?

Lloyd's insures 40% of the world's energy, including some of the world's worst fossil fuel projects such as coal mines, tar sands pipelines, and new oil & gas exploration.

Without insurance, a fossil fuel project can't go ahead. Companies like Lloyd's, who insure these projects, are effectively enabling them. This is why the insurance industry is such a key player.

While other companies have stopped providing insurance for coal, tar sands, and Arctic energy because of their colossal climate impacts, Lloyd's won't require its members to stop providing cover until 2030.

Lloyd's has also refused to rule out reinsuring the proposed East African Crude Oil Pipeline which will generate 34 million tonnes of carbon dioxide a year at peak production, and devastate communities and wildlife.

Lloyd's is a marketplace and is made up of lots of different insurance companies. We know that our pressure can cause them to rule out insuring new fossil fuel projects.

EACOP: East African Crude Oil Pipeline

- **Longest heated pipeline in the world (50°C), 1443 km long**
- Project led by Total Energie (62% stake), in association with the national oil companies UNOC (Uganda, 15% stake) and TPDC (Tanzania, 15% stake) and the Chinese company CNOOC (8% stake)
- 400 KM of pipeline in the Lake Victoria basin. **About 40 million people in East Africa depend on Lake Victoria**
- From the town of Hoima in Uganda to the port of Tanga in Tanzania.
- Heated to 50 degrees because the oil is viscous
- Transporting approximately 216,000 barrels per day (peak production)

Best Off of the worst

- **Directly affects the land of more than 100,000 people**
- **Total or partial prohibition to use their land even before receiving their compensations** to buy back land and crops (almost 3 years of waiting for some now) => **Damage to people's livelihoods.** Amount of compensation totally insufficient
- Risk of **destruction of fragile and unique ecosystems in the world** => Ex: exploitation in the largest and oldest natural park in Uganda (Murchison Falls)
- A huge contribution to global warming: **34 million tons of CO₂**, that is to say **more than 6 X the CO₂ emission of Uganda per year**
- Uganda and Tanzania live under authoritarian regimes. Repressions are always more important against the opponents of the project, both in Uganda and in Tanzania (threats, arrests, burglaries and closures of NGOs, etc.)

All this while :

- According to the IPCC report and the scientific community, no more new oil and gas projects should start in order to hope to limit the temperature increase to +1.5°C
- [20 international banks](#), including the 3 main French banks, have already refused to finance this mega-project (CA, BNP Paribas, Société générale)
- Various legal actions against these projects, both in Uganda, France and at the East African Court of Justice

Human Rights Violations

- Most of them related to the land acquisition process
- Total lack of free, prior and informed consent
- Pressuring affected people to give up their land by accepting Total's and the governments' conditions, even though the amount of compensation offered is insufficient
- Under-valuation of land and crops, which does not allow for adequate compensation for the affected people
- Partial or total restrictions on land use, resulting in food shortages, loss of income, significant school dropouts, serious difficulties in accessing health care and deteriorating homes (which cannot be repaired)
- Delay in compensation: more than 3 years for the majority of affected people