

GLOBAL WEEK OF ACTION

ACTION PACK

Monday February 26 to Sunday March 3rd 2024

This pack aims to help groups across the world plan actions as part of the **Insure Our Future Global Week of Action** for a safe, healthy world beyond fossil fuels.

It has been produced alongside this **Comms Pack**.

THIS IS A LIVE DOCUMENT AND WILL HAVE UPDATES AND ADDITIONS

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Get Involved

This guide is made to support you in taking action with us during the Insure Our Future Global Week of Action. For more details on why we are targeting the insurance industry, take a look at our comms pack.

Groups across the world are already taking action and have been key to convincing insurers to reduce their support for coal, oil and gas, and drop fossil fuel projects such as EACOP and Gulf Coast LNG. Now we invite you to take action with us for this global power moment to put up the heat on global insurers and pressure them to stop supporting fossil fuels.

Before taking action - consider the risks!

Before organising or taking part in an action, whether digital or in-person, make sure you understand the political and legal situation in your country. For example, in some countries standing on a pavement with a banner can lead to an arrest, while in others you can get away with blockading a building.

Please ensure your actions will not put participants' safety at risk.

Action consensus

We ask that all groups and individuals taking part in the Global Week of Action communicate under your own name. At the same time, we encourage you to frame your action as part of the Insure Our Future Global Week of Action, #InsureOurFutureNOW. When participating in the Global Week of Action, you must use the GWA demands and ensure your actions are non-violent.

Preparing to take action

Pick Your Target

First step is to figure out which insurers *(supporting fossil fuels)* are near you and what your demands are.

For the Global Week of Action we have chosen three insurers as primary targets because of their size, and because we think they can be moved with pressure. AIG, Tokio Marine and Zurich are top global insurance companies that continue to insure and invest heavily in new oil and gas projects. However, you can select your own targets based on your location and the projects you are campaigning against. *For example, the UK has added Hiscox to the primary target list as it's a major national target. (See Global fossil fuel insurers scorecard)*

In these links, you will find more information about each of the primary targets and a list of their office locations:

- AIG/Talbot
- Zurich
- Tokio Marine

You can find a map of office locations around the globe on our webpage .

If you don't have an insurance office (of a company insuring fossil fuels) near you - you can still get involved! You can carry out your action at a location symbolic of what you are fighting to protect, or the site of the project you are protesting against. Symbolic locations can include areas where people's homes are at risk from extreme weather events, city squares or finance-related locations.

Most of the action ideas listed below can be adapted for locations that aren't insurance offices.

If you need support in finding a relevant insurance office in your city or want to discuss an action/event idea, please contact us via luke.whiting@sunriseproject.org.

Demands

These are the agreed demands for the Global Week of Action:

1. **Stop insuring fossil fuels**

   Immediately stop insuring new and expanded coal, oil, and gas projects and the companies developing them.

2. **Respect human rights**

   Immediately adopt robust due diligence and verification mechanisms to ensure that clients fully respect all human rights, including a requirement that they obtain and document the Free, Prior, and Informed Consent (FPIC) of impacted Indigenous Peoples and communities.

3. **Support a just transition**

   Play an active role in the just transition by increasing support for renewable projects, by and for communities most impacted by climate change and facing energy access crisis.

You are also invited to add project-specific demands such as:

- **StopEACOP** - If the insurer you're targeting hasn't ruled out the East African Crude Oil Pipeline EACOP, demand they do that immediately.

- **Stop methane gas expansion in the U.S. Gulf South-** no major insurers have ruled out LNG expansion in the Gulf, demand they do that immediately.

Visuals and creative ideas

Whatever form your action takes, it's **vital to have strong visuals that get your message across**. This includes having banners and placards with key slogans. The objective is to easily understand your key message(s): when people see you in the streets and when looking at the photos and videos of your actions.

We invite you to use our visual assets to get great-looking resources!

If you are creating your own banners and placards, **we invite you to use the slogan "Insure our Future, not fossil fuels".**

This will help the overall coherence of the different actions taking place during the week.

You can also complement them with messages/slogans relevant to your local context and add messages directed at AIG, Tokio Marine and Zurich.

In addition, many of the best actions have creative elements that communicate the message nonverbally, through symbolism. Some examples are: umbrellas (see case study below), fake oil, and lots more you can see throughout the rest of this pack!



CAMPAX - ZURICH STOP INSURING FOSSIL FUELS IN LATIN AMERICA

A protest organised by Campax at the Zurich Headquarters in Switzerland with communities resisting oil and gas from Peru, Colombia and Argentina. Umbrellas are a symbol often used by insurance companies to suggest that they provide protection for “rainy days” (ie. things going wrong). Subverting this symbol can be an effective way for insurance campaigners to get their message across that insurers need to protect communities, not fossil fuels.

Getting in the Media

An important way of increasing pressure is getting the insurer and their (lack of) climate policies into the media. We know many insurers have been sensitive to media attention in the past. Even if you don’t get national press attention, you may be able to get local and insurance media coverage.

Look up insurance-specific publications in your country and local press journalists online.

Prepare an email list in advance, and on the day of your action send them a press release together with the photos of the action.

(For more detailed tips, see our Comms pack)

Photos and video

A big part of an action is around the story we tell and share about why and how we are taking action.

Whatever your action, it's crucial to ensure there are good photos and/or videos taken. The visuals you have to tell the story on social media will make your action visible to more people and your targets online.

Make sure you have people specifically assigned to do this (professional photographers if possible), and have considered how to make your action look good in a photo during the action planning.

Tips for taking action photos/videos:

- Try to capture all the people at your action in your photos (show the power of the number of people taking action). If there's a smaller group, use different angles and closer-up shots to make the appearance of something bigger, and equally iconic.
- Capture the energy of the action in your photos. This is about communities coming together to push for change. Let's make it lively and show our community power in our action/event photos.
- Capture every stage of the action - Marching? Speeches? Singing? Dancing? - all are good and interesting.
- Make sure to include the background, such as any headquarters (insurance logo) or frontline locations that you are in, to give context to the image. It's powerful to see where you are and why this place is important to you.
- Take more photos than you think you need and check them as you go along. Please share your best photos with us so we can share them widely.
- Take lots of B roll, especially in video form, as this will allow us to make powerful videos following the event. See here.

Following the action, post your photos and videos on social media and share them using the hashtag #InsureOurFutureNOW - this is an important way of building pressure on the targets. **See our comms pack for more information on social media amplification.**

Share your best photos here and videos here with us - When using these folders, please create your own folder within these folders for each event and label it with the organisation, date and location. They will be added into the Insure Our Future Flickr to showcase the action happening all over the world, and some will be used in our end-of-campaign video and social media.

Live communication during the Week of action and social media posts to like & share

During the week of action, we invite you to share the social media posts of your action and events in the **“Insure Our Future GWA chat group”** and invite others to like and share. This way we can collectively make our actions more visible. Please contact luke.whiting@sunriseproject.org to be added to the signal group.

Action Ideas

One group taking action has impact, but multiple people and groups coming together to take actions at a global scale and in various ways maximises impact and pressure perceived by the insurers we aim to move on climate action. This is why **we invite you, your friends, your group and community to join us in taking multiple actions during the Global Week of Action.** So we can turn up the heat and escalate the pressure on global insurers to stop supporting fossil fuels. To make sure our voices are heard and that we are many thousands coming together to demand climate justice.



Digital Actions

Share and take part in the digital actions prepared by campaigning group Ekō, by following the links below. You can also adjust the actions to fit your own context or targets if you wish - some pointers on how to do this are included in this table.

Double your impact: below this table are existing digital actions that are part of the Global Week of Action that you can take part in as well.

Tactic	Description	How you can adapt
Send an email	• Send an email to the CEOs and key decision makers • Click the link and write your email to the staff member • The more the email is personalised, the more likely the staff member receives your email and takes the time to read it	• You can do an email blockade - ask your supporters to flood the staff with hundreds of emails. *Past example: EACOP - Stop The Corporate Flow Of Money (multiple actions on page)* *Email writing hints and tips (StopEACOP)* *Letter writing tips*
Send tweets	• Send tweets to insurers with our demands • This link will send you directly to X (previously Twitter) and all you have to do is click 'Post'.	• You can access all the pre-written tweets here and personalise them to your targets. • Find the company X (Twitter) accounts and any key staff which have accounts. • You can use Chat GPT to generate more similar tweets. For example you can prompt: 'Can you generate 20 similar tweets which are maximum 280 characters long with these key messages, these accounts, this hashtag #InsureOurFutureNOW'. • Keep tweets within 280 characters. • Make sure all tweets have the hashtag #InsureOurFutureNOW • You want the tweets to be as different as possible so the algorithm doesn't block it. • You can also add pictures to your tweets.

Call an insurer *(link to come)*	• Call key decision makers at insurance companies to push them to ask • You can follow the suggested script and call the staff members in your timezone. • Join a phone calling session: * Date: Monday 26 February 2024 * Time: 3 PM CET/ 9 am ET * Where: Zoom Register here.	• Find numbers for staff on the company's website. • Share the numbers with your supporters and ask them to call with your list of demands. • You can also do drop calls to annoy the insurers all day and block their phone lines. *Past example: Ringing Scripts (for the Stop EACOP phoning campaign)*
Comment on LinkedIn	• Comment on a LinkedIn post of key staff members • This is a great unexpected platform to target this industry. Insurance staff all use LinkedIn and really care about maintaining a good image in front of their professional network so this tactic is really effective.	• You can select your own LinkedIn post and ask people to comment underneath those. • It's good to select posts which are about climate commitments and sustainability, to show the irony with their actions. • You can select older posts too • You can give a few bullet points of suggestions for the comments tailored to your target and your demands.
Google review	• Generate one-star reviews on the company's Google listing • Attach AI generated pictures like the CEO in front of a wildfire	• An example of a Google review action: • #StopEACOP Google Review... • AI generated CEO images: • CEO graphics
Take a photo with a sign & post it on social media	• Take a selfie photo with the Insure our future, not fossil fuels visuals or a a home made sign • Visual designs for signs available here • Post on social media using the #InsureOurFutureNOW hashtag • Tag the insurance companies and send them a clear message with our demands	• Example from the Marsh Drop EACOP action: • Marsh drop EACOP - social m...

Amplifying actions on your social media	• As physical actions will happen all over the globe throughout the week, they will be posted in the Signal chat. • You are encouraged to share them and repost so they have more visibility. • Use the #InsureOurFutureNOW • The more we make the actions visible and show we are a community, the more we have impact.	• Email writing hints and tips (StopEACOP)

Digital Action Library

All digital actions listed here are ready for you to use. This table will be updated before & during the week of action.
**Note: the Chilli app requires an iPhone.*

No.	Type of Action	Target Audience	Topic (if applicable)	Priority?	Org
1	Email a target	Insurers	N/A	Yes	Eko
2	LinkedIn	Insurers	N/A	Yes	Eko
3	X/Twitter	Public, insurers	N/A	Yes	Eko
4	Submit a written testimonial	Public	N/A	No	Eko
5	Submit a video testimony	Public	N/A	No	Eko
6	Emails via Chilli app*	Chubb, Sompo	Rio Grande LNG	Yes	Chilli
7	Email, LinkedIn Comment via Chilli app*	Chaucer, Tokio Marine Kiln	StopEACOP	Yes	Chilli
8	Digital Rebellion	Public, insurers	N/A	No	XR
9	Comms blockade 2 [link coming - secret till action]	Public, insurers	Mine, EACOP, policies	No	CAN
10	Comms blockade 3 [link coming - secret till action]	Public, insurers	Mine, EACOP, policies	No	CAN
11	Phone banking [link coming - secret till action]	Public, insurers	Mine, EACOP, policies	No	CAN
12	Write & mail insurers (toolkit)	AIG, Chubb, Tokio Marine	Policy change	No	RAN
13	DRC oil drilling petition	AIG, Chubb, Tokio	DRC oil block	No	Y4GN

		Marine	auction		
14	Divest from apartheid petition	AXA	Human rights, divestment	No	Eko
15	Email a branch of Vienna Insurance Group	Insurers	Policies, Neptun Deep	No	Re-set
16	Email Rio Grande insurers	Chubb, Sompo	Rio Grande LNG	No	RAN
17	Social share	Chubb	Policies	No	RAN
18	Sign a petition to insurers	Berkshire Hathaway/Geico/Guard, State Farm, AIG, Nationwide, Allstate, Liberty, Mutual, Travelers, and The Hartford.	Policies	No	Green America
19	Tweet at insurers	AIG, Chubb, Liberty Mutual	Methane gas	Yes	STMP
20	Send an email to execs	AIG, Chubb, Liberty Mutual	Methane gas	Yes	STMP
21	Calendar jam!	Liberty Mutual	Rio Grande LNG	Yes	RAN

In-person Actions

In-person actions are a great way to build pressure, get more people involved, and capture some great images to use on social media. All actions should have creative and visual elements, but some are mostly symbolic (for example creative actions) while others are potentially more disruptive to the target (office occupation or office blockades), and can form part of an escalation strategy.

Please make sure your actions respect our action consensus.

There are loads of different things you can do and there are some great resources to help you get creative - one of our favourite ones is Beautiful Trouble's Toolkit. Here are some great examples of different types of actions:

Creative Actions

Creative actions use visuals as their primary method of communication. They do not require large numbers of people to be successful, and work best when they are beautiful or striking to look at.

See here for a guide to organise a street mural action.



MOTHER RISE UP - DANCERS, PARENTS & KIDS FLASH MOB

"A few weeks ago, we met with Bruce Carnegie-Brown, looked him in the eyes and urged him to take faster action on climate for the sake of our children and children worldwide. Now we're back and more determined than ever to use every ounce of creativity we've got to get this message through." Check out the video.



INSURE OUR FUTURE COALITION - STREET MURAL

In San Francisco a group of climate justice activists painted a mural in front of an insurance conference with a message “Don’t Risk Our World”.

Irene Juarez O’Connell, mural designer and lead artist, said: “Created with ash and clay paint, this mural is literally putting earth on top of concrete, and we are bringing in the power of the earth to transform grief into action. The design features key species that are spiritually and ecologically essential for the health of Indigenous communities and our shared ecosystems – the caribou, whooping crane, and chinook salmon – while also reflecting the devastation being caused by fossil fuel extraction and devastating wildfires in the Western US.”

Rallies

A rally is a common method of protest which gathers people together at an important location (for example a company HQ or city centre) to express their views collectively . Common elements of a rally are chanting, speeches, music, and lots of banners and placards.



FRIDAYS FOR FUTURE UGANDA - TRANS MOUNTAIN ACTION

As the Trans Mountain pipeline attempted to secure insurance coverage for 2021-2022, Indigenous Peoples, concerned communities, and climate activists worldwide called on all remaining insurance companies to cut ties with the pipeline. This action took place in Uganda, and was organised by Fridays For Future Uganda.

Banner Drops

See here for a guide to banner drops (external to Insure Our Future).

A banner drop is an action you can do at an insurance office or in a visible public location. It involves hanging a big banner from a high up place like a bridge. A more difficult variety of this action is hanging a banner from the building you are targeting and requires a team of specialised climbers.

Banner drop actions make for a great photo and are instantly noticeable by the members of the public. They also take relatively few people to execute.



DEFENSA DE LA SIERRA DE CIUDAD JUÁREZ - JUÁREZ, MEXICO

Activists hang a banner from a pedestrian bridge near the Cordova International Bridge, on Abraham Lincoln Ave., Juárez, Mexico, protesting pollution and sewage in the Rio Grande river. The sign reads "We are all the river. We demand the restoration of Rio Bravo now!"

Decorating: fly posting and oil spills

External guide to fly posting and to making fake oil.

This is a creative protest tactic which makes for beautiful photos and brings attention to the cause. Flyposting is a guerilla protest tactic where you cover areas of the city or your target location with posters highlighting the cause. Oil spills are a performance street theatre action where you pour fake oil on the ground, the building, or props like a globe. Bear in mind that you might have to clean the spill out to help avoid breaking the law.



MONEY REBELLION - OIL SPILL

“Money Rebellion poured fake oil at the offices of Arch Insurance. Arch Insurance has refused to rule out insuring fossil fuel giant Total’s East Africa Crude Oil Pipeline (EACOP), a project that will jeopardise important ecosystems, fuel climate change and pose significant risks to millions of people. Money Rebellion is there to say ‘Arch must rule out EACOP’.” Arch later ruled out insuring EACOP off the back of this action.

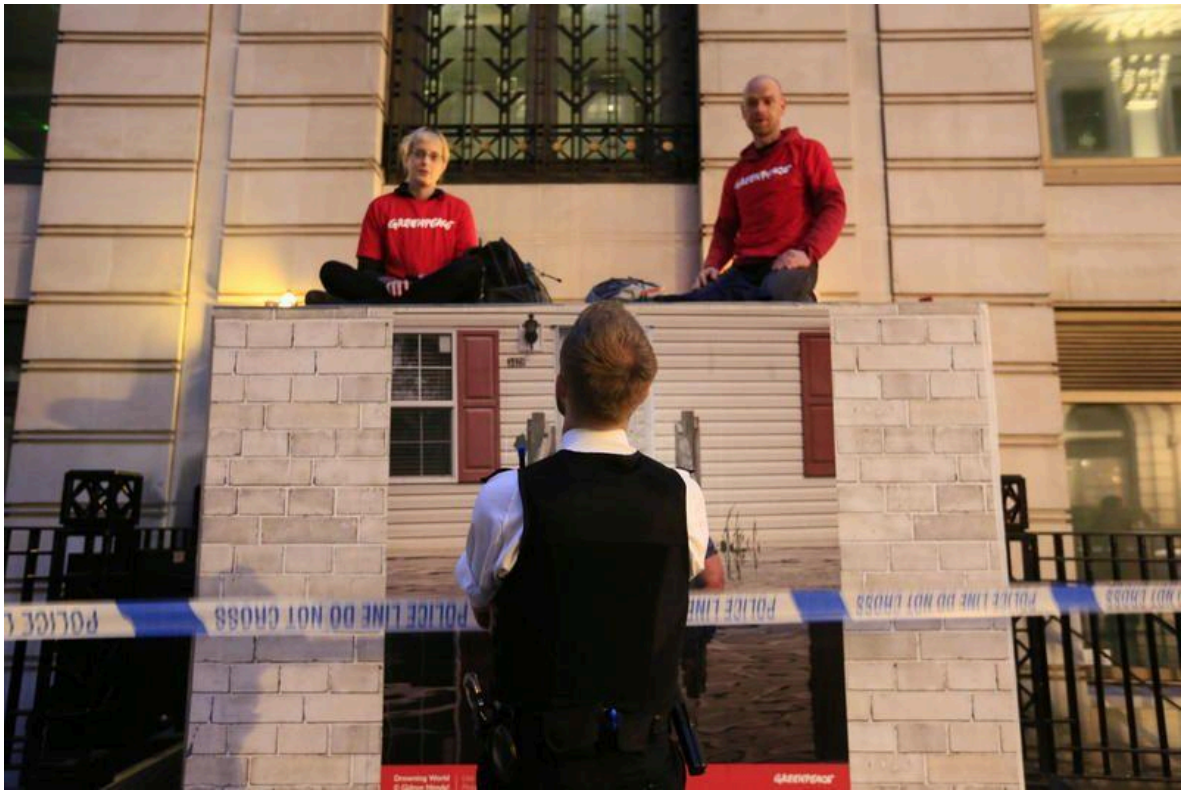
Office Blockades

Link to an external guide on how to prepare an office blockade.

An office blockade can be an effective way to make employees and executives pay attention to your campaign. It means blocking the entrances to the building,

potentially not allowing people in with the aim of preventing work from happening.

It requires a good bit of planning beforehand. You'd need to observe your chosen location and map out all the entrances. Pay attention to any security present. To block a building you'd need to block its doorways by putting your body or an obstacle in front of the door like Greenpeace in the case study below. You need to take precaution of the legal consequences in your country.



GREENPEACE - BLOCKADE OF BP OFFICES

Climate activists blocked the office of British Petroleum by putting containers in front of their doors to bring a message of climate emergency to the oil giant. "We've shut down @BP_plc's HQ because business as usual is just not an option. They are fuelling a #ClimateEmergency that threatens millions of lives. BP must clean up or clear out #BPshutdown," Greenpeace UK said.

Additional Ideas

Coming soon

Events & Actions Training

These Events & Actions trainings will include more detail on specific ideas for in-person and digital actions, as well as general advice and guidance for organising them. They will take place on Zoom and last 1.5 hours.

Sign up using these links:

- **Jan. 23 at 10am CET / 12pm AET / 6pm JST / 8pm AEST**
- **Jan. 30 at 10am PT / 1pm ET / 7pm CET / 9pm EAT**

We will also be hosting a **webinar on Feb 15th 6-8pm CET/8-10pm EAT/12-2pm ET,** with a range of brilliant panellists including Hilda Nakabuye (a Ugandan activist fighting to Stop EACOP going ahead), Louise Pryor (a climate change actuary) and Isaias Hernandez (an eco-educator) to learn more about the role of insurance in the fight for our future. Please share with your networks and sign up using this link to come soon.

Resources

Insure Our Future Global Week of Action materials and packs:

- Comms Pack
- Visual Assets (social media, flyers, placards, banners)
    - Style guide (with editable Canva links)
- Info Pack
- Webpage

How-to guides

Action Design

- Die In
- CEO Masks
- How To Flypost
- Guide to Subvertising
- Beautiful Trouble toolkit
- More Action Design Ideas

Props

- Fake Oil Recipe
- Fake Coal