

## FFSA Theory of Change 2025

<b>Problems we're trying to fix</b>	Climate change, excessive power and influence and negative environmental and social externalities of the fossil fuel industry, energy inequality, democratic disconnect on climate justice issues				
<b>Ultimate vision</b>	A stable climate and societies, healthy children, clear air and water, a switch to wind and solar energy, green jobs, stable energy costs and energy independence, honest governance, more land for food and forests, sound investments, fewer wars and quieter cities, all of which are threatened by fossil fuels: oil, gas and coal				
<b>Ultimate Outcome</b>	Increased financial and social support for a just transition to cleaner energy alternatives and a more democratic economy that guarantees fundamental human and socio-economic rights consistent with our Bill of Rights				
<b>Long-term Goals</b>	De-funded fossil fuel sector. Citizen investors no longer have to invest in fossil fuels.	Universities use their full powers of social leadership to catalyse a just transition towards a just and decarbonised society	A clean advertising and business ecosystem free of fossil fuel advertising and greenwashing		Media that report objectively on the fossil fuel industry and climate change without conservative business bias
<b>Short- and medium-term goals:</b> Increased public understanding of the dangers of fossil fuels and for the potential for a society without fossil fuels	Increased: public support for fossil free funds, investments in greener alternatives, fossil fuel-free funds established	Enhanced student campus movements and increased number of universities committing to divest and dissociate from fossil fuels; an end to academic conflicts of interest and research bias	Increased companies and creatives ceasing to do advertising, creative work and public relations for fossil fuel companies	Increased Institutions, CSOs and public figures supporting a ban on fossil fuel advertising in South Africa	Growing number of journalists reporting on climate change; increased questioning of fossil fuel industry bias; increased citation of truly independent voices on climate and energy issues
			Increased number of people understanding and mobilising against greenwashing		

Campaigns and programmes	Invest Fossil Free	Defossilising Universities	Clean Creatives	Fossil Ad Ban	Climate Reporting
Campaign and programme actions	Generate public support for investments that are just and free of fossil fuels while engaging asset managers to create fossil free funds	Build public and student pressure on universities to divest and disassociate their endowments and campuses from fossil fuels	Campaigning creatives to no longer work for fossil fuel companies	Campaigning for a ban on fossil fuel advertising, reducing psychological distance from fossil fuels and reframing climate change as an intersectional problem.	Challenge prevailing assumptions that fossil fuels are essential for development, that tackling climate change is bad for business and economy, and that all growth is good
Campaign and programme aims	Raise awareness about fossil fuel industry harms and challenge the financial support of fossil fuel companies		Raise awareness about greenwashing and its harms and challenge the social licence of fossil fuel companies		Improve public's objective understanding of climate change and its real causes and solutions
For / with who	Citizen investors, asset managers	Students, university administrations	PR and advertising firms, creatives	ARB, CSOs, institutions	Journalists and communicators
	South African public Fossil fuel-impacted communities				