

Tab 1



#MaskoffMaersk AGM Digital Day of Action Materials

Eko's Digital Action Tools!

Use the messaging in this document to fill out Eko's Digital Action Tools, linked above!

1. **Phone Banking Script**
 2. **Email to Executives**
 3. **Sample Tweets**
 4. **Sample Linkedin Comments**
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PHONE BANKING SCRIPT:

Current Phone Bank Targets:

- US HQ Phone Line
- APM Terminals Phone Line

<https://www.maskoffmaersk.com/takeaction>

SAMPLE SCRIPT

I'm calling today ahead of Maersk's Annual General Meeting next week because I'm deeply concerned about Maersk's transportation of military cargo for the Israeli military. I'm asking Maersk to uphold its promise to adhere with the UN guiding principles listed in their code of conduct and align its business practices with global human rights standards.

Since October, an estimated 189,000 Palestinians have been murdered in Gaza. By shipping military cargo and equipment, **Maersk plays an active role in making this genocide possible**. Maersk has been carrying everything from tactical vehicles to parts for armored tanks and aircraft and artillery systems to the Israeli army. Spain's decision to **turn away two Maersk ships carrying military goods on November 7th** confirms Maersk's involvement. On top of that, the head of communications at Maersk confirmed in November that Maersk has indeed been transporting cargo to Israel as part of the US-Israel security program that has provided \$17.9 billion of US military aid to Israel. **Your company has blood on its hands.**

At Maersk's upcoming Annual General Meeting, Maersk's shareholders will have the opportunity to vote to end Maersk's transportation of military cargo to the Israeli Ministry of Defense

[If calling an Investor Relations Member] You have a responsibility to share the concerns of the people with your shareholders. I am calling to demand

1. An immediate commitment to end Maersk's transportation of military cargo that enables genocide.



2. A vote in favor of AGM resolutions calling for a review and termination of the transportation of military cargo to the Israeli Ministry of Defense

[If calling an HQ/Office] I am concerned that Maersk moving forward with shipping this cargo could lead to significant backlash for the company. This is happening at a time when there have already been dozens of protests at Maersk sites internationally and investors have already voiced strong concerns and are actively calling on Maersk to take immediate action. The combination of these factors puts the company in a precarious position, as it risks both public backlash and a loss of investor confidence, which could have long-term consequences for its brand and financial stability. I urge you to raise these concerns with your management/executives.

- *As a worker at this company, you can play a important role in pushing your executives to cut ties with genocide. Talk to your colleagues and managers to let them know about Maersk's role in the destruction of Gaza and genocide of the Palestinian people.*
- *I urge you to support us in pressuring Maersk to end the transportation of military cargo going to Israel in violation of international law and to drop all contracts that enable the genocide of Palestinians! Check out the Mask off Maersk website at maskoffmaersk.com*

[If calling the office of an ESG exec] With Maersk's AGM approaching, ESG leaders and shareholders have the opportunity to take action. I am calling to demand:

3. **An immediate commitment to end Maersk's transportation of military cargo that enables genocide.**
4. **A vote in favor of AGM resolutions calling for a review and termination of the transportation of military cargo to the Israeli Ministry of Defense**

Maersk has an obligation to avoid contributing to war crimes. The fact that Maersk allows for the transport of such large quantities of military cargo to Israel at a time when the documentation of human rights violations in Gaza is so enormous is shameful and cannot go unnoticed. It is time for Maersk to do the right thing and cut all ties with genocide now. Thank you.

DRAFT EMAIL TO ESG EXECS

Dear [Executive's Name],

As Maersk approaches its AGM, I urge you to take a stand for justice and human rights. Maersk's continued transportation of military cargo for the Israeli Ministry of Defense has directly enabled the genocide of Palestinians in Gaza. This is a moment for Maersk's ESG leadership to align its business practices with its stated commitments to human rights, sustainability, and social responsibility.

Since October 2023, over **189,000 Palestinians have been killed** in Gaza. The **destruction of Gaza's civilian infrastructure, agricultural land, and environmental ecosystem** due to relentless



bombardment is a humanitarian and ecological catastrophe. Spain has already turned away Maersk ships carrying military cargo—clear evidence of Maersk’s involvement in sustaining Israel’s war machine. Research shows that Maersk has been carrying everything from tactical vehicles to parts for armored tanks and aircraft and artillery systems to the Israeli army throughout its assault on Gaza and the West Bank.

As an ESG leader, you have the power to demand accountability within Maersk. I call on you to vote in favor of resolutions that urge Maersk to cease the transportation of military cargo to Israel, and push for an immediate review of all defense-related contracts, including those with the Israeli Ministry of Defense.

This is happening at a time when there have already been dozens of protests at Maersk sites internationally and investors are actively calling on Maersk to take immediate action. The combination of these factors puts the company in a precarious position, as it risks both public backlash and a loss of investor confidence, which could have long-term consequences for its brand and financial stability.

Maersk cannot claim to be a company that values diversity, inclusion, and sustainability while allowing for the transport of such large quantities of military cargo to Israel at a time when the documentation of human rights violations in Gaza is enormous.

Maersk has an obligation to avoid contributing to war crimes and uphold its promise to adhere with the UN guiding principles listed in its code of conduct.

I urge you to take decisive action to end Maersk’s transportation of military cargo for Israel and align its operations with ethical business standards.



SAMPLE TWEETS

TARGETS:

- Vincent Clerc - CEO of Maersk; **@VincentClerc_m**
- Robert Maersk Uggla - Board of Directors Chairman & ESG member; **@RobertUggla**
- Marc Engel - Vice Chair of Board of Directors & ESG member; **@marc_engel_**
- Maersk; **@Maersk**

To Executives:

@Maersk @VincentClerc_m & @RobertUggla: The world is watching. Will you continue profiting from genocide or end Maersk's role in arming Israel's war machine? The choice is yours.
#MaskOffMaersk #StopArmingGenocide #CutTiesWithGenocide

@VincentClerc_m @RobertUggla: – Your company is responsible for shipping over 2,000 military cargo shipments to Israel in the past year. You are responsible for war crimes. The blood is on your hands.
#MaskOffMaersk #StopShippingGenocide

@Maersk executives – You can't hide! Your company fuels genocide. Your shareholders are voting. Your customers are watching. And we will not stop until Maersk drops ALL Israeli military cargo contracts. #MaskOffMaersk #StopArmingGenocide

@Maersk CEO Vincent Clerc – Do you care about Maersk's reputation? Spain has already denied entry to your ships for transporting weapons. More sanctions and lawsuits are coming. Stop the transportation of military cargo to Israel! #DivestFromGenocide #MaskOffMaersk

@Maersk executives – Your role in genocide is now exposed. Your ships are under scrutiny. Your investors are questioning you. STOP THE TRANSPORT OF MILITARY CARGO TO ISRAEL NOW.
#MaskOffMaersk #StopArmingIsrael

@VincentClerc_m @RobertUggla @Maersk – Every Maersk shipment of military cargo to Israel enables war crimes. Every contract you sign with Israel's military makes you complicit.
#StopArmingGenocide #MaskOffMaersk

@Maersk executives – The ICC has issued arrest warrants for Israeli war criminals. If Maersk keeps supplying their war machine, how long until you're under investigation too? Drop the contracts before it's too late. #DivestFromGenocide #MaskOffMaersk

@Maersk executives – This is your chance to act before your shareholders force you to. Vote YES on the resolutions to stop shipping weapons to Israel. If you don't, we'll make sure the world never forgets.
#MaskOffMaersk #StopArmingIsrael



@VincentClerc_m – You can't do business as usual when your hands are covered in blood. Maersk must IMMEDIATELY terminate all contracts shipping weapons to Israel, or face global backlash. #MaskOffMaersk #StopShippingGenocide

@Maersk executives – Your shareholders don't want to invest in war crimes. Your customers don't want to support genocide. Your brand is sinking. CUT TIES WITH GENOCIDE NOW. #MaskOffMaersk #StopArmingIsrael

@RobertUggla & @marc_engel – As the ESG committee, you should ensure **@Maersk** is making socially responsible decisions. There is nothing socially responsible about the genocide Maersk ships for. Maersk must IMMEDIATELY terminate all contracts shipping weapons to Israel. #MaskOffMaersk #StopShippingGenocide

About Maersk:

@Maersk is the backbone of the Zionist war machine. No shipments = no bombs dropped on Gaza. No logistics = no genocide. Stop the shipments. End the complicity. #MaskOffMaersk #StopArmingIsrael

Maersk is not just one of the most profitable companies on earth, but one of Israel's main partners in their ongoing genocide of the Palestinian people. There IS in fact a cost for facilitating genocide. **@Maersk** is it worth the cost? #MaskOffMaersk

Targeting Maersk Shareholders:

Dear **@Maersk** shareholders: Do you want your investments funding war crimes? Your decision on March 18 will define your legacy. Vote YES to stop military shipments to Israel. #MaskOffMaersk #StopArmingIsrael

@Maersk executives are running out of excuses. Shareholders must act. End the contracts with genocide. Vote YES to stop military shipments to Israel. #MaskOffMaersk #StopShippingGenocide

@Maersk is profiting from genocide. Over 2,000 shipments of military cargo to Israel in the past year alone. We demand shareholders vote YES on resolutions to end this complicity NOW. #MaskOffMaersk #StopArmingIsrael

@Maersk shareholders have a choice: continue enabling war crimes or take a stand against genocide. On March 18, we demand they vote YES to stop transporting arms to Israel! #MaskOffMaersk ##CutTiesWithGenocide



SAMPLE LINKEDIN POSTS

Targets:

- [Robert Maersk Uggla](#) - Board of Directors Chairman
- [Vincent Clerk](#) - CEO of Maersk
- [Amparo Moraleda](#) - Chair of ESG committee
- [Marc Engel](#) - Vice Chair of Board of Directors
- [A.P. Moller - Maersk](#)

Sample Post 1:

Ahead of the **@Maersk** yearly shareholders meeting, I am calling on all Maersk shareholders to vote YES to stop transporting arms to Israel. Do you want your investments funding war crimes? Your decision on March 18th will define your legacy.

#Maersk #MaskoffMaersk #CutTiesWithGenocide

Sample Post 2:

@RobertMaerskUggla, @VincentClerk, & @Marc Engel, I call on you to stop profiting off of genocide and ethnic cleansing! Maersk must IMMEDIATELY terminate all contracts shipping weapons to Israel or continue to face global backlash. **@Maersk** shareholders, you have a choice: continue enabling war crimes or take a stand against genocide. Vote YES to end the transportation of arms to Israel on March 18th.

#MaskOffMaersk #StopArmingIsrael #Maersk #CutTiesWithGenocide

Sample Post 3:

@RobertMaerskUggla, @VincentClerk & @Marc Engel, Your company is responsible for shipping over 2,000 military cargo shipments to Israel in the past year. You are responsible for war crimes. The blood is on your hands. **@Maersk** shareholders, I call on you to vote YES on resolutions to end this complicity on March 18th. The choice is yours.

#MaskOffMaersk #StopShippingGenocide #Maersk #CutTiesWithGenocide

Sample Post 4:

On March 18th, **@Maersk** shareholders have the choice to vote YES to end the transportation of arms to Israel. I am calling on all shareholders to do the right thing. Your decision will define your legacy.

The ICC has issued arrest warrants for “Israeli” leaders. If **@Maersk** keeps supplying their war machine, how long until they’re under investigation too? Drop the contracts before it’s too late.

#DivestFromGenocide #MaskOffMaersk #CutTiesWithGenocide



Sample Post 5:

@Amparo Moraleda, @Robert Maersk Uggla & Marc Engel, as members of the ESG committee you hold a responsibility to ensure **@Maersk** is making socially responsible decisions. An estimated 189,000 Palestinians have been murdered in Gaza facilitated by your company. There is nothing socially responsible about genocide. Maersk must IMMEDIATELY terminate all contracts shipping weapons to Israel.

#MaskOffMaersk #StopShippingGenocide #Maersk #CutTiesWithGenocide