

Danmark mod Tjaeresand 2012 Group Planning Doc

29th of May

Follow up call to 5th of May event

- 1) Status update on letter to pension funds: there were general agreement that this is priority number 1. Thomas will deal with finalizing letter and circulate to group. After we have approved it we will then send physical copies out pension funds ceo's. Anders will contact Tar Sands UK network to see if we can use their logo. Anders will also write up a blog then can be pushed out on the same day we send the letters. Any suggestions for this is welcome.
- 2) Next steps: It was accepted that we should think a second of third face of the pension fund campaign in case we don't get a dialogue going with them. Anders and Carlos suggested getting people to email them and setting up avaaz petition, which is something we could start looking into.
- 3) Further next steps: Carlos will explore and research the link between cut down boreal forest converted in to wood pellets being exported to Denmark and being used for heating as a measure in Denmarks new energy plan.
- 4) Kirstie wasn't present at meeting so this point is reserved for her to come with suggestions and ideas.

5th May!!!!

CURRENT ACTIONS POINTS:

- Storyboard a video - Anders and Kirstie
- Add all new people to the mailing list
- Do a newsletter in June to FB, mailing list and action email list
- Start placing downloadable background and campaign resources on the members section of the website
- Secure support from more NGOs (indigenous rights, etc)
- Future event ideas: Screening of Tarmageddon - Contact People and Planet - tarsands@peopleandplanet.org

GENERAL PLANNING INFO:

1. Aims & Objectives

1. **Mobilise** the Danish public to place pressure on any Danish/Scandinavian companies who are investing in Tar Sands to withdraw their investment. Additionally to support the Danish government's position against the inclusion of Tar Sands oil in the EU oil mix
2. **Generate** increased interest in and debate surrounding the Tar Sands, investment and EU oil mix issue amongst Danish TV, radio, online and print media
3. **Establish** the foundations of a Tar Sands movement in Denmark through this years ITSD event and build momentum for a more elaborate campaign in the second half of 2012 onwards

Initial Specific Campaign Strategy

Identifying top Danish and Scandinavian companies investing in Tar Sands and strongly urging them to drop their investments. This will initially take the form of a collective letter to the relevant CEOs, cc'ing the Canadian Embassy and Danish Government, to be delivered on / after 5th May, alongside a flash mob in front of the Canadian Embassy on the 5th May. Letter to be circulated to press as well.

Campaign Resources

- [Website](#)
- [Press release](#)
- Leaflet
- Campaign letter - yet to be produced
- Video - yet to be produced
- [Facebook page](#)
- [Facebook event](#)
- www.350.dk and [Climate Dots](#) posting
- Email address: dkstoptjaeresand@gmail.com / password: canada2012

OUR 3 KEY MESSAGES

- Danish ambitions to go 100% renewable by 2050 are being thwarted by our investigations showing 2.5 billion kr danish pension fund investments in the Canadian tar sands
- We are sending an official letter to the relevant pension funds asking for transparency on the issue, a response for investors and ultimately full withdrawal of this un-ethical investment
- Danmark mod Tjaeresand / Danmark Against Tar Sands er en ny uformel gruppe bestående af enkeltpersoner og miljøorganisationer, etableret til at øge bevidstheden om de enormt miljømæssigt destruktive kanadiske Tjæresand, og den rolle, som danske virksomheder der investerer i den spiller.

Budget

All activities should be executable on NO budget - if we identify the need for some specific funding we might be able approach the larger NGO stakeholders for a contribution but there are

no guarantees

APPENDIX

Call log for reference:

16th March - Kick off skype call with Carlos, Thomas, Anders and Kirstie
21st March - Briefing call with GP Nordic - Targei, Susannah, Birgitte, Anders and Kirstie
28th March - Catch up meeting between Anders and Kirstie
3rd April - Briefing call with Anders, Carlos, Thomas and Kirstie
11th April - Briefing call with Anders, Kirstie and Thomas
1st May - Face to face meeting in Copenhagen with Anders, Kirstie, Carlos and Thomas
3rd May - Resources meeting in Copenhagen with Anders, Kirstie, Carlos and Thomas
5 May - Amazing workshop and flashmob with 20 participants, rock on!
29th May - First follow up call to 5th of May and next steps.

Useful contacts:

Organising team / google group members:

Please add yours and any other useful contacts here

Anders Lorenzen, Group coordinator & campaigner: anderslorenzen@hotmail.com /
07789008293 / skype: anders.lorenzen1
Kirstie Wielandt, GPI & independent mobiliser: findkirstie@gmail.com / +44 7876573295 /
skype: findkirstie
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carlosgarciarobles1 / mobile +45 6069 7773
Thomas Meinert Larsen, Climate Movement of Denmark, +45 2271 5058

Other stakeholders:

Please add any other useful contacts here

Nils Brogger Jakobsen, MS Head of Campaigns: nbj@ms.dk
Susannah Ling, Greenpeace Nordic Tar Sands contact, susannah.ling@greenpeace.org
Targei Haaland, GP Nordic previous Tar Sands campaigner, targei.haaland@greenpeace.org
Martin Norman, *need details here*
Emma Biermann, 350.org coordinator, emma@350.org
Jens Hvass, 350.org DK website coordinator
Canadian Embassy in Copenhagen, Kristen Bernikowsgade 1, 1105 Copenhagen K, (+45) 33
48 32 00 / copen@international.gc.ca

Special note:

Open pit mining is a decreasing tar sands oil extraction technique and is being increasingly replaced by 'Steep assisted gravity drainage' - important this is reflected in our information and picture use

Useful links and resources:

<http://www.information.dk/294258> - DK newspaper article also criticizing tar sands...
<http://www.ditklimatv.dk/video/hvem-finansierer> - Useful docu about Danske Bank esp
<http://platformlondon.org/files/cashinginontarsandsweb.pdf> - useful general info
http://www.youtube.com/watch?v=U8_53Tz_aAk&feature=youtu.be Bill McKibben 350.org
<http://www.greenpeace.org/denmark/da/nyheder/EU-modes-for-at-tale-om-tjaeresand/> Rex Weyler discusses Tar Sands and Keystone XL
<http://www.statoil.com/en/EnvironmentSociety/RelevantTopics/OilSandInCanada/Pages/default.aspx> Statoil's own greenwash on tar sands
<http://www.greenpeace.org/norway/no/kampanjer/klima/tjaeresand/Statoil-and-the-tar-sands-in-Canada/> Greenpeace Norway on Statoil's involvement in Tar Sands.
<http://www.aftenbladet.no/energi/aenergy/Statoil-greenwashes-oil-sands--2933169.html>
Aftenbladets criticism of Statoil's Tar Sands greenwash.

Info from Greenpeace Nordic:

<http://greenpeace.cc/tarsands/oljesand-varldens-varsta-klimatbov/>
<http://greenpeace.cc/tarsands/bakgrund-och-dokument/>
<http://www.greenpeace.org/denmark/da/press/pressemeddelelser/greenpeace-aktivister-stopper/>
<http://www.greenpeace.org/denmark/Global/denmark/p2/other/report/2010/statoil-og-tjaeresand-i-canada.pdf>
<http://www.dr.dk/P1/P1Morgen/Udsendelser/2011/12/16/093230.htm>
http://www.dr.dk/P1/orientering/indslag/2012/01/20/155309_1_1_1_1_1.htm
<http://www.dr.dk/Nyheder/Udland/2011/12/16/084843.htm>
http://www.dr.dk/P1/orientering/indslag/2012/01/19/154022_1_1_1_1_1.htm
<http://www.greenpeace.org/denmark/da/vores-arbejdsomraader/stop-klimaaendringerne/Klimaforandringer-og-energilosninger/problemer/Tjaeresand---verdens-varste-industri/>
<http://finans-dyn.tv2.dk/nyheder/article.php/id-30530435:otte-tons-stenmel-havnede-foran-statoil.html>
<http://blog.politiken.dk/dan/2012/01/13/canada-vs-eu-kampen-om-tj%C3%A6resandet/>
<http://www.information.dk/281270>
<http://www.information.dk/277906>
<http://www.information.dk/191449>
<http://www.information.dk/283168>
<http://www.information.dk/233517>
<http://jp.dk/udland/europa/article2568585.ece>
<http://ing.dk/artikel/125041-ja-til-tjaeresand-og-nej-til-klima-sparer-canada-for-75-mia-kr>
<http://www.socialdemokraterne.dk/default.aspx?site=danjoergensen&func=article.view&id=722260&menuID=719117&menuAction=select&topmenuID=719117>
<http://ing.dk/artikel/125360-europaeisk-kamp-mod-olie-fra-tjaeresand-traekker-ud>