



ACTION & AMPLIFICATION PACK

NOW PUBLIC, PLEASE AMPLIFY

Help launch the call for global mobilisations in mid-September to

#EndFossilFuels #FastFairForever

MUST KNOW

Website: fightfossilfuels.net (available in English, Spanish, French, Portuguese and Arabic)

Hashtags: #EndFossilFuels #FastFairForever

Email for support: contact@fightfossilfuels.net

QUICK LINKS

[Context & Talking Points](#) (in [French](#), [Spanish](#), [Portuguese](#) & [Arabic](#))

[Press release - on website here](#) (in English, French, Spanish and Arabic)

[How to participate](#)

[Social Media Content](#)

[Digital Action Toolkit](#)

[Our 6 Demands](#) (view in [French](#), [Spanish](#), [Portuguese](#) & [Arabic](#))

CONTEXT & TALKING POINTS

1. **From September 15 to 17, millions of people around the world will take to the streets to demand a rapid, just, and equitable end to fossil fuels.**
2. **This wave of global mobilisations will include the [March to #EndFossilFuels fast, fair, forever in New York City](#) on September 17**, as world leaders attend the United Nations Secretary General's Climate Ambition Summit.
3. **The biggest cause of climate change are fossil fuels - coal, oil and gas.** The fossil fuel industry and its enablers are responsible for the climate crisis and drive a predatory and destructive economic system that harms peoples and the planet.
4. **The science is clear:** what the world needs now is a rapid and just transition to an efficient, fair, and universal energy system based on clean energy sources, and produced with respect for nature and the sovereign rights of Indigenous peoples and local communities.
5. **To have hope of addressing the root causes of the climate crisis**, leaders of the biggest polluting countries must deliver a fast and fair fossil fuel phase out and fund it globally.
Peoples and communities across the world have tirelessly campaigned against coal, oil, and gas for decades while the fossil fuel industry has known about the harm they cause and have used every trick to keep their profits flowing.
6. **The same industry is pushing harmful and dangerous distractions** – carbon markets, offsets, and removals in the forms of so-called 'nature based solutions' and geoengineering meant to keep itself in business longer and not secure a livable future.
7. **This is a call to solidarity with Indigenous Peoples and First Nations across the world** who have been fighting the deadly fossil fuel industry and its enablers for decades.
8. **This September, the global climate justice movement will escalate** our actions to strengthen and broaden existing movements and campaigns.

Together we will #EndFossilFuels - fast, fair and forever



HOW TO PARTICIPATE

We need all hands on deck to keep building a fossil fuel-free world: youth activists, civil society organisations, social movements, feminist and migrant rights groups, trade unions, faith institutions, academic centres, health institutions, families and peoples of all genders and backgrounds, everywhere, all voices matter!

Step 1: Help plan or join a #EndFossilFuels #FastFairForever action in mid-September

Action can take many forms: speakouts, art installations, marches, protests, strikes, occupations, forums, gatherings, civil disobedience or digital mobilisations. Actions and events can focus on any of the harms that the fossil fuel industry poses to our communities and ecosystems, as well as those who enable the fossil fuel industry: governments, financial institutions and other industries. We can show we have the solutions.

Some existing plans include:

Sept 15: Fridays for Future's global climate strike

Sept 16 -17: in villages, towns & cities globally there will be #EndFossilFuels #FastFairForever actions

Sept 17, NYC: This wave of global actions will include the March to #EndFossilFuels in NYC

Make sure you:

- a) **Amplify your event using #EndFossilFuels and #FastFairForever**
- b) **Add your event to the global map of actions at fightfossilfuels.net**

Need help organising an #EndFossilFuels #FastFairForever action? [See this toolkit.](#)

Step 2: Help us promote plans for global mobilisations this September

Help us make sure that the millions of people around the world who have been demanding climate justice hear about plans for widespread mobilisations to **#EndFossilFuels #FastFairForever** this September.

Feel free to use material from the comms pack below or create your own.

SOCIAL MEDIA CONTENT

Over the past few weeks, we've made available a series of [graphics to announce](#) this historic **mobilisation**, which you'll find in [this folder](#) and below (available in English, French, Spanish, Portuguese).

You can also find [ANIMATED VIDEOS](#) here in English, French, Spanish, Arabic and Portuguese!

But now, with the mobilisations fast approaching, **it's time to share WHY you're mobilising from across the world to build a fossil fuel-free future!**

You can share the drumbeat video for the global day of action- [Why #EndFossilFuels](#)

To do this, here below, you'll find below templates of ["Why I join" and "Countdown" graphics](#), available on **CANVA** and therefore **fully editable**: languages, text, photos, and more!

Just remember to MAKE A COPY of the template before any editing process :)

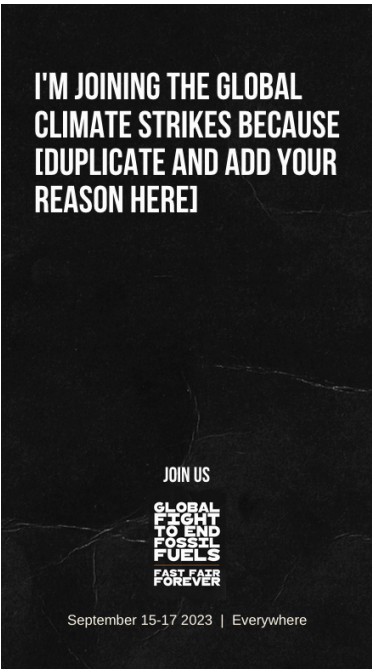
Other suggestions and useful links for creating a wave of original posts that will help boost demand:

- Algorithms don't love copy-and-paste captions or tweets these days, so please **take 1 minute to write a caption of your own** drawing inspiration from the talking points above
- Use the hashtags **#EndFossilFuels #FastFairForever**
- **Link to fightfossilfuels.net** for people to take action (register an action or see map of events globally)
- You can also take a photo of yourself, alone or with your group or organisation, holding a **#EndFossilFuels #FastFairForever** sign.
- The [global logo is available](#) here and our [style guide is accessible here](#)
- Upload your videos and pictures to this [drive](#), so we can include you in the global shoutout

All forms of digital action are welcome! Our partners from Fridays for Future Germany, for example, have created a [#FightFossilFuels profile picture generator](#), while Maani, a Rwandan climate activist,

has produced a series of drawings to promote the campaigns. More examples of creative actions coming! **The rest is up to you** 💪

“Why I join” and “Countdown” Graphics

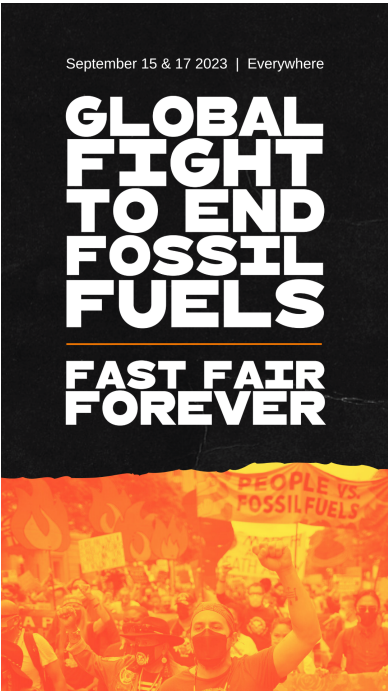
WHY I JOIN POST	TWITTER	IG / FB POST	IG / FB STORY
 A vertical graphic template for a 'Why I Join' post. The left side features a collage of faces with the text 'I'M JOINING THE GLOBAL FIGHT TO END FOSSIL FUELS FAST F4IR FOREVER'. The right side is black with white text: 'BECAUSE [DUPLICATE & ADD YOUR REASON]' and 'Join me in September! fightfossilfuels.net'.	Download editable template for TW	Download editable template for IG/FB	Download editable template for Stories
WHY I JOIN VIDEO	TWITTER	IG / FB POST	IG / FB STORY
 A vertical graphic template for a 'Why I Join' video. The background is black with white text: 'I'M JOINING THE GLOBAL CLIMATE STRIKES BECAUSE [DUPLICATE AND ADD YOUR REASON HERE]'. At the bottom, it says 'JOIN US GLOBAL FIGHT TO END FOSSIL FUELS FAST F4IR FOREVER' and 'September 15-17 2023 Everywhere'.	Download editable template for TW	Download editable template for IG/FB	Download editable template for Stories
COUNTDOWN POST	TWITTER	IG / FB POST	IG / FB STORY

	Download editable template for TW	Download editable template for IG/FB	Download editable template for Stories
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Announcement Graphics

[View the folder of all graphics here.](#)

Graphics in [French](#) | [Spanish](#) | [Portuguese](#)

TWITTER	IG / FACEBOOK POST	IG / FACEBOOK STORY
 Download ENG FR ES POR	 Download ENG FR ES POR	 Download ENG FR ES POR
 Download Demands Graphic		

OUR 6 DEMANDS

We must #EndFossilFuels #FastFairForever. That means:



No new fossil fuels - No new projects, finance - public or private- subsidies and no new approvals, licences, permits, or extensions.



A rapid, just and equitable phase out of existing infrastructure in line with the 1.5C temperature limit and a global plan, like a Fossil Fuel Non-Proliferation Treaty, in order to ensure that each country does its fair part.



New commitments for international cooperation to drastically scale up financial and technology transfers to ensure renewable energy access, economic diversification plans, and Just Transition processes so that every country and community can phase out fossil fuels.



Stop greenwashing and claiming that offsets, CCS, nature based solutions or geoengineering are solutions to the climate crisis.



Hold polluters responsible for the damage they've caused and make sure it's coal, oil, and gas corporations that pay reparations for climate loss and damage and for local rehabilitation, remediation and transition through global corporate tax justice and accountability mechanisms.



End fossil fuel corporate capture. NO to corporations writing the rules of climate action, bankrolling or participating in climate talks, or undermining the global response to climate change.