

Toolkit: 29th October day of action against fossil finance: #RBCisKillingMe.

This toolkit is for grassroots activists in Canada wishing to take part in the October 29th global day of action against banks.

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Why a day of action?

Across the world, huge financial institutions like RBC are pouring money into expanding tar sands, oil & gas, and coal production with no attention to the human rights of those impacted on the frontlines or the climate destruction these projects will lock in.

RBC is the biggest funder of fossil fuels in Canada (5th in the world). It has poured over \$200 Billion into fossil fuels since the Paris climate agreement was signed. RBC is also financing the Coastal Gaslink Pipeline on Wet'suwet'en territory, as well as countless other human rights violating and climate-wrecking projects worldwide.

On November 1st, the UN climate conference in Glasgow (COP26) will begin, with a focus on climate finance. This gives us a crucial opportunity to pressure RBC into ceasing to finance fossil fuels and respect Indigenous rights.

Following Wet'suwet'en Leadership and Land Defenders in Gidimt'en Checkpoint, as well as participating in a [global day of action](#), Canadian climate activists will shine a spotlight on the planet-killing investments RBC continues to make, and articulate the need for a united front against those who profit from human rights abuses and climate destruction.

By taking action, you will join us in demanding that Canada's worst fossil bank, RBC, respect the free, prior, and informed consent of Indigenous peoples and stop funding fossil fuels immediately.

A message from Wet'suwet'en leadership:

#RBCIsKillingMe is a slogan by the Wet'suwet'en Land Defenders at the Gidim'ten Checkpoint. The bank's investments, steamrolling through unceded territory, are destroying the Land Defender's basis of existence. With UNDRIP having been passed into law, the failure to secure free, prior, and informed consent is now illegal.

"The Wet'suwet'en Hereditary Chiefs represent a governance system that predates colonization and the Indian Act which was created in an attempt to outlaw Indigenous peoples from their lands," reads the website for the Land Defenders at Gidim'ten Checkpoint.

"At this very moment," they continue, "a standoff is unfolding, the outcome of which will determine the future of Northern "BC" for generations to come. Will the entire region be overtaken by the fracking industry, or will Indigenous people asserting their sovereignty be successful in repelling the assault on their homelands?"

"CGL is one of many proposed pipelines attempting to cut across the Wet'suwet'en traditional territories. If built, it would expedite the construction of subsequent bitumen and fracked gas pipelines, and create incentive for gas companies to tap into shale deposits along the pipeline right of way. This project aims to blaze a trail, in what has been envisioned as an "energy corridor" through some of the only pristine areas left in this entire region. If CGL were to be built and become operational, it would irreversibly transform the ecology and character of Northern B.C."

RBC is a financial advisor and lender to the deal.

The Land Defenders fighting for their lives and their Yintah (land) Gidim'ten Checkpoint, are Wet'suwet'en from Cas yikh (Grizzly House) Gidim'ten (bear) clan. In the graphic which will be our flag, the bear is taking on RBC's lion and stopping it as it bites into a burning world. **#RBCIsKillingMe is no metaphor. As Land Defenders stave off pipeline development, they fight for the lands that sustain them.**

In taking action, settler activists will stand in solidarity with the Land Defenders. We encourage you to inform yourself:

- [Website for the Gidim'ten Checkpoint](#)
- [Native Land tracker - whose territory are you on?](#)
- [Indigenous allyship toolkit - the basics of solidarity with the decolonial fight](#)



Our message:

We are in a global climate crisis. It's not just activists sounding the alarm; the International Energy Agency recently released a bombshell statement noting that global community needs to put a halt to digging out new fossil fuels immediately - this year.

And the world is responding. Frontline communities and their allies are fighting new extractive projects that fail to respect their human rights or the limits of a safe climate.

Powerful banking institutions that claim to care about the climate crisis have an opportunity to be partners in building a sustainable future. However, instead of helping Canada become a place where Indigenous and non-indigenous peoples live in harmony with each other and nature, banks like RBC are profiting from a colonial business model of extractivism and destruction. And they're hoping they can hide their behaviour behind greenwashing efforts - **because they understand that once people find out about their destructive investments, their brand and their profits will begin to suffer.**

RBC's fossil investments are literally killing us, but it doesn't need to be like this. Movements around the world are uniting to stand up to the power of Big Finance and force them to change. As climate activists, we can help build such a powerful movement in Canada by uniting across regions and cultivating solidarity and ties with Land Defenders to take on the institutions behind climate destruction.

It's time for RBC to stop financing fossil fuels, cancel their support of the Coastal Gaslink Project on unceded Wet'suwet'en territory, and respect Free, Prior, and Informed consent of Indigenous Peoples in all its financial practices. And we're not just asking them to do the right thing; we're taking action to shine a spotlight on the more than \$200 billion dollars in destructive fossil fuel investments RBC has made since the Paris Accords, and rip away the curtain of their greenwashing so they have nothing to hide behind.

We are a growing network of people committed to fighting the funders of climate doom. We include Land Defenders, NGOs, student strikers, climate activists ... and you!

October 29th Day of Action: The Big Picture

This action will include major “flagship” actions in big cities, with distributed actions at branches all across the country.

Around the world, on the eve of the Glasgow UN COP, there will be hundreds of actions - in key financial centres like London and New York, but also in cities and towns across the US, UK, Germany, France, Africa, and Asia. In Canada there will be larger street mural actions outside RBC offices in Toronto, Montreal, and Vancouver, an action at the Wet'suwet'en Checkpoint, and smaller actions at RBC branches across the country.

The actions will be unified with the Indigenous-chosen hashtag #RBCisKillingMe and artwork depicting a bear defeating the RBC Lion. All actions will be amplified locally, nationally, and globally via professional media support, digital content, and online ads pushed directly at RBC employees nationwide.

Current partners engaged in the effort include Leadnow, Stand, Greenpeace, Bank on a Better Future, Climate Pledge Collective, For Our Kids, and many 350.org and XR chapters. The global events in the US and Germany are being led by student strikers, and supported by networks like Stop The Money Pipeline and dozens of others.

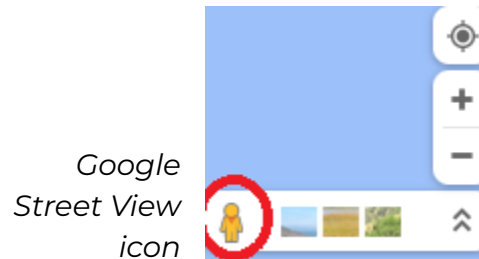
Are you in? Plan your local RBC Action using the steps below

Organize your action

Step #1: Pick your RBC branch

RBC has thousands of branches across the country. There is definitely one where you are! Start by using [Google Maps](#) or the [RBC Branch Finder](#) (be sure to turn off ATMs) to locate one near you (**note: if you're in Toronto, Montreal, or Vancouver, there is already a major event planned - use [the RBC action map](#) to find it and RSVP to that instead**). The best branch locations for this action will be ones that are prominent and visible, with high traffic from customers and passersby. If you're not familiar with the RBC branches in your neighbourhood, it's worth taking some time to physically visit and check them out, looking for where people access the branch

and how much public space (sidewalks, shared parking lots, etc) is available. You can also use Google Street View for this (click the small yellow person icon, found in the bottom right corner of Google Maps, and then click the location you wish to view from the street).



Next, [check the RBC action map](#), and add your bank location to the map by selecting the yellow “No events nearby? Host your own!” button:

No events nearby? Host your own!

It will ask you a few questions about your event, including the date (October 29th) and the time - choose a time that works for you (you can change the details later). Noon is often a good time to catch people on their lunch break!

Once you’ve answered the questions, our system will create an event listing and event dashboard for you. Note that your event will **not** appear on the map immediately; you’ll be [asked to book an activation call](#) with one of our event organizers first, so we can ensure you have everything you need to make your event a success.

You’ll also receive an email with a link to your event dashboard. Your dashboard is the place you can change event details, keep track of people registering to attend, and access the campaign resources that our team creates.

Those who register to attend your event through the map will appear under the RSVP tab, when you click on “show RSVPs”, as shown below:

About your event

🔗 URL: <https://act.leadnow.ca/vancouver5/>

🕒 When: Jan 19, 3pm

📍 Location: Tim Hortons - Main St

👤 RSVPs: 3

[✎ Edit event details](#)

✓ **RSVPS** [➡ INVITE FRIENDS](#) [🔒 YOUR LINK](#)

3 RSVPs

🖨 Print rsvp list [👁 Show rsvp list](#)

Email all event RSVPs:

[PREVIEW THE EMAIL](#)

Rachel Tetrault	email
Rachel Tetrault	email
Rachel Tetrault	email phone text

You can use the “email | phone | text” buttons to communicate with individual RSVPs through those methods. Or you can email **all** of your RSVPs using the blank field seen above; just type in your message, click “preview the email”, and then click “send”. **We recommend sending a reminder the day before your event to maximize turnout**, and of course updating RSVPs on any changes to the plan. You can use this function to recruit people to help you manage your event and fill roles you need support with.

Not sure how to use the dashboard? No worries - our event organizers will take you through exactly how to use your event dashboard on your activation call. [Set up your event](#) and then [book your call here!](#)

Step #2: Organize Your Crew

We are always stronger together. If there were multiple people in your area who signed up, we’ve connected you via email already. Next, after your event is listed [on the map](#), other activists from our coalition can use the map to find your event listing and volunteer to help. In addition, supporting organizations such as Leadnow may

invite their members to find events nearby to support. And of course, you are welcome to identify people in your own network to join you.

While the specific roles to organize depend on the type of action you choose (see next section), you're almost certain to want someone to act as the photographer/videographer (cell phone camera is fine). Social media is incredibly powerful, and getting photos and video of your event helps amplify its impact!

Step #3: Pick an Action that works for you

There are three goals to this day of action:

- Informing the Canadian public about the link between the banks fossil investments, land theft, and the climate crisis.
- Building solidarity between Land Defenders on the frontlines and the broader climate movement.
- Building power for the movement by training teams who can escalate against RBC come spring.

Major gatherings designed to catch the bank's attention will be hosted in Toronto, Montréal, and Vancouver, and if you're in those cities, you're encouraged to find the listing on our [event map and RSVP](#). **If you're outside of those cities and using this toolkit, your mission is to draw attention to RBC's complicity, through massive investments, in climate destruction and oppression of Indigenous peoples,** using tactics that will get you visibility and help you shine that spotlight on RBC's bad behaviour.

We've put together three distinct potential actions for you to choose from at your branch - but if you have other ideas you'd like to pursue instead, that's ok too! Just be sure you keep the focus on tactics that will be visible and help reveal RBC's climate-destroying investments and its support for violating Indigenous rights and sovereignty. And be sure you get a photo or video!

Please note: COVID safety rules are to be observed **at all times and with all tactics**. Please adhere to social distancing, wear a mask, and follow any local public health guidelines.

Concept #1: Give Them A Sign

RBC executives know that their fossil fuel investments will be wildly unpopular when people find out - which can damage their brand and cost them profits. That's why they hide their investments behind greenwashing and constant advertising.

So far, that's been largely successful - even most RBC employees don't yet know how much damage their bank is doing.

What RBC leadership fears most is a simple, clear, and direct message that can cut through their advertising. So that's what we're going to give them.

Roles needed:

- Banner/sign holders
- Photographer

Steps:

- Hosts that choose this action will be asked to print out a banner or series of sheets that spells out \$208,000,000,000 (208 billion) - the amount RBC has invested in fossil fuels and climate destruction since the Paris Agreements were signed. Alternately, you can use any of the related messages found in this kit. Sample banners and signs can be found here ([Link to visuals here](#) for ideas), or use any word processor to create basic numerals that can be printed ([we have created samples here](#)).
- On the day of the event, you will join your group of volunteers and attendees at the bank and the banner/print outs. Form a group and hold your banner or print outs where you're most visible to bank customers and employees. Be sure to get a photo of yourself and your team in action! ([We have a brief guide to getting a good photo here](#))
- People may ask you questions about what you're doing - feel free to share our key message: that RBC has invested over \$200 billion dollars in fossil fuels and climate destruction since the 2016 Paris Accord, the worst of any bank in Canada, and that it's time for them to change course and abandon any further fossil fuel investments.
- We recommend this event last for 30 to 60 minutes. After the event is over, let us know how it went and send us your photo [using this form](#).

Tip: This tactic is very flexible, and good for locations where you may get quite a few people. You can easily modify the signs to suit - for example, if you have four people, you could have a sign that says "208" and three other signs that say "000" to illustrate 208 billion.

Tip: RBC employees may ask you to leave their property. While it's important to be respectful, that's a good opportunity to engage them in conversation and let them know why you're there - many RBC employees simply do not know what RBC is up to, and may side with you if you explain politely why you are taking action and when

you'll be planning to leave. If they still insist, remember that sidewalks alongside public roads are also public, and they cannot stop you from using them.

Concept #2: Deliver A Message

RBC executives know what they're doing - but in many cases, RBC employees have no idea that their employer is undermining essential climate action and trampling on Indigenous rights.

Hosts who choose this tactic will be asked to deliver a message to the manager of the branch they've chosen, and film it for additional visibility.

Roles needed:

- Messenger (the person who speaks to the manager)
- Filmographer (a cell phone camera is fine)

Steps:

- Practice or print out your key talking points to use when speaking with the manager:
 - This event is part of a global day of action, with hundreds of events around the planet and dozens outside of RBC branches across Canada.
 - We are shining a spotlight on over 200 billion dollars in fossil fuel investments since signing the Paris Accords in 2016, and demanding a halt to funding climate destruction and violating Indigenous sovereignty by pulling support from Coastal Gas Link, in solidarity with Wet'suwet'en Land Defenders.
 - RBC needs to develop a meaningful policy that ensures its investments respect the right to free, prior, and informed consent of Indigenous peoples over any use of their land. It is not doing this, while sponsoring reconciliation day!!
 - There is no more time to waste, and so we will continue to call attention to these planet-destroying investments in pipelines and fossil fuel extraction until they completely cease, as called for by climate scientists, the International Energy Agency, and Indigenous land defenders..
- On the day of the action, gather with any others who have chosen to attend your event. Head inside and ask to speak to the manager. **Note:** if you have a group of more than a couple people, it may be hard to get everyone inside while following COVID protocols; in that case, invite the manager outside to speak to your group. Be sure the filmographer is ready to record, and is not separated from the messenger.
- Once you've reached the manager, the messenger lets the manager know this is being recorded and delivers our key message, then asks the manager to pass it up to their superiors; at the same time, the filmographer records video

of the message delivery. **We highly recommend** having the video running *before* the message delivery begins.

- Afterwards, let us know how the event went [with this form](#), and email us a link to your video recording at Organize@Leadnow.ca
- **If you prefer, you can write or print out a short message to deliver instead of filming yourself speaking.** If you choose to do it this way, please get a photo of yourself with your letter.

Tip: Leadnow has attempted to reach RBC branch managers before and they are often coached to avoid discussing this issue. If the manager will not speak to you, pass the message along to someone at the front desk - and ask them to pass it up the chain.

NOTE: RBC employees are **not** our opponents. Many of them have no idea about RBC's role. Always be courteous and respectful and treat them with kindness. Informing them of RBC's actions could turn them into an ally!

Concept #3: Watercolour/Chalk Oil Spill

For those more artistically inclined, you can create a work of visual art recreating an oil spill or other visually evocative art right in front of your RBC branch.

Roles needed:

- Artist
- Photographer
- Greeter (optional)

Steps:

- Pick up water-based paint or sidewalk chalk for your art; if using paint, ensure you get washable paint that can come off immediately when rinsed ([you can even make your own!](#))
- Plan what you're going to draw or write in advance. It can be helpful to draw it on a piece of paper first, which you can reference during the event. Similarly, plan where exactly you'll be doing your art before you arrive - you can use Google street view or just check out the location in advance. Look for a high traffic, high visibility area such as a sidewalk out front of the entrance.
- At the event, arrive and begin making your art straight away. You may wish to have the photographer take photos of the process, not just the finished piece.
- Once the art is complete, be sure to take a photo and share with us!
- If you have an extra person who can be a greeter, they can interact with people who come to look at the art and tell them you're there and what is going on globally with the day of action.

- If bank staff ask you about what you're doing, explain why you're there and be sure they know that the art is fully washable.
- Once you're finished with the art, you can stay and chat with passersby and customers as long as you like.
- Once you're done with your action, be sure to [let us know how it went using this form.](#)

Tip: The bank staff may come out and tell you to stop. We invite you to engage with them in a way that is comfortable with you and respectful to them; tell them why you're doing what you're doing and let them know you won't be long. If they insist on you departing, you can move to a nearby piece of public property (such as a sidewalk along a public road) and create your art there.

Step #4: Add visuals

→ Indigenous Land Defenders have prepared amazing graphics that we are invited to share. In their art, RBC's lion is taking over a burning world, and the Wet'suwet'en bear is fighting it. These are great visuals to include with your event, regardless of which tactic you choose, to make photos more striking and align with the other events. You can download the visuals here:

- [Click here to download our visual packs!](#)
- [Click here to sign up to an artistic workshop for street murals!](#)
- [Click here for a video on how to prepare a banner!](#)

Step #5: Get the word out

- [Here's our social media toolkit](#) with ways to get the word out!
- [This is a media toolkit](#) to help you reach out to local media outlets!
- Share the event map with your network:
<https://rbcrevealed.com/oct-29th-action-map/>
- Leadnow will invite our members to attend local rallies as well

Step #6: Record and amplify your action

- The goal of this day is to jump start our movement by letting the Canadian public know. For this to happen, one member of your team needs to be responsible for recording your actions! Ensure photos or video are taken.
- Post the photos and/or video to Twitter, Facebook, or Instagram, using the hashtags #RBCiskillingME and #defundclimatechaos
- Be sure to share your photos or videos with the organizing team as part of your report back after the action is complete. [Use this form to do so.](#)

Step #7: Debrief with your team - and with us

This may or may not be your first action. It is hopefully not your last. Organizing such events can be stressful. And the strained relationships are key to organizing. Time to know what could have gone better and celebrate what went well! You can chat right after the event and take some notes

We will also be having a group debriefing and celebration on [Wednesday, November 3rd at 5pm PT/8pm ET.](#)

Finally, be sure you report back to us how your event went [with this form!](#)

Next steps

The 29th of October is one more step to building a coast-to-coast movement that will hold banks accountable and pressure a key node in the network of climate destroying elites that are wrecking our present and our future.

There will be other days ahead of us to organize and mobilize. We invite you to join a [mass debrief and celebration call with us](#) and to start looking to the future.

COVID-19 action agreements

COVID-19 is impacting communities around the world, and the rates are high in cities across Canada and the US right now. We want to make sure that all of the actions we support are considering the health risks, and are done with caution, and in consideration of the risks to your community. We know that stopping this pipeline is urgent, and its construction is continuing to bring COVID-19 to rural communities along the route, and we also don't want to risk anyone's health or safety while demanding action from RBC.

We ask all who are organizing actions to agree to the following COVID-19 action agreements:

- **Masks save lives.** Please make sure that all participants are wearing masks during your action. If you can, double mask for safety and bring extra masks just in case.
- **Consider the risks of COVID-19 when considering the level of arrest-risk associated with non-violent direct action.** Risks from impacts of COVID-19 have heightened repercussions for incarcerated people and for communities of color. Plan your action accordingly, and consider what ways you may be able to de-escalate actions to keep folks as safe as possible.
- **Follow local health advisories related to COVID-19.** That may mean getting creative in your action design, if you're not able to gather in large numbers.

Key links:

- [Event map](#)
- [Reportback form](#)
- [Book a support call](#)