

# THE DIVESTMENT MOVEMENT

ESTABLISHING A DECENTRALISED NETWORK OF  
CAMPAIGN GROUPS



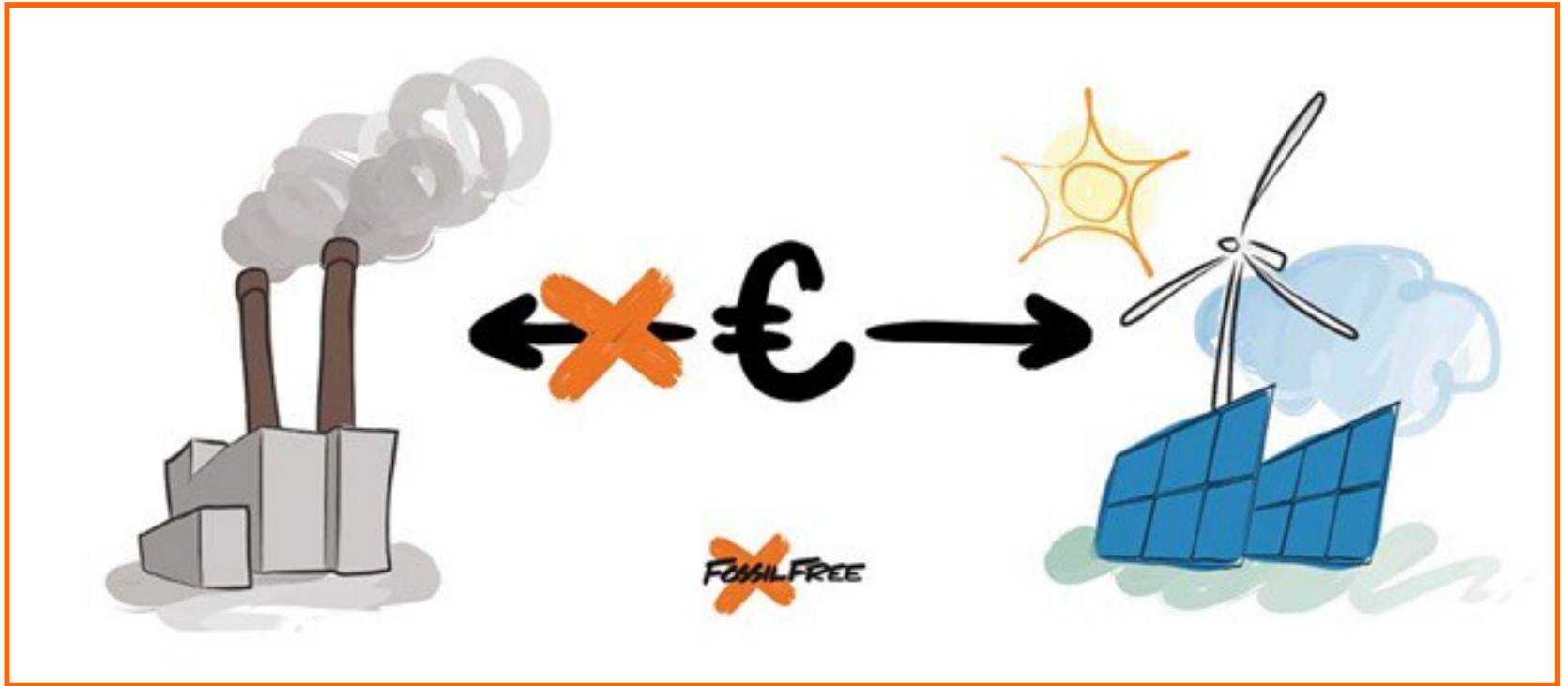
NO MONEY FOR COAL, OIL AND GAS!

[www.gofossilfree.org](http://www.gofossilfree.org)

#Divestment #Divest

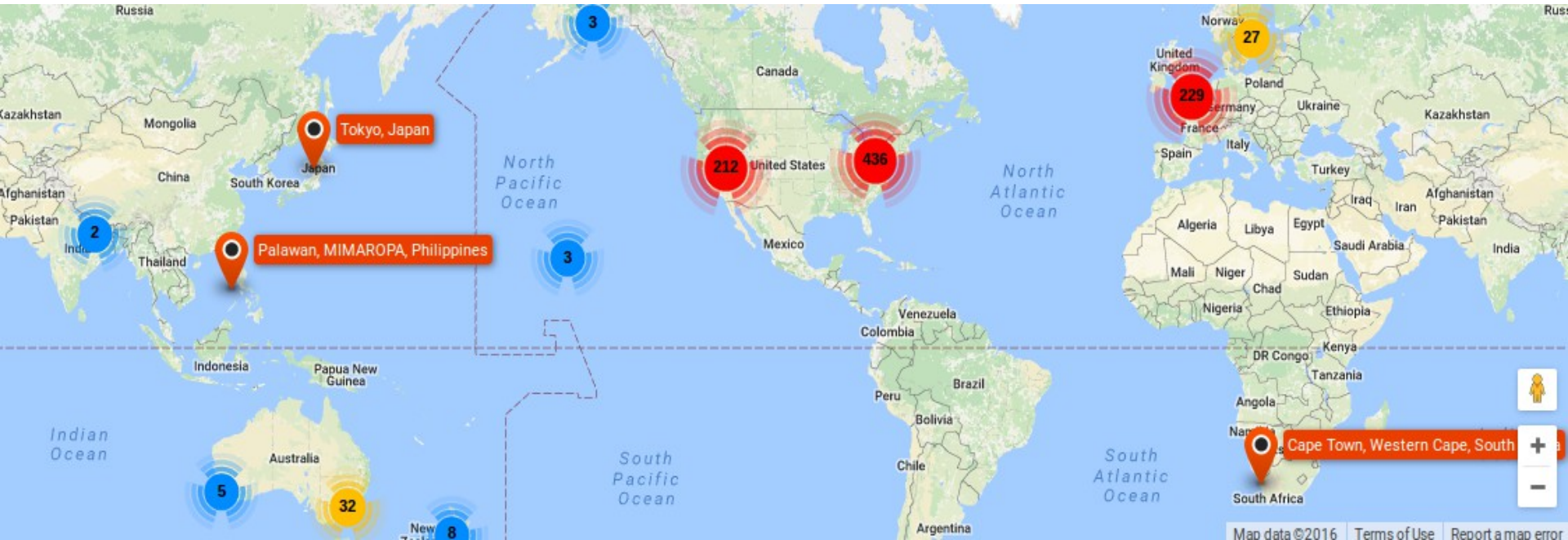
**✗ FOSSIL FREE**

# DIVESTMENT



**The opposite of an investment with public effect.**

# DIVESTMENT



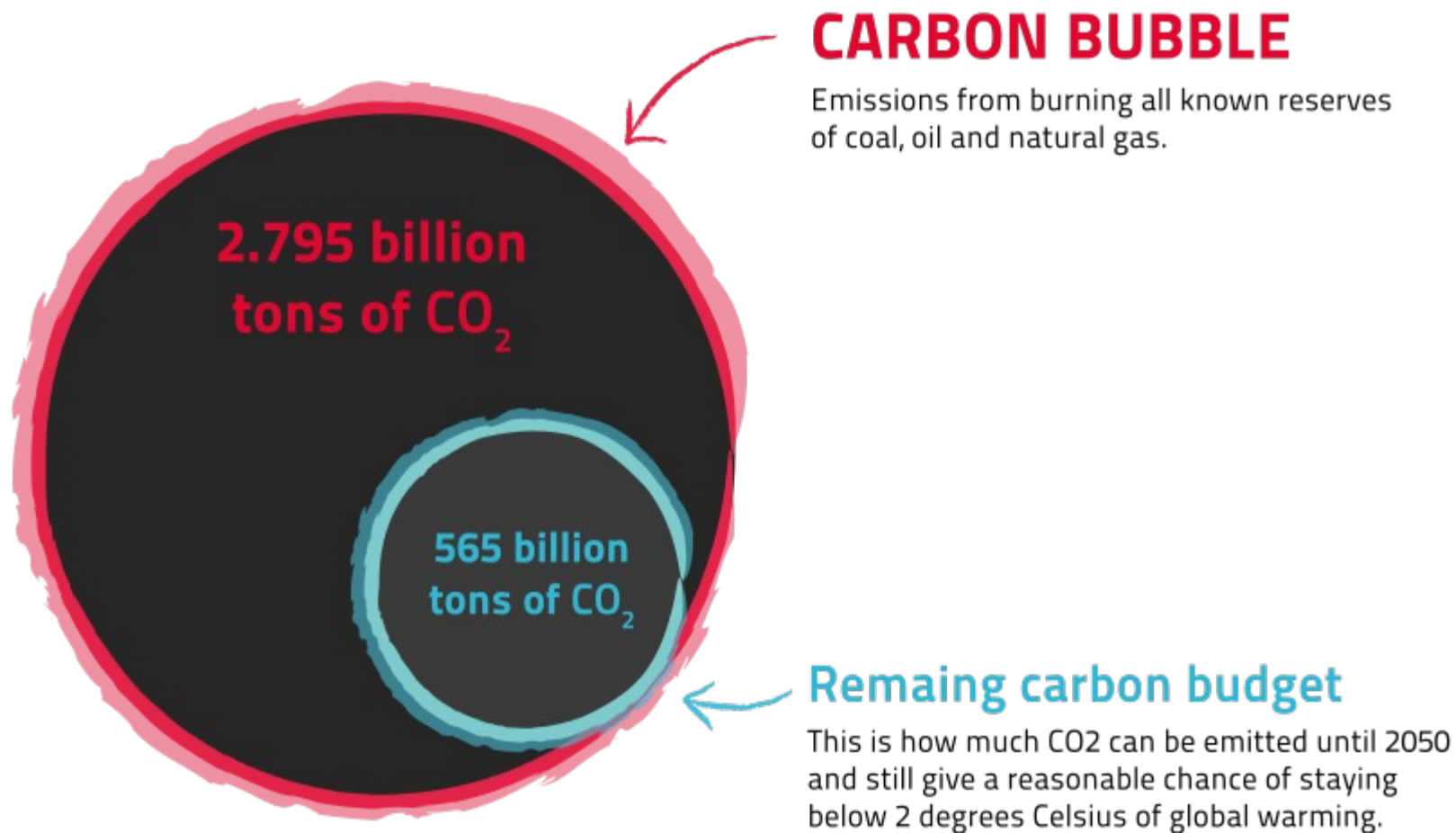
Campaign of the US-american NGO **350.org**

**X FOSSIL FREE**





- Coal, oil and gas have to stay in the ground to keep global warming below 1.5 – 2°C
- Carbon reserves: already existing coal, oil and gas projects mean CO<sub>2</sub> emissions that will exceed the 2°C-limit





- **Idea:** Fossil industry = climate killer
- **Target:** institutional investors like churches, cities, universities etc.
- **Demand:** Stop of investment in at least the Top 200 coal, oil and gas companies

# GOALS OF THE CAMPAIGN

1. Build-up of a decentral grass roots movement with people who demand divestment from their institutions in a creative and public effective way
2. Withdraw the fossil fuel industrie's social licence
3. Push climate change into the public debate



→ new social norm and restrictive legislation



# BUILD-UP OF A DECENTRALIZED GRASS ROOTS MOVEMENT

- Decentralized movement
- Own/special context and settings
- Clear and common demands and goal



# **BUILD-UP OF A DECENTRALIZED GRASS ROOTS MOVEMENT**

- **Organizing principles**
  - Autonomous
  - Open for all and inclusive
  - Open source
  - activism
- **Online communication:** Mailing-lists, newsletters, social media, webinars, Slack

# OPEN RESSOURCES

ENGLISH PORTUGUÊS FRANÇAIS DEUTSCH TÜRKÇE 訓練 العربية

 **Trainings**



**SHARE KNOWLEDGE,  
BUILD RELATIONSHIPS  
AND LEAD EFFECTIVE  
WORKSHOPS.**

GET STARTED:

**Training/Workshop Activities →**

**Meeting Facilitation Tools →**

**Strategy + Organizing →**

1) ...  
2) ...  
3) ...  
in 10 min

# COMMON LANGUAGE + DESIGN

## COLORS

Orange is Fossil Free's main color. If the thing you're making has color, orange should be in it.

Dark Gray and White are secondary colors, with white being the more prominent of the two. Always use white as the background color for long passages of text.

A Dark Gray Blue and Light Gray Blue are tertiary colors for callouts, charts, and accents. They should only be used in combination with the main colors.

Color squares are sized proportionally to their relative use.



## TYPE

Big, bold and simple are the key things to remember about Fossil Free's type style.

The short version: Graph Black big for titles, use Klima Bold for headings/subheadings, and Klima Regular for body text.

When in doubt, keep it simple: Big, bold headlines. Normal-looking left-aligned paragraphs. Don't get too crazy.

FOR TITLES AND HEADLINES:

**GRAPH BLACK**

FOR PARAGRAPHS AND SUBHEADINGS:

**Klima Bold**  
Klima Regular

## LOGO

Fossil Free isn't intended to be a heavily-branded campaign, so don't feel obligated to use the logo. But, if you think it will be useful, feel free to use it!

NORMAL:

**X FOSSIL FREE**

**X FOSSIL FREE**

**X FOSSIL FREE**

STACKED:



# WORKSHOPS & GATHERINGS



# **WORLDWIDE DAYS OF ACTION**

**May 5th - 13th**

**GLOBAL DIVESTMENT**

**MOBILISATION**

**Divest from fossil fuels**



# DIVESTMENT AND CHURCH



# „RAUS AUS RWE“





# A „NO“ MEANS STRENGHT



# ALTERNATIVES - REINVESTMENT

Investment principles create visions!

Stock market

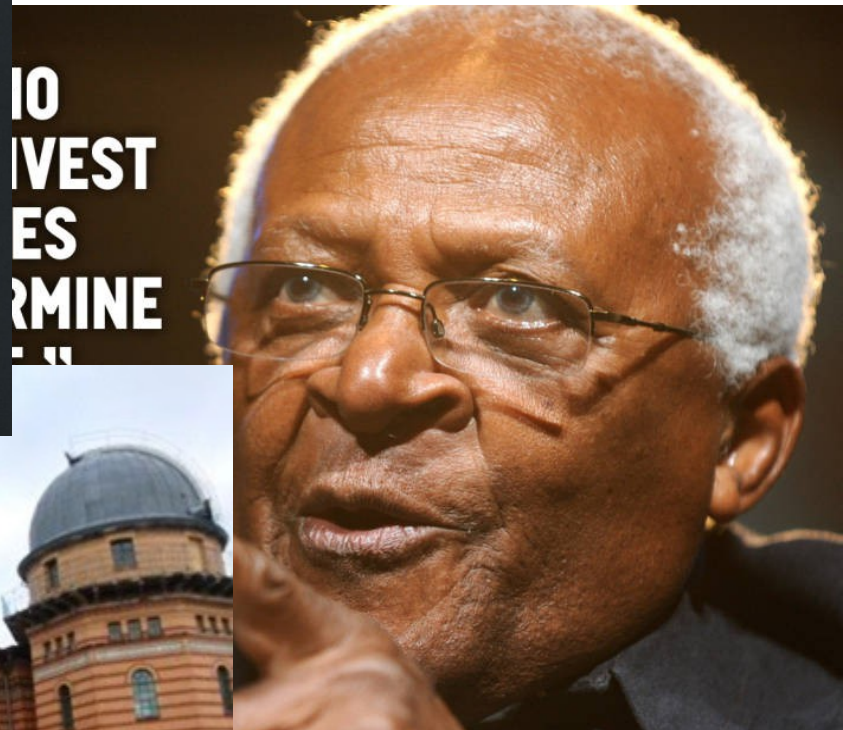
- Divestment = Negative criteria
- Reinvestment = Positive criteria
- Positive examples by „Brot für die Welt“ a.o.

Alternative: local investments

- Energy efficiency
- Local renewable energies in citizens' hands

More at [gofossilfree.org/reinvestment](https://gofossilfree.org/reinvestment)

# DIVESTMENT SUPPORTER



# DIVESTMENT COMMITMENTS

## Totals

**\$5.46 TRILLION**

APPROX. VALUE OF INSTITUTIONS  
DIVESTED

[How is this number calculated?](#)

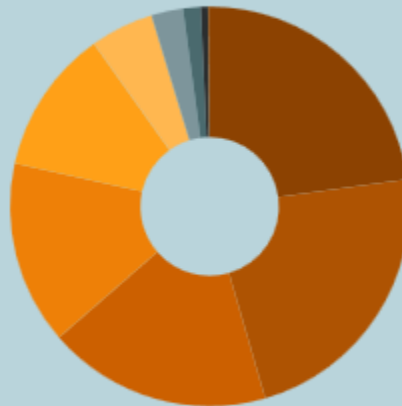
**701**

INSTITUTIONS DIVESTING

**58,000+**

INDIVIDUALS DIVESTED ABOUT  
BILLION

## What kinds of institutions are divesting?



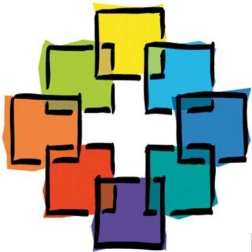
- Faith-based Organization — 23%
- Philanthropic Foundation — 23%
- Government — 18%
- Educational Institution — 15%
- Pension fund — 12%
- NGO — 5%
- For Profit Corporation — 3%
- Healthcare Institution — 1%
- Cultural Institution — 1%
- Other — 0%

# DIVESTMENT COMMITMENTS

PARTIAL



COAL + TAR SANDS



**Anglican Church in Aotearoa, New Zealand and Polynesia**

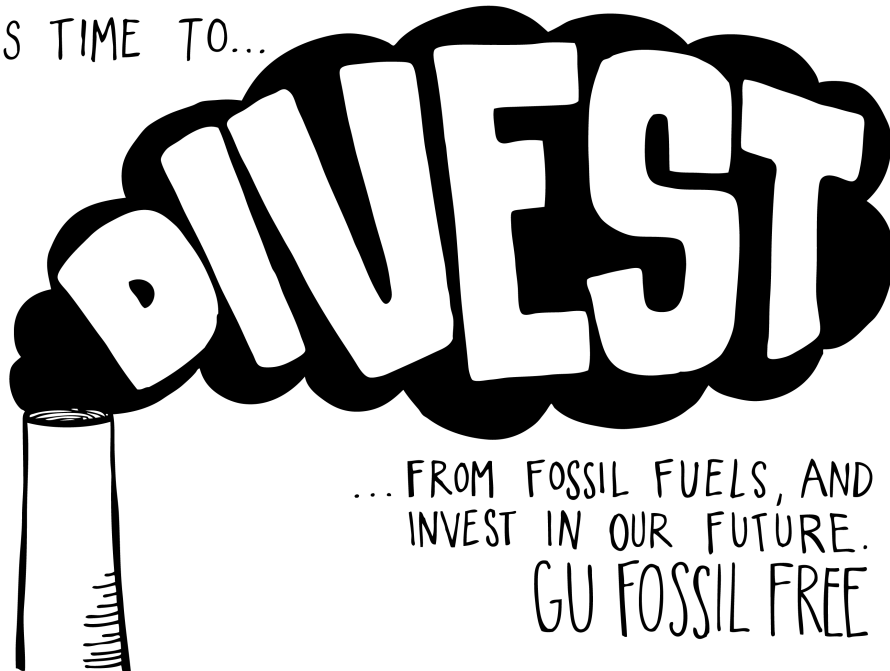


EVANGELISCHE KIRCHE  
IN HESSEN UND NASSAU

**THANKS FOR YOUR ATTENTION!**

**ANY QUESTIONS?**

IT'S TIME TO...



... FROM FOSSIL FUELS, AND  
INVEST IN OUR FUTURE.  
GU FOSSIL FREE