

Don't Buy
ExxonMobil

www.DontBuyExxonmobil.org

Activist Toolkit

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GREENPEACE

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To Do:

Don't Buy ExxonMobil

Stop ExxonMobil from sabotaging governmental action on global warming

Force ExxonMobil to support mandatory reductions in global warming pollution

Stop Global Warming!

Dear Activist,

Are you ready to take on the world's #1 global warming villain, ExxonMobil? The Don't Buy ExxonMobil toolkit will provide you with the necessary skills to take action against the world's most environmentally destructive and socially irresponsible oil company.

The Don't Buy ExxonMobil campaign has been a huge hit in the U.S. and internationally. For example, the small nation of Luxemburg became an ExxonMobil-free zone in October 2002, when more than 600 ordinary citizens like you from 31 different countries took on the oil giant and shut down every single gas station in the country. In the United States, Greenpeace activist shut down ExxonMobil gas stations in Los Angeles and New York City.

Now is the time for you to bring the campaign's "Don't Buy" message to your town, city or university. This toolkit will give you a menu of options – from gas station protests to the "Face It" Photo Project. These are ways you can stop ExxonMobil from sabotaging government action on global warming.

The Greenpeace Don't Buy ExxonMobil Campaign is here to support your local activities with in-depth research and ideas for campaign strategy. Be sure to go to our website: www.dontbuyexxonmobil.org or e-mail teamexxonmobil@wdc.greenpeace.org to get involved!

Thanks for joining the Don't Buy ExxonMobil team!

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Learn the Basic Facts: ExxonMobil is Cooking the Planet

ExxonMobil, one of the largest corporations on the planet, has spent the last decade working to sabotage action on global warming. ExxonMobil has spent more money than any other oil company in order to derail U.S. policy on global warming and ensure our dependence on fossil fuels.

Scientists say that if global warming, which is caused by burning oil, coal and gas, continues unabated, there will be a massive increase in temperatures, storms, floods, droughts and diseases. But ExxonMobil still denies that burning fossil fuels causes global warming.

While other energy companies have been investing in clean, renewable energy sources, ExxonMobil continues to spend billions on oil exploration and development while ignoring both the ramifications of these destructive efforts and its own responsibility in solving the planet's largest environmental crisis.

Greenpeace has launched an unprecedented global campaign to stop ExxonMobil from continuing to corrupt U.S. energy policy and the environment.

Global Warming

Human activity is changing the climate that makes life on Earth possible. The world is becoming warmer due to the build up of gases generated by human activities. One of the main gases causing global warming is carbon dioxide, which comes from the burning of fossil fuels — particularly oil, coal and gas. Global warming not only increases the Earth's temperature, it also leads to an increase in floods, droughts and wildfires, intensified hurricanes, heat waves, the spread of infectious disease and species extinction.

A panel of scientists called the Intergovernmental Panel on Climate Change (IPCC) is recognized as the most credible scientific authority on global warming. The IPCC's latest report on climate science (released in 2001) found "new and stronger evidence that most of the observed warming over the last 50 years is attributable to human activities." It found that global warming is already having a negative impact on the environment.

A small minority of scientists, known as "skeptics," challenge climate science. Many of them have been funded by fossil fuel companies, including ExxonMobil. These scientists state that global warming is not occurring, is not due to human causes and that warmer temperatures will even be beneficial due to shorter winters. It is important to note that while these skeptics are often recognized scientists, their views on global warming have been discredited by the rest of the scientific community. The majority of scientists are not debating whether humans are causing global warming, but about the pace and impacts on different parts of the world.

Kyoto Protocol - the global warming treaty

ExxonMobil has spent hundreds of millions of dollars over more than a decade to undermine meaningful efforts to solve global warming. While heavily lobbying the U.S. government to derail global warming action, the company has also funded economic "scare" reports on global warming policy and launched a multi-million dollar advertising campaign against ratification of the global warming treaty, the Kyoto Protocol. ExxonMobil's efforts were finally rewarded when President Bush announced that the United States would be withdrawing from the Kyoto Protocol.

The Kyoto Protocol is an international agreement among industrialized nations to reduce emissions of carbon dioxide and other greenhouse gases that cause global warming. These reductions are legally binding once countries agree to ratify the treaty. The Kyoto Protocol is a crucial and significant first step towards tackling global warming.

In March 2001, President Bush announced that the U.S. would not ratify the Kyoto treaty, declaring it dead. Fortunately, the rest of the world refused to let President Bush wreck ten years of negotiations on global warming and continued to move forward to implement the Kyoto Protocol—soon to become international law.

However, as the United States is the largest emitter of global warming pollution, we cannot hope to stop global warming unless the U.S. starts taking action to reduce its global warming pollution. That cannot happen until ExxonMobil is held accountable for its blatant interference with global warming policy. ExxonMobil must be forced to change its position or be stopped from influencing government policy.

Dirty Money

ExxonMobil's contributions to the Republican Party in the 2000 election cycle totaled more than \$1 million, more than any other oil company. In 1999 ExxonMobil's lobbying budget, \$11.7 million, was the fifth highest in the United States, outspent only by pharmaceutical and tobacco giants.

As a result of these efforts, ExxonMobil has enjoyed a leading role in shaping White House energy policies. The influence of the ExxonMobil agenda is demonstrated by the following:

- A major role in the pro-drilling Bush/Cheney energy plan, which would only serve to increase the profits of ExxonMobil and dramatically increase emissions of global warming pollution.
- A request to the Bush administration for the removal of the head of the UN Intergovernmental Panel on Climate Change, which has concluded that human activity is causing global warming.

As an international organization, Greenpeace is working on a global-scale to stop ExxonMobil. Our efforts to stop ExxonMobil and stop global warming are the culmination of thousands of voices concerned about the future of our planet.

Greenpeace is part of an alliance of social change groups working to influence ExxonMobil's behavior in the human rights, environment, governance and community relations areas. Visit www.DontBuyExxonMobil.org for more information.

Bring the Don't Buy ExxonMobil campaign to your Community

The first step in spreading the Don't Buy ExxonMobil campaign to your community is to create a core group of people to support and organize campaign activities.

Here are some tips for recruiting people to become a part of the core group:

- Set up an information table at high visibility events.
- Hand out flyers with information about the global campaign.
- Get people to sign up to attend a kick-off meeting.
- Hold a kick-off meeting to get people engaged.
- Form a core group of people to make a campaign plan.

After you have recruited a core group of people, the next step is to create a campaign plan. A detailed plan is essential to a successful campaign. Establishing your goals early on helps identify possible obstacles and will help you identify the most strategic campaign activities.

A solid campaign plan clearly lays out the goals, strategies, tactics and timeline. A good plan provides a framework for holding everyone accountable and aware of what activities are happening. Make sure to share the campaign plan to create ownership and confidence within your core group. Planning is a guaranteed way of getting more done and accomplishing your goals.

GOALS

- Stop ExxonMobil from sabotaging government action on global warming.
- Force ExxonMobil to support mandatory reductions in global warming pollution.

STRATEGIES:

- Broaden support for the Don't Buy ExxonMobil campaign among activists, students and motorists.
- Participate in guerilla campaign activities and the international "Face It!" ExxonMobil Photo Project.

TACTICS:

- Recruitment drive at beginning to build up core group
- Take pictures of people with speech bubbles for the "Face It!" ExxonMobil Photo Project
- Send e-mail, Faxes and deliver the photos to ExxonMobil decision makers
- Organize gas station protests
- "Guerilla Marketing" and visibility events throughout your campaign—banner drops, stickering, flyering, postering, etc...
- Stop, interrupt, and challenge ExxonMobil's job recruitment on your campus

TIMELINE:

1st Month

- Recruitment push using ExxonMobil postcards, speech bubbles, and information
- Build core group
- Create a campaign plan
- Research job fairs and possible ties to ExxonMobil

2nd Month

- Teach-in on campaign
- Start using speech bubble photos as recruitment tool and way to “close the gap” between activists & ExxonMobil
- Rolling/Weekly station protests
- Guerilla marketing and visibility

3rd Month

- Rolling Actions
- Speech bubble photos
- Guerilla marketing and visibility on-going
- Send e-mail, Faxes and deliver the photos to ExxonMobil decision makers
- Build up activities for ExxonMobil Annual General Meeting
- Do something cool to sum up the campaign, point to accomplishments and get local media

Join the “Face It” ExxonMobil Photo Project

Tell ExxonMobil to “Face It!” Thousands of consumers are sending their photos to ExxonMobil to protest the company’s efforts to stall solutions to global warming.

An exciting part of your campaign can be the “Face It!” ExxonMobil Photo Project aimed at directly communicating to ExxonMobil decision makers. Greenpeace activists are taking pictures of people from around the world who are refusing to buy ExxonMobil gasoline and bringing the photos to ExxonMobil executives to close the gap between concerned citizens and those who have the authority to change the company’s polluting policies. Activists around the world will be mailing, e-mailing, faxing, and hand delivering tens of thousands of photographs, giving the campaign a face that cannot be ignored

Want to Participate? It’s easy. Here’s how:

- Download speech bubble designs from: www.greenpeaceusa.org/exxonmobil
- Design your own speech bubbles. Speak your mind to ExxonMobil!
- Print and cut out your speech bubbles and then mount them on cardboard or sturdy paper.
- Take pictures with the speech bubbles!
- Send the prints or digital photos to Greenpeace.

Greenpeace will deliver the photos you take via fax, e-mail and snail mail to ExxonMobil and its Board of Directors. Your photos play a vital role in an international effort to pressure ExxonMobil and educate people about our campaign.

A few photography tips...

- When using a speech bubble in your photo make sure it is next to the person’s mouth.
- Take close-ups - focus on the person’s face with the speech bubble.
- Beware of stray hands; don’t let them cover the words on the speech bubble or your lens.
- To avoid glare, the sun should be behind you, shining on your subject.
- Look for landmarks: if you are near one be sure to get it in the picture.
- Take funny pictures: encourage people to be creative.
- No profanity, please! Funny is ok, rude and crude is not.

If you are shooting film...

Please develop and send your prints and negatives to Greenpeace in Washington DC (see address below.) Unfortunately we will not be able to develop any rolls of film we receive

If you are shooting digital...

Please have 4x6 prints made from your digital camera or put the images on a CD at your local photo shop. Send these prints to the address below.

You may also send us the digital files. We would prefer the largest jpeg file you have available.

- If you have less than 10 photos, e-mail the images to: teamexxonmobil@wdc.greenpeace.org
- If you have more than 10 photos, please put the images onto a CD and send them to the address below

Send Photos to: Greenpeace Photos, 702 H St. NW #300, Washington, DC 20001

Guerilla Activities

As grassroots activists, we do not have nor do we need millions of dollars to spread the message about ExxonMobil's destructive ways. We have the people and the passion to spread the word. Going underground and using more creative tactics to spread the "Don't Buy ExxonMobil" message can elevate the public's awareness about the campaign.

Here is a list of guerilla activities you and your core group can do:

- Stuff mailboxes on your campus with Don't Buy ExxonMobil Stickers and Info
- Sticker busy places in your community with speech bubbles
- Put poster/sign/banner on your window indicating support for the campaign

- Organize small groups of people to go out at night and blanket your community with Don't Buy ExxonMobil message. You can use speech bubbles, stencils (office windows, landmarks, sidewalks, stop signs), stickers, billboard borrowing, small banner drops over highways, garages etc
- Currency Hijacking: Stamping bills with Don't Buy ExxonMobil message.
- Media Hijackings: Creatively interrupting live media events to work towards the goals of your campaign. Tactics could range from having the campaign messaging appearing in the screenshot to direct interventions of the event.
- Guerrilla Theater: Do a funny mock performance at public spaces that will provoke emotion, convey the campaign's message, and engage the public.

Organize Station Protests

Greenpeace and activists around the world have been protesting at ExxonMobil stations to communicate to motorists that if you care about global warming then Don't Buy ExxonMobil. Here are a few simple steps to organize a station protest in your community.

- Use the station locator at www.dontbuyexxonmobil.org and find your nearest ExxonMobil station.
- Recruit individuals in your community to come to the station protest.
- Be creative! Develop a protest theme. You will attract more attention from the public and the media and have more fun. One example of a theme is a carnival, "celebrating" the destruction of our atmosphere by ExxonMobil. Customers can have their fortunes read by fortunetellers who describe a dismal future as the result of global warming.
- Sign up people who want to be in the protest – provide transportation if necessary and possible.
- Try to get local media to cover your protest. See the Getting Local Media section for more info.
- Start making props, posters and any other materials you plan to bring to the protest
- Take photos of demonstration and e-mail them to teamexxonmobil@wdc.greenpeace.org.

Stop Exxon Mobil Recruiting on Campus

If you are a student you have a unique opportunity to disrupt ExxonMobil's attempts to recruit students to work for the #1 global warming villain. By confronting ExxonMobil recruiters about the company's role in sabotaging government action on global warming, you can send a clear message that they are not wanted on campus.

- Set up a counter recruitment table outside Exxon Mobil meetings
- Disperse campaign information and stickers
- E-mail your University president & Board of Trustees requesting that ExxonMobil not be allowed to recruit on campus unless the company meets the campaign's demands.
- Fill out online and in-person recruitment applications to disrupt the process
- E-mail delisa.s.burton@exxonmobil.com, ExxonMobil director of campus recruitment and demand that the company not recruit on your campus.
- Disrupt any recruitment meeting/workshop with intelligent and direct questions to expose the company's role in sabotaging government action on global warming.

Getting Local Media

At certain points in your campaign, like station protests, you may want to get local media to spread the “Don’t Buy ExxonMobil” message. Here are a few pointers in getting local media:

Writing a news advisory and news release is relatively simple. Before an event, your group should write a news advisory to give notice to the media that your event is taking place. The news advisory should be a half page and include the who, what, when, and where, as well as a few choice tidbits to get reporters interested, without giving away the story. Make sure to include the contact person’s name and phone number in case the reporter has any questions. Fax your advisory to the local papers, radio and T.V. stations. Follow up your fax with very short and informative phone calls to the journalists and reporters.

Directly following an event, your group should write a news release. The news release is a little more complicated. It is essentially the article you would write if you were the reporter, and as such it should be formatted like a newspaper article. The format is:

- The first paragraph should sum up the article and grab the reader’s attention.
- The next paragraphs should go into more detail and offer any pertinent background information, such as who are the major players are and what has happened to lead up to this event.
- Add in quotes from people involved in the campaign, such as the spokesperson and any key endorsers (such as a professor).
- Talk about why this event, campaign, etc. is important and relevant.
- The final paragraph should summarize the article again.

Writing letters to the editor and sending your photos and press releases to web news sites is also a great way to get your message out.

FOR IMMEDIATE RELEASE	Month Day, 2003
CONTACT: Name of contact person and phone number	
GAS CONSUMERS SAY NO TO EXXONMOBIL AS COMPANY WRECKS GOVERNMENT ACTION ON CLIMATE CHANGE	
PHOTO OPPORTUNITY: Local Activists Deliver Life-size Protest Photos to ExxonMobil Board Member	
WHEN: (Fill in date and time)	
WHAT: Photographs of ExxonMobil consumers displaying their contempt at the company's negligent stance on climate change will be delivered by x number consumers/activists/name of group at x place. The pictures show the former ExxonMobil gas consumers holding speech bubbles with the slogans 'Be like me, don't buy ExxonMobil', 'I won't buy ExxonMobil', and 'ExxonMobil won't see this face again.'	
WHY: Today's deliveries of protest photos are the latest in an escalating international campaign against ExxonMobil's destructive stance on global warming. Global Warming is increasing at an alarming rate and action must be taken now to allow the planet to stabilize and avert future impacts on human health and the environment. ExxonMobil is deliberately blocking government action on global warming solutions.	
WHERE: (Fill in Location)	
WHO: (Name of group)	

FOR IMMEDIATE RELEASE
(Month Date), 2003

GAS CONSUMERS TURN AGAINST EXXONMOBIL AS COMPANY WRECKS GOVERNMENT ACTION ON CLIMATE CHANGE

Local Activists Deliver (amount) of Protest Photos to ExxonMobil Board Members

(City name)- Photographs of ExxonMobil consumers displaying their contempt at the company's negligent stance on climate change were delivered by x number consumers/activists/name of group at x place.

The pictures show the former ExxonMobil gas consumers holding speech bubbles with the slogans 'Be like me, don't buy ExxonMobil', 'I won't buy ExxonMobil', and 'ExxonMobil won't see this face again.'

Today's delivery of protest photos is the latest action being taken by angry gas consumers and concerned ordinary people/citizens in the escalating international campaign against the ExxonMobil's interference with government action on global warming.

Community activist, XX Name of Person, said: "ExxonMobil has ignored the voice of their consumers long enough. These photographs put a face to that voice and to the growing international Don't Buy ExxonMobil campaign." (Feel free to put your original quote here)

Global Warming is increasing at an alarming rate and action must be taken now to allow the planet to stabilize and avert future impacts on human health and the environment. ExxonMobil has spent the last decade sabotaging international action on global warming and directing U.S. climate and energy policy by playing an instrumental role in the Bush Administration's policies that are increasing our oil addiction, instead of supporting cleaner, safer energy technologies. Such policies include:

- President Bush's withdrawal from the Kyoto Protocol, which reduces our fossil fuel consumption by encouraging energy efficiency and shifting investment to renewable energy technologies
- President Bush's so-called "Clear Skies" program, a voluntary-only program that will allow our fossil fuel addiction and corresponding global warming pollution to increase by 16% over the next decade
- The Bush Cheney Energy Plan, which calls for increased reliance on fossil fuels and imported oil instead of the development of renewable energy sources.

Globally, activists will continue to deliver photos of former ExxonMobil gas consumers to the company until May 28th Annual General Meeting in Texas

CONTACT: Name of contact person and phone number

For more information about the Don't Buy ExxonMobil campaign visit www.dontbuyexxonmobil.org

Stop ExxonMobil Alliance Members

Greenpeace is just one of the many groups working to change ExxonMobil's practices. The Stop ExxonMobil Alliance (SEMA) is a broad association of groups working to influence ExxonMobil's behavior in the human rights, environment, governance and community relations areas. Alliance members support each other's demands but do not have expertise or take public position on all the issue areas.

Here is list of SEMA members:

Alliance for Democracy

The Alliance for Democracy is setting forth to end the domination of our economy, our government, our culture, our media and the environment by large corporations. www.thealliancefordemocracy.org

Amnesty International USA

Amnesty International is dedicated to freeing prisoners of conscience, gaining fair trials for political prisoners, ending torture, political killings and "disappearances," and abolishing the death penalty throughout the world. www.amnesty-usa.org

Free the Planet

As a non-governmental organization, FTP fights for the environmental protection of our planet by holding polluters and politicians publicly accountable. www.freetheplanet.org

Greenpeace

Greenpeace is an independent, campaigning organization that uses non-violent, creative confrontation to expose global environmental problems, and force solutions for a green and peaceful future. www.stopexxonmobil.org

International Labor Rights Fund

ILRF is an advocacy organization dedicated to achieving just and humane treatment for workers worldwide. The organization serves a unique role among human rights organizations as advocates for and with working poor around the world. www.laborrights.org

Institute for Policy Studies

IPS is the nation's oldest multi-issue progressive think tank that strives to create a more responsible society – one built around the values of justice, nonviolence, sustainability, and decency. www.ips-dc.org

Pressure Point

The principle campaign of Pressure Point is to redefine ExxonMobil's corporate power through sustained, grassroots nonviolent direct action. www.pressurepoint.org

Pacific Environment

Pacific Environment seeks to protect the living environment of the Pacific Rim by strengthening democracy, supporting grassroots activism, empowering communities, and redefining international policies. www.pacificenvironment.org

Refinery Reform Campaign

The goal of the RRC is to eliminate the trespass of health threatening chemicals from ExxonMobil's refineries and facilities into communities where people live, work and play. www.refineryreform.org

U.S. PIRG

U.S. PIRG's central demand for ExxonMobil is to stop pursuing drilling and pipeline construction in pristine frontier lands and waters and assume responsibility for environmental damage already done. www.uspirg.org

Uproar

This organization focuses on nonviolent action and education in their local community. www.uproarnow.org

In-Depth Information Resources

Want to know the real dirt? Read the Greenpeace report, *Denial and Deception: A Chronicle of ExxonMobil's Efforts to Corrupt the Global Warming Debate*. It is a short history that documents ExxonMobil's negative influence on both national and international efforts to limit catastrophic global warming. The influence, the total number of years lost and time wasted, cannot be quantified. Combine this influence with the now permanent climate legacy of the Bush Administration and only our children will truly be able to tally the damage.

Download the report at: www.dontbuyexxonmobil.org and find links to other helpful resources.

For more information on global warming, go to: www.greenpeaceusa.org/climate

Now that you got all the info you need, go out and shake up ExxonMobil!