

Greenpeace Student Network

Polluter Watch

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GREENPEACE



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The Greenpeace Student Network Launches PolluterWatch

For years, Greenpeace has been sounding the alarm on climate change and confronting environmental crimes. In 2009, massive polluting corporations proved that unchecked, they still have the ability to manipulate our political process to benefit their bottom line. In 2010, the Greenpeace Student Network will focus on exposing these climate criminals. For too long, big oil, coal, and gas have ruled our climate policy. No longer will our universities and colleges be scenes of climate crimes.

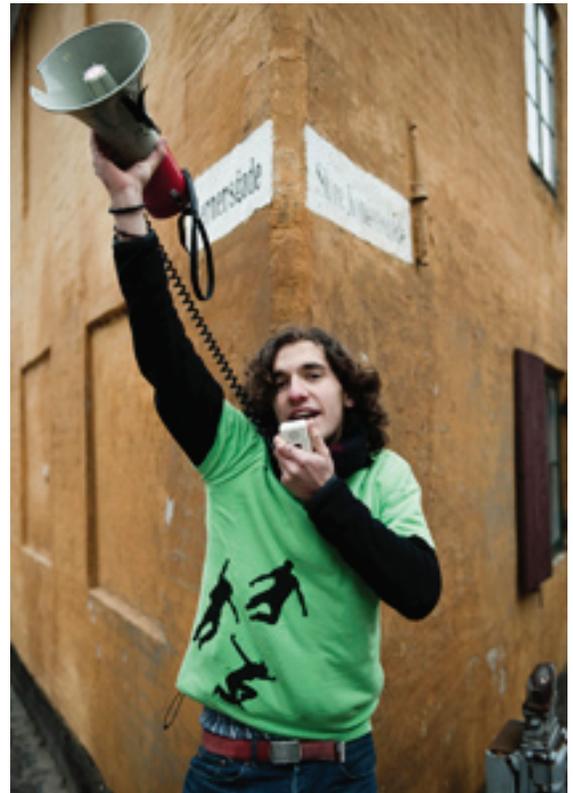


Defend the Climate: Expose, Confront, and Disrupt Climate Crimes!

As the youth climate movement has become a powerful constituency and climate policy has finally hit the halls of Congress, corporate polluters have ramped up their attacks on any legislation that would upset their power. In order to weaken the corrupting influence of corporate polluters, the entire complex of corporate-funded opposition to climate policy must be exposed. By shining a spotlight on the climate criminals who each day slow progress on addressing global climate change, PolluterWatch will sideline the crooked opponents of climate progress and create space for politicians and communities to take bold action.

This is where you come in. The influence of climate criminals doesn't start and end in Washington, DC. Often it's the professionals on your own campus that feed industry lobbyists with bogus science and institutional credibility. University Administrators, Professors, think tanks, endowments, and Trustees need the same level of accountability as big corporations and trade associations.

Students have always been at the forefront of social movements. To defend our future against unparalleled environmental challenges we must get organized. We can expose these individuals, confront them as climate criminals, and disrupt the influence they have on our environment and society every day.



Take Action on Campus and in Your Community:

1. Choose your Target(s)

The polluters largely responsible for our climate crisis are supported and protected by an elaborate industry of lobbyists, trade groups, and public relations professionals. In choosing your target, you're putting a face on this entire complex of climate criminals.

Leading the charge to block climate legislation are trade associations. Dirty energy and pollution are stock in trade for these business conglomerates. They are responsible for launching massive misinformation and lobbying campaigns over the past few years solely to protect their members' profits and slow progress on climate change solutions. The Chamber of Commerce (COC), National Association of Manufacturers (NAM), and American Coalition for Clean Coal Electricity (ACCCE) are big players and the American Petroleum Institute (API) is one of the savviest that spent more than \$75million last year on public relations and lobbying.

How do these trade associations link to your campus? We can help you figure that out, but you'll also find links through the research you'll do (outlined under point 3). The majority of activists in the Student Network will be focusing on the American Petroleum Institute: <http://www.api.org/resources/members/index.cfm>.

The polluters themselves will also have connections to your campus, more than they want you to know. From Professors who supply biased research to Trustees and Administrators who sit on their boards. Here are the big energy companies to track ties back to your University:

- **Shell Oil, Exxon Mobil, General Electric, Honeywell, Chevron,** and a whole web of others.

The best targets will be people on your campus or in the community, individuals that are in some way a part of hijacking our political process. You can confront them. Please contact us at students@sfo.greenpeace.org to help you pick the best target.



2. Establish a Climate Crimes Task Force

In order to expose and confront the climate criminals on your campus, you'll need a dedicated group of activists to form a Climate Crimes Task Force. This group will mobilize on your campus to make these corporate criminals account for their actions. Having eyes, ears, and activist voices everywhere will enable you to be vigilant and take advantage of opportunities to challenge your targets wherever they arise.

You can enlist activists you already work with, sign up students that are part of like-minded organizations, and bring in totally new faces through facebook and broad outreach on your campus.

3. Research Your Target(s)

Connections between polluting companies and your campus are everywhere. From the energy company your school contracts, to the funding that comes in for research, to the boards and steering committees that your campus' leaders sit on. Ultimately, you'll have to pick which avenues to pursue but first you need to dig up all the dirt.

Powermap your campus, drawing out who the powerful and recognizable people are in the community and then mapping who the influential players are around them. The administrators, the faculty, board of trustees, and admired alumni. What are their professional associations and business ties? When they take off their University sweatshirts and hats, what are their other allegiances? Use the American Petroleum Institute's member list to flag significant links to criminal companies: <http://www.api.org/resources/members/index.cfm>.

4. Make Connections on Campus

Administrators that have taken a bold stance against polluters, professors that are engaged in promoting science-based solutions to climate change, student government leaders that grasp the urgency of this crisis – **these are all members of your community that could be meaningfully mobilized against the criminals in your midst.** You'll want to build relationships with these folks as well as with student groups that should be a part of taking climate criminals down.

January

- Kick off the semester by researching climate criminals on your campus and in your community and create a plan to expose them. Start to assemble your Task Force.

February

- Join us for a National Campaign Update on February 10th at 9 EST. Contact students@sfo.greenpeace.org for call details.
- Calling Out Climate Criminals Day of Action – In the last week of February we'll have call-in days to generate dozens of calls disrupting your targets' daily business and raising awareness on campus of their crimes.

March

- Put pressure on the climate criminals on campus — pass student government solutions and gather Zero Tolerance pledges to build your campaign.
- Plan and conduct Ambush Interviews to capture the criminal(s) on film. Greenpeace will use this kind of footage to pressure our targets nationally.



5. Have Fun Exposing the Climate Criminals

Your PolluterWatch campaign can actively challenge criminals, forcing them to defend or abandon their actions. And it's going to be fun. Here's a look at some of the ways your Task Force can expose, confront, and disrupt climate crimes:

- **To expose** campus connections to climate crimes and generate buzz for you campaign, flyer parking lots, wheat-paste posters, and chalk busy walkways. Plan to send around a viral text message at an important time in the semester.
- **Build consensus** for Zero Tolerance of Climate Crimes on your campus! A Pledge for Zero Tolerance sends a message that your campus will not be friendly to these criminals and it's an important way to build your Task Force. You can also pass a Zero Tolerance Resolution through your Student Government to build relationships with other campus leaders and put pressure on your targets. Download the Zero Tolerance for Climate Crimes Pledge at <http://www.greenpeace.org/usa/getinvolved/student-network/resources>.
- **Polluter Companies** that come to recruit at job fairs or represent at panels or debates should be met by your Climate Crimes Task Force. Expose their dirty dealings and disrupt their attempts to spin their true impact on our climate.
- **'Bust' the Climate Crime Ring** on your campus with a Day of Action! Roll up to the President's house or the target administrator's office with your Task Force and declare it a Climate Crime Scene. Media will love this Day of Action, and your targets will have to answer to the charges.
- **Ring your target's office,** personal cell, or home phone off the hook with call-in days. Let them know that the whole community is on to them with call after call forcing them to own up to their complicity with climate destruction.
- **Ambush interviews** — Tail your target and ask the tough questions where and when they least expect it. Get them on camera avoiding your questions, admitting to their crimes, or even denying them. It's all useful and can be used to expose their actions.

The opportunities for exposing the climate criminals are endless.

Check out our resources page to get more information on the ideas above: <http://www.greenpeace.org/usa/getinvolved/student-network/resources>.

Contact us at students@sfo.greenpeace.org if you have questions.

April

- Apply to attend the Student Network's summer training.

- April 1st- Hold Climate Criminals Accountable by taking part in Fossil Fools Day, a great opportunity to play with exposing the links between your campus and industry crimes.

- April 19-23rd- Take part in a week of Action to Celebrate Earth Day! Staging Climate Crime Scenes and attracting plenty of media attention will catapult your campaign locally and grow our movement nationally.

May

Wrap up your campaign and contact us at students@sfo.greenpeace.org for ways to keep the pressure on over the summer.

What now?

1. Plan your campaign. Think about your target and what creative tactics will influence them most. Contact Mary at students@sfo.greenpeace.org for advice and for organizing tips check out the tipsheets at <http://www.greenpeace.org/usa/getinvolved/student-network/resources>.

2. Sign up for Greenpeace student campaign trainings.

Join our Conference Call Trainings throughout the semester. See <http://www.greenpeace.org/usa/getinvolved/student-network/trainings> for the schedule of trainings and contact students@sfo.greenpeace.org to sign up.

Be a part of the Greenpeace Organizing Term. Every semester and summer, 25-30 passionate students take a semester away from campus to train with Greenpeace. Organizing Term students take part in classroom trainings with some of the best trainers available and then get a chance to put that training into action in the field. Students get a chance to work on a real Greenpeace campaign where they use their new organizing skills. Think about it as a semester abroad. Only cooler. You can learn more and apply at greenpeace.org/usa/getinvolved/greenpeace-organizing-term

3. Find out more & sign up for news and action alerts

at www.greenpeacestudents.org

About the Greenpeace Student Network

The Greenpeace Student Network is an alliance of passionate leaders fighting environmental crimes with grassroots power. Armed with top organizing tools, expert guidance, and the best training, our network gives you the opportunity to be a real force in a global movement for change.

Any student with a desire to make a difference has a role in our network. Whether you've never worked on a campaign before or you're a seasoned activist, take the next step.

Join us online: www.greenpeacestudents.org

Contact us via email: students@sfo.greenpeace.org

Call us: 312.281.9936

