Title: Stop, Drop, and Roll: From Fossil Fuel Divestment to Reinvestment

Description:
The fossil fuel industry is endangering global communities and the climate; it is time for our universities to cut ties with these destructive corporations. But divestment alone is not enough. What kind of world do we envision for the future? In this workshop we are going to build tools and knowledge for incorporating a demand for reinvestment into a fossil fuel divestment campaign. Reinvestment means investing in our communities and in businesses committed to creating just and equitable solutions in areas like energy, manufacturing, and technology. Join us to learn how to get your campus involved!

Objectives:
1. Participants leave with tools to run a Fossil Free campaign on their campus.
2. Reinvestment is seen as an integrated part of their campaign.
Outline:

- Introduction [10 min]
- Divestment [10 min]
- Reinvestment [20 min]
- Campaign Planning [30 min]
- Debrief [15 min]

Supplies:

- Big flip chart paper
- Regular blank paper
- Markers
- Ball

Before you begin:

- Print and cut definition cards with terms and definitions on separate sheets (see addendum #1)
- Draw direct action curve on 4 or 5 different sheets of flip chart paper. Do not label the sections yet (see addendum #2)
- Optional: Create “History of Divestment” powerpoint

Trainer Instructions:

- “SAY THIS ALOUD”
- “WRITE THIS”
- “DO THIS”
INTRODUCTION (10 min)

Introduce yourself with a personal story about why you are here (4 min)

As people enter the room ask them to answer this question on a post-it note:

Why are you in the room today?

Read off some responses. (6 min)

In this workshop we’ll be covering why we’re divesting, how to integrate reinvestment, and how to escalate a campaign.

Messaging: STOP, DROP, and ROLL (2 min)

Use flip-chart for this section.

STOP, DROP, and ROLL

There are three steps to our demands:

- STOP: Freeze all new investments in Carbon Tracker 200 companies
- DROP: Divest from all CT 200 companies over 5 years
- ROLL: Reinvest 5% of your endowment in renewable companies over 5 years

DIVESTMENT (10 min)

We’re going to start off talking about the stop.

Play slide show (4 min)

Use photo slide show and story telling to draw out the history of the Fossil Free divestment campaign as a way to draw out an answer to the question “Why Divestment?”

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**Brainstorm: “Why Divestment?”**

Why is divestment and reinvestment a powerful strategy for confronting the fossil fuel industry?

Ball toss or kick (5 min)

Potential Answers:

- Leveraging the unique position of having access to a vast sum of money through your university’s endowment.
- Demanding universities are at the vanguard of a transition to the New Economy.
- Building an intergenerational movement with some of the folks who were involved in other historical divestment movements or who are involved in community divestment efforts.
- Building student power as students win decision making power over investments at their university.
- Swarthmore Mountain Justice case study: Solidarity with front line extraction communities by both targeting the fossil fuel companies responsible for the destruction and by helping to drive capital into local hands to develop community-led alternatives via divestment. SMJ saw communities not only suffering, but resisting.

**REINVESTMENT (20 min)**

Now that we have explored WHY divest, we are going to work through what we mean by REINVESTMENT. (1 min)

- Raise your hands if you have heard the term reinvestment before?
- What does it mean? Why is it important?
- We’re going to do an activity that will let us brainstorm types of reinvestment.

Here are the activity instructions: (1 min)

1. Each of you will receive a piece of paper. Half of you will receive a reinvestment term, the other half of you will receive a definition.
2. The goal is to find the term your definition describes, or vice versa.
3. Once you’ve found your partner, you’re going to read your definition aloud to the group.
Allow time for activity (5 min)

Hand out terms and definitions (see appendix #1) Go over each term. (10 min)

Now that we know what reinvestment looks like, what is our demand for reinvestment? (3 min)

Example reinvestment demands:
- 5% of the entire endowment reinvested
- Not direct transition from divested assets (ex. Not always trading oil stock for wind stock, but developing a new investment strategy)

CAMPAIGN PLANNING (30 min)

All of this knowledge doesn’t mean a whole lot if you do not develop a plan to move your administration to meet the campaign demands. We are now going to dive into the act of developing a campaign strategy.

Show direct action curve on flip chart.

Instructions (10 min)

There are 3 stages to your campaign - building your base, building pressure, and negotiating a win.

Label these stages on the direct action curve (see addendum #2).

You’re going to use different tactics or events throughout your campaign. A tactic places pressure on the decision-maker to stop, drop, and roll.

Facilitator’s Note: It is important to emphasize direct action here. Direct action involves demands that are: specific, measurable, attainable, realistic, time-bound. Actions should be targeted at a single decision maker. For endowment campaigns, this is usually the Chief Financial Officer, Chief Investment Officer, Executive VP of Finance, or Vice Chancellor of Finance. Because this is an intro workshop, you don’t need to use the term “direct action” but rather demonstrate direct action with your examples.
Write two sample tactics in each section. Try to use examples from your own experience.

Some examples:

• Deliver letter to the decision-maker. **Target one person** (i.e. Chief Financial Officer, not Board of Trustees)
• Deliver petition with 1,000 signatures to decision-maker at public appearance
• Call-in days
• Tweet-in days
• Email floods
• Rally
• Occupation

**Facilitation note:**

In the photo example, actions above curve are direct, below are indirect. In this workshop, we won’t be covering indirect actions.

**ACTIVITY (20 min)**

1) Have people break into groups of 3 or 4
2) Hand out direct action curve chart
   
   ![Direct Action Strategy Chart]

   You have 10 min to fill out the chart.

3) Give time-checks every 3 minutes
4) Give each group 2-3 minutes to share the top 3 tactics they developed
DEBRIEF (15 min)

Write on sheet of paper: (5 min)
1. What was the most important thing you learned in this session?
2. What questions do you still have?
3. What is one personal next step you are committed to taking? - go around (10 min)

Facilitation note: Coach participants into explaining how their action places pressure on the target to meet their demand. If participant's tactic does not place pressure, ask them how they could improve their tactic to become a direct action.
Addendum #1: DEFINITIONS

Community Investment:
Any kind of investment that directly benefits the community. Different from philanthropy because the investor hopes to profit from the investment, and because control over the use of invested capital rests in the hands of community institutions rather than the investor. Examples: CDFI’s and Credit Unions.

Bonds:
These are debt and are issued for a period of more than one year. The local governments, water districts, companies and many other types of institutions sell them. When an investor buys one, he or she is lending money. The seller of this type of investment agrees to repay the principal amount of the loan at a specified time. Examples: Green and Municipal bonds.

Revolving Loan Fund:
A type of CDFI that operates on a smaller scale than other CDFIs, providing only one or two loans at one time. Once the current loans are repaid, these types of investments will use that capital and the interest earned on it to make new loans in the community.

Stock:
An ownership stake issued by a corporation represented as a number of shares, which represent a piece of the corporation’s assets and earnings. Example: renewable or sustainable tech industry

ESG Mutual Funds:
A pool of funds collected from many investors that is managed by an investment company. These pooled funds are then invested proactively into sustainable enterprises.

Real Assets:
This is ownership of physical investments like sustainable forestland, roads, bridges, etc. Value is generated typically from both the rising value of the property as well as revenue generated through it’s use. Example: local wind farm, sustainability managed timberlands (www.lymetimber.com)

Venture Capital:
Money invested in young, private companies that are doing something particularly new, unusual and risky. Such companies often are referred to as startups, or early-stage companies. Examples: SJFVentures invests in clean energy or sustainability related companies (www.sjfventures.com/portfolio)
Addendum #2: DIRECT ACTION STRATEGY

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