



A CAMPAIGN GUIDE
for
ACTIVISTS

DIVESTFROMWARMACHINE.ORG

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ABOUT

ABOUT THIS GUIDE

This campaign guide was produced by CODEPINK in support of the Divest from the War Machine Campaign. We would like to acknowledge the following for their support, advice, input, resources, feedback or participation that has been vital to this project: Susi Snyder, Garik Lopez, Simon Billenness, Jamie Trinkle, Greta Neubauer, Andrew Behar, Natalie Casal Alcaino, Kevin Martin, Dalit Baum, Paul Martin, Campaign Against Arms Trade, and all campaigners who continue to work tirelessly to dismantle the U.S. war machine in order to create a transformed system that delivers peace and justice for all.

Much of the contents of this Campaign Guide are inspired by the work of PAX's Don't Bank on the Bomb report and related campaign. We are extremely grateful to them and the above supporters who have guided us in this process. Much of the material in this campaigner guide has been adapted with permission from the campaigner materials published by the Don't Bank on the Bomb campaign, focused on nuclear weapons and the Stop Explosive Investments campaign, focused on cluster munitions. To learn more about the Don't Bank on the Bomb campaign, please see their website <http://www.dontbankonthebomb.com/>. To learn more about the Stop Explosive Investments campaign, please see their website <http://stopexplosiveinvestments.org/>.

ABOUT CODEPINK

CODEPINK is a women-led grassroots organization working to end U.S. wars and militarism, support peace and human rights initiatives, and redirect our tax dollars into healthcare, education, green jobs and other life-affirming programs. Founded in fall 2002 as a grassroots effort to prevent the US war on Iraq, we continue to organize for justice for Iraqis and to hold war criminals accountable. We actively oppose the continuing U.S. war in Afghanistan, torture, the detention center at Guantanamo, weaponized and spy drones, the prosecution of whistleblowers, U.S. support for the Israeli occupation of Palestine and repressive regimes. Rooted in a network of local organizers, online supporters and generous donors, with an emphasis on joy and humor, our tactics include satire, street theatre, creative visuals, civil resistance, and directly challenging powerful decision-makers in government and corporations. And of course, wearing pink!

MORE INFORMATION

For more information about this campaigners guide, to add your story and suggestions, or to share insights from your national and local efforts, please contact divest@codepink.org.

For more information, latest updates and more on global efforts for peace and disarmament, visit <http://divestfromwarmachine.org>.

Please keep us informed about your actions and activities, so that we can share with other campaigners on the website.

INTRO

The Divest from the War Machine Campaign aims to encourage individuals and institutions invested in arms exporting companies to examine their shareholdings and to disinvest from the arms industry for ethical reasons.

What is this campaign about?

The campaign will work with financial institutions such as universities, pension funds, municipalities, religious institutions, and individual investors to remove their invested assets from nuclear and conventional weapons producers at the heart of the U.S. war machine. These are companies like Lockheed Martin, Raytheon, and Boeing that make billions each year from exporting weapons around the globe as well as from fueling U.S. military interventions, expansions, and the militarization of U.S. police forces.

In short: it just doesn't make sense to hold stock in weapons companies while understanding the global and domestic consequences of endless wars and the spread of militarism. The one thing we know the arms industry cares about is money. Collectively, we invest a lot of it. If we help to lead a national divestment campaign focused on the stigmatization of these bad actors—weakening their political capital—we can help build the momentum of peaceful economies.

Why is it necessary?

The U.S. war machine is impoverishing our people and depriving our social resources of desperately needed funds. This is a shared American problem. Weapons don't house us, don't clothe us, don't help us get to work and don't cure our diseases. This campaign is a tool to demand a transformation of American priorities away from building more and stronger bombs, and toward educating, feeding, housing, and healing our people and making the U.S. a more peaceful presence in the world.

This campaign also seeks to highlight U.S. dominance over the global arms trade. Between 2012 and 2016, the U.S. arms industry was responsible for a full third of major global arms exports. (Stockholm International Peace Research Institute. *International Arms Transfers 2012-2016*. Retrieved from: <https://www.sipri.org/research/armament-and-disarmament/arms-transfers-and-military-spending/international-arms-transfers>.)

Much of these arms go to repressive regimes, and U.S. made weapons are frequently used in brutal military campaigns that harm and kill civilians and are often deemed unlawful, or war crimes, by the international human rights community. A September 2017 investigation found that the United States supplies military assistance - in the form of military or weapons training, military arms financing, and weapons transfers—to 73% of the world's dictatorships. (Whitney, Rich. *US Provides Military Assistance to 73 Percent of World's Dictatorships*. September 23, 2017. Retrieved from: <http://www.truth-out.org/news/item/42020-us-provides-military-assistance-to-73-percent-of-world-s-dictatorships>.)

U.S. arms companies are at the root of this, and are perpetuating a system in which profits and the spread of U.S. military interests take precedence over human rights and diplomacy. Our job as campaigners is to expose arms companies as the merchants of death that they are.

What will this campaign do?

This campaign is an ideal way to challenge the legitimacy—the ordinariness even—of the companies at the roots of our nation’s war culture, and gives us a chance to raise public awareness of just what the arms trade does. While we involved in the Divest from the War Machine Campaign do our best to raise this as a national issue, this campaign is meant as a tool to reach many more people at a local level. Many of our churches and universities, cities and so on are unaware that they are invested in the companies that supply the war machine. It is time for us and our communities to take a stand to cut our cultural ties to war by cutting our financial ties to war. It’s time for all of us to stop making a killing on killing.

The purpose of this Campaigner Guide is to provide tools, resources, lessons, and support for your campaign targeting institutions invested in weapons manufacturers. The Guide offers numerous angles and strategies you can use to reach the public, the media, and financial institutions. Every action makes a difference, and we hope this Guide will inspire campaigners to take practical steps towards achieving an ethical dimension to all institutional investments and challenging the United States’ role in arming the world. How you use it will depend on your area of interest as well as the usual constraints of time and energy. Inside, you’ll find information that will be

useful no matter your level of interest and experience. The arms industry is deeply entrenched in American society and it will be a long road to fully divest from the War Machine, but every step along that way is a success to bring us closer to our goal. It is important that we take a long view, recognising that the deep changes we are working to achieve will not occur overnight, but that we can and will have victories to celebrate along the way. We can and will build on each other’s work and victories. An investment in one success generates returns across all our campaign activities.

WHY DIVESTMENT?

Divestment is a direct tactic that provides a clear means to target the war machine by stigmatizing those companies that profit from war-making. Divestment is a focused, targeted, empowering, and effective organizing technique that enables campaigners to target different financial institutions. Campaigns can target educational institutions, faith-based organizations, health care institutions, governments, individuals, non-governmental organizations, pension funds, trusts, foundations, and more.

With so many possible angles for action, divestment is a very accessible tool that can be used by a wide variety of communities. The fossil fuel divestment movement resulted in over 5 trillion dollars being taken away from the fossil fuel industry and reinvested in more clean, sustainable, and ethical ways. This shows

divestment is a great tactic for taking on a strong, established industry and for moving money away from unethical and unsustainable systems and into other, life-affirming sectors.

Divestment is also an opportunity to educate people on the connections between the militarization of our streets at home and our government's assaults on human rights and sovereignty around the world. The stories we tell through this campaign will cast a light on the companies making billions from endless global chaos and the unrestrained spread of militarism.

Divestment can also help shape a national conversation. While the arms industry maintains a stranglehold over Congress and U.S. foreign policy, divestment is a method for a unified public to highlight the ways our different financial institutions are invested in profit-driven merchants of death. While our government continues to treat the arms trade as a legitimate and ordinary industry, the public can express that we want our assets, and our country, divested from the war machine and invested in the health of our people and planet.

WHAT IS DIVESTMENT?

Divestment means divesting (removing invested assets) from a particular industry or set of companies. This campaign calls for divestment from the arms-producing companies that fuel the spread of war and militarism.

WHAT ARE WE ASKING?

Make no new investments in weapons producers.

Financial institutions should develop policies that exclude all financial links with companies involved in the production of nuclear and conventional weapons. Investment makes production possible. Policies need to be comprehensive and that means that no exceptions should be made for any type of financial product or activity.

Sell existing investments tied to weapons companies within 1-2 years.

Financial institutions should eliminate from their portfolios any stocks, bonds, or investment funds that are invested in major arms producers, and announce their decision to divest. New requests for investment should be declined. Financial institutions should apply their divestment policy to all their activities: commercial banking, investment banking and asset management. All of these activities actively assist a company in the production of weapons.

Reinvest in ethical, sustainable, life-affirming solutions.

When reinvesting assets, financial institutions should make deliberate choices about how money is invested – and should make those choices represent values of sustainability, community empowerment, action on climate, establishment of a renewable energy economy, etc. The objectives of reinvestment can include

increasing community empowerment and prosperity, shifting economic control, driving social equity, and promoting ecological well-being.

Information on and opportunities for sustainable and ethical investment can be found from a variety of sources. For instance, Future of Life Institute has compiled a list of weapons-free funds, which can be found here: <https://futureoflife.org/invest/>. The UN Principles for Responsible Investment is another good resource, and works to understand the investment implications of environmental, social and governance (ESG) factors and to support its international network of investor signatories in incorporating these factors into their investment and ownership decisions. In addition, the UN Green Climate Fund is a financial mechanism under the UNFCCC which helps fund climate finance investment in low-emission, climate-resilient development, and is a great option for reinvestment.

There is No Trade-off between Ethics and Profit – The Financial Case for Socially Responsible Investment Initiatives.

Evidence gathered over the last decades shows that ethical investments perform at least as well as conventional investments. In fact, according to a UBS-CIO report which based its findings on academic studies from across US and Europe, ethical investments have performed slightly above conventional assets both in terms of average returns and volatility indicators. The success of ethical investments has been attributed to two main factors: first, investors have recognized that an integration of ESG factors leads to improved assessments of growth opportunities and reputational risks for companies.

Second, surveys show that consumers are more likely to support companies with strong ethical commitments. In a survey of 30,000 respondents from 60 countries, Nielson, a consumer research firm, found that 55% of consumers from 60 countries are willing to pay extra for products and services from companies with ethical commitments, and that 67% would prefer to work for socially responsible companies. The evidence is therefore clear: there is no-trade between ethics and profits. (YU Divest. A Call from the York Community. York University <http://yuacri.info.yorku.ca/files/2016/11/York-U-Divest-Proposal.pdf>)



WHO ARE THE TARGETS?

Target an Investing Institutions that represents your Interests.

If you are a student, member of a religious organisation, employee paying into a pension fund, or part of another kind of association that makes investments, you can use your connection to pressure the organisation to divest. For instance, residents of a city can encourage their mayors to take a pledge to divest, and residents can organize to encourage their city councils to divest city funds from weapons manufacturers. If you are connected to a religious organization you can consider targeting them to divest from weapons producers. A strong example is school or university endowments. These are funds that manage, among other things, donations by alumni. Students, but

also professors or alumni can pressure their university to divest from weapons producers. University level divestment campaigns have been widely successful in past divestment efforts, such as those targeting South African apartheid and the fossil fuel industry. We have campaign resources to aid you in targeting whichever institution you choose.

Target Financial institutions

There are many different kinds of financial institutions that would make great targets for divestment, including insurance companies, banks, pension funds, and asset managers. A campaign works best if it is adapted to the characteristics of each company and focused on a limited number of financial institutions (or just one!). For example, pension funds are good targets because in many countries consumers can not choose to change their pension fund. You can use this argument to persuade the pension fund to better represent the wishes of its clients. Mutual funds are another excellent target, as over \$7 trillion dollars are held in mutual funds. Banks are good targets, and are vulnerable to consumer divestment campaigns, in which clients (threaten to) move their money to more responsible banks unless investment policies are changed.

IS YOUR INSTITUTION INVESTING IN WEAPONS PRODUCERS OR THEIR INVESTORS?

Several resources exist that can be helpful to you. One resource is the Don't Bank on the Bomb report published by PAX. This report focuses on the major producers of nuclear weapons and their funders, available at <http://www.dontbankonthebomb.com/>. Another is a searchable online platform produced by Future of Life Institute, available at this site: <https://futureoflife.org/invest/>. This resource allows you to search which mutual funds are invested in companies that produce nuclear weapons, cluster munitions, and/ or landmines.

Also, ask them directly. Sending a letter is more effective than scanning their websites, as unfortunately many banks, insurance companies and pension funds are not very transparent about their investments. Some institutions will give clients the impression they invest in a responsible way by showing general business principles like the UN Principles of Responsible Investment or a Code of Conduct. Since there is often a difference between business principles and business practice, general answers cannot guarantee any certainty over their business

practice. Citing confidentiality issues, many financial institutions have gotten less and less transparent, which results also in a lack of accountability. This lack of transparency plays a role on different levels.

WRITING TO THE ORGANISATIONS AND INSTITUTIONS THAT INTEREST YOU:

When contacting financial institutions, you can ask specific questions about each level:

The policy level:

- What is the investment policy in relation to the arms industry or weapons producers?

The implementation level:

- If there is a policy, there should be clear information about the way the policy is implemented. How is an institution performing?

The transaction level:

- Stakeholders should be able to find the names and details of the major transactions a financial institution has carried out. What is this institution investing in?

FOR INFORMATION ON INVESTMENTS:

- Write to or phone the Director of Finance or person with the most financial decision-making power possible:
- State what your inquiry is about (their investments in arms exporting companies).

- If you have information about their shareholdings from the Don't Bank on the Bomb lists, state what you believe to be their investments and ask whether they are correct.
- If nothing is known about their investments, ask whether they have investments in any of the major arms exporting companies.
- Ask for the name of the chair of the trustees or the body responsible for formulating investment policy.

TO RAISE QUESTIONS ABOUT INVESTMENT POLICY:

- Write to the Chair of the policy making body. Your letter should include the following:
- Your understanding of the investments they have.
- A statement of your concern about these investments – keep it brief.
- A request that the committee should consider whether it is appropriate for this organisation to be making these investments.
- A question that requires a reply to your letter – e.g. what action do they intend to take?

FOLLOW-UP LETTER:

- It is most likely that a series of letters, rather than a one-off, is more successful in lobbying for Clean Investment policies.

DO...

- Keep copies of your letters and their responses
- Write follow up letters if you can
- Keep Divest from the War Machine organizers informed of your correspondence

DON'T...

- Assume that the person will be hostile to your message
- Try to cover too much in one letter
 - you can always follow it up in subsequent letters.

WHO DO YOU NEED TO TALK TO?

The Divest from the War Machine Campaign is happy to provide guidance and resources on campaigns targeting a variety of financial institutions. Campaigns targeting financial institutions and their investment policies includes contacting and meeting with people who hold power regarding investment decisions. But banks and investors are often huge companies with thousands of employees. So who do you need to talk to?

Try to climb as high as you can

Campaigning efforts are more effective if you are able to get in contact with members of the board of directors. If the board of directors gets involved in your topic, you are halfway there.

Most of the time, it will be difficult to contact someone on the board of directors, so it is important to find people that are involved in the decision making process on policies relating to investments in weapons

producers. The people you talk to should be in a position to influence internal company policies.

Talk to the people in charge of the policy

The best situation is to have a meeting with someone responsible for commercial banking, and someone responsible for asset management. Figure out what financial products the company offers (issuances, loans, asset management, etc) and meet with the persons responsible for all of these. It is important to find someone who is interested in the weapons/ war issue and is both willing and capable to influence internal company policies.

Assess the situation with the bank that you are interacting with

Who you choose to talk to within the financial institution can have advantages and disadvantages for your campaign. Below are a few key departments and positions that you may want to consider targeting:

Sustainability department

- Advantage: It will be easy to generate interest in the issue, and they know how to get sustainability or ethical issues on the internal agenda of the company.
- Disadvantage: in some cases, sustainability departments are more about influencing the perception of the public than about influencing the behaviour of the institution. If a sustainability department is part of – or can only be contacted via – the company's communication department, that is often not a good sign (see below).

Investment managers

- **Advantage:** If you can convince investment managers to consider divestment, you are halfway there. Investment managers are usually keen to avoid limits to their investment practices.
- **Disadvantage:** You will have to be able to enter into complex technical discussions about practical problems to implement a divestment policy on weapons.

Communications department

- **Advantages:** This department is often the first to feel pressure caused by public campaigns. They take responsibility for any damage to the image of their company, and therefore may be susceptible to proposals that can help to protect or improve the company image.
- **Disadvantages:** Often, communication departments know very little about sustainability. They are mostly concerned with the image of the company. Often their goal is to reduce and manage the harm that you could potentially bring to them. They often use the “don’t target us” message.

HOW DO WE DO IT?

Sustained, concentrated efforts
Divestment campaigns can be advanced by even very small groups of people. Decide on a target, assess the levers of power surrounding your target, and consistently pressure those in power to pledge to divest from nuclear and conventional arms producers. Then, once they do, hold them accountable to this pledge and demand transparency and follow-through on the decision. The City Councils of Cambridge, MA and Takoma Park, MD have in recent years pledged to divest city funds from nuclear weapons producers. These resolutions were put forth by organized and committed small groups of concerned citizens. These models can be replicated in other areas and in campaigns targeting different financial institutions.

PUBLIC ACTIONS

Creating compelling, creative visuals can amplify your campaign, and organising public actions outside banks or other financial institutions can capture the attention of public, the press and the financial institution itself. Consider the picture that you are creating through your action: what do you want people walking by to think when they see you?

Also consider the financial institution in question: is it one that is likely to change its policy? Is it the headquarters, or a branch office? It’s good to check in with other campaigners in your state or region, to make sure that any public action

contributes to efforts, and doesn't risk having a negative impact on any ongoing private discussions with the financial institutions.

- Organise a street stall to inform people that a local organisation is investing in the arms trade. Produce a handout for those who are interested. The Divest from the War Machine campaign can help supply you with materials for such actions.
- Circulate a petition (don't forget to make copies before you use it). Signed petitions can be sent directly to the policy-making committees of the shareholding organisations.
- We can help you plan public actions that will make an impact and get attention for your campaign.

SHAREHOLDER ACTION

You can buy shares and take the floor at shareholders meetings. The media are already present, and a powerful speaker can at least raise questions in the minds of those who profit from that company's business. You can combine this with public actions by having picket lines and demonstrations outside of these meetings. They are also great ways to provide additional visuals outside of these meetings.

There are existing organizations that focus specifically on shareholder action to pressure companies into responsible behaviour. See, for example, UK NGO ShareAction for examples of their work (<http://www.shareaction.org/ourwork>).

RAISING AWARENESS

- Write a letter to your local newspaper. Tell them what you have been doing and why. This may get others interested and can be especially effective if your letter writing has come to nothing. The local media, press, radio or TV, love a 'local interest' story.
- Link with other campaign groups—can you work together towards a common aim?
- Online and web-based actions including petitions and email actions can be setup to target decision-makers in financial institutions and governments. Standard emails calling on banks and governments to divest from weapons can be set up online and promoted to hundreds or thousands of people to take the action within just a couple of minutes.

SOCIAL MEDIA

Social media, networking, multimedia and blogging are useful tools to engage a broad audience and inspire people to take action in a quick and effective way. Tools such as Facebook, Twitter and YouTube can provide useful forums to share campaign messages and calls to action. These forums offer good opportunities to promote online email and web-based actions such as online petitions and email actions.

- **Facebook** is useful for sending out links to online actions, short pieces of news and information as well as campaign messages. It can be sent out via groups and causes such as any of the Divest from the War Machine coalition partners or by setting up new groups specifically on the divestment

campaign in your country and recruiting supporters to it. Messages and actions can also be sent out to your friends on Facebook asking them to take part in an action or event.

- **Twitter** is similar to a blog and can be used to send short campaign messages and news as well as links to actions (within the limit of 140 characters) to 'followers' of a particular twitter feed. It is helpful to also retweet useful items to your own followers. You can also get your tweets picked up and re-tweeted by tagging financial institutions, or using hashtags. Make room for a hashtag in your post. That will add your tweet to an existing thread, given that Twitter now turns hashtags into links. When used strategically, hashtags are definitely worth the precious extra characters. And of course, be sure to use the campaign hashtag: [#divestfromwar](#).

It is also useful to specifically tag the financial institutions or weapons producing company you are targeting. Check the Don't Bank on the Bomb website, or contact the Divest from the War Machine team for a list of twitter addresses.

TIPS FOR ACTIVISTS

- **Know your target:** Who can decide to divest – the Mayor? The City Council? The City Treasurer? A Pension Board? The university's Board of Regents? Find out who they are, what they care about, and who they listen to.
- **Know the process:** Executive order? Resolution? Ordinance? Figure out what you're asking them to do and the process for doing it.
- **Be informed:** How does the institution invest its funds now? What actions have they taken in the past against war and weapons? In support of fossil fuel divestment? In support of the divestment movement targeting South African apartheid?
- **Ask nicely:** Start by asking the decision maker to work with you to do this. There's plenty of time to make the case publicly if they don't want to champion divestment.
- **Personal touch:** Email is easy, but you'll be taken more seriously if you set up a meeting and show the decision maker that you're prepared and knowledgeable.

WHAT CAN INDIVIDUALS DO?

Personal divestment is both a responsibility and a privilege.

And it is not only the mega-wealthy with potential investment linkages to weapons companies. If you have a 401k through work, you are connected to a financial institution. If you have car insurance, you are connected to a financial institution. If you have a mortgage, you have a connection to a financial institution. There are many ways we are connected to investing entities, and we should try to pull every lever possible. Removing our financial stake in the companies driving U.S. wars and global militarism is our responsibility.

Individual investors have the potential to be an extremely powerful force in stigmatizing these companies.

Individual divestment was a key part of how the world ended the apartheid system in South Africa, and we hope it can have the same effect on the war machine. We are calling on individual investors to be leaders in their communities. Go online and pledge that you will ensure your investments are not tied to arms manufacturers and that you will never make a killing on killing.

You can take the pledge and report your divestment at <http://www.divest.org> and watch the movement build.

FOLLOW THESE STEPS TO DIVEST YOUR INDIVIDUAL ASSETS:

- Learn what you own.
- Decide what you want to exclude and sell your arms industry holdings.
- Identify and invest in weapons and war free funds (a list of such funds can be found here: <https://futureoflife.org/invest/>)
- Go public! Tell your friends on facebook, write about your decision in your local paper- get the word out in whatever way you can to get everyone in your network to follow suit. Remember to use the hashtag **#divestfromwar!**

RESPONDING TO SOME COMMON ARGUMENTS REGARDING THE WAR MACHINE

More weapons are needed to support the global fight against terrorism.

Brute military force as a response to terrorism is often counterproductive, as it increases tensions and hostilities and provides a window of opportunity for terrorist-group recruitment. A 2008 study by the conservative think-tank RAND Corporation looked at the life-cycles of 648 terrorist groups from 1968 to 2006 and examined the ways the groups ended. (RAND Corporation. *How Terrorist Groups End*. 2008. Retrieved from: https://www.rand.org/content/dam/rand/pubs/monographs/2008/RAND_MG741-1.pdf)

The study found that only 7% of terrorist groups were snuffed out as a result of military campaigns. The investigation found that a majority of the groups ended after joining the political process- in other words, through diplomacy, not war.

The War Machine is dedicated to keeping us safe.

It is vital to note that military spending sometimes goes not toward defending a nation's citizens but to protecting that

country's elite or corporations from its people or discontented groups of its population. The militarization of America's police forces under such programs as the Pentagon 1033 program has resulted in the use of military grade weapons and equipment being turned against citizens to crush dissent and obstruct opposition. Domestic militarization has often resulted in the disproportionate targeting of people of color and other marginalized groups, as was found in an intensive investigation by the American Civil Liberties Union in 2014. (American Civil Liberties Union. *War Comes Home*, 2014. Retrieved from: <https://www.aclu.org/issues/criminal-law-reform/reforming-police-practices/war-comes-home>)

The use of military tactics and weapons against citizens was also clearly visible in 2017, when armoured vehicles, automatic weapons, water-cannons, and more were used against indigenous communities protesting the building of an oil pipeline across their sacred lands in North Dakota. The U.S. war machine is more and more frequently in our streets and being deployed to punish, harm, and subdue citizens.

Military Spending is Driven by Security Concerns

Arms manufacturers retain their legitimacy under the notion that they enable the U.S. to arm itself and its allies against security threats. However, a vast quantity of arms deals take place not driven by military strategy, but rather because of political concerns, economic goals, misplaced national pride, corruption, Congress members seeking to protect pet projects, and contractors and lobbyists protecting corporate welfare.

In this regard, it is worth examining the development of Lockheed-Martin's F-35 fighter jet, the most expensive weapons program in history. The F-35 is expected to cost \$1.5 trillion to produce and maintain over its 50-year lifetime. However, the massively expensive stealth fighter has been plagued with problems, its production time and costs continue to increase, and many military analysts have pointed out that it does not offer significant strategic advantages that other already-existing aircraft already offer.

To garner support for its new aircraft, Lockheed Martin posted a map showing the estimated 129,000 jobs across forty-five states that would be created by the F-35 program, making it hard for any Congress member to oppose the program. In addition, four of the main F-35 beneficiaries- Lockheed Martin, BAE Systems, Northrop Grumman, and United Technologies- made campaign contributions of over \$11 million between 2011 and 2014, instilling a thirty-nine member F-35 caucus in Congress that has consistently promoted and supported the program. Thus the F-35, despite exorbitant costs and continued technical problems, maintains major budgetary support and the Pentagon's 2015 budget request included \$8 billion for F-35 procurement- an amount equal to the annual budget of the Environmental Protection Agency. (Holden, Paul, et al. *Project Indefensible*. Retrieved from: <https://projectindefensible.org/>)

The Arms Trade is a vital jobs provider.

Investment in non-military sectors creates more jobs than military spending. Leading U.S. arms producers retain legitimacy and political power because they are looked at as major national job-creators. But studies have shown that investment in non-military

sectors such as healthcare, education, clean energy, and tax cuts creates many more jobs than military spending.

In a May 2017 report published by the Cost of War Project at Brown University, researchers found that each \$1 million of military spending creates 5.8 jobs directly in military industries and 1.1 jobs in the supply chain, for a total of 6.9 jobs per \$1 million of federal military spending. In comparison, spending that same amount in wind or solar energy creates a total of 8.4 or 9.5 jobs, respectively. Energy efficiency retrofits create 10.6 jobs per \$1 million, which is more than 50 percent above the level of job creation supported by military spending.

General infrastructure, including street/ highway/ tunnel/ bridge construction as well as new and repair construction of schools and other non-residential buildings, creates over 40 percent more jobs than the military, with the creation of 9.8 jobs per \$1 million spending. Spending towards education and healthcare result in even higher rates of job creation. Healthcare spending creates more than twice as many jobs as military for the same level of spending, while education creates up to nearly three times as many jobs as military spending, particularly for elementary and secondary education. (Garrett-Peltier, Heidi. *Job Opportunity Cost of War*. Published by Cost of War Project at the Watson Institute of International and Public Affairs at Brown University, May 24, 2017. Retrieved from: <https://www.peri.umass.edu/media/k2/attachments/JobZOpportunityZCostZofZWarZ-ZHGpz-ZFINAL.pdf>)

CONCLUSION

The U.S. war machine fuels violence at home and abroad, deprives our communities and life-affirming sectors adequate funding, and makes us, and the world, less safe. Profiting from that self-destruction is unethical and illogical. Divesting funds from the weapons manufacturers at the roots of the war machine poses minimal financial risk—and may indeed reduce risk in the longer term—and there are many reinvestment opportunities that serve and support peaceful initiatives and provide comparable financial returns. A better world is possible, and it's up to us to make sure our money and our communities' money goes towards helping to build it.

NEXT STEPS

1. Determine your target and how much they have invested in weapons companies and their funders.
2. Meet with the managers of the funds to enlist their support.
3. Craft legislative or executive language to remove holdings from weapons companies and ensure they won't be invested in the future.
4. Build support for making an official, public commitment to divestment by legislative or executive action.
5. Encourage re-investment of the funds into more positive sectors, particularly in energy efficiency and clean energy.
6. Prepare responses to common arguments regarding the war machine
7. Prepare responses to common reservations regarding SRI. You can find thorough, updated responses to such questions from Don't Bank on the Bomb, at <http://dontbankonthebomb.com> and via the fossil fuel divestment network Invest/Divest, at <http://divestinvest.org/>. One strong Divest/Invest example can be found here, on page 31: <http://www.divestinvest.org/wp-content/uploads/2017/09/2017->