



Messages of the Fossil Fuel Divestment Movement

- ☀ Climate change is the most pressing challenge facing our society, and a strong argument can be made that it is a unique problem in human history.
- ☀ Greenhouse gas emissions from our energy systems are the primary cause and intrinsic to the current global economy.
- ☀ The business plan for fossil fuel extraction companies requires that fossil fuels continue to be burned at dangerous levels.
- ☀ The voice of fossil fuel companies currently outweighs the concerns of citizens and scientists in our legislative process due to both direct donations and the intimate role energy play in local economies.
- ☀ Though our daily choices as individuals can lower our carbon footprints, they are immaterial at a macroscopic level. Only community decisions will shift the discourse and policy surrounding our climate.
- ☀ Fossil fuel divestment allows communities to raise their voice to a platform rivaling the influence held by the fossil fuel industry, building political capital for sensible solutions such as a carbon tax or increased funding for ARPA-E.
- ☀ Climate change is a moral problem and we should never forget that lives have been and will continue to be lost due to our inaction.

Lessons Learned on the Campaign

- ☀ The dichotomy between the severity of climate change and our lack of response has created a cognitive dissonance amongst people who do not think about the issue often, including people with institutional power.
- ☀ The traditional tactics used by activist groups, such as petition gathering and rallies, can be insufficient due to the complexity of the causes and outcomes of climate change. Only open discussions held in good-faith can be the impetus for change, requiring the engagement of institutional power at a meaningful level.
- ☀ The capacity to gain the support of individuals who were not previously engaged on climate change is often heavily dependent on how successfully the issue can be tied to existing concerns.
- ☀ Though the push towards Fossil Fuel Divestment is only three years old, the attention that it has been paid from parties as diverse as ExxonMobil and President Obama speaks to its power.
- ☀ Perhaps the main outcome of Fossil Fuel Divestment is that it has trained a generation of students to be deeply passionate about climate change while arming them with the skills to effectively advocate and organize.