

# Fossil Fuel Plays



## Divestment

**Type:** Supply Side, Fossil Fuel, Defense



**Purpose:** Fossil Fuels don't extract themselves, companies do. **Companies** require funds to operate. They need **Investors** and **Customers** to supply those funds by investing in the company or buying the product.

**Divestment is the opposite of investment.** The Divestment Play blocks funds to fossil fuel corporations by calling on investors to divest. **Bonus:** Makes funds available to invest elsewhere.

**Steps:** Investors and investing institutions (universities, retirement funds, and the like) review portfolio. Divest from fossil fuel companies, stocks, bonds. If you are not the primary decision maker, you call on the person who is, to divest. **Opening move:**

“Mom! Dad! Did you know your pension is fueling climate change?”

More at: [GoFossilFree.org](http://GoFossilFree.org); [PushYourParents.org](http://PushYourParents.org)

Are you ready to go **ALL. THE. WAY.** off **Fossil Fuel?**

## Stop Using It

**Consumers:** Stop using fossils for FUEL. **SWITCH** to electric and mass transit, electric or geothermal heating, passive housing upgrade.

**Activists!** Go door to door and ask people to change their gas cars for electric, their gas and oil heating for electric or geothermal. Let us know how that conversation went.

**Policy Makers:** Support consumers with policies and finance mechanisms to facilitate the switch.

### Gasoline Tax

Hey! What happened to this play?

**NIMBY\* Alert:**  
**How many back yards are affected?**

Fossil fuels have a huge impact on our lives, land and health. Here is how they compare to nuclear power in deaths per unit of energy.

\*NIMBY: “Not In My Back Yard”



death rate per watts produced

Thanks to Seth Godin

## BAN IT!

You know the drill.



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# Fossil Fuel v. Petroleum Stuff?

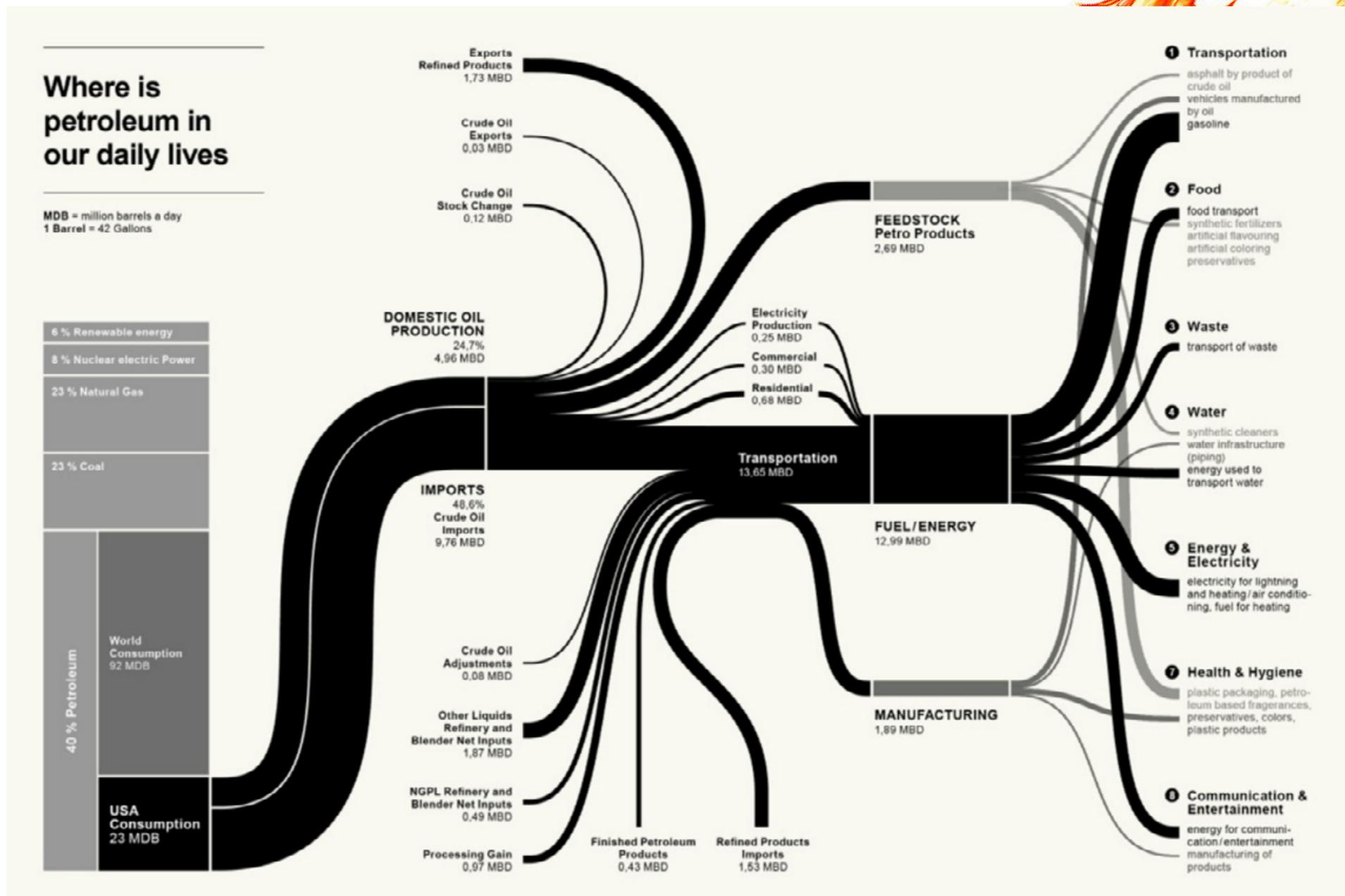
Fossil fuels **are AMAZING!**

We use them for **EVERYTHING**. Stuff. Food. Why do we call it FUEL?!

Do we really want to burn all that up?

Would you burn your food, clothes, electronics to keep warm or drive your car?

Should we race to burn through it all? Or should we race to **SWITCH?**



**“Leave no drop behind”**

Why change our business models and consumption habits?

**Let's go out in a blaze of GLORY!**

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