

- # **Fossil Free Europe**
- [Global Hub](#)
 - [Australia](#)
 - [Canada](#)
 - [Denmark](#)
 - [Deutschland](#)
 - [Finland](#)
 - [France](#)
 - [Nederland](#)
 - [New Zealand](#)
 - [Norway](#)
 - [South Africa](#)
 - [Sverige](#)
 - [Switzerland](#)
 - [United Kingdom](#)
 - [United States](#)

Escalation Guide

How to shift your campaign up a gear (or several) and win

You're running a divestment campaign. You've picked your target and built a team, started a petition to build public support and planned your campaign, and you've been campaigning for a while. You've reached out to decision makers in your institution, but they just won't move.

Maybe your target won't speak to you at all, or perhaps they're just not taking your campaign seriously. Sounds like it's time to escalate.

Why escalate?

- **Increase pressure** on targets where other tactics have failed
- **Keep the campaign fun and exciting** for supporters and team members
- **Demonstrate your power** and your refusal to back down

We can't win just by persuading institutions to divest

Globally we've already won 700+ divestment commitments, worth over \$5tn! But this is just a step towards our bigger aim – building a powerful movement to destroy the social acceptance of the fossil fuel industry and tackle climate change. We need to build mass public support and get lots of people confident to take action to build the growing public battle we need to win on the climate.

Fossil Free Europe

About
Contact
Media

This site is maintained by 350.org. read our privacy policy

<https://www.facebook.com/sharer/sharer.php?u=gofossilfree.org/europe/escalation-guide/>