

MEDIA KIT

GlobalPowerUp.org

A Month of Global Action for Climate Solutions led by the climate justice organization 350.org

Power Up actions across the globe calling for affordable and sustainable energy for all

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PRESS RELEASE

POWER UP: A MONTH OF GLOBAL ACTION

Calling for affordable and sustainable energy for all

Global –Starting on the 3 and 4 of November and following the announcements of obscene yearly profits by major oil & gas companies, Power Up will see more than 200 events bring together communities campaigning for climate solutions, in the lead-up to UN Climate Talks in Dubai (COP28). Events will take place across multiple continents, from the Pacific Islands, through Asia, Africa, Europe and the Americas.

These local actions will create a global drumbeat building up to the UN climate talks, calling on world leaders to power up a renewable energy revolution. The end event of this month-long initiative will be the "Global Day of Action" scheduled for 9 December, during COP28.

"2023 is set to be the hottest year on record", says **May Boeve, Chief Executive of 350.org.**"The undeniable impacts of the climate crisis are ravaging our world. And yet, ahead of COP28, fossil fuel companies will have the audacity to release their latest round of obscene record-breaking profits."

The actual cost of climate inaction is one we can no longer afford to ignore. Wind and solar energy are breaking records, generating more clean electricity yearly. It's time to power down fossil fuels and power up renewables to address the urgency of the climate crisis.

350.org is dedicated to our mission of advancing climate solutions and fostering a world of peace and justice. We believe that by coming together we can create a more sustainable and harmonious world for all. We invite people from all walks of life to participate, engage, and unite for a better future. Together, we can address the climate crisis while standing in solidarity with those in need."

We are conscious that we hold these actions at a time of collective grief, that there are communities for whom the most pressing need right now is restoration of human rights, and the upholding of international humanitarian law. We continue our efforts to Power Up, as we seek to build a collective future that is peaceful and sustainable for generations to

come. A future where everyone has access to energy, to land, to water, to safety; and where everyone is liberated from all forms of oppression."

On 3 and 4 November, the following actions will take place:

Pacific/Australia: In recent meetings with the Pacific Islands Forum, Australia has continuously blocked ambitious climate action and looked to water down agreements on the phase out of fossil fuels. Pacific Islanders and Traditional Owners of Gomeroi country will join together to lead a traditional ceremony, storytelling and solidarity tour of fossil fuel extraction sites. They'll demand that the Australian government supports frontline, Pacific and First Nations communities, justice, and renewable energy, instead of fossil fuels.

Tokyo, Japan: In Japan, where 2023 saw its <a href="https://ht

Jakarta, Indonesia: As Indonesia prepares to conduct national elections in February 2024, Power Up in Indonesia will emphasize that a commitment to a just renewable energy transition, and a refusal to accept campaign funding from the fossil fuel industry is a non-negotiable requirement for presidential candidacy. A massive gathering will symbolize the demand for a clean and sustainable future.

Lamu, Kenya: Across the African continent, Power Up will demand polluting fossil fuel companies operating in the region like TotalEnergies, Shell, and Sasol to pay up, national governments phase out fossil fuels, and showcase how Africa is the clean, affordable energy hub of the future through highlighting the success of numerous successful renewable energy projects already in operation. Lamu, home to a proposed coal-fired power plant, will host a creative culture display and exhibitions and sail dhow boat races, calling for true climate leadership by the government of Kenya and the cancellation of fossil fuel prospects in Lamu, Kitui and Turkana.

Sasolburg, South Africa: In Sasolburg, just outside Johannesburg, Vaal Environmental Justice Alliance will lead a parade combined with a festival and mini exhibition juxtaposing the threat of fossil fuels with the possibility of renewable energy outside the Sasol (South African fossil energy company) plant.

Paris, France: TotalEnergies — the French company responsible for funding the destructive East African Crude Oil Pipeline (EACOP) will announce obscene quarter three profits in October. In France, Power Up will unite civil society at fossil fuel headquarters in Paris to demand the government to tax fossil fuel super-profits to pay for a just energy transition domestically and abroad, and develop a comprehensive domestic energy security strategy.

Brussels, Belgium Ahead of the 2024 European elections and Belgian federal elections, climate activists will gather in front of the European Parliament to demand a just energy transition funded by big polluters.

Rio de Janeiro, Brazil: Tired of the record profits made by fossil fuel companies like Petrobras whilst communities suffer, actions will take place outside Petrobras' buildings. We call for the development of a national renewables-powered economy roadmap and demand that national subsidies to fossil fuels be redirected to a just energy transition.

New Orleans, US: While Power Up in the Gulf will demand the Biden administration address the intersecting, industry-driven crises of racism, poverty, pollution, and climate change in the Gulf, the growing, intersectional movement in Southeast Texas and Southwest.

Further actions will be announced throughout the month for more information contact

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######ENDS######

WHO ARE WE?

We're an international non-governmental organisation building a global, grassroots movement to end fossil fuels, advance climate justice, and promote climate solutions.

350.org was founded in 2008 by a group of university friends in the United States along with author Bill McKibben, who wrote one of the first books on global heating for the general public. The goal was to build a global climate movement. 350 was named after 350 parts per million — the safe concentration of carbon dioxide in the atmosphere.

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Today 350.org works on grassroots campaigns across the globe, leveraging people power — individuals working together in pursuit of a common goal — to dismantle the influence and infrastructure of the fossil fuel industry and to power up clean systems rooted in justice.

WHY ARE WE MOBILISING NOW?

As we are just weeks away from the United Nations Climate Conference, COP 28 in Dubai, starting on November 30, as the climate emergency gets ever closer to us all, the need to triple renewable energy and finance it, must be the main outcome this year:

- 2023 is going to be the hottest year on record. Multiple climate disasters impacted the lives, homes and livelihoods of millions of people throughout the year from devastating wildfires in Hawaï and Canada to deadly floods in Greece or record heat waves across South Asia.
- Many governments that claim to be climate leaders are dramatically scaling back their climate commitments. This is for example the case in the United Kingdom, the Conservative government announced in September that it was pushing back the ban on the sale of new diesel and gasoline cars and gas water heaters.
- Despite a record net profit of \$4.144 trillion in 2022, fossil fuel companies have invested just 0.0019% of that in solar and wind this year. That's less than 2 cents for every \$1,000 of income! It is clear that the transition to renewable energy will not be financed by gas and oil companies.
- In the meantime, soaring energy prices drive the cost-of-living crisis, which threatens to push up to 110 million people¹ into extreme poverty.

It is in this context that at the end of October and the beginning of November, TotalEnergies, Chevron, BP, Shell and the other fossil fuel giants will announce their quarterly profits.

With Power Up, globally, we demand that big polluters pay for a just energy transition. The money to finance solutions to the climate crisis is here, and the big polluters, responsible for this crisis, must pay for the energy transition instead of enriching their shareholders. For more information, see our 'Where is the money' factsheet here.

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¹ Burden of the global energy price crisis on households, Nature Energy, February 2023

OUR DEMANDS

Power down – **Power down fossil fuels** as communities worldwide are demanding a better alternative. We are at a pivotal moment, with 2023 the hottest year on record – the undeniable impacts of the climate crisis are ravaging our world. There is growing recognition that comprehensive systemic change is the global response we urgently need.

Pay Up — Address the obscene profits of the fossil fuel industry and make them pay the bill: We must reclaim fossil fuel companies' illegitimate profits and redistribute them equitably. To start with, our governments should impose taxes on their unjust profits, eliminate subsidies, investments, and loans to coal, oil and gas companies.

Power Up — Unleash the money to fund renewable energies: To keep global heating below 1.5 degrees, we need to urgently <u>triple renewable energy targets</u>, bringing on 1.5 terawatts of renewable energy globally from 2030 onwards. Governments must redirect financial resources towards renewable energies through all the financial mechanisms possible, on local, national and global levels. These resources should align with the scale and urgency of the climate crisis and ensure a globally equitable distribution of funds. We call for a transition that goes beyond replacing one broken energy system with another. Governments must prioritize resources to countries least responsible for the climate crisis and most vulnerable to its impacts, and must let frontline and marginalized communities lead the way.

SOME OF THE ACTIONS TAKING PLACE ACROSS THE GLOBE

Power Up website

Scroll down on the homepage for the interactive map of actions;

All times in Universal Time (UTC) and local time zones

WHERE: Paris, France

WHEN: November 3, 2023 - 4:30 PM (UTC) / 6:30 PM (local)

WHAT: Let's ride to #MakeThemPay! From polluters headquarters to the center of Paris, join us for a ride at nightfall in the streets of Paris. Grab your bike, roller skates, scooter or skateboard, your best energy, and let's unite behind one simple message: The money for renewable solutions already exists and we have the means to claim it.

SPOKESPEOPLE:

- Soraya Fettih, 350.org, France Team Lead (French/English)
- Clemence Dubois, 350.org, Associate Director of Global Campaigns (French, English)

Media contacts:

Sophie Guibert; sophie.guibert@350.org; +33663211472 Kim Bryan; kim.bryan@350.org; +447770881503

WHERE: New Orleans, United States

WHEN: November 3, 2023 - 10 PM (UTC) / 5 PM (local)

WHAT: Power Up in the Gulf will have live music, DJs, food trucks, art activations, and special guest speakers sharing their stories from the frontlines. Live musical acts include NOLA's own Big Freedia, Mannie Fresh and Ha Sizzle, with DJ sets by DJ Legatron and MC'd by comedian Kamari Stevens. Special frontline speakers: Dr. Beverly Wright, Roishetta Ozane, Breon Robinson and more to be announced soon.

SPOKESPEOPLE:

- Jeff Ordower, North America Director (English, German, Spanish)
- Candice Fortin, USA campaign manager (English)

Media contact: Melanie Smith; melanie.smith@350.org; +1 973 986 1125

WHERE: Rio de Janeiro, Brazil

WHEN: November 3, 2023 at 13:00 (UTC) / 9:00 AM (local)

WHAT: Protesters will hold an action in front of Petrobras' headquarters in Rio. Fishermen from the Metropolitan Region of Rio de Janeiro, organized by the Association of Men and Women of the Sea of Guanabara Bay (Ahomar), and climate activists will protest against the pollution caused by the Duque de Caxias Refinery (Reduc), by the cargo ships that circulate in its surroundings and for all the impacts caused by the infrastructure of the fossil industry, in Guanabara Bay. Protesters will also question the exorbitant profits and subsidies from Petrobras, owner of Reduc, which contrast with the economic damage that oil-related activities have caused to artisanal fishing. Lastly, they will also demand that subsidies allocated to fossil fuels be reverted to the socially and environmentally fair expansion of renewable energy that is accessible to communities.

SPOKESPEOPLE:

- Ilan Zugman, Latin America Managing Director
- Renan Andrade, Organizer

Media contacts:

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Mariana Abdalla; mariana.abdalla@350.org; +55 21 99823 5563

WHERE: Puerto Madryn, Argentina

WHEN: November 4, 2023 - 3 PM (UTC) / 12 PM (local)

WHAT: Every day 4 of each month, the South Atlantic Communities mobilize to stop fossil fuels projects expanding across Argentina (#Atlanticazo). This November 4th we will mobilize against the financing and execution of an oil pipeline (Vaca Muerta Sur) and an oil harbor, in one of the

most diverse, complex and beautiful natural zones in Patagonia. We will march with signs and hold hands together near the iconic bay in Puerto Madryn with community members from all over the region.

SPOKESPEOPLE:

- Ilan Zugman, Latin America Managing Director (English, Portuguese, Spanish)
- Maria Victoria Emanuelli, Senior Campaigner (English, Spanish)

Media contacts:

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Peri Dias; peri.dias@350.org; +351 913 201 040

Mariana Abdalla; mariana.abdalla@350.org; +55 21 99823 5563

WHERE: Bogotá, Colombia

WHEN: November 2, 2023 - 7 PM (UTC) / 2 PM (local)

WHAT: We are organizing a public hearing at the national congress so that the voices of 14 representatives of 11 communities of Cesar and Magdalena districts can be heard. This is sought within the framework of Glencore's mine closure, and an urgently needed just energy transition. In these territories there are more than 8 open pit coal mines, with more than 12 thousand hectares of exploitation by different multinationals. This situation puts communities like the Yukpa indigenous people at imminent risk of extinction, and is causing an ecocide in the region. After the hearing, there will be a demonstration in the Plaza de Bolívar that will feature artistic presentations, music and powerful interventions by representatives of different communities in the region.

SPOKESPEOPLE:

- Ilan Zugman, Latin America Managing Director (English, Portuguese, Spanish)
- Helena Mullenbach, Organizer (English, Spanish)

Media contacts:

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Peri Dias; peri.dias@350.org; +351 913 201 040

Mariana Abdalla; mariana.abdalla@350.org; +55 21 99823 5563

WHERE: Ottawa, Canada

WHEN: November 4, 2023 - 5 PM (UTC) / 1 PM (local)

WHAT: Community members will gather on Parliament Hill holding up model solar panels and demand federal government action to accelerate the transition to renewable energy. They will also deliver 100,000+ petition signatures in support of a fossil fuel industry emissions cap.

SPOKESPEOPLE:

Amara Possian, Canada Team Lead (English)

Media contacts:

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Mariana Abdalla; mariana.abdalla@350.org; +55 21 99823 5563

WHERE: Johannesburg, South Africa

WHEN: November 3, 2023 - 9AM (UTC) / 11 AM (local)

WHAT: Join us in a parade combined with a festival and small exhibition showcasing fossil fuels vs renewable energy outside SASOL's plant in Sasolburg.

SPOKESPEOPLE:

- Glen Tyler-Davies, South Africa Team Lead (English)
- Zaki Mamdoo, Stop EACOP Coordinator (English)

Media contacts:

Christine Mbithi, christine.mbithi@350.org, +254725906695

WHERE: Lamu, Kenya

WHEN: November 3, 2023 - 6AM (UTC) / 9 AM (local)

WHAT: Although Lamu is one of the worlds' World Heritage sites, it has also been an attraction site for fossil fuel projects from the proposed coal fired power plant to recent interest in oil and gas. Join us for a day of creative cultural display with dhow boat races, traditional dancing, poetry, a photo exhibition, amongst other attractions.

SPOKESPEOPLE:

• Rukiya Khamis, Africa Regional Organizer (English, Swahili)

Media contacts:

Christine Mbithi, christine.mbithi@350.org, +254725906695

WHERE: Dhaka, Bangladesh

WHEN: November 4, 2023 - 7 AM (UTC) / 1 PM (local)

WHAT: Join us in Narayanganj, Dhaka Division, on November 4, where there will be a "parachute banner" action, marches led by women, and boats and humans forming the image of the sun from above with a Power UP banner in the middle. Power Up mobilizations led by more than 10 partners will also continuously happen throughout November 3 and 4 in 15 different districts.

SPOKESPEOPLE:

Farzana Jhumu, Bangladesh Associate Coordinator (English, Bengali)

Media contacts:

Tamara Amalia, tamara.amalia@350.org; +6281388304470 Pascale Hunt; pascale.hunt@350.org; +6281236661189

WHERE: Jakarta, Indonesia

WHEN: November 3, 2023 - 6 AM (UTC) / 1 PM (local)

WHAT: As Indonesia is having presidential elections next year, the team is using the Power Up event as a momentum to call upon presidential candidates and flagging the demand for a clean

and sustainable future. There will be a massive climate march happening at Suropati Park, South Jakarta, where hundreds of young climate activists and partners are expected to join the streets.

SPOKESPEOPLE:

• Sisilia Nurmala Dewi, Indonesia Team Lead (English, Bahasa (Indonesia))

Media contacts:

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WHERE: New South Wales, Australia

WHEN: November 4, 2023 at 2am (UTC) / 1pm (local)

WHAT: In recent meetings with the Pacific Islands Forum, Australia has continuously blocked ambitious climate action and looked to water down agreements on the phase out of fossil fuels. Pacific Islanders and Traditional Owners of Gomeroi country will join together to lead a traditional ceremony, storytelling and solidarity tour of fossil fuel extraction sites. They'll demand that the Australian government supports frontline, Pacific and First Nations communities, justice, and renewable energy, instead of fossil fuels.

SPOKESPEOPLE:

- Fenton Lutunatabua, Deputy Head of Regions
- Jo Zikulu, Pacific Team Lead

Media contacts:

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You can find an up-to-date list on the interactive map on the homepage of the Power Up website.

SPOKESPEOPLE

May Boeve *Executive Director*

USA based



Twitter/X: @mayboeve

Languages: English, Spanish **Topics:** Just transition, global climate movement, climate justice.

Namrata Chowdhary

Head of Public Engagement

UK

based



Twitter/X:

@NamaTags

Languages: English,

Hindi

Power up as a global movement, fight fossil fuels, climate justice

Zeina Khalil Hajj

Head of Global campaigning and organizing

UK

based



Twitter/X: @zeinaalhajj

Languages: Arabic, English, French

Climate politics and negotiations; global climate finance; global renewable alliance.

North America

Jeff Ordower

North America Director

USA

based



Languages: English, German, Spanish USA climate politics and movements; the Inflation Reduction Act

Candice Fortin

USA Campaign Manager

USA

based



Languages: English

US climate campaigns and movement, including utilities campaigns at the intersection of economic and climate

justice

Amara Possian

Canada Team Lead

Canada

based



Languages: English

Canadian climate politics and movements, the Sustainable Jobs Act, mobilizing in response to climate disasters

South America

Ilan Zugman

Latin America Regional Director

Brazil

based



Languages: English, Portuguese, Spanish

Vaca Muerta, fossil fuel projects in Argentina; Brazil's climate goals and implementation; Amazon defenders; and the Colombia anti-fracking movement.

Renan Andrade

Brazil organizer

Brazil

based



Languages: Portuguese Brazil's climate goals and implementation; Indigenous climate rights and leadership in Brazil; Amazon defenders.

Maria Victoria Emanuelli

Latin America Senior Campaigner

Argentina

based



Languages: Spanish, English

Vaca Muerta, indigenous and coastal communities affected by fossil fuel projects; indigenous climate leadership and rights in Argentina

Helena Mullenbach Latin America Regional Organizer

Colombia based



Languages: Spanish, English

Just energy transition in Colombia; Community-led energy transition and indigenous rights in Colombia.

Africa

Zaki Mamdoo

Campaign Coordinator, StopEACOP

South Africa based



TwitterX:

@zakimamdoo

Languages: English

Stop EACOP

Glen Tyler-Davis

South Africa Team Lead

South Africa based



Languages: English

Power Up as a critical regional moment highlighting the urgent demand for a just transition to renewable energy.

Tshepo Peele

Campaigner

South Africa

based



Languages: English, Tswana

Just transition in South Africa concerning load-shedding and energy poverty, emphasising the need for an equitable energy transformation. Rukiya Khamis Africa Regional Organizer (anglophone)

Kenya based



Languages: English, Swahili Power up actions across Africa; renewable energy in the African region; Just transition

Christian Hounkannou

Africa Regional Organizer (francophone)

Benin based



Languages: French, English

Power up actions across Africa; renewable energy in the African region; Just transition

Asia

Farzana Jhumu

Associate Coordinator Bangladesh

Bangladesh based



Languages: Bengali, English Powering up renewable energy in Bangladesh

Norly MercadoAsia Regional Director

Philippines based



Languages: English, Tagalog

Power up as a regional moment

Sisilia Nurmala Dewi Indonesia Team Lead

Indonesia based



Languages: English, Bahasa (Indonesian) Indonesia Just Energy Transition Partnerships

Chuck Baclagon

Regional Finance Campaigner

Philippines based



Languages: English, Tagalog

Powering up renewable energy in Asia

Pacific

Fenton Lutunatabua

Deputy Head of Regions

Australia

based



Languages: English

Power up actions in the Pacific Islands and Australia.

Pacific community resistance and renewable solutions.

Joseph Zikulu

Pacific Managing Director

Australia

based



Languages: English

Power up actions in the Pacific Islands and Australia.

Pacific community resistance and renewable solutions.

Pacific Climate
Warriors and COP28

Drue Slatter

Pacific Communications Manager

Japan

based



Languages: English

Power up actions in the Pacific Islands and Australia.

Pacific community resistance and renewable solutions.

Pacific Climate
Warriors and COP28

Europe

Soraya Fettih

France Team Lead

France based

Languages: English, French

Climate justice: Windfall tax in France as a means to finance France's energy transition; Total/EACOP

Clémence DuboisAssociate Director of

Global Campaigns

France based



Languages: English, French

Power up as a global moment.

Kate Cahoon *Germany Team Lead*

Germany based



Languages: English, German

Climate justice; energy and heating transition in Germany

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RESOURCES

Power Up website

Scroll down on the homepage for the interactive map of actions

• Photos and videos of the actions

• 350.org website

Social networks:

Global:

Facebook; Twitter/X; Instagram

Africa:

Facebook; Twitter/X; Instagram

Asia:

Facebook; Twitter/X; Instagram

Australia:

Facebook; Twitter/X

Brazil:

<u>Facebook</u>

Canada:

Facebook; Twitter/X; Instagram

Europe:

Twitter/X

Japan:

Facebook; Twitter/X; Instagram

Indonesia:

Facebook; Twitter/X

Türkiye:

<u>Facebook</u>; <u>Twitter/X</u>; <u>Instagram</u>