

# Messaging pack for IoF

ARCHIVED BOOK - for latest campaign go to [Insure our Survival](#)

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**\*\*Insurance is the Achilles heel of the global fossil fuel industry\*\*.** It's what gives companies such as Shell, BP and Exxonmobil the confidence to drill as the planet burns - by covering their operations against financial losses when things go wrong.

Without insurance, major oil and gas projects would not be able to operate.

Just 20 companies insure 70% of fossil fuel projects and **a large number of these companies are based in the UK, mostly in the City of London.**

## Messaging Pack contains

- links to websites and social media accounts of groups involved
- hashtags to use and follow
- ideas for messaging on banners
- design colour scheme
- information on the alliances behind the actions
- three special demands for these actions
- countdown to action social media plan

## XR Insurance Week of Action Messaging Pack

### Flyers

[Download flyers](#) for use in the upcoming Insure Our Future week of action.

On the link above you will find one design- "R&N flyer", which features only one-page, allowing the back side of the page to be your own local content if needs be. The other two were designed for use at the London actions (26-29th Feb), but can be altered for local use if you have someone locally who knows how to use design software.

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