

# Medium Pressure

**Creative and theatrical actions, die-ins and letter delivery**

## Mock Awards Ceremony

Organise your own “awards” outside a local insurer's office. Dress up, write satirical speeches, and hand out “Climate Criminal” trophies.

Ideal for high-footfall areas—use music, costumes, and theatre for strong visuals.

### Use the Script Template

Always plan your key photo in advance—bring your own signage if needed.

## Die-Ins

Visually powerful, sombre, and deeply symbolic. Lie down en masse in public or in insurer offices to represent climate-related death and destruction.

Themed variations (floods, fires, oil spills) add creativity and impact.

### Full guidance on **Die-Ins**

Plan the visuals carefully—these images are likely to be shared widely.

## Letter Delivery Action

This action involves hand-delivering a demand letter to the offices of dirty insurers addressed to one of the execs, that's it.

### **BASIC ACTION**

- Collect an envelope with a demand letter.
- Locate the office of a dirty insurer.
- Share a photo of yourself in the [Live Action Telegram chat](#) with the envelope outside the office, ideally as close-up as possible with something recognisable in the background.
- Enter the lobby, approach the reception and ask to deliver the letter. From experience, some will take it, but most will direct you to their post room at a goods entrance. Some post rooms are further into the building.
- Hand in the letter, if they'll take it.

- Follow their instructions politely.

**ESCALATIONS** to consider if you are comfortable:

- ask if you can speak to the individual on the letter.
- tell reception why you are there.
- offer the worker engagement flyer to people you meet.
- linger in the lobby and/or goods entrance.
- ask to go further into the building, use your charm.
- share photos or short videos of your adventures in the [Live Action Telegram chat](#).

## Fun Insurance Recces

Every action will normally have at least one serious recce, however recess can be done any time, anywhere, whether you are planning on targeting an office or not ☐☐

A recce is the perfect introduction to direct action for new rebels and is about as low spice as it gets.

Your recce can be as serious or playful as you like and if it causes a stir, all the better.

For more [information on fun insurance recces - read this !](#)

And more general guidance on doing recces is here in the general [Action Planning book](#).



## Creative Action

Creative actions are a great way to build pressure, get more people involved, and capture some great images to use on social media. There are loads of different things you can do and there are some great resources to help get creative. One of our favourite ones is [Beautiful Troubles Toolkit](#). There are also lists of [creative elements for actions here](#).

## Mothers Rise Up - parents and kids FLASH MOB!

A few weeks ago, we met with Bruce Carnegie-Brown, looked him in the eyes and urged him to take faster action on climate for the sake of our children and children worldwide. Now we're back and more determined than ever to use every ounce of creativity we've got to get this message through."

[https://www.youtube.com/embed/3CH5n\\_jsRVY?si=WYT8Vym-GsYtPzj](https://www.youtube.com/embed/3CH5n_jsRVY?si=WYT8Vym-GsYtPzj)

Bringing creative actions to the HQ of your target is a great way to push the campaign forward.

