

FOSSIL FREE AGL

CAMPAIGN AND ACTIONS GUIDE



A guide to building the movement for a fossil free AGL in your region

INTRODUCTION

Thank you for joining the Fossil Free AGL campaign! With the election wrapped up, it's clear that the ambitious action the climate crisis demands won't come from this Parliament. As history shows us, it's people power that drives change. Now is a critical time to demand and show that a rapid transition from polluting fossil fuels to a cleaner and fairer economy is not only possible but essential.

That is what the Fossil Free AGL campaign is all about – people across the country standing up to Australia's biggest climate polluter, exposing its spin, and building a broader and powerful community campaign to demand a transition out of fossil fuels in years not decades.

This guide is yours. Try out these ideas – adapt and improve them for your community – help grow a national network that is strong in its diversity and united in its ambition.

TRANSFORMING THE ENERGY SYSTEM

The science is clear – if we are to avoid the worst effects of global warming, Australia needs to shift from fossil fuel power to clean energy within the next decade. Australia has some of the oldest and most polluting coal power plants in the developed world. These old clunkers spew vast amounts of carbon into the atmosphere, release a range of chemicals toxic to humans and local ecosystems and block the entry of wind and solar into the energy market.

Our governments and the major power companies have long avoided scrutiny and transformation of a dodgy energy system that benefits the big corporations and quells a rapid and fair transition to clean energy. It's time they are held to account and that's why we are starting with Australia's biggest climate polluter – AGL.

AGL - AUSTRALIA'S DIRTIEST COMPANY

AGL wants to be seen as a clean, green company. It presents itself as a champion of climate action. Through savvy marketing and smooth-talking spokespeople, AGL makes it hard for customers, shareholders and the wider community to see the real story... the company burns more coal than any other business in Australia, making it the largest carbon polluter by a massive margin.



DIRTY AGL

- More than 80% of its energy comes from coal and they own 3 of the 8 dirtiest coal plants in the country. Bayswater and Liddell in the Hunter Valley, NSW and Loy Yang A in Latrobe Valley, VIC.
- Last year AGL emitted 38 million tonnes of carbon dioxide. That's equivalent to the pollution produced by almost half of all the cars in Australia.
- AGL plan to keep burning coal until 2050 – three more decades of coal pollution does not make a climate champion
- AGL operates NSW's largest gasfield in Camden on the outskirts of Sydney where gas wells have leaked methane within 200m of family homes
- AGL recently buddied up with the other big energy companies to block changes to the National Energy Market that would speed up battery and renewable deployment to protect their fossil fuel generation interests

¹ [ACF's Biggest Polluters report](#)

² <http://agl2015.sustainability-report.com.au/data-centre/environment#tab-89>

³ Assumes annual CO₂ emissions of 4416kg (EPA), a population of 23 million and car density of 765 cars per 1000 people (ABS 2015 Motor Vehicle Census)

⁴ <http://reneweconomy.com.au/2016/energy-incumbents-fight-changes-that-could-accelerate-battery-storage-73260>

THE FOSSIL FREE AGL CAMPAIGN

By building an ambitious and very public campaign calling on AGL to exit the fossil fuel business, we can be a key part of a national movement to switch Australia to 100% renewable energy!

One in five Australians are AGL customers and most of us indirectly hold shares with the company through our super funds. Through exposing the company's fossil fuel legacy, building pressure from shareholders and customers, creative community actions targeting its cherished brand and sharing the stories of the communities living near AGL's power stations we will show the Board and Executive that if AGL is serious about taking real action on climate change, they need a plan to exit fossil fuels within a decade.



OUR DEMAND

AGL must outline a plan by its 2017 AGM showing how it will transition out of all fossil fuel extraction, generation and supply by 2026.

This isn't going to be a quick-fix campaign - we are standing up to powerful forces. The first step is putting our campaign on the agenda in the lead up to AGL's AGM in late September. From there we will grow and amplify this movement throughout 2017 and spark the energy transition this country needs.

GET INVOLVED

Fossil Free AGL teams are already underway in Sydney, Melbourne, Brisbane and Newcastle. To link with these teams message moira@350.org.au.

Not based in one of those cities?

Here is how you can get involved to help build the heat on AGL in your area in the lead up and beyond the AGM in September:

Connect

Use the [Fossil Free AGL petition] as a tool to reach out to people in your community, talk with them about the campaign and sign them up to be involved.

Collect signups at your local environment event, weekend markets, shopping mall, school pick up round or your sports team. Wherever you'll have an engaged audience - you know your community best!

Each time you collect petition signers be sure to type them up in an excel spreadsheet and send to moira@350.org.au to make sure they receive AGL updates.

Meet

Organise a meet-up with the people who have signed your petition. Email them and then make a follow up phone call to confirm they got the message.

At the meet up you can introduce the background to the Fossil Free AGL campaign and develop a plan to build the campaign in your area.

Let moira@350.org.au know when if you are planning a meeting to be sent presentation materials and to talk through ways to build the campaign in your area.

Act

At the meeting organise an action or two you can do in your community to build the profile of the AGL campaign and get more people signing on to the petition.

Your action could target a site of AGL branding/advertising OR could be in a busy public space to grab attention.

Be creative! Brand-jamming, street theatre, displays, big banners and signs etc are all great ways to expose AGL's dirty secrets and engage passersby.

Get in touch with moira@350.org.au to brainstorm creative action ideas and join the Facebook support group to hear what other teams have in mind. Click here to request to join - [AGL Campaign Support Network](#).

350.org Australia only supports peaceful actions. Please get in touch if you have questions about running safe and effective actions.

Share

'If a tree falls in a forest and no-one is around to hear it, does it make a sound?'

The same applies to any actions we do during the AGL campaign. We want to make sure AGL hears and sees what our network is doing. Here's a few ways to amplify your message:

Take photos/share on social media - When you are out collecting petition sign-ups or running actions take photos or videos and share them by:

Posting on Facebook with #DirtyAGL

Tweet & target @AndyVesey_AGL + @aglenergy

Send your best photo or two to moira@350.org.au to be compiled

For customers - if you are a customer or have AGL customers in your group then take the time to send AGL a letter expressing your concerns. We've started a draft for you [here](#). The more you can personalise the letter the better.

AGL news and updates - If you see AGL branding/advertising in your area or learn about dodgy environmental, pollution or community practices by AGL - drop us a line to help share the story.

TALKING POINTS

A dirty secret - AGL is Australia's biggest climate polluter and own Australia's most polluting coal fired power station.

Reliance on coal - AGL plan to keep burning coal until 2050.

Squeezing out renewables - by keeping dirty coal stations alive AGL are keeping renewables out of Australia's energy market.

Blocking renewables - AGL joined other big energy companies to block changes that would speed up battery and renewables in Australia.

Hurting communities - coal and gas mining is hurting communities, polluting our land and water and damaging the climate.

Transition - the campaign is calling for AGL to outline a plan to transition out of fossil fuels by 2026.

Petition - sign the petition calling for AGL to go fossil free and pledge to switch to a fossil free energy company if AGL does not get out of fossil fuels within 10 years.

SUPPORT NETWORK

The network of people working on Fossil Free AGL is quickly growing and creative campaign ideas are being generated across the country. To help people share experiences, suggestions and reflections as the Fossil Free AGL campaign groups, we have created a Facebook group called the AGL Campaign Support Network—click [here](#) to request to join.

To ensure the network runs smoothly, it's recommended that posts are kept relevant to AGL. Whilst, for example, posts about Galilee Coal are interesting, we would prefer posts about AGL's power plants, gas projects and actions targeting the company.

This is a great space to ask questions, as someone in the network will likely know the answer. And please share exciting updates about your own Fossil Free AGL campaign!

You can also reach out to Moira Williams on the 350 Australia team for support - moira@350.org.au

USEFUL LINKS

[Campaign website](#)

[Petition](#)

[AGL Draft Letter](#)

[350.org style guide](#)

[AGL Dirty Secrets logo](#)

[Imagery of coal power plants](#)