

# THE BIG SHIFT



## Action planning

### What?

We need the Big Shift message to be heard in every HSBC branch in the UK.

### Why?

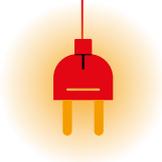
Our progress in the campaign so far means that we know reaching them at the local branch level is what gets our message noticed.

### When?

To make the most impact we want the visits to happen in a designated time period: during Lent 2019, 6 March – 18 April.

### How?

- 1 Get powered up for climate justice.
- 2 Get a small team together.
- 3 Get a plan in place.



### 1 Get powered up for climate justice

Climate change is already harming our brothers and sisters around the world. We know that we need to stop burning fossil fuels fast if we are going to limit the worst impacts. HSBC, one of the biggest and most powerful banks in the world, is still funding coal – the most damaging fossil fuel – and pouring more money into other fossil fuels too.

This undermines the hard work of people like Randy Zosa in the Philippines. He experienced the worst of what climate change can do in the form of Typhoon Haiyan, which devastated his community back in 2013. Now he is helping his community embrace solar energy to power their future. By training as a solar scholar, Randy helps his community power their homes and shared spaces, and be better prepared in the face of disaster.

### 2 Get a small team together

Our aim to visit every branch during Lent means that whatever you do, you'll be part of a country-wide movement to get the Big Shift noticed. But as campaigning is more fun and more impactful when you do it together, think about how you can get people to join you. That might mean:

- talking to your friends and family about why you care about climate change and why HSBC is an important target.
- standing up in church to recruit people. You could give a simple notice during a service or put something in your church newsletter. Or it might be speaking to your church leader and doing a whole service focused on climate change and its impacts around the world. If you want a speaker from Christian Aid, get in touch and we'll see what we can do.
- reaching out to other local activist groups. There are plenty of people in your community that are already acting on climate change and would be interested in joining you for a one-off action aimed at HSBC. Reach out to a transition town group, or a local Friends of the Earth, Global Justice or One World Week group. There's strength in numbers!



## Get a plan in place

Once you have a small team to plan with, the best thing you can do is work out what people's skills are. This will help identify what they can bring to the action and what they feel comfortable doing.

At the minimum, we want every branch to hear from us locally. That might mean simply hand-delivering a card or letter which calls on HSBC to make the Big Shift out of fossil fuels and into renewable energy.

But we'll have more impact if we can do something that gets noticed by passers-by, the local press, other customers in branch, or – ideally – all three! So, we encourage you to think big about what you could do.

### Here's some ideas from Big Shift campaigners:

- Ask for a face-to-face meeting with the branch manager to tell them your concerns about HSBC's continued support for fossil fuels and ask them to raise it with their seniors. You might want to practise how the conversation could go if you do this.
- Get as many people as possible to sign a card or letter and hand it in.
- Get a giant card signed by passers-by outside the branch. We're creating some resources that will help you do this so get in touch with us to order them.
  - You could organise a stunt outside the branch showing others that HSBC is funding climate change – you could use images of dirty money or positive images of renewable energy that HSBC is failing to support. We have a couple of costumes that you could borrow if you have people who love dressing up!
- Hold a silent vigil outside the branch. Have a sign or two explaining that you are highlighting HSBC's continued funding of climate change.
- Visit every HSBC branch in your city or district in one day – this would make a great local media story so make sure you write to your local paper about it!
- Make a banner with your local youth club and then get them to come and hold it outside the branch while you deliver the message.
  - Set up a stand in the local market or town fair and create green hearts out of paper. Ask people to fill them in with things that they love that are threatened by climate change – all things that HSBC is putting at risk. Then you could deliver them to the local branch.
  - Make it fun – could you get a local choir involved to sing outside the branch?
- Take some pictures – whatever you do. Take them on your phone and tweet them to @HSBC\_uk and use the hashtag #BigShift





## Checklist for organising a visit to a local HSBC branch

- Set the date with your group.
- Ensure you all know your roles on the day.
- If you're setting up a stall in the street, make sure you have permission from the council.
- Practise briefly explaining the gist of the campaign in less than one minute. This will help to explain what you are doing to passers-by and bank staff.
- Contact local newspapers, radio and TV stations and ask them to cover the story.

## Things to bear in mind

We know that staff in your local branch are not responsible for the investment decisions that HSBC makes. Therefore it's important to remain polite and calm with the branch staff at all times. Our message is important and urgent but should never feel threatening to those who need to hear it.

Stay safe at all times and don't put anyone from your group, or from the public, in any situation that makes them feel uncomfortable.

## Contact us

Remember – get in touch if you want to talk to someone about your plans or get help writing a press release: [campaigns@christian-aid.org](mailto:campaigns@christian-aid.org)

