TAR SANDS DEMONSTRATIONS

EUROPE:

PROJECT OUTLINE

July 17th, 2010

London – Berlin – Vienna - Paris – Amsterdam

Raising awareness about the world's largest and dirtiest energy project

Why should Europeans be concerned about the tar sands?

- **One Planet** – tar sands development is one of the most damaging projects to the Earth.
- The tar sands are the 'mental block' that is keeping the Canadian government from agreeing to a **fair and just climate change agreement**.
- **The EU is yielding to the tar sands industry** – Reuters' March 24th, 2010 report http://www.reuters.com/article/idUSTRE62N3T920100324
- **Europe funds the tar sands** industry through oil companies – Total (France) and Statoil (Norway) banks – UBS (Switzerland) and at the pump – Shell (UK).

What will people be demonstrating for?
1. The Canadian government to shut down or stop further tar sands development.
2. In solidarity with concerned Canadians campaigning for shutting down or stopping of further tar sands development.
3. The EU to ban imports and financing of "dirty oil".

Who are the demonstrations raising awareness amongst?
1. European environmental groups
2. Non-activist Europeans
3. Canadians traveling through Europe

Where will the demonstrations be held?
- In five of the most popular cities in Europe that Canadians to travel to.
- Canadian embassies (where possible) – a rare location for demonstrations.

When will the demonstrations take place?

- July 17th, 2010 - the height of the tourist season in Europe – maximizes the number of Canadians travelers who will be reached by the demonstrations.

How will the demonstrations raise awareness?

1. Contacting as many European environmental groups as possible to encourage them to participate, and to help them realize the tar sands are a priority for their group's activities as well.
2. The uniqueness of the location will generate greater attention from Canadians, Europeans and the media, raising more awareness for the issue

Be Creative, Have Fun, Stay Positive; The Three Pillars of Raising Awareness
- some guy on the subway –