

# Shell Must Fall - Decentralized Actions Toolkit

**\*Join us on the 19th of May – the day of Shell's AGM - from  
anywhere in the world\***

Join Shell Must Fall!, in taking action for climate justice; for transformative, people-centred solutions to the climate crisis and the corona crisis that center the most marginalized and resist corporate bailouts. On the 19th of May, the Board of Directors of Royal Dutch Shell will have its Annual Shareholders' Meeting (AGM) at Shell's HQ in The Hague.

Last year, when we announced that we were seeing the last Shell AGM ever, we could not have imagined where we stand today. Due to the corona situation, there will only be 2 shareholders present at this year's AGM. Shell claims that 'safety' is their highest priority, yet we all know their whole operation is unsafe. We cannot accept Shell to continue business-as-usual and adding more climate crises, human rights crises and environmental destruction to the crises we are already experiencing. The only solution is the dismantling of Shell. Therefore, we will gather at the site of Shell's AGM in The Hague, taking care and following safety precautions and we call on everyone to take action in their own town/home. Join us in demanding democratic control over the dismantling of Shell by taking action wherever you are!

## **When?**

On the 19th of May;

## **How?**

We make sure we adhere to the necessary safety precautions related to the coronavirus, such as keeping 1.5 meter distance from others at all times, and following proper hygiene procedures.

Everyone who wants to take action under the Shell Must Fall banner consents to our action agreement: <https://code-rood.org/en/action-agreement-2020/>. This means that:

- **Safety and care come first:** we will ensure the safety of everyone involved (including participants and bystanders), and we will take care of and support each other; our physical and mental health are always more important than the actions we take.
- **Diversity of tactics:** we will deploy tactics strategically and selectively, prioritising activities that foster community resilience and healing. Please see the forthcoming tactics guide for inspiration.
- **Inclusive participation:** it is important that our actions offer multiple ways of participation, in order to accommodate and empower people with diverse forms of experience, comfort levels,

and abilities.

- **Collective liberation and social justice:** the future we are fighting for inspires our actions and communities. We therefore consciously embed feminist, anti-racist, anti-ableist, queer, and class perspectives in our movements.

### What?

A lot is possible, you can think of:

- A physically distanced rally, blockade, or human chain;
- Creative and symbolic actions, like projections, brandalism, chalking the streets, or banner drops;
- Find the corona-proof action guide here (Thank you, By2020 team!):  
[https://by2020weriseup.net/wp-content/uploads/2020/04/By2020\\_Tactics\\_Toolkit.pdf](https://by2020weriseup.net/wp-content/uploads/2020/04/By2020_Tactics_Toolkit.pdf)
- Be creative: adapting to the current restrictive measures requires a lot of flexibility, but it is also an opportunity to let your imagination run wild!

### Why?

- There are so many reasons Shell Must Fall! Not only the company Shell, but the racist, patriarchal, colonial system that puts corporate power above all else.
- There is a long and powerful history of people fighting for justice, and especially in the context of the corona crisis, we recognize this is a particular moment for change; although catastrophic, the corona crisis breaks normality and is an opportunity to transform – to build back better. The solutions must be community-centered and prioritize the most marginalized instead of corporate criminals like Shell.
- Hear from a powerful lineup of speakers in our Future Beyond Crises live broadcast on the 16th of May 2020: <https://app.livestorm.co/engagetv/future-beyond-crises>

### Where?

- Anywhere!
- Think about Shell offices, gas stations, extraction sites, or infrastructure sites;
- Think about the decision-makers and institutions that allow Shell to carry on with business as usual;
- Shell is a symbol of corporate power and impunity; there are many other such targets. You are invited to think widely and creatively when choosing your target.

## -----Toolkit & Support-----

**Key messages:** Shell will not change as long as they remain committed to their shareholders: Climate change, ecocide and various human rights abuses will continue.

Due to the corona and the oil crises Shell is already falling. The company is barely holding on and survives only by cutting expenditure and borrowing large sums of money. However, this cannot go

on forever. If we let Shell collapse without a plan, the public, workers, impacted communities and ecosystems (will continue to) suffer.

To avoid this, we should take control over Shell's fall. This is the time to demand a better future!  
Democratise Shell: No Bail out but a Phase out!

We demand public control (not shareholders, but stakeholders) over Shell to phase out in a just way:

- § dismantle fossil fuel industry, close the drilling wells
- § transition for workers to sustainable and healthy jobs
- § reparations for impacted communities and ecosystems
- § build a decentralised and socialised energy democracy

**Social media:** use the hashtags #ShellMustFall #ShellAGM2020 to connect and link up on social media!

**Press:** if your action is happening on the 19th of May, send an email to [pers@code-rood.org](mailto:pers@code-rood.org) so that we can include it in the press release we will send out to international media.

**Visuals:** Here you can find templates that we are using for our banners! <https://code-rood.org/en/inspiration-for-banners/>

**Tactics guide:** take a look at this document to get inspired:

[https://by2020weriseup.net/wp-content/uploads/2020/04/By2020\\_Tactics\\_Toolkit.pdf](https://by2020weriseup.net/wp-content/uploads/2020/04/By2020_Tactics_Toolkit.pdf)

**Action agreement:** <https://code-rood.org/en/action-agreement-2020/>

**Legal support:** we can offer legal support in the Netherlands. For those outside of the Netherlands, we strongly recommend you to get in touch with local legal support groups for activism, should you expect your action to come with certain risks.

**Anything else?** Contact [info@code-rood.org](mailto:info@code-rood.org) if you would like more connection and support.

## Take action from home

As we have all been called to stay at home as much as possible, or simply can't leave our homes under stringent lockdowns, there are many of you who may not be able or willing to organise/join a physical action. Therefore, we have identified four other ways in which you can participate:

- Launch a digital action: for example, post a photo with your message on your socials using #ShellMustFall; organise a livestream talk, panel, or workshop; or host a virtual rally;
- Leave an honest review for Royal Dutch Shell at, for example, Yelp or Facebook, or simply repost one of our key messages there;
- Give Shell a call and deliver your message directly to them: +31 70 377 9111; or send CEO Ben van Beurden a personal email: [ben.vanbeurden@shell.com](mailto:ben.vanbeurden@shell.com)
- Donate to Code ROOD, so that we can continue rising up to fossil power: <https://code-rood.org/en/donate/>
- For more inspiration, please check: [https://docs.google.com/spreadsheets/d/179hz-OKrfcAr3O0xi\\_Bfz9yQcK917fbLz-USxPZ3o\\_4/edit#gid=0](https://docs.google.com/spreadsheets/d/179hz-OKrfcAr3O0xi_Bfz9yQcK917fbLz-USxPZ3o_4/edit#gid=0)

It's time to make Shell history.  
Let's GO!