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**SUE  
BIG OIL**

# Sue Big Oil

## Party Kit

### PREPARED BY

Shake Up The Establishment for Sue Big Oil

### ABOUT THIS PARTY KIT

One impactful way to support the Sue Big Oil campaign is to help raise awareness about and garner public support for this work. Shake Up The Establishment's team has curated this build-your-own-adventure style kit to help you host a gathering — a party if you will. This guide will help you effectively share knowledge about the ties between the oil and gas industry, and help you mobilize your community in support of this historical campaign to hold polluters accountable.

**SBO CONTACT**

info@suebigoil.ca

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SUE BIG OIL PARTY KIT

# About This Campaign

## What is this campaign about?

**Sue Big Oil** is a collaboration of ordinary British Columbians concerned about harmful climate change impacts in BC communities, and the skyrocketing costs for local governments and taxpayers.

Given the role of the fossil fuel industry in knowingly causing climate change and blocking policies and actions to address climate change, we urge our local governments to take legal action to force the world's largest fossil fuel companies to pay their fair share of climate costs.

Hosting a **Sue Big Oil House Party** is a fun and effective way for you to spread the word and involve friends in the Sue Big Oil campaign.

This guide can help you host one of your own!



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# Tips to Engage Your Audience

## ✱ We recommend that, above all, you organize an event that prioritizes comfort, safety and joy.

The suggestions in our kit exist to help you create an event with a cohesive theme and to align with prominent aspects of the campaign — so use 'em if that's your jam! But if not, please pick and choose from them and/or use them as a starting point to engage in your own creative party planning process to work out what is best for your audience.

## ✱ This is a heavy topic, but learning and sharing about it should be solution-centred.

Studies have shown that folks often shut down if we centre fear-mongering in our approach to inform others. So, we recommend keeping it informational but light enough that folks (especially those with no prior specialized knowledge or experience with these topics) are encouraged to stay engaged throughout your event. Try opening the event up with a personalized statement that indicates that folks from all backgrounds and levels of prior knowledge/engagement with this topic are more than welcome in this space!

## ✱ Incorporate meaningful land acknowledgements.

The fight against Big Oil owes a lot to Indigenous-founded and led movements across the continent, such as Idle No More and the Wet'suwet'en Nation's protest against Coastal GasLink. These movements show that environmental conservation, decolonization, and empowering Indigenous sovereignty are all connected. It is important to not lose sight of this and to connect with and learn about land defenders in Nations near you. Use the acknowledgement as a starting point for guests to recognize the history, present and future of Indigenous Communities and Nations who we share a responsibility with in protecting the lands and waters that sustain us all.

## ✱ Research local climate risks.

Before your gathering, find out the major climate change risks facing your community so that you can discuss this with your guests, to highlight that the climate crisis can hit close to home.





# Resources for Hosting

## Invitations

Check out our [free, customizable party invites](#) on Canva. Or get crafty and make your own using upcycled materials and/or consider going digital and making a Facebook event.

## Party Tunes

Good music really helps set the tone for the event.

Check out Shake Up The Establishment's ["future begins now" playlist on Spotify](#) that we crafted specifically for hosting parties. If it doesn't match your taste, try making your own!

## Sample Speaking Points

See the following pages for potential speaking points.

Feel free to adjust as needed to suit your hosting style, location and audience. These are just to get you thinking– but you know your audience best!



# Sample Script

Sample Speaking Points			
Time	Who?	Activity	Speaking Point
5-10 min	Host	<b>Land Ack.</b>	<p>"Before starting this event, we'd like to acknowledge that we are gathered on the territories of [insert name of local Indigenous nation(s)]. [CUSTOMIZE FURTHER; SEE NOTES BELOW]"</p> <p>Add in additional personal connection(s) and commitments towards this land, yourself, and its First Peoples. Make this meaningful, personal, specific, and thoughtful in the context of why you're sharing these sentiments in the context of this gathering.</p> <p>To learn more about the lands which you're residing on, visit: <a href="https://native-land.ca/">https://native-land.ca/</a>.</p>
10 min	Host	<b>Opening Remarks/ Overview</b>	<p>"In 2021, British Columbia declared several local states of emergency during the summer and a provincial state of emergency in November. During the summer of 2021, we experienced a fatal heat dome resulting in out of control wildfires across the province. In a matter of only a few days, over 600 people, mostly from structurally vulnerable communities, lost their lives due to these record-breaking temperatures, which can be tied to the burning of oil and gas products. We know that just 90 entities—mainly oil, gas, and coal companies like Chevron, ExxonMobil, and Shell—are responsible for two-thirds of the greenhouse gases in the atmosphere through their operations and products. These companies knew in the 1980s that their products would cause the types of impacts BC has experienced over the past year. However, they deliberately chose to lobby against climate action and mislead the public about climate science to make more money. Thus, we must hold such fossil fuel companies accountable for the damage they've done and the severe impacts they continue to cause by furthering the climate crisis.</p> <p>We need to set an important precedent in a global movement of local governments demanding that top polluters pay their fair share of costs for the destruction they've caused to the planet and endangering communities around the world."</p> <p>(Feel free to tailor this script as you see fit. For example, if you're located in Abbotsford, you may choose to focus more on the atmospheric river and flooding. Alternatively, if you live in Richmond or another coastal community, you may want to focus on rising sea levels. If you live in Whistler or another area where outdoor winter sports are commonplace, you may focus on increased snowmelt and shorter ski &amp;/or snowboard seasons.)</p>

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# Sample Script

Sample Speaking Points			
Time	Who?	Activity	Speaking Point
30 min - 1 hour	Host & Guests	<b>Activities &amp; Games</b>	See the list below and the House Party Activities Google Drive folder for inspiration on how to engage your guests.
15 min	Host and/or Guest Speaker	<b>Educational Guest Talk</b>	Host's choice of who to make the speech → could be Sue Big Oil staffer (via Zoom or in-person), a local activist, or the host themselves. Resources for guest speakers can be found at <a href="http://www.suebigoil.ca/resources">www.suebigoil.ca/resources</a>
10 min	Host	<b>Closing</b>	Encourage guests to sign the Sue Big Oil Declaration, host their own Sue Big Oil parties, share pictures on social media, put up posters, write letters to their local media sources, and form a Sue Big Oil community team!  Any additional last remarks, give guests the time and space to network further and to continue to hang out.

## Sample Activities & Games

We encourage you to engage your guests in some fun Sue Big Oil activities.

Here are some ideas:

- \* Trivia night
- \* Art night using upcycled and/or sustainably sourced low-to-no waste materials
- \* Upcycled t-shirt/banner/poster-making for your next rally
- \* Karaoke/sing-along and/or dance party

We provide a plethora of additional activities in our living [Google Drive activities folder \(available here\)](#), including activities for varying group sizes and for all ages.

We are continuing to add to this living folder and welcome all of your suggestions, photos, videos, tutorials and any other resources we can add to this resource bank to help make this a fun and engaging experience for others!

Please email the SBO team to contribute at [info@suebigoil.ca](mailto:info@suebigoil.ca)



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# SBO-Themed Food & Drinks

## Fuel Up

These recommendations come from our team with a grain of salt – we recommend making any substitutions you see fit to prioritize supporting local, Black, Indigenous, and other communities of colour-owned/ operated businesses by purchasing ingredients for meals that they offer. Moreover, ensure you know of the dietary preferences and allergies of your guests to be able to accommodate them best. While we have provided alcoholic options, we encourage you to reflect upon and ensure your guests' best interests when deciding if you want to have alcohol present at your event. We recommend always having alternatives to ensure your event includes those who do not wish to drink alcohol or who cannot legally do so. The alcoholic drink options are only for those of legal drinking age and should be consumed responsibly.

Party type	Food/drink	Informal/ existing event space you're bringing this campaign into	House party/ casual event	Public event	Formal/ intimate dinner party
Appetizers/Snacks					
<b>"Save the Animals"</b> Goldfish crackers, animal crackers, rice crispy treats coloured/ shaped like coral		*	*	*	
<b>"Tainted Money Dip"</b> Bread with balsamic vinegar and olive oil, multi-coloured vegetable tortilla chips with spinach and cheddar dip			*	*	*
<b>"\$1 Cookies for our Future"</b> Sugar cookies with "\$1" glazed on them		*	*	*	
<b>"Pipeline Stalks"</b> Celery w/ peanut, almond or sun butter		*	*		
Mains					
<b>"Fossil Fuel"</b> Dinosaur-shaped chicken nuggets		*	*		
<b>"Charred Forests"</b> Fried buffalo cauliflower				*	*
<b>"The Big Cheese"</b> Macaroni & cheddar			*	*	



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# SBO-Themed Food & Drinks

Party type	Food/drink	Informal/ existing event space you're bringing this campaign into	House party/ casual event	Public event	Formal/ intimate dinner party
Mains					
<b>"Gravy Spill"</b> Fries, gravy, cheese curds			*	*	
<b>"Final Supper"</b> Broccolini, portobello mushrooms + black bean pasta, roasted fingerling potatoes or black soba noodles					*
Desserts					
<b>"Bitumen Crumble or Cake"</b> Blackberry crumble or lava cake				*	*
<b>"Save Our Seas (SOS)"</b> Coke popsicles with Swedish fish inside		*	*	*	
Non-Alcoholic Drinks					
<b>"Coastline Cleanup"</b> Blue raspberry, hawaiian punch juice		*	*		
<b>"Icesheet Slushies"</b> Shaved ice, natural flavouring		*	*		
<b>"Slippery Slope Mudslide"</b> Vanilla ice cream, brewed coffee (well chilled), whipped cream, chocolate syrup			*	*	*
Alcoholic Drinks					
<b>"The Oil Spill"</b> Petroleum Jell-O shots		*	*		
<b>"The Glacier"</b> White frosty			*	*	
<b>"Crude Oil on the Rocks"</b> Long Island iced tea			*	*	
<b>"The Heatwave"</b> Hot toddy					*
<b>"Smog Sunset"</b> Dirty martini					*
<b>"No Fracking Way"</b> Rum and Coke			*	*	*
<b>"The Clean Ocean"</b> Blue margarita			*	*	*
<b>"Lump of Coal"</b> Jalapeno margarita shots + charcoal salt rim					*
<b>"By the Barrel"</b> Beer keg with oil barrel designs			*		*



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# Spreading the Word About SBO

## Guide for Posting on Social Media

To maximize the visibility of the Sue Big Oil campaign and your **Sue Big Oil Party**, we encourage you to share on social media. If you tag us, we'll likely repost.

Here are some possible handles to tag, hashtags and captions:

### For a chance at a repost, tag:

#### Instagram

Your local government: @cityofvancouver, @cityofkelowna, @cityofpg, etc.

@georgiastraitbc

@shakeuptheestab

@force\_of\_nature\_alliance

@sunshinecoastconservation

@wcelaw

#### Twitter

Your local government

@GeorgiaStraitBC

@ShakeUpTheEstab

@WCELaw

#### Facebook

Your local government

@GeorgiaStraitBC

@ShakeUpTheEstablishment

@WCELaw

@SunshineCoastConservationAssociation

@readytoflip

#### LinkedIn

@City of Vancouver

@Shake Up The Establishment

@West Coast Environmental Law

#### TikTok

@shakeuptheestab

## Suggested Hashtags

#SueBigOil #climatelitigation #makepolluterspay #climatejustice #climateaction  
#Exxonknew #BCpoli #YVR #climateemergency #climatecrisis #environmentallaw #WCELaw  
#climateactionnow #westcoast #BC #BritishColumbia #(your municipality)



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# Spreading the Word About SBO

## Additional Tips

- \* Ask your friends, family, & other community members to reshare & repost
- \* Encourage your guests to take pictures &/or videos at the party to share on social media with Sue Big Oil signs &/or stickers (obtain consent prior to posting pictures &/or videos of others);
- \* **Using Instagram?** Don't use the words "link in bio" in the caption or the Reels text on screen because algorithms are screening for it and will shadow ban
- \* Respond to all comments on post (increases engagement & bumps post in the algorithm)
- \* As this is a province-wide campaign feel free to tag your own municipality and add hashtags that are specific to your region for a wider reach!
- \* Click "Save" and direct message (DM) your post to others. Encourage them to do the same

## Suggested Captions

Here are some captions to help you spread the word about Sue Big Oil on social media, using the themes of How Sue Big Oil Works, Why Big Oil Should Pay + Connections to the Climate Crisis, and Hosting Your Own Sue Big Oil House Party! Feel free to make any changes as you see fit whilst utilizing the resources and information provided on the Sue Big Oil webpage to ensure accuracy.

### How Sue Big Oil Works

#### Facebook, LinkedIn, Instagram, & TikTok:

Big oil giants need to pay their fair share for their contributions to the climate crisis and the harm that has been caused to communities and the environment as a result. A class-action lawsuit would allow local governments to pool resources and use existing legal tools to force global fossil fuel companies that have caused climate harm to pay for such damages. This lawsuit seeks to hold big oil companies accountable so that we can attain a fossil fuel free future moving forward.



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# Spreading the Word About SBO

## Suggested Captions (cont.)

In previous class-action lawsuits against harmful industries such as Big Tobacco, Big Asbestos, and Big Pharma, these corporations learned that if you sell products that you know will cause massive harm, sooner or later you will be sued.

We can win against Big Oil too !

To learn more about how it works, visit: <https://suebigoil.ca/how-it-works>.

### Twitter:

#### Tweet 1:

Big oil giants need to pay their fair share for their contributions to the climate crisis and the harm they've caused communities and the environment.

#### Tweet 2:

A class-action lawsuit would allow local governments to pool resources and use existing legal tools to force global fossil fuel companies to pay for climate damages.

#### Tweet 3:

This lawsuit seeks to hold big oil companies accountable so that we can attain a fossil fuel free future moving forward.

#### Tweet 4:

In previous class-action lawsuits against harmful industries such as Big Tobacco, Big Asbestos, and Big Pharma, these corporations learned that if you sell products that you know will cause massive harm, sooner or later you will be sued ⌚

#### Tweet 5:

We can win against Big Oil too !

To learn more about how it works, visit: <https://suebigoil.ca/how-it-works>.



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# Spreading the Word About SBO

## Suggested Captions (cont.)

### Hosting Sue Big Oil Parties:

#### Facebook, LinkedIn, Instagram, & TikTok:

Host your very own Sue Big Oil party to engage your friends, classmates and colleagues in community-driven advocacy and awareness raising! ❤️

Help build a movement of Sue Big Oil activists in your community and convince your local government to Sue Big Oil. 🇨🇦

To learn about how you can host your very own Sue Big Oil house party, visit:

<https://suebigoil.ca/get-involved/host-a-house-party/> 🗺️

#### Twitter:

##### Tweet 1:

Host your own Sue Big Oil party to build a movement of #SueBigOil activists and convince local governments to Sue Big Oil.

Learn more about hosting your own Sue Big Oil party, via <https://suebigoil.ca/get-involved/host-a-house-party/> 🗺️

### Spreading the Word on Your Sue Big Oil Party:

#### Facebook, LinkedIn, Instagram, & TikTok:

What do oil spill shots and tainted money dip have to do with suing Big Oil !?

Come to my Sue Big Oil party [insert time & date] to find out! ••

🌟 Message for location details

Find out more about the importance of Sue Big Oil, via: <https://suebigoil.ca/>



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# Spreading the Word About SBO

## Suggested Captions (cont.)

### Twitter

#### **Tweet 1:**

What do oil spill shots and tainted money dip have to do with suing Big Oil **!?** Come to my Sue Big Oil party [insert time & date] to find out! ♦♦

#### **Tweet 2:**

✦ Message for location details. Find out more about the importance of Sue Big Oil, via: <https://suebigoil.ca/>

**Vancouver voted to Sue Big Oil; your city can too!**

### **Facebook, LinkedIn, Instagram, & TikTok:**

In July 2022, after an outpouring of public support, Vancouver City Council passed a motion to set aside \$1 per resident for a class-action lawsuit to sue big oil companies. This is a historic win and is a huge step forward in a global movement demanding that top polluters pay their fair share of costs for the harms they continue to cause **!**

As a direct result of their own internal research, big oil giants have known for decades that their business model would cause the heat waves, wildfires, drought, and flooding that we're now experiencing across the province. 🔥

To learn more, visit: <https://suebigoil.ca/>! ✨

### Twitter

#### **Tweet 1:**

In July 2022, after an outpouring of public support, Vancouver's City Council passed a motion to set aside \$1 per resident to be used towards a class-action lawsuit to sue big oil companies.

#### **Tweet 2:**

This is a historic win and is a huge step forward in a global movement demanding that top polluters pay their fair share of costs for the harm which they continue to cause **!**

To learn more, visit: <https://suebigoil.ca/>! ✨



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# Support SBO Checklist

Here are some important actions to support the **Sue Big Oil** campaign! We recommend completing this checklist with accountability buddies to help engage more people and ensure your advocacy has maximum impact.

## Learn

☐ Check out the **Sue Big Oil** [website](#)

- [How campaign works](#) (5 min read + 1 min video)
- [Get involved](#) (4 min read)
- [Educational resources from SBO](#) (30 min read)
- **Sue Big Oil** [Communication Guide](#) (20 min read)

## Take Action (Individual)

☐ [Sign the Sue Big Oil Declaration](#) (3 min)

- Share campaign with at least five other people you know to have them sign as well (3 min)

☐ Put up **Sue Big Oil** [posters](#) in your community (posters include QR codes which link to the **Sue Big Oil** website where people can sign the Declaration) (30 min - 1 hour)

- Ask for permission to share when appropriate.

☐ Share a digital version of **Sue Big Oil** [posters](#) in clubs, work places, school email lists, or family group chats (10 min)

☐ Follow Shake Up The Establishment & West Coast Environmental Law on social media to stay up to date on the campaign! (5 min)

- **Instagram:** @shakeuptheestab, @wcelaw
- **Twitter:** @ShakeUpTheEstab, @WCELaw
- **Facebook:** @ShakeUpTheEstablishment, @WCELaw
- **LinkedIn:** @ShakeUpTheEstablishment, @WestCoastEnvironmentalLaw
- **TikTok:** @shakeuptheestab

☐ Order Sue Big Oil stickers! Email [info@suebigoil.ca](mailto:info@suebigoil.ca) to place your order (5-10 min)

## Take Action (Community)

☐ Establish or join a **Sue Big Oil** [Action Team](#) (1 hour per week)

☐ Host your own **Sue Big Oil** [House Party](#) (2.5 hour event + 30 min set up)

- Get inspiration via our Party Kit (20 min read)

☐ Canvas or table at local events (3 hours)

☐ [Reach out to your local government](#) to ask to them to commit to **Sue Big Oil**, via:

- Email (10 min)
- Phone (10 min)
- Meeting (in-person or virtual) (30 min - 1 hour)







# Educational Resources

## SBO Resources

- \* [Suing fossil fuel giants](#)
- \* [The Sue Big Oil messaging triangle](#)
- \* [Climate litigation letter](#)
- \* [Social Media and Graphics](#)
- \* [Purchase SBO Merch](#) (or save money and get creative by making your own)

*\*Note: The Sue Big Oil campaign does **not** make any profit from the sale of SBO merchandise*

## Shake Up The Establishment Resources

- \* [Resources on general climate change impacts](#)
- \* [National emissions tracker](#)
- \* [Pipelines in Canada: Keystone XL, Line 3, Coastal Gasline & TMX](#)
- \* [Fossil fuel financing, COVID-19 recovery, and the perils of a return to normalcy](#)
- \* [Supreme court dismisses Indigenous challenges to the Trans Mountain Expansion project](#)
- \* [Fossil fuel divestment: Key concepts and recent updates](#)
- \* [Now is the time for renewable energy](#)
- \* [Government of Canada invests in emissions management and cleaning orphaned oil wells amidst COVID-19](#)
- \* [Government of Canada research and support of heavy oil ban in the Arctic](#)
- \* [Understanding the supreme court's decision to turn down the Trans Mountain pipeline appeal](#)
- \* [Environmental impact of Coastal GasLink pipeline](#)
- \* [Wet'suwet'en and the approval of Coastal GasLink pipeline: One year later](#)
- \* [Canadian Environmental Protection Act \(CEPA\)](#)
- \* [Climate Change Accountability Act \(Bill C-224\)](#)
- \* [Commitments To The Paris Agreement & SDGs: How Close Are We To Meeting Them?](#)
- \* [From the Individual to the System: Reflections on youth awareness of climate solutions](#)

## Additional Resources

- \* [Pacific Climate Impacts Consortium - Plan2Adapt Tool](#)
- \* [Insurance Bureau of Canada \(IBC\) - The Cost of Climate Adaptation](#)
- \* [ICLEI's Cost of Doing Nothing Toolkit](#)





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