THREE-YEAR STRATEGY AND THEORY OF CHANGE
THREE-YEAR STRATEGY AND THEORY OF CHANGE

Why 350 Matters

THIS IS THE MOMENT FOR CLIMATE ACTION.

The world's scientists have made it all too clear: our earth is overheating. It's bad, but we can still make changes that could be the difference between life and death for tens of millions of people. To do this, we need everyone and we need a plan.

350.org is the only global activist network focused exclusively on taking on the fossil fuel industry and cultivating grassroots advocacy to enable systemic change.

• 350.org ran the first global mass mobilizations on climate change
• We spread divestment from one university campus into an entire global movement
• With local groups and partners we've helped stop countless fossil fuel infrastructure projects all over the world
• 350.org is the only global mass mobilizations on climate change
• We exist to make change.
• 350.org is connected. We have a diverse staff of content creators, working remotely from around the globe and connecting organizers, storytellers, digital experts and more. We are dedicated to building an active movement of engaged people and leaders everywhere. We spread our message from one university campus into an entire global movement.

CLIMATE ACTION.

THIS IS THE MOMENT FOR CLIMATE ACTION.

350.org is the only global activist network focused exclusively on taking on the fossil fuel industry and cultivating grassroots advocacy to enable systemic change.

• We spread divestment from one university campus into an entire global movement
• We exist to make change.
• 350.org is connected. We have a diverse staff of content creators, working remotely from around the globe and connecting organizers, storytellers, digital experts and more. We are dedicated to building an active movement of engaged people and leaders everywhere. We spread our message from one university campus into an entire global movement.

• 350.org is the only global mass mobilizations on climate change
Our story so far

When 350.org was formed in 2009, we thought that if we built a global climate movement through days of action, we could force governments to act to ensure that CO₂ remains below 350 parts per million in the atmosphere (that’s also how we got our name!)

When climate talks between international governments failed, we realized that politicians won’t budge unless we push them into action with more pressure from more people. We realized that political will builds unless we take direct action head-to-head with the fossil fuel industry in North America and around the world.

When 350.org expanded internationally, we realized that our work looks different in every country, but has a consistent thread - people power. Through that, we developed the following theory of change:

People to change everything, we need everyone.

When we get our name (how we got our name!), we knew this was possible. In the atmosphere, CO₂ remains below 350 parts per million if we build a global climate movement through days of action. We built a global climate movement through days of action. When 350.org was formed in 2009, we thought that if we built a global climate movement through days of action, we could force governments to act to ensure that CO₂ remains below 350 parts per million in the atmosphere (that’s also how we got our name!). When climate talks between international governments failed, we realized that politicians won’t budge unless we push them into action with more pressure from more people. We realized that political will builds unless we take direct action head-to-head with the fossil fuel industry in North America and around the world.

When 350.org expanded internationally, we realized that our work looks different in every country, but has a consistent thread - people power. Through that, we developed the following theory of change:

People to change everything, we need everyone.
We realized that to achieve climate justice, we need to take power away from the fossil fuel industry that created the climate crisis in the first place and put it into the hands of the people. Here’s how we plan to do that.

**THE 350.ORG POWERED AFRIKA VUKA, AN ONLINE PLATFORM THAT CONNECTS HUNDREDS OF ALLIES AND PARTNERS ACROSS MULTIPLE CAMPAIGNS TO HALT FOSSIL FUEL INFRASTRUCTURE, HAS HELPED ORGANIZE ACTIONS ACROSS OVER 20 COUNTRIES ACROSS AFRICA, DIVESTMENT HAS GROWN INTO AN INTERNATIONAL MOVEMENT. IN JAPAN, HUNDREDS OF PEOPLE AND ORGANIZATIONS DIVESTED FROM FOSSIL FUELS, PUSHING BIG JAPANESE BANKS TO REVISE THEIR FOSSIL FUEL INVESTMENT POLICIES ALONG WITH THE LATIN AMERICAN COALITION AGAINST FRACKING (COESUS), 350.ORG HAS ACHIEVED OVER 350 MUNICIPAL FRACKING BANS IN BRAZIL. THERE ARE ANTI-FRACKING CAMPAIGNS ACTIVE IN 11 BRAZILIAN STATES AND 754 PARTICIPATING CITIES. RESULTING IN 3.2 MILLION BARRELS OF OIL KEPT IN THE GROUND.

**INVESTMENT POLICIES TO REVISE THEIR FOSSIL FUEL INVESTMENT POLICIES ACROSS OVER 20 COUNTRIES** HAS HELD ORGANIZED ACTIONS, Fossil Fuel Infrastructure, Multi-Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To Mobilize Campaigns To
Cut off finance flows to the fossil fuel industry

We need to take divestment to the next level and stop the flow of money that’s funding fossil fuel infrastructure. We will continue to support grassroots resistance at infrastructure projects around the world and aim to highlight the connection to the banks and insurers that make these projects possible.

This means a new way of doing business across our societies and an end to all investments, loans, and insurance for the fossil fuel industry.

Renewable energy & social justice for all

In the past 10 years, we’ve stopped massive fossil fuel projects and will continue those fights. Now, also the coal phase-outs and sequencing governments on massive fossil fuel projects, coal mines and wells into production. We will continue to support grassroots resistance to the flow of money that’s funding fossil fuel infrastructure. We need to take divestment to the next level and stop the flow of finance to fossil fuel projects.

End the fossil fuel industry within the next decade

To achieve a vision of keeping fossil fuels in the ground to preserve people power to change how we power our planet, we are going to end the fossil fuel industry within the next decade. We’re going to harness people power to change how we power our planet.

Fossil fuel industry cut off finance flows to the fossil fuel industry

Advocating for an inclusive transition to renewable energy & social justice for all projects anywhere

If we are successful at stopping the money from flowing to fossil fuel projects, the next question is “where should it go?” We demand a just and equitable transition to a new, clean energy economy that supports community-led energy solutions. This just transition looks different everywhere. From a Green New Deal to community-led energy transitions to new, clean energy projects, the next question is where should it go?

No fossil fuel projects anywhere

In the past 10 years, we’ve stopped massive fossil fuel projects and will continue those fights. Now, also the coal phase-outs and sequencing governments on massive fossil fuel projects, coal mines and wells into production. We will continue to support grassroots resistance to the flow of money that’s funding fossil fuel infrastructure. We need to take divestment to the next level and stop the flow of finance to fossil fuel projects.

Three-year strategy and theory of change
Our plan is ambitious. 350.org’s unique contribution to change

WE SUPPORT THE MOVEMENT

01

WE CAMPAIN

02

WE MOBILIZE

03

Three year strategy and theory of change
We've laid out our vision and the tactics we'll use to achieve it, but we know the pathway to change isn't direct. We will need to take a few different pathways to move the world beyond fossil fuels.

Building a network of strong leaders to inspire and activate a diverse global base of support is essential to making the change we want to see. Supporting, linking, and growing groups within the climate movement is also key to success. We will make sure our local group network has the education, training, and tools it needs to succeed. 350.org will facilitate connections between groups inside and outside the climate movement to ensure we create an intersectional vision for change.
Shifting the conversation on climate justice:
We will make sure there is nuanced coverage of the climate movement and the microphone is passed to people on the frontlines.

Dismantling the pillars of support for the fossil fuel industry:
We will work to stop the financial flows to fossil fuel corporations and reinforce laws and ensure that governments set up regulations to stop public financing of coal, oil and gas extraction.
Where does this work happen?

THREE-YEAR STRATEGY AND THEORY OF CHANGE

THE EXTERNAL ENVIRONMENT IS AN IMPORTANT CONSIDERATION

THREE-YEAR STRATEGY AND THEORY OF CHANGE

Where does this work happen?

THREE-YEAR STRATEGY AND THEORY OF CHANGE

Where does this work happen?

THREE-YEAR STRATEGY AND THEORY OF CHANGE

Where does this work happen?
Where are the biggest gas or oil extraction projects that would contribute most to climate breakdown? We work in Canada since the tar sands are one of the world’s biggest industrial projects. In Latin America, we fight offshore drilling and fracking and in Indonesia, we work to stop the Kalimantan coal exports.

Where are the biggest financial centers propping up the fossil fuel industry? We have offices in the USA, UK, Germany and Japan. We don’t work in China or Russia, two of the biggest sources of global emissions, fossil fuel projects, and fossil fuel finance. They are extremely difficult environments to operate in directly and we are not best placed to do so in these cases. We have to get creative and use indirect campaigning techniques to make change happen. Having a global presence really helps demonstrate how we can build climate resilience. This is one of the reasons we work in the Pacific Islands. Where are the transformational leaders on the frontlines of the climate crisis who are demonstrating how we can build climate resilience? This is one of the reasons we work in the Pacific Islands.

We don’t work in China or Russia, two of the biggest sources of global emissions, fossil fuel projects, and fossil fuel finance. They are extremely difficult environments to operate in directly and we are not best placed to do so in these cases. We have to get creative and use indirect campaigning techniques to make change happen. Having a global presence really helps demonstrate how we can build climate resilience. This is one of the reasons we work in the Pacific Islands. Where are the transformational leaders on the frontlines of the climate crisis who are demonstrating how we can build climate resilience? This is one of the reasons we work in the Pacific Islands.
How can you join us?

1. Sign up at 350.org to be the first to know about what’s happening in your area.
2. Join a local group near you: https://350.org/get-involved/
3. Get creative: check out some inspiration and how-to’s for everyone to use the arts to protect our climate and communities and resist injustice.
4. Build your campaigning skills: browse our trainings for useful resources, from how to have conversations about the climate crisis to digital storytelling and more: https://trainings.350.org/
5. Make a donation to 350.org and support our work to catalyze bold and just climate action.