

**THE DIRTY DOZEN CAMPAIGN:
COMMUNITY PRESSURE
TO STRENGTHEN
THE SAFEGUARD MECHANISM**



A BIT ABOUT ME...

Who is the 'Vegemite man'?



Leigh Ewbank, the "Vegemite man" expelled from the No Tas Wind Farm Group's meeting. "The only reasonable threat I posed the meeting was an intellectual one," concluded Ewbank.

Solutions for Climate Aust,
a Federal advocacy project of Climate Action
Network Aust.

Coordinated grassroots campaigns at FoE
for over a decade.

Secured wind farm laws, VRET,
Climate Targets.

RECAP: THE OPPORTUNITY



The Albanese govt was elected with a mandate to act on climate + strengthen the Safeguard Mechanism.

The Greens and Teals have a strong presence in the Parliament.

The movement brought significant electoral pressure to bear in the 2022 election.

Can the movement get organised and shift the dial on Safeguard?

RECAP: THE THREAT



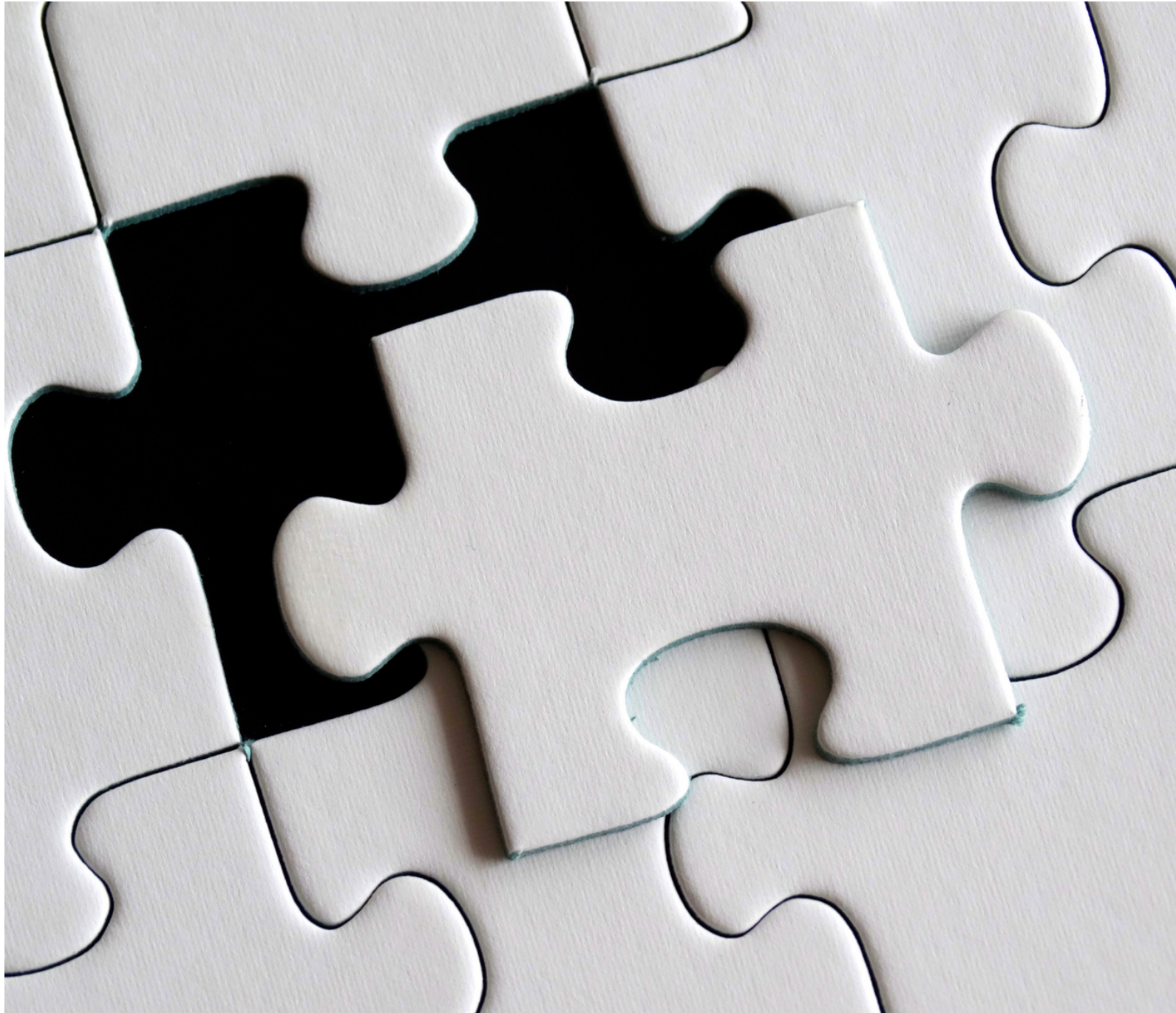
DIRTY DOZEN POLLUTERS:

- Chevron - Woodside
- ExxonMobil - Shell
- Santos - South 32
- Centennial Coal - BHP
- Glencore - Anglo American

ENABLERS:

- Australian Petroleum Production & Exploration Association (APPEA)
- Minerals Council of Australia

RECAP: CAMPAIGN STRATEGY



The Dirty Dozen campaign was designed to fill a key gap.

To demonstrate that the community has skin in the game on the Safeguard Mechanism.

The rapid-start campaign did just that since Nov 2022...

RECAP: WHAT WERE WE FIGHTING FOR?

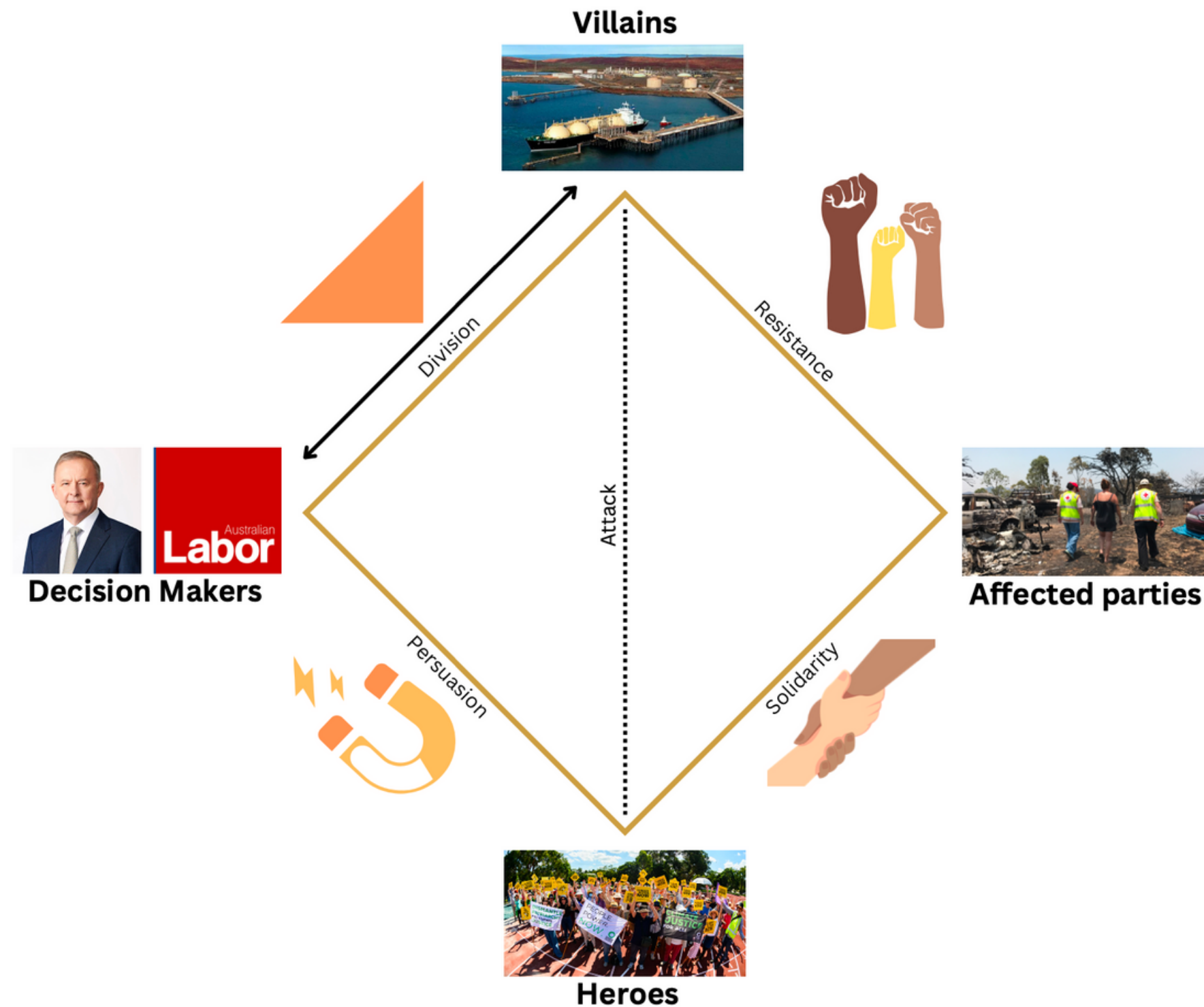


We need the Albanese to ensure the Safeguard Mechanism delivers real emissions cuts.

The govt must:

- Rule out the unfettered use of offsets.
- Impose tough restrictions on so-called 'new entrants.'

RECAP: CAMPAIGN STRATEGY



The Dirty Dozen campaign story was designed to:

1. Put the Dirty Dozen polluters on the back foot.
2. Show the community is doing a heavy lift on climate.
3. Create space for Labor (and other MPs) to back the community.

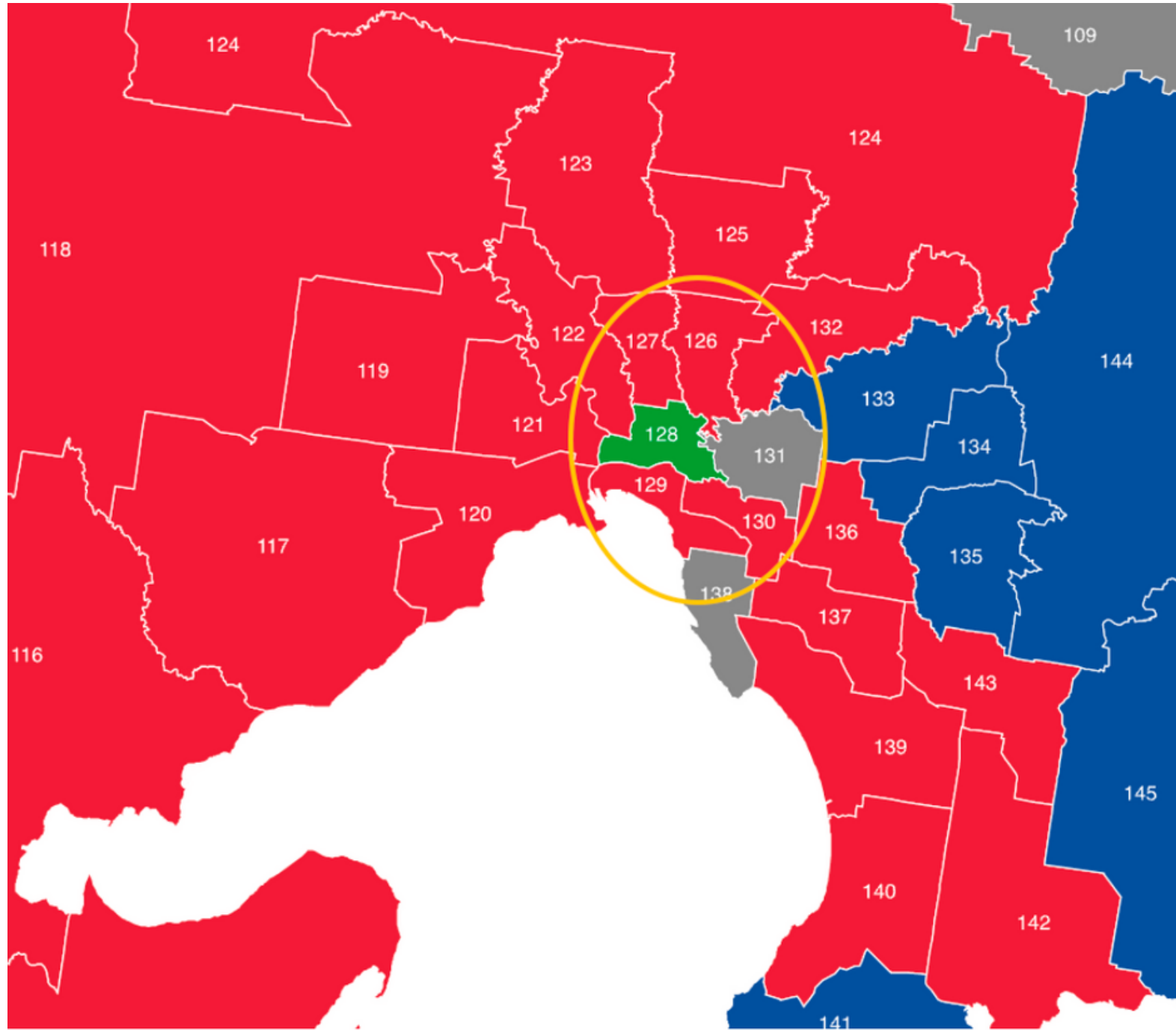
RECAP: CAMPAIGN STRATEGY



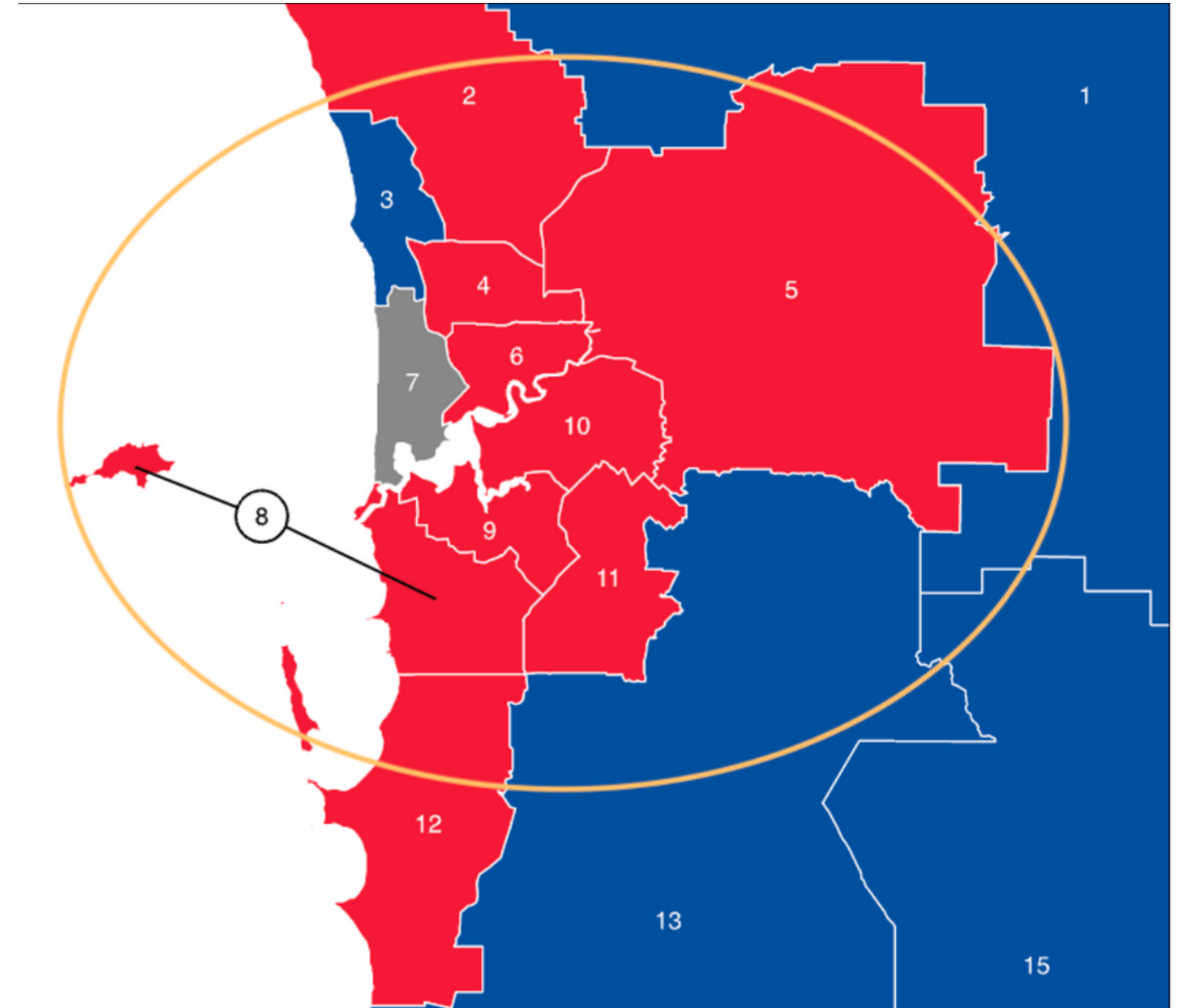
The Dirty Dozen campaign story was designed to:

1. Frame the debate.
2. Claim the moral high ground.
3. Set the movement up for escalation.
4. Send a signal to the govt.

RECAP: GEOGRAPHIC FOCUS



ALP seats in Melbourne



ALP seats in Perth

SIGN-ON LETTER

Dirty Dozen, it's time to pull your weight on climate

Dear Chevron, Woodside, BHP, Anglo American, Santos, Glencore Coal Qld Ltd, Inpex Operations, Shell Australia, Conoco Phillips, South 32, ExxonMobil Australia, Centennial Coal,

Australia is now facing a climate crisis. The last eight years have been the hottest on record. And in that time, communities have been hit hard by climate-fuelled bushfires, extreme weather, and floods.

We, as organisations representing community members from across the country, are calling on your companies to commit to deep cuts in climate pollution this decade.

Our members and supporters are grandparents, school students and parents, businesspeople, conservationists and tradespeople. They are renters and homeowners, people born in Australia and people born overseas, and they are voters.

Communities have been doing a heavy lift when it comes to tackling the climate crisis.

Households and businesses are installing rooftop solar at a world-leading pace. More and more community members are signing up to green electricity providers. People are cycling to work, catching public transport, and adopting electric vehicles.

Now we're asking your companies to pull their weight.

The Albanese Government was elected with a mandate to reform and strengthen Australia's 'Climate Safeguard Mechanism' to deliver deep emissions cuts from large industrial polluters this decade.

We are therefore asking the large fossil fuel industrial polluters to publicly commit to:

- Support at least a 43 percent reduction in total emissions (from 2005 levels) from facilities covered under the Climate Safeguard Mechanism by 2030.

- Deliver real reductions in climate emissions and rule out the unfettered use of 'offsets'.

- Seek no special deals for new coal, oil, and gas projects or for so-called 'Emissions-Intensive & Trade-Exposed' industries.

Failure of major fossil fuel companies to do their fair share in meeting Australia's 2030 target will put more of the burden onto community members and other sectors of the economy, such as transport, farming, and small to medium businesses. Failure would leave our communities exposed to intensifying climate impacts.

We therefore ask your company to actively support Australia's shift to a net-zero emissions economy and commit to the principles above in your approach to the government's reform of the Climate Safeguard Mechanism and to the emissions reduction that will be required by major polluters.

As this is a matter of major public interest we ask that you provide a response to this request by 13 January 2023.

We look forward to hearing back from you.

Yours sincerely,



An impressive 48 groups signed an open letter to the Dirty Dozen.

The letter was sent to polluters in early December.

A response was requested by Friday 13 January.

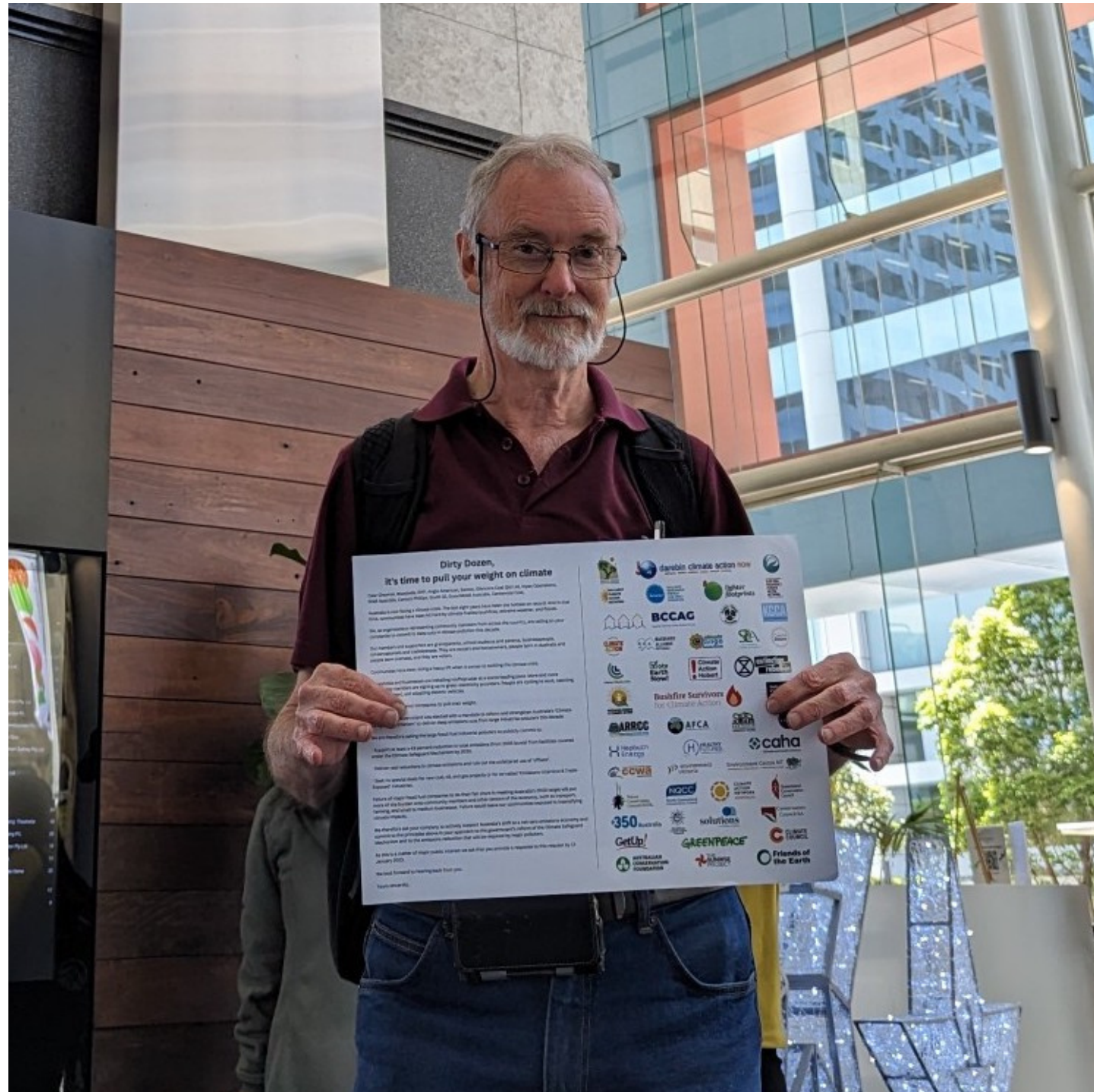
LETTER DELIVERIES



Melbourne

Perth

LETTER DELIVERIES



Sydney



Brisbane

NEWSPAPER ADS

Dear Dirty Dozen:

Australia's biggest fossil fuel polluters: it's time to pull your weight on climate

Dear Chevron, Woodside, BHP, AngloAmerican, Santos, Glencore Coal Qld, Inpex Operations, Shell Australia, ConocoPhillips, South32, ExxonMobil Australia & Centennial Coal,

Australia is now facing a climate crisis. The last eight years have been the hottest on record. And in that time, communities have been hit hard by climate-fueled bushfires, extreme weather, and floods.

We, as organisations representing community members from across the country, are calling on your companies to commit to deep cuts in climate pollution this decade.

Our members and supporters are grandparents, school students and parents, businesspeople, conservationists and tradespeople. They are renters and homeowners, people born in Australia and people born overseas, and they are voters.

Communities have been doing a heavy lift when it comes to tackling the climate crisis.

Households and businesses are installing rooftop solar at a world-leading pace. More and more community members are signing up to green electricity providers. People are cycling to work, catching public transport, and adopting electric vehicles.

Now we're asking your companies to pull your weight.

The Albanese Government was elected with a mandate to reform and strengthen Australia's Climate Safeguard Mechanism to deliver deep emissions cuts from large industrial polluters this decade.

We are therefore asking the large fossil fuel industrial polluters to publicly commit to:

- Support at least a 43 percent reduction in total emissions (from 2005 levels) from facilities covered under the Climate Safeguard Mechanism by 2030.
- Deliver real reductions in climate emissions and rule out the unfettered use of 'offsets'
- Seek no special deals for new coal, oil, and gas projects or for so-called 'Emissions-Intensive & Trade-Exposed' industries.

Failure of major fossil fuel companies to do their fair share in meeting Australia's 2030 target will put more of the burden onto community members and other sectors of the economy, such as transport, farming, and small to medium businesses. Failure would leave our communities exposed to intensifying climate impacts.

We therefore ask your company to actively support Australia's shift to a net-zero emissions economy and commit to the principles above in your approach to the government's reform of the Climate Safeguard Mechanism and to the emissions reduction that will be required by major polluters.

As this is a matter of major public interest we ask that you provide a response to this request by 13 January 2023.

We look forward to hearing back from you.

**Yours sincerely,
These 48 community groups**

Published in
The West Australian,
Australian Financial Review, and The
Age.

Emailed to Dirty Dozen CEOs.

Posted to key govt decision makers.

SPIN + RADIO SILENCE



Despite all our efforts...

- Only Anglo American and ExxonMobil responded (with green spin).
- The others are hoping we don't notice their non responses.

ACCOUNTABILITY ACTIONS



Friends of the Earth:

- [Rally](#) at Shell's Melbourne HQ with Tomorrow Movement.
- [Visit](#)ed ExxonMobil's HQ to make some additions to the memorabilia wall.
- Held a creative action at BHP HQ inspired by an action by Peoples Climate Assembly.

ACCOUNTABILITY ACTIONS



Queensland Conservation Council and the Dirty Dozen Clean-Up Crew visited:

- Glencore
- Shell
- Santos

ACCOUNTABILITY ACTIONS



Lighter Footprints, Darebin Climate Action Now, and Higgins Climate Action Network hold seven weekly 'vigils' at BHP's HQ.

CHARM OFFENSIVE



Community members participated
in 29 meetings with MPs.

Hats off to Awesome Grassroots, Friends of
the Earth,
Climate for Change,
Doctors for Environment (WA),
and everyone else involved.

FIRST SITTING WEEK



Peoples Climate Assembly and Canberra-based groups.

JOINT SUBMISSION



Some 27 grassroots climate groups made a joint submission to the Albanese govt on the Safeguard Mechanism.

COMMUNITY ADVOCACY TRIP



Meetings with MPs



Newspaper Ad

NATIONAL DAY OF ACTION



- Over 150 selfies posted on the [#SafeguardOurClimate](#) hashtag.

- Four MP meetings.

- Two actions at Dirty Dozen HQs in Melbourne + Brisbane.

- Four actions at Labor MP offices in Canberra.

NATIONAL DAY OF ACTION

Time for action on climate

Policy giving big polluters easy out

LIVING LIGHTLY
BY LIZETTE SALMON

SUPPOSE you offer your teenage son a chance to avoid cleaning his room by reducing his pocket money from \$10 to \$9.99 each week.

It's very likely he'd accept the loss of a cent in order to avoid cleaning his room.

This situation is analogous to the climate safeguard mechanism that was introduced by the Abbott government and is being adapted by the Albanese government. The policy was intended to cap emissions from Australia's 215 biggest polluters. Unfortunately, it does nothing to reduce emissions; in fact it provides a cheap way for big polluters to claim they're reducing emissions.

The policy allows big polluters to offset up to 10 per cent of their emissions by buying carbon credits. It will also allow new coal and gas projects to pollute and buy carbon credits. An analysis by the federal Parliamentary Library found it will cost them peanuts - less than 0.1 per cent of their significant profits; the equivalent of 1 cent in every \$10. The only other country in the world

“
The policy . . . does nothing to reduce emissions

to allow unlimited access to carbon offsets is Kazakhstan.

Big industrial polluters like Chevron, Woodside and Shell Australia are responsible for 28 per cent of Australia's emissions and collectively their pollution has increased over the last decade. While households, small businesses and communities are installing rooftop solar at a world-leading pace, the biggest emitters are essentially doing nothing.

The use of offsets is supposed to be a last resort, for dealing with the small share of emissions that cannot be avoided or reduced. Yet paying for offsets is the only thing many big companies are doing about their harmful emissions.

But there's a chance to turn this around. The safeguard mechanism is Australia's best opportunity for emissions reductions in



Members of local groups including WATCH, ACF Albury-Wodonga, Knitting Nannas for Renewables and Move Beyond Coal at a Shell petrol station during last week's national day of action.

this term of government and it's currently under discussion. Environmental groups across the country are taking a two-pronged approach - lobbying the government

to improve the safeguard mechanism, while calling out the appalling behaviour of Australia's worst polluters. That's the reason members of local groups including

WATCH, ACF Albury-Wodonga, Knitting Nannas for Renewables and Move Beyond Coal took this photo at a Shell petrol station during last week's national day of

action. Members will also meet MP Helen Haines on March 16. For more information, including what you can do, see: cana.net.au/dirtydozen

Bridge banners voice climate reform concerns

March 16, 2023 • BY Vinnie van Oorschot



Climate action demonstrators met at Barwon Heads Footbridge Saturday to show their displeasure with the Federal Government's new Safeguard Mechanism reform proposals. Photos: SUPPLIED

WATCH in Albury

AP4CA in Barwon Heads

FINAL PUSH

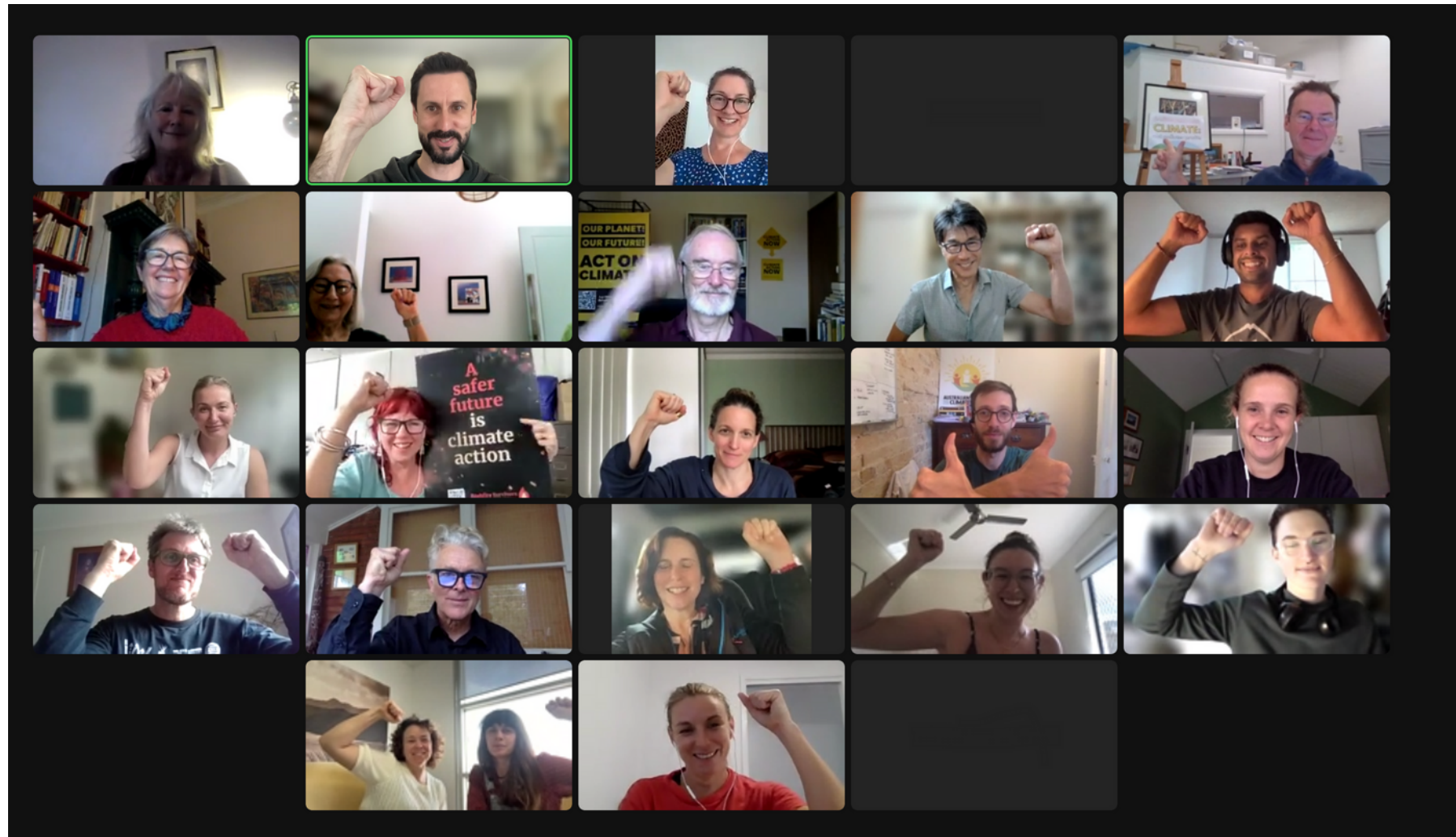


Banner Drops



IPCC Reports

HOW 'D WE GO?



"To everyone who is despairing about the future and wants real climate action, today you should have a spring in your step."

"It shows we can take on the coal and gas corporations and win." - Adam Bandt