



IDEAS TO DOCUMENT CASES AND DEVELOP STRATEGIES

SUGGESTIONS TO DOCUMENT THE CASE

Gather information about the intentions of the oil companies or the State

Oil fields, proved reserves, probable reserves

Information about the type of oil, API gravity

Water cut (you can gather information from closer fields)

Additional works: highways, pipelines, thermoelectric plants, etc.

Contracts, agreements

This information will enable us to build and refute the economic and environmental arguments of the project.

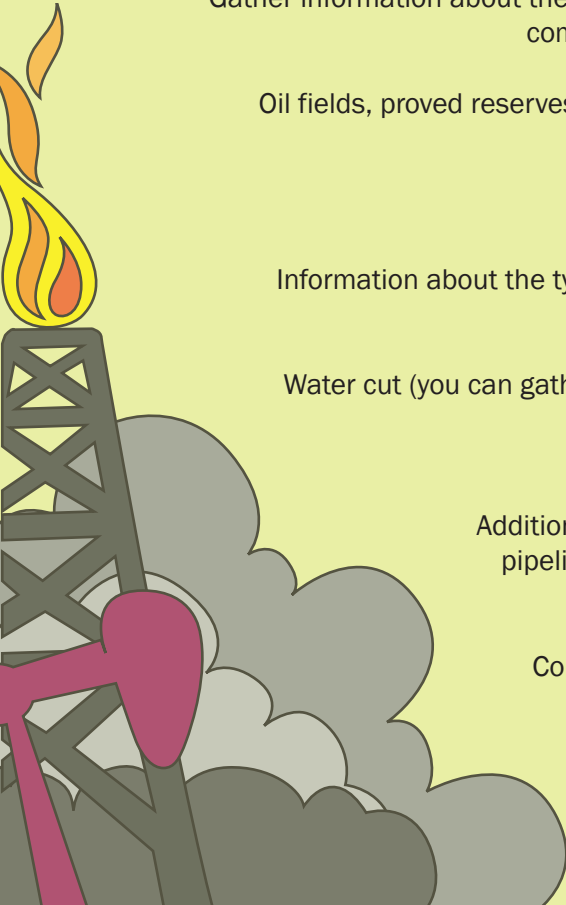
1. It is necessary to take into account that proved reserves are not the same as probable reserves nor possible reserves and that these numbers are used for their convenience.

2. The API gravity is used to identify oil quality. The more API grades oil has, the lighter it is.

3. Water cut tells us how much waste would they generate. Commonly oil, gas and formation water are mixed together underground.

4. Usually additional works are the most expensive, risky and unjustified.

5. It is necessary to consider that if a contract or agreement is already signed, the legal reactions of the oil companies will have to be confronted.



SUGGESTIONS TO DOCUMENT THE CASE

Gather information about the area

People, number of families, characteristics

Are they indigenous or traditional communities?

Traditional activities

Information about watersheds

Projects create different impacts in the area. Usually they generate inflation, competition for resources and change of traditional practices. They could also change society by increasing prostitution, alcohol consumption and violence due to the presence of armed people such as police or private security.

If there are indigenous people or traditional communities living in the area it is important to gather information about their collective rights recognized by the law.

Ecosystem characteristics

Are the ecosystems under any conservation regime?

Geographical aspects: maps, watersheds, rivers

Biodiversity information

Touristic sites

With this information we can organize our message to highlight the need for conservation.



SUGGESTIONS TO DOCUMENT THE CASE

Gather information of the oil impacts in your country

Pictures of the impacts in other locations

Testimonials

Visual material

Comparative economical information

If there is a refinery, petrochemical industry or a pipeline: make a list of its impacts

Commonly to confront the arguments about the negative impacts of the oil activities the companies or the State will say that these occurred in the past but now they are using cutting edge technology. This is why it is useful to have information about other countries to offset these technological offers.



SUGGESTIONS TO DEVELOP A STRATEGY

Mapping the problem

What is the problem and its causes (identify if there are national or international interests)?

What do we want instead of extracting the crude (oil, carbon or gas)?

Who has the decision?

What is needed in order to stop the exploitation (break a deal, a contract, fail to keep their word, issue a decree, not to call for a tender)?

Who is involved in the decision, which actors?

To whom is our action directed?

Obstacles or risks to take into account (disrepute reactions, repression, harassment)

Who are we, who support us (affected people, advisers, environmentalists, technicians, parliament members)?

If the problem and its causes are defined clearly, then it is easier to design different actions to achieve better results. It is important to know who has the power and what decisions should be made; if we need to build these decisions at a local or national level; or if we for example can achieve better decisions at the parliament or technical instances.

It is important to think about the obstacles because we can establish different actions such as protection ones to avoid them.



SUGGESTIONS TO DEVELOP A STRATEGY

Suggestions to develop a strategy

Organization and responsibilities

Internal responsibilities to coordinate actions

Spokespersons

Who is proposing the campaign (an organization, a network of organizations)?

It is necessary to know how to unite the people of the campaign. Avoid any political leading role. Try to be as inclusive as possible.

Establish the political positions and principles of the campaign from the beginning.



SUGGESTIONS TO DEVELOP A STRATEGY

Communications strategy

Objective: The objective should be clear and precise.

We should be clear about how to accomplish the objective
To develop a campaign we need:

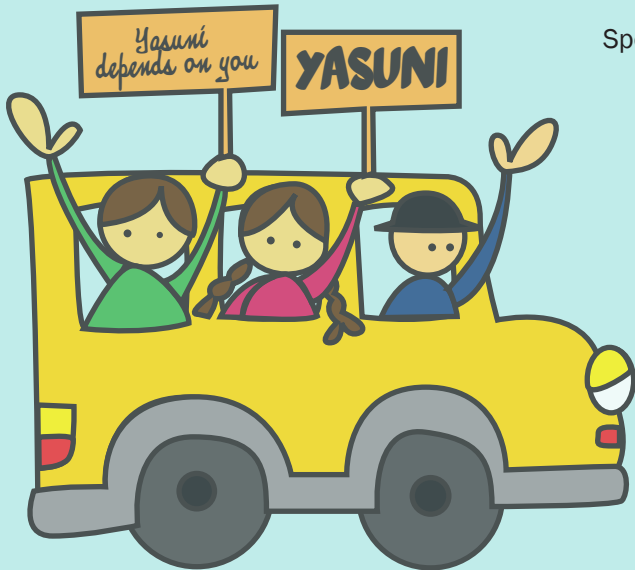
Slogan-

Insignia-

Signs-

Spokespersons-

Audience-



The Yasuni case in Ecuador

Objective:
To save the Yasuni

How:
-Demonstrating that it is a unique place
-Promoting public participation
-Having allies inside the government

Slogan:
Yasuni, depends on you

Insignia:
Green signatures (many green signatures together formed a forest in the black billboards' background)

Signs:
Billboards, t-shirts, internet (small daily messages)
Spokespersons: opinion leaders (artists, intellectuals and sports figures made declarations in favour of the proposal)