REPORT FROM TWITTER STORM DURING THE GLOBAL WEEK OF ACTION BY EGI AND PARTNERS IN UGANDA

Introduction

During the Global Week of Action (GWA) between February 26 and March 03, 2024, the Environment Governance Institute (EGI) joined partner civil society organisations and other environmental activists to critique insurance companies that fund fossil fuel projects in Uganda targeting CHINA RE and SINOSURE because of the risks that these projects pose to the environment, local communities and climate change. The discussion rotated around the global theme “Insuring our Future” calling upon SINOSURE and China RE to stop funding fossil fuel projects (EACOP pipeline) which affect the environment, the climate and humankind. The project

Watch video on Global week of Action.
is being met with huge resistance from both the local and international community with directly affected communities taking action on the front line, supported by local organisations denouncing human rights violations and environmental risks.

**Background**

European and American financial banks opted out of the EACOP project financing citing climate change issues and human rights issues with Standard Chartered bank withdrawing 5 billion US $ stating that the pipeline is set to emit seven times more carbon emissions per year than the rest of the country.

However Chinese Insurance Institutions like SINOSURE and CHINA RE together with the French energy giant Total Energies have taken an upper hand in financing the project. In this era of worsening climate change ,EACOP project just like other dirty energy project come along with environmental and human rights violation

Participants acknowledged the urgency of transitioning towards sustainable energy systems and reducing dependence on fossil fuels to combat the climate crisis.

**Problem statement**

The EACOP project represents a regressive step that perpetuates reliance on environmentally destructive and socially harmful practices. Instead of investing in projects that perpetuate the extractive economy, we urge Sino sure and China Re to prioritize investments in renewable energy sources and sustainable development initiatives that promote environmental conservation, social equity, and community empowerment.
Objectives

1. Participants who attended the engagement condemned activities of SINOSURE and CHINA RE calling upon them to immediately cease insuring the EACOP project and redirect investment towards alternative renewable energy.

2. Raising public Awareness about the role of Export Credit Agencies in financing fossil fuel projects and the environmental and social-economic and human rights impacts associated with such dirty projects.

3. Invest in renewable energy and sustainable development projects instead of financing fossil fuels for example the government needs to enact relevant laws and policies including solar energy policy to invest in solar energy.

4. Effecting Policy Change; Policy makers playing a key role would need to understand the sentiment within the public regarding challenges associated with funding fossil Fuels projects so the objective would be to influence policy change at the national and international levels, leading to the phasing out of public financing for fossil fuel projects by Export Credit Agencies and the transition towards a clean energy future.

Activities

- Environment Governance Institute being one of the key advocates for preserving the environment also adopted graphics messages having hashtags such as #StopFundingFossils, #GlobalWeekOfAction, #ClimateJustice, and #FossilFree to join the conversation and reach a wider audience to create awareness and call on Insurance Companies to stop funding fossil fuels,
• EGI recorded short videos explaining the impacts of fossil fuel projects on the environment, communities, and the climate to amplifying the voices of activists and communities affected by fossil fuel projects.

• EGI shared photos of renewable energy infrastructure and innovative clean energy solutions, protests, rallies on twitter, Instagram and Facebook to capture the attention of responsible stakeholders and mobilize for support.

Achievements

The campaign succeeded in raising awareness about the environmental, social, and climate impacts of fossil fuels and the role of fossil fuel financing by governments and financial institutions.

Through short videos, graphics and photo and direct actions, the campaign influenced policymakers to reconsider their support for fossil fuel projects and instead prioritize renewable energy and sustainable development initiatives.

The campaign fostered collaboration and alliances between grassroots organizations, environmental groups, human rights organizations, and other stakeholders working towards a common goal of phasing out fossil fuel financing.

the campaign contributed to policy changes at the local, national, and international levels, leading to the phasing out of public financing for fossil fuel projects and the transition towards a clean energy future.

Financial institutions may respond to public pressure by committing to divest from fossil fuels and adopt responsible investment policies aligned with climate goals.

Twitter Analytics
Profile Visits: During the Week of Global Action, there were a total of 100 profile visits on twitter. Our Twitter profile was active with people checking on our works towards and during the Global week of Action, demonstrating interest and engagement with our content shared.

Link Clicks: A total of 68 link clicks were recorded before and during the Global week of Action link clicks represent the number of times users clicked on links shared within tweets or the Global week of Action profile, indicating active participation and engagement with the provided resources or content.

Engagement Rate: The engagement rate of EGI during the Global Week of Action through interaction with our audience stood at 13.5%. This was generated from the total engagements in likes, retweets, etc.) divided by the total number of impressions, expressed as a percentage.
**Followers:** EGI Twitter profile had 276 followers. These state a slight increase in the audience base that receives updates and content shared daily. Which was previously 218 followers.

**Impressions:** Impressions recorded were 3030, with a growth rate of 121.4%. Impressions were generated from total number of times tweets from the profile were displayed on users' screens. The significant increase in impressions indicates enhanced visibility and exposure of EGI content to a broader audience compared to the previous statistics.

**Recommendations**

- With evidence from the Global week of Action 2024, we recommend the use of social media platforms, press releases, and public events to raise awareness about the environmental and social impacts of insuring fossil fuels.

- Collaborate with environmental organizations, advocacy groups, and influencers to amplify the message and reach a wider audience.

- Advocate for the expansion of renewable energy insurance products and innovative solutions to facilitate the transition to a low-carbon economy.

- Encourage insurers to invest in climate adaptation and resilience measures to support communities vulnerable to the impacts of climate change.
**Conclusion**

In conclusion with 100 profile visits, 68 link clicks, a 13.5% engagement rate, 276 followers, and 3030 impressions, the Global week of Action succeeded in raising public awareness on the pressing impacts of fossil fuel projects and creating pressure on companies insuring fossil fuel projects leading to a total of 28 insurers including western banks who have so far declared they will not insure EACOP following pressure from climate activists.