

THE ORANGE SQUARE CAMPAIGN

A CAMPAIGN FOR THE
ENVIRONMENT

Presentation to the University of New
Brunswick Board of Governors
Investment Committee
Rachel Bensler & Susan O'Donnell
UNB RAVEN project
October 7, 2019



RAVEN

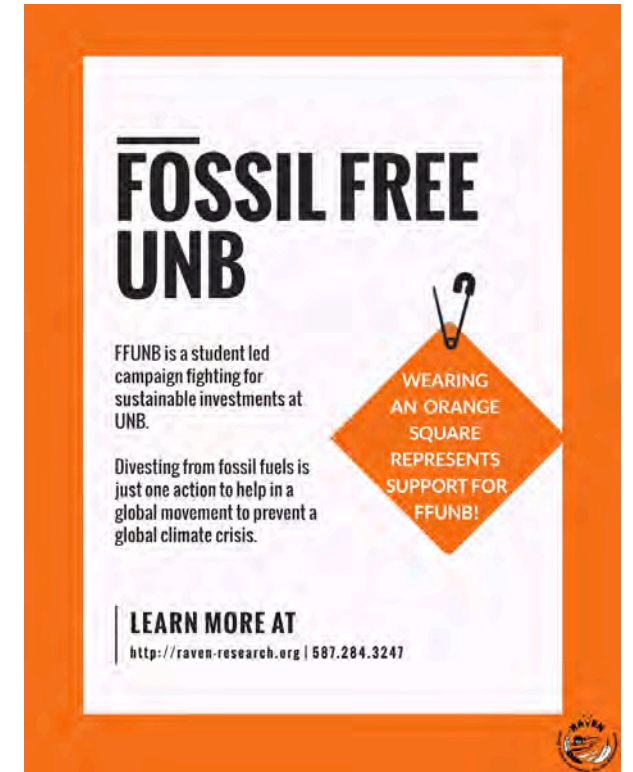
Why are Susan and the RAVEN project interested in ending UNB's fossil fuel investments?

Why is Rachel Bensler interested in leading the Orange Square Campaign?



WHAT IS IT?

- Led by UNB student Rachel Bensler
- Supported by RAVEN
- A request for UNB divestment from the fossil fuel industry in current and future investment portfolios
- A campaign for partnership and accountability
- Will encourage the best fiscal decisions
- Orange Square Meaning



THE FACTS

- The Fossil Fuel Industry is the primary human contributor to the climate crisis
- \$11.48 Trillion Divested from the fossil fuel industry to date
- 1118 Institutions Divesting (15% educational institutions)

CIVILIZATION
REQUIRES
ENERGY, BUT ENERGY
MUST NOT DESTROY
CIVILIZATION.
- POPE FRANCIS

CASE STUDY



- The University of California, September 2020
- Divestment of \$13.4 B endowment and \$70 B pension fund
- Decision cited the financial risk associated with such investments and the lack of financial return
- Divestment in index funds

HOW WILL WE DO IT?

- Engage Students ,Alumni, Staff, Faculty, and Retired from UNB
- Combined campaign with STU
- Petition, actions to raise awareness of the role of fossil fuels in the climate crisis
- Actions to raise awareness of UNB's investment in ff and the benefits of divestment
- Ideally, partner with the UNB administration





THE SUPPORT

- Over 200 UNB students, faculty, and staff have signed their support
- Signatories listed online
- Over 400 squares are being worn
- More support is rising

WHAT WE WANT FROM YOU

- Help to produce an information booklet about UNB's investment in fossil fuels and benefits of divestment
- Right to Information request ready to go, request for:
 - agendas, minutes, summaries, notes, reports, presentations (decks), and/or documents from Board of Governors meetings pertaining to UNB investment funds and management of UNB's investments from January 2016 to May 2018
 - agendas, minutes, summaries, notes, reports, presentations (decks), and/or documents from Board of Governors Investment Committee meetings from January 2016 to May 2018
- An open partnership



CONCLUSION

- Environmental, Social, and Governance Factors:
 - The planet's best interest
 - Our Best Interest



A background image showing a crowd of young people at a climate protest. In the foreground, a young woman with glasses and a light blue t-shirt is raising her right hand. Behind her, another young woman with glasses is also raising her hand. To the left, a person is wearing an orange safety vest. In the background, several signs are visible, including one that says "I Speak For The Trees", another that says "CLIMATE CHANGE", and a yellow one that says "AGRISET OU ECARTÉZ-VOUS".

QUESTIONS, COMMENTS?

Dr. Susan O'Donnell, Researcher and Adjunct Professor, UNB Sociology: susanodo@unb.ca

Rachel Bensler, Research Assistant, UNB Renaissance College 2nd year Student: rbensler@unb.ca

RAVEN: <https://raven-research.org>