

THEIR **PROFITS** DEPEND ON YOUR SILENCE.

USE: MARCH 11, 2026 — MARCH 18 2026 | WESTERN ARCTIC LEASE SALE SERIES

// THE SITUATION

ON **MARCH 18TH**, COMPANIES WILL BID TO DRILL IN THE WESTERN ARCTIC.

Many of the Biden-era protections are gone. The lawmakers who could have stopped this are outvoted. **But the companies that want to drill still need something they can't get from Washington: a social license to operate.**

They need investors to stay confident. They need customers to stay quiet. They need the public to look away. We're not going to let that happen.

8

DAYS UNTIL THE WESTERN ARCTIC LEASE SALE – MARCH 18, 2026

// THE CAMPAIGN: #NOARCTICLICENSE

GO STRAIGHT TO **THE BOARDROOM**.

Politicians respond to power. But corporations respond to something else: reputation, investor pressure, and the cost of public opposition. **Every comment, every share, every question posted on a company's feed is a small withdrawal from their social capital bank account.**

This toolkit is your weekly briefing. Each week, we'll tell you who bid, where they post, and what to say. Your job is to show up in their mentions and remind them — and their audiences — that the Arctic isn't just a resource. It's alive.

// THIS WEEK'S TARGET

CONOCOPHILLIPS — LIKELY BIDDER.

ConocoPhillips has operated in Alaska for decades and already runs the controversial Willow Project on the North Slope. **They are the most likely anchor bidder at the March 18 sale.** They have an active, managed social media presence across every major platform. That's where you come in.

TARGET

CONOCOPHILLIPS

HEADQUARTERS: HOUSTON, TX

Track their posts and show up with your feedback on whether or not they should bid on more projects in the Western Arctic.

[X](#) | [LinkedIn](#) | [Instagram](#) | [Facebook](#) | [YouTube](#)

// WHAT TO SAY: TALKING POINTS

KNOW YOUR FACTS. HIT THEIR VULNERABILITIES.

You don't need to be an expert. You need to ask questions they don't want to answer publicly.

01 — Their net-zero commitment quietly lost its deadline.

ConocoPhillips was once celebrated as the first U.S.-based oil and gas company to adopt a Paris-aligned climate strategy with an ambition to reach [net-zero operational emissions by 2050](#). Then, without much fanfare, [they removed the 2050 timeline from their ambition entirely](#), citing societal, technological, and economic realities.

Ask them publicly: what happened to that commitment, and what does it mean for new Arctic leases?

02 — Their climate targets don't cover the emissions that matter most.

ConocoPhillips' greenhouse gas intensity target explicitly excludes consumer emissions, on the grounds that they don't control how their products are [ultimately used](#). But this is where roughly 90% of oil and gas emissions actually occur. In 2023, ConocoPhillips' emissions from the use of sold products were [approximately 218 billion kg](#) — equal to roughly 47 million cars' worth of emissions in a single year.

Ask them: how can you claim a climate strategy that doesn't account for what your product does in the atmosphere?

03 — They just broke their own production records — and want more.

ConocoPhillips produced nearly 2 million barrels of oil equivalent per day in 2024, [a record for the company](#). Their Alaska segment alone produced 164,000 barrels of oil equivalent per day [in 2024](#). Now they want to expand further into the Western Arctic.

Ask them: at what point is enough, enough?

04 — Willow is already a massive climate liability — and it hasn't even started yet.

The Willow project, located in the National Petroleum Reserve on Alaska's North Slope, is projected to produce 180,000 barrels of oil per day at [its peak](#). Over its lifetime, Willow is expected to produce roughly [600 million barrels of oil](#). More Western Arctic leases add to a carbon burden that already dwarfs ConocoPhillips' stated climate ambitions.

05 — They're expanding Alaska operations on every front simultaneously.

ConocoPhillips began adding oil from its new Nuna project to the Trans-Alaska Pipeline in December 2024, [earlier than expected](#), while Willow construction is underway with first oil projected for 2029. Western Arctic leases would represent yet another front of expansion — all while the company claims to be managing climate risk.

Ask them: is any place too sacred for them to drill?

06 — "Responsible energy" is a marketing claim, not a legal one.

ConocoPhillips scores a [30 out of 100](#) on DitchCarbon's sustainability assessment — a third-party emissions accountability platform. When they use phrases like "responsibly meeting global energy demand" on social media, ask them to define it.

What is their spill liability plan in ice-prone Arctic waters? What is their end user emissions reduction target? Make the vague language costly.

// READY-TO-POST COMMENT TEMPLATES

COPY, CUSTOMIZE, AND DEPLOY.

Use these as starting points. Personalize when you can — authentic voices land harder than identical copy-paste. But even copy-paste, in volume, creates a signal.



DOWNLOADABLE ASSETS

TEMPLATE A:

"Hey @ConocoPhillips — you've talked about net-zero targets. I assume that means you're taking a pass on the NPR-A lease sale? Genuine question. Just let me and your investors know!"

TEMPLATE B:

"Reminder that @ConocoPhillips is likely bidding to expand industrial activities in the Western Arctic on March 18. The Arctic doesn't need more oil leases. We don't either. #NoArcticLicense"

TEMPLATE C:

"Quick math: @ConocoPhillips generated 218 million metric tons of CO₂ in 2023 from the products they sold — equivalent to 47 million cars on the road. That's 12x their total operational emissions. And they've quietly removed their 2050 net-zero deadline. Tell me again about 'responsible energy.'
#NoArcticLicense"

TEMPLATE D:

"Hey @ConocoPhillips — whatever happened to being 'the first U.S. oil major to adopt a Paris-aligned climate strategy'? You removed your 2050 net-zero timeline and are now bidding on Western Arctic leases. Who approved that rebrand? #NoArcticLicense"

TEMPLATE E:

"If you manage funds with ESG criteria, @ConocoPhillips is worth a second look. New risky Arctic lease bids. A 2050 net-zero target that was quietly removed. End-user emissions excluded from all climate commitments. This is not a company managing climate transition risk — it's a company delaying it.
#NoArcticLicense"

TEMPLATE F:

"Friendly reminder that @ConocoPhillips is likely to bid to drill in the Western Arctic and dropped their 2050 net-zero deadline. But sure, tell us more about your sustainability initiatives. #NoArcticLicense"

TEMPLATE G:

"Congrats on the record production numbers @ConocoPhillips. The Arctic would like a word.
#NoArcticLicense"

// RULES OF ENGAGEMENT

**BE RELENTLESS. BE CREDIBLE.
DON'T GIVE THEM AN EASY OUT.** **DO:**

- Ask specific, factual questions they can't easily dismiss
- Tag relevant journalists, ESG investors, and climate orgs in replies
- Show up on their "good news" posts — that's where audiences are
- Use your own voice when possible — personalize the templates
- Take screenshots of your comments (for the community feed)
- Engage with others who are also commenting — build momentum
- Be persistent — repeat across multiple posts over the week

 **DON'T:**

- Use threats, slurs, or personal attacks on employees
- Post anything that could be flagged as harassment
- Engage with obvious trolls who are trying to exhaust you
- Share unverified claims — stick to documented facts
- Get baited into off-topic arguments by PR responses
- Post identically worded comments back-to-back (platforms flag it)



// COMING UP: TOOLKIT #2

AFTER MARCH 18, THE REAL WORK BEGINS.

Once the lease sale happens, we'll know exactly who bid — and for what. **Toolkit #2 will arrive within 48 hours of the sale results with updated targets, bid amounts, and fresh tools.** If other companies join ConocoPhillips at the auction, they inherit the same scrutiny.

The campaign doesn't end at the gavel. Leases take years to develop. That's years of earnings calls, sustainability reports, investor days, and brand campaigns — every one of them an opportunity to remind the public who these companies really are.

SHARE THIS TOOLKIT

The more voices show up in their feeds, the louder the signal. Forward to your networks, post the hashtag, and report back to Alaska Wilderness League with screenshots of your comments.
