



Campaign for Good ✦ Type 3 ✦ Fall 2021 ✦ Radie Schultz

Process Book

Creative Brief

ISSUE: Stop Big Oil/Stop Enbridge

POTENTIAL CLIENTS: Stop Line 3, Honor the Earth, Oil & Water Don't Mix

SITUATIONAL ANALYSIS

A Canadian oil company, Enbridge, has a tar sands pipeline past its prime and desires to replace it. However, the pipeline has since become operational in October. In the past 47 years, Enbridge has spilled over nine million gallons of oil. They've had at least 927 leaks on their pipelines and 2 workers have died. These pipelines cause massive destruction to nature during construction and when spills occur. Despite being a Canadian company, Enbridge is responsible for the three largest land oil spills in U.S. history. They have defied stop work orders from state governors and operators have violated policies during oil spill disasters. The spills negatively affect Native and Indigenous communities.

KEY ELEMENTS

The main focus of the campaign is the tragedies Enbridge has done and have barely own up to. They are still one of Canada's largest employers and still focus on oil and natural gas energy sources, than clean sources. Enbridge cares more about profit than people at the end of the day.

TARGET AUDIENCE

This campaign would target people who do not know about the issues surrounding the pipeline and indigenous peoples and people who are misinformed about the pipeline. It would also target those who want to learn more about the issue.

OBJECTIVE

To create a campaign that drives the message of the organization home in an impactful way that makes people think.

DELIVERABLE

- ✦ One poster
- ✦ Three sequential full page print magazine advertisement
- ✦ Website landing page
- ✦ One public transportation application
- ✦ One unique item of choice (Instagram infographic slides)

CALL TO ACTION/TONE

The tone will be serious, it shouldn't hold any punches. The topics are serious and the spills and disasters are nothing to joke about. The tone matches the content.

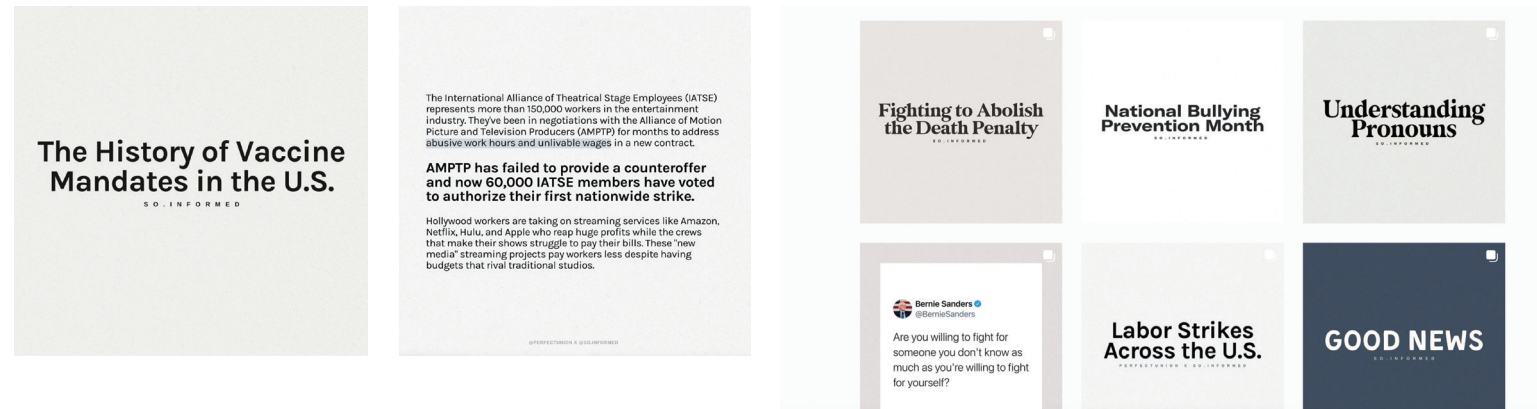
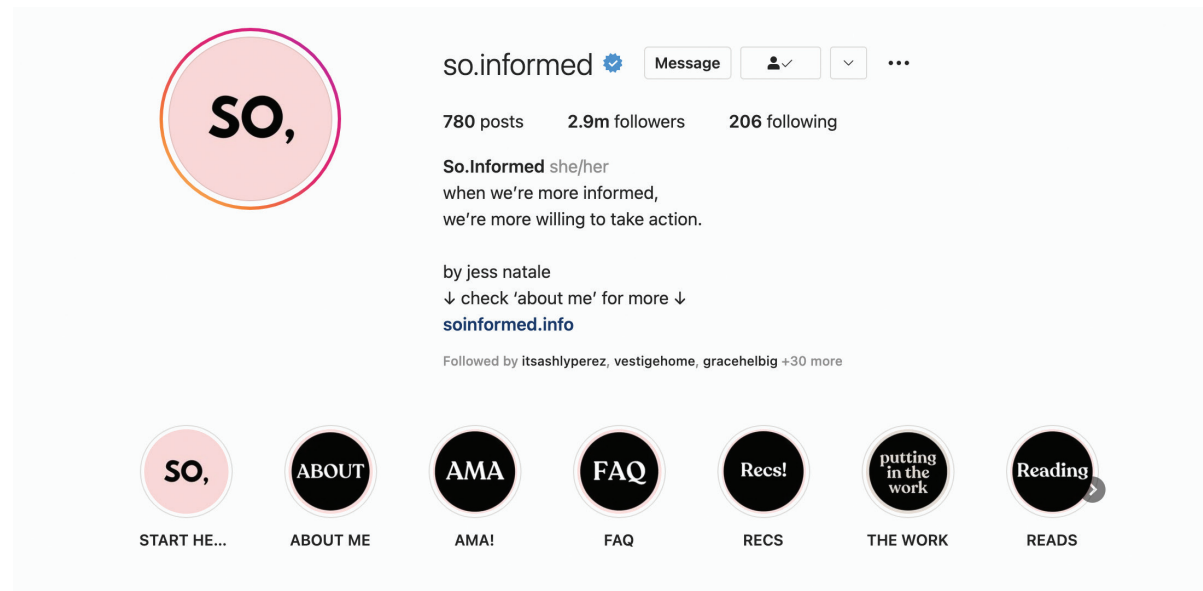
inspiration

Moodboard + Ideas



Unique Choice Inspiration

The inspiration for my unique choice is the Instagram accounts that post informational slides on important issues. Specifically, I was looking the account **so.informed**. They have strong type and design choices.



research

Research, Statistics, + Facts

Enbridge is a Canadian oil company based out of Calgary, Alberta. They mainly focus on crude oil and natural gas pipelines. They have the longest pipeline system in North America. Currently, Enbridge has **8,672 mi (13,833 km)** of pipeline in the US and **8,500 mi (13,681 km)** in Canada. These pipelines mainly transport tar sands and crude oil, the dirtiest oil there is. Enbridge also has **23,850 mi (38,735 km)** of natural gas pipelines across five of Canada's provinces, 30 U.S. states, and the Gulf of Mexico. They have minimal clean energy sources or options for residents, though they have a proposal for net zero greenhouse emissions by 2050. They are also responsible for the three largest land oil spills in U.S. history. **1973: 1.3 million gallons. 1991: 1.7 million gallons. 2010: one million gallons.**

Recently, Enbridge was in the news for the replacement of its Line 3 pipeline that runs from Hardisty, Alberta to Superior, Wisconsin. It was built in 1968 and is the pipeline that caused the two largest land oil spills. On its own, Line 3 has spilled over **5.7 million gallons of oil**. In recent years, due to infrastructure fears and aging pipes, Enbridge chose to replace the line in its entirety. Native communities disliked this decision, especially the Anishinaabeg and tribes in Minnesota (where the two spills happened.) The project was proposed around 2014 and was completed in October 2021, despite heavy protests surrounding it. In the end, Line 3 was replaced and was renamed Line 93, showing it was never a true replacement. The pipes are bigger and it can carry more oil than it ever did before. In Michigan, the state for the 2010 spill, some residents didn't know a pipeline ran through their state until Line 6B ruptured and spilled into the Kalamazoo River. In 2021, Governor Whitmer issued a stop work order to Enbridge to stop work on Line 5 by May 12th, 2021. The line ran under the Straits of Mackinac and many feared another spill for the fragile waterway. Enbridge defied the order and has been operating illegally for over **150 days**. From 1973 to 2013, there were **38 accounts** of leaks and spills, the spills accounting for nearly nine million gallons that were spilled.

There is not much information about the 1973 spill from Line 3. All that was able to be found were the basics. It was near Argyle, Minnesota and **1.3 million gallons** were spilled. It's the second-worst spill in U.S. history, at the time, it was the worst. There is little information about Enbridge spills before the 1990s. This is all I could find.

On March 10, 1991, Line 3 ruptured near Grand Rapids, Minnesota in the early morning. A geyser was caused, spraying oil 30-40 feet into the air coating trees in the area. In hours, oil spread through a wetland area near the rupture. Changes in the oil pressure weren't noticed by Enbridge operators in Alberta until over a quarter past noon. They chose to first increase pressure near the end of the line and then, in violation of policy, finally shut the line down 71 minutes after the pressure drop. By then, oil had spread into the Prairie River, a tributary of the Mississippi River. The Mississippi River was two miles downstream from the spill. In total, **1.7 million gallons** of oil were spilled. 300 people were evacuated from nearby residences. Clean-up took months and it was lucky that the Prairie River was frozen over - otherwise, the entire Mississippi River would have been affected. In 2004, near the same site, Line 3 spilled again, this time totaling **42,000 gallons**.

Research, Statistics, + Facts - Cont'd

To many, including Enbridge, this is one of their greatest failures. It is the only spill listed on their accountability webpage. In Marshall, Michigan, Enbridge's Line 6B ruptured on July 25, 2010. The break was a six-foot gash in a 40-foot pipe segment and caused **one million gallons** in total to spill into the Kalamazoo River. Alarms rang in the Edmonton headquarters, however, control staff couldn't interpret them and were unaware of the breach until 18 hours after when a Michigan utility worker reported spilled oil. Operators had shut down the pipeline, but they thought the alarms were a bubble and had restarted the pipeline two separate times. The spill was contained to a 25 mile stretch of the Kalamazoo River. The clean-up was expected to take a while. 30 to 50 households were evacuated and twice more were advised to not drink their water due to oil contamination. In total, clean-up took five years. A year after the initial spill, the 25-mile stretch grew to 35 miles. Near the end of 2014, clean-up costs had risen to \$1.2 billion. In 2012, Enbridge was fined by USDOT **3.7 million dollars** and by July 2016, they agreed to pay **177 million dollars** in penalties and improvements. Since then, the entirety of Line 6B has been replaced and renamed Line 78. Metal from the original line has been transformed into steel rings for employees to wear to remind them of this catastrophic failure. This spill garnered the most media attention. Some Michigan residents didn't know a major pipeline even went through the state. It wasn't a concern for them. After the Kalamazoo disaster, residents found out that Line 5 was under the Straits of Mackinac and pushed officials to target Enbridge. The state government listened, but Enbridge didn't; Line 5 is currently operating illegally.

Enbridge is not a good company. They shouldn't be building pipelines in the United States or even Canada. Their pipelines have divided Native lands, offering some tribes **as little as \$1,500 in compensation**. Enbridge has had 28 spills from 2016-2019 according to their 2019 safety report. In 2020, there were seven reportable spills, spilling 943 barrels or around 37,720 gallons of oil - in one year. From 2011 to 2015, they spilled around 20,088 barrels, amounting to 803,520 gallons. There has also been at least **927 leaks** on their pipelines. In total, Enbridge has spilled, from 1973 to 2019, around **9,599,290 gallons of oil** or reportable liquids. For those worried about barrel amount, that's around **239,982 oil barrels**.

design choices

font choices

For this campaign, I wanted a fontface that was authoritative and firm. There should be minimal loops, squared terminals, geometric shapes, and a slight contrast to the thicks and thins of the type. In particular, I was looking at fonts where the 'g' was a standard sans-serif 'g', not a binocular one seen in more grotesk and humanist fontfaces. When choosing the face, I was paying close attention to how the headline for the poster would look. It needed to feel concrete, assertive, bold, and most importantly, easy on the eyes to read.

The fontface found and discovered for the large, headline type and the main font for the campaign is Urbane by Rian Hughes from Device Fonts. The description says it is a classic, clear, and authoritative sans, providing an even color in type. For the smaller, bodycopy, I paired it with Neuzet Grotesk by URW Type Foundry. It has a slightly smaller character width and x-height than Urbane's wide and tall characters. It is geometric in shape, but is less authoritative in its feeling. Personally, I feel it's more suited to bodycopy type for this, especially with Urbane. The two together provide a nice contrast and easy readability.

Urbane

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

1234567890 // 1234567890

!@#%&^*(){};:","./?<>

Neuzet Grotesk

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

1234567890

!@#%&^*(){};:","./?<>

Ex. Headline

**Ihiligna tureped igenisqui as invenem persper
feritios pre pro que vollant voluptas seniae dis
nonsed quiatest et, optatis es et qui di si non
eaquunda quat.**

Color Choice

The color used in designs is color picked from the orange gloves in one image. It was then darkened to make the text readable.

Orange is used in Native spaces to represent Native children lost to residential schools. That orange is a bit brighter than the one used here. I was hesitant to use orange because it already has an important connotation, but it works well.



C o

M 78

Y 100

K o

sketches

Word Association



Sketches

NA + WM Shaking hands

reparations
Were a scam
Enbridge is
a scam
same scam
diff

100 dollar bills covered
in black oil

"US politicians, your
money is dirty."

spill stats
vs.
Kid drinking
part oil

white text
over darkened
image?
posters
depicting
the 3 largest
spills in
US history

oil
in the
soil
water
all of us

is it natural
oil = natural
water = natural
guess they do mix

total #
of gallons
and/or barrels
in big, low opacity
text in bkgd?

buy
oil

stay on
the side
of the barrel

1c mineral
1c water
oil

oil list
plant w/
some oil dropy

1c water
2tosp crude oil

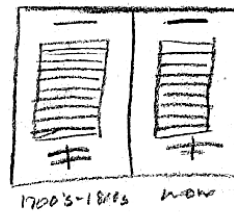
Sketches

the white man is the hand that feeds the black snake



oil pipe nozzle

poster socially w/ atrocities
"nothings changed"



buffalo massacre

→ deforestation

correlate old genocide w/ new

groups of men + CC

white man = Enbridge

→ man camps

smallpox blankets

→ no fresh water

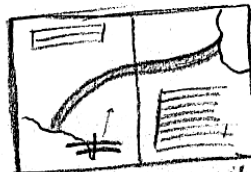
trail of tears / creation of reservations

? pipeline cutting through treaty or capt reservations

map of pipeline

scalpy → land + resources

what poster



maybe not pipeline pic, protestors? Natives?

why didn't we see this coming?

the more things change the more they stay the same

R Matsdaka → MMIW

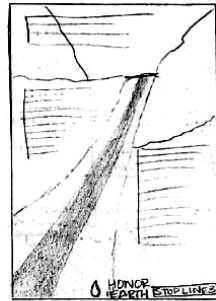
not sure how this hits in



Sketches

look at fonts

8 3/8" x 10 7/8"



Enbridge Got Their Pipeline—
Here's why they could never
have any built or repaired: more

Here's why

list statistics + facts

10 million said no.
They listened to the 8 that
said yes.

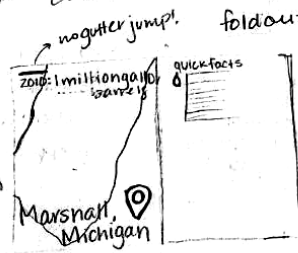
Solid explanation why

This is your drinking
water when
Enbridge is done
with it.

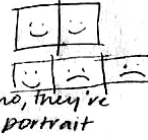
Smaller headline
left text @ bottom
higher margins

treating NA were
here first visuals pipeline

one about
the people
peace pipe?
modern NA
& still have issues

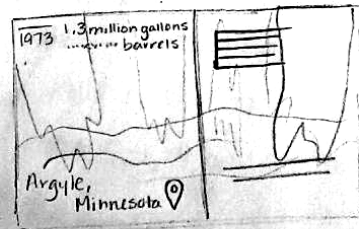


could the magazine only be spready?
foldout with aftermath hidden
2010 Kalamazoo River
full page photo? → no, they're
portrait



bullet point?

2 single one double?



This is Enbridge's Accountability:
Disaster After Disaster

this is your water



when Enbridge
is done with it

overflow?

Sketches

ENBRIDGE HAS
SPILLED MORE THAN
5 MILLION GALLONS
IN THE LAST 48 YEARS

How is this not enough?
@enbridge

adjust
brief!

2021 - 1973 = 48
2018 - 1973 = 40

written in oil?
written out of oil
black + white?

buy ad

green?
orange?
red?

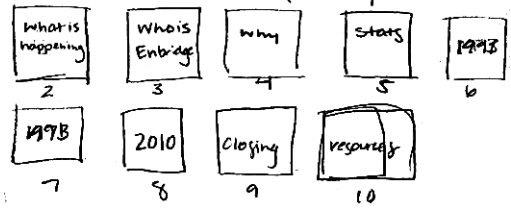
enbridge workers have
been in S.A. cases/rings
2 have died in incidents

type pairing
Urbane
Neuzeit
Grotesk

title

Enbridge
is the largest
company
that would
have a pipeline
following pipe

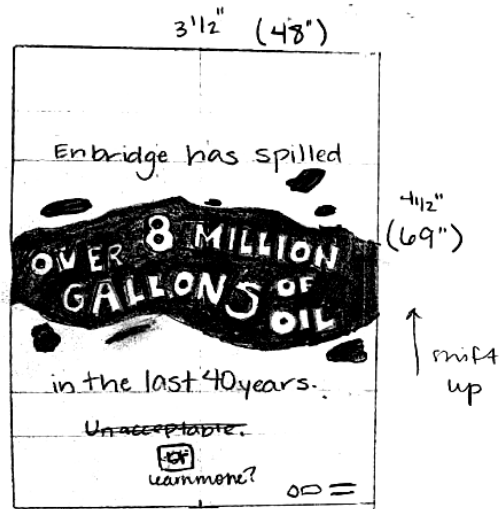
instagram infographics
10 slides 1080px x 1080px



recent studies have shown that
carousel posts w/ 10 slides have
the most engagement

Sketches

Bus Stop Shelter ady 48" x 69" | 4' x 5.75' | 1/2 2 x 2.875 | 1 x 1.4375
 1/2 24' x 34.5 | 1/4 12 x 17.25 oh my god what is thumbsize???



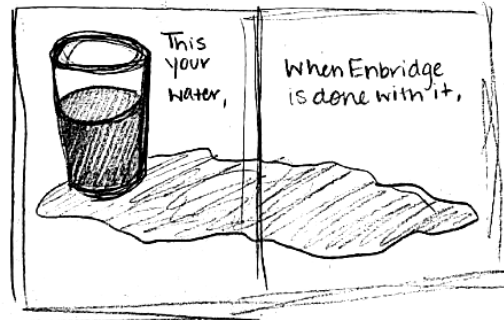
4081is enough.org
 quick idea: 8401stopoil.org
 made up site 4081 stopoil.org
 nomore enbridgeoil.org
 Stop enbridgeoil.org

Stop oil spills

keep emphasizing 8 million gallons

remove

40 years
 8 milli spilled
 1 company



digital process

Magazine Spreads

The three spreads are based off of the first spread. During the digital process, I began with one spread and then I was going to base the rest of the spreads off of that first spread.

Here is the first round with content.



1991: Grand Rapids, MN
1973: Argyle, MN
2010: Marshall, MI

4 million gallons of crude oil. Spilled.

What you can do:

- Find out if a pipeline goes through your state.
- Contact your local officials – Congress, General Assembly, Governor, and state departments. Write a letter. Tell them to demand that crude oil is not pumped through your state, especially if the company is Enbridge.
- Be heard. Sign petitions, write letters, speak with your money. Protest the pipeline.
- Donate money to local and national organizations in the fight against Enbridge and their pipelines. No more big oil.
- Do your research.

These are Enbridge's biggest failures. The top three largest land oil spills in United States history.

Committed by a Canadian company who mostly service the midwest region, Canada, and foreign markets. In the past 40 years, over eight million gallons have spilled.

Let's get rid of foreign big oil companies who cause millions in oil clean-up, destruction of watersheds, and who only care about money.

**40 years.
8 million gallons spilled.
1 company.**

Spilled by a Canadian company who mostly services the U.S. midwest region, Canada, and foreign markets. In the past 40 years, over eight million gallons have spilled. Their name is Enbridge.

Let's hold them accountable.

Here's what you can do:

- Find out if a pipeline goes through your state.
- Contact your local officials. Write a letter. Tell them to demand that crude oil is not pumped through your state, especially if the company is Enbridge.
- Be heard. Sign petitions, speak with your money. Protest the pipeline.
- Donate money to local and national organizations in the fight against Enbridge and their pipelines. No more big oil.
- Do your research.



47 years.
9.5 million gallons
of oil spilled.
1 company responsible.

All this oil was spilled by one Canadian company serving the U.S. Midwest Region, Canada, and many other foreign markets. Their name is Enbridge, and we need to hold them accountable.

For more information on how you can help clean up this mess please visit us at enbridge.org

enbridge
SUSTAINABLE
ENERGY **HONOR
EARTH**

47 years.
226,190 barrels
of oil spilled.
1 company responsible.

All this oil was spilled by one Canadian company serving the U.S. Midwest Region, Canada, and many other foreign markets. Their name is Enbridge, and we need to hold them accountable.

For more information on how you can help clean up this mess please visit us at enbridge.org

enbridge
SUSTAINABLE
ENERGY **HONOR
EARTH**

47 years.
9.5 million gallons
of oil spilled.
1 company responsible.

All this oil was spilled by one Canadian company serving the U.S. Midwest Region, Canada, and many other foreign markets. Their name is Enbridge, and we need to hold them accountable.

For more information on how you can help clean up this mess please visit us at enbridge.org and honorourth.org

enbridge
SUSTAINABLE
ENERGY **HONOR
EARTH**

47 years.
228,554 barrels
of oil spilled.
1 company responsible.

All this oil was spilled by one Canadian company servicing the U.S. Midwest Region, Canada, and many other foreign markets. Their name is **Enbridge**, and we need to hold them accountable. Since this is how they like to serve their water. For more information on how you can help clean up this mess please visit us at stopitall.org.

STOP IT ALL **ENBRIDGE** **HONOR PARTN**

47 years. 927 leaks.
1 company responsible.

All this oil was spilled by one Canadian company servicing the U.S. Midwest Region, Canada, and many other foreign markets. Their name is **Enbridge**, and we need to hold them accountable. For more information on how you can give Enbridge a hand to clean up the mess, please visit us at stopitall.org and enbridge.org.

STOP IT ALL **ENBRIDGE** **HONOR PARTN**

47 years.
9.5 million gallons
of oil spilled.
1 company responsible.

All this oil was spilled by one Canadian company servicing the U.S. Midwest Region, Canada, and many other foreign markets. Their name is **Enbridge**, and we need to hold them accountable. For more information on how you can help clean up this mess please visit us at stopitall.org.

STOP IT ALL **ENBRIDGE** **HONOR PARTN**

Poster

round 1



round 2



**Enbridge is
the last company
that should ever be
building pipeline.
Ever.**

Enbridge is responsible for the three largest crude oil land spills in U.S. history. Line 3, which was replaced in 1991, spilled 1.3 million US gallons in 1973. In 2010, Line 6B spilled 1.1 million gallons of oil into the Kalamazoo River in Marshall, Michigan. In the past 20 years, their pipelines have spilled over eight million gallons on the



round 3



**Enbridge is
the last company
that should ever be
building a pipeline.
Ever.**

Enbridge is responsible for the three largest crude oil land spills in U.S. history: 1978, Minnesota, 1.3 million gallons. 1991, Minnesota, 1.7 million gallons. 2010, Michigan, one million gallons. In the past four decades, they have spilled over eight million gallons. Let's hold them accountable.

STOP ACTING
STOP LINE 3
STOP ENBRIDGE

**HONOR
EARTH**

round 4



**Enbridge is
the last company
that should ever be
building a pipeline.
Ever.**

Enbridge is responsible for the three largest crude oil land spills in U.S. history.

1975, Minnesota, 1.3 million gallons. 1991, Minnesota, 1.7 million gallons.

2010, Michigan, one million gallons. In the past four decades, they have spilled
over eight million gallons. Let's hold them accountable.



round 5



**Enbridge is
the last company
that should be
building a pipeline.
Ever.**

Enbridge is responsible for the three largest crude oil land spills in U.S. history.
1973, Minnesota, 1.3 million gallons. 1991, Minnesota, 1.7 million gallons.
2010, Michigan, one million gallons. In the past 47 years, they have spilled
over nine million gallons. Let's hold them accountable.

TAKE ACTION
STOP LINE 3
STOP ENBRIDGE

**HONOR
EARTH**

Bus Shelter Ad

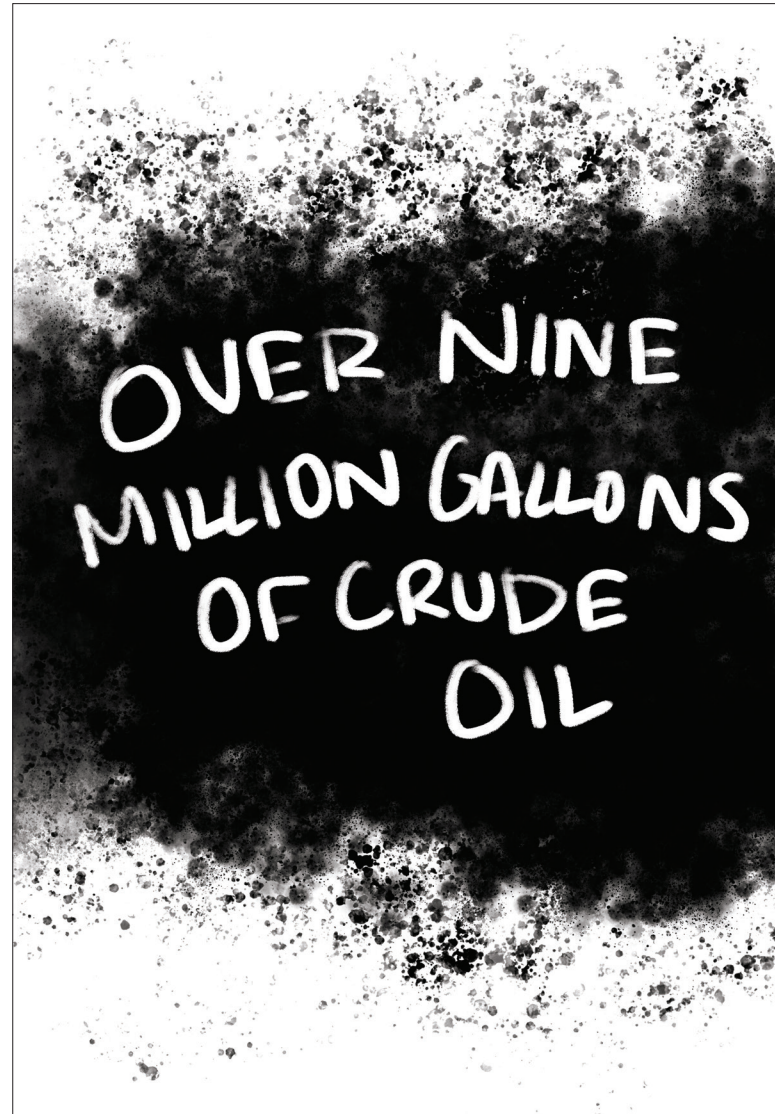
round 1

Enbridge has spilled

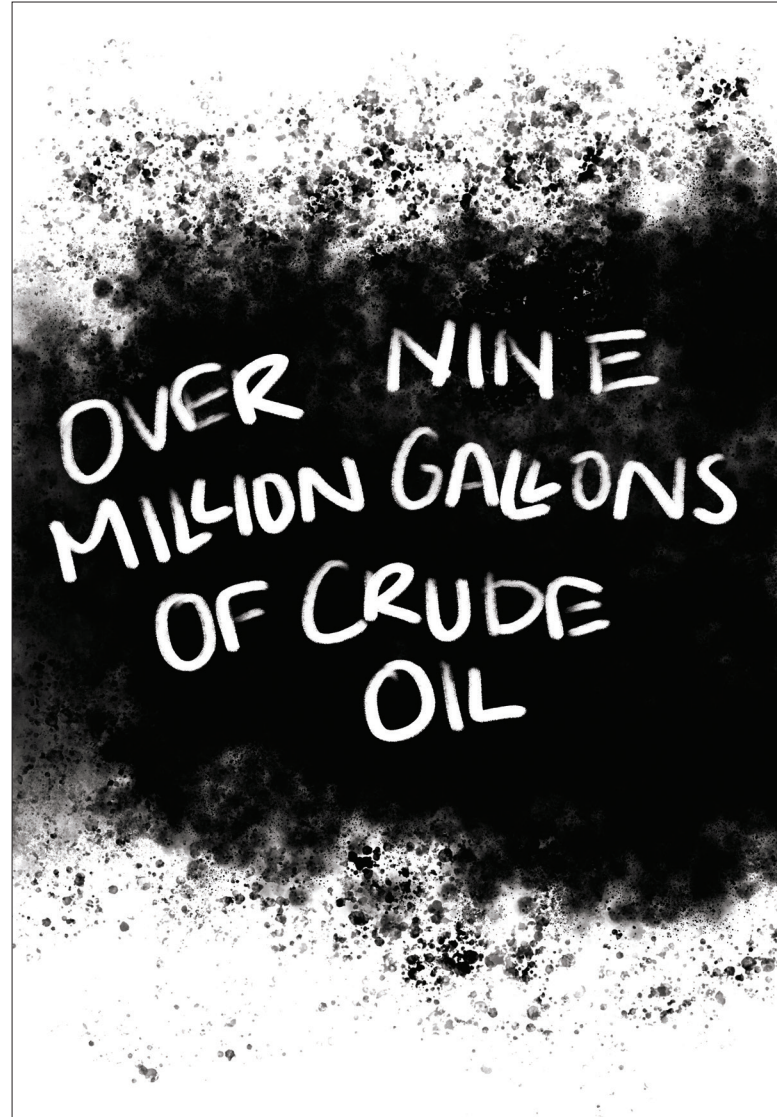


in the last 40 years.

round 2



round 3






round 4

Enbridge has spilled

OVER NINE
MILLION GALLONS
OF CRUDE OIL

in the last **47 years.**

All spills are reported by one Canadian company serving the U.S. Midwest
Midwest, Canada and some other regional markets.
Not all of Enbridge's oil and gas assets are in the U.S.
For more information on how you can join Enbridge's fight to clean up the
mess, please visit us at www.enbridge.com/clean

Instagram Slides

round 1

**Line 3 is operational.
Enbridge got what they
wanted – here's why
we should never allow
them another.**

round 2

Enbridge is responsible for the largest land oil spills in US history.

Why are they still in operation in the US?

What's happening?

In 1968, Enbridge (Interprovincial Pipeline Company) built Line 3 in Minnesota through Native lands, likely with already corroded pipes from leaving them in the elements for over six months, before construction. From the 1970s to 1991, it suffered 24 leaks due to the same seam failure and 16 "large oil spills" which resulted in four million gallons spilled. It's been estimated that Line 3 is responsible for 5.7 million gallons spilled from 1971-1992 by the Minnesota Pollution Control Agency. A revised route was proposed in 2014 and it became operational on October 2nd, 2021 despite litigation and massive protests from indigenous communities and their allies. It transports tar sands and crude oil, the dirtiest oil that can be transported and used.

Enbridge is responsible for the largest land oil spills in US history.

Why are they still in operation in the US?

What's happening?

In 1984, Enbridge (Interprovincial Pipeline Company) built Line 2 in Minnesota through Minn...
In 1991, Enbridge's 17 million gallons spill was the largest land oil spill in US history...

Who is Enbridge?

Enbridge Energy Services is an American energy services company. It is a subsidiary of Enbridge Energy Partners...
Enbridge Energy Services is a Canadian company and one of Canada's largest companies...

Why is this a problem?

Enbridge is not a good company. They shouldn't be building pipelines in the United States or even Canada...
Enbridge has had 163 spills in 2019 according to their 2019 safety report...

Some quick history and facts:

From 1912 to 2012, Enbridge has spilled about 479,000,000 gallons or about 238,000 barrels...
Enbridge is responsible for the three largest land oil spills in US history...

1991: Largest land oil spill

In March 10, 1991, Line 2 ruptured near Three Forks, Minnesota in the morning. A geyser was...
In 1991, 17 million gallons of oil were spilled. Enbridge never had a spill that large again...

1973: Second largest land oil spill

There is not much information about the 1973 spill from Line 2. It did not occur until the...
Enbridge Energy Services is a Canadian company and one of Canada's largest companies...

2010: Third largest land oil spill

In 2010, Enbridge had 163 spills in 2019 according to their 2019 safety report...
Enbridge Energy Services is a Canadian company and one of Canada's largest companies...

Thoughts to leave with

Enbridge is not a good company. They shouldn't be building pipelines in the United States or even Canada...
Enbridge Energy Services is a Canadian company and one of Canada's largest companies...

Resources + Organizations

Enbridge Energy Services is a Canadian company and one of Canada's largest companies...
Enbridge Energy Services is a Canadian company and one of Canada's largest companies...

round 4

Enbridge is responsible for the largest land oil spills in US history.

Why are they still in operation in the US?



**47 years.
9.5 million gallons of oil spilled.**
1 company responsible.

Enbridge.



Enbridge is a Canadian power company who primarily deals in crude oil and natural gas pipelines. They are the reason for the three largest land oil spills in U.S. history.



Enbridge is responsible for the largest land oil spills in U.S. history.

Why are they still in operation in the U.S.?

47 years. 9.5 million gallons of oil spilled. 1 company responsible.

Enbridge.

Enbridge is a Canadian pipeline company who primarily deals in crude oil and natural gas pipelines. They are the reason for the three largest land oil spills in U.S. history.

The three spills equal four million gallons of crude oil spilled altogether.

In the past 47 years, they have had at least 927 leaks on their pipelines. These leaks and spills negatively affect indigenous communities. It's a question of when, not if, the next spill will happen.

The spills and construction often destroy wild rice fields and hunting grounds. These lands are protected by treaties with Native tribes.

The Polaris Institute found that from 1991-2010 there were 804 leaks from Enbridge.

In 1973, Line 3 spilled 1.3 million gallons near Argyle, Minnesota. That is everything known about this crude oil spill. There is little information about it available.

This spill is only ever seen when listed with the other largest spills. Research so far only says how much was spilled and where it happened.

In 1991, Line 3 spilled 1.7 million gallons into the Prairie River. The Mississippi River was two miles downstream and was saved by frozen water. Operators violated policies during the spill.

Enbridge operators shut the line down 71 minutes after they finally noticed the change in oil pressure at a quarter past noon. The spill happened earlier in the morning.

In 2010, Line 6B ruptured, spilling one million gallons into the Kalamazoo River near Marshall, Michigan. Clean-up took five years. Line 6B has been replaced in its entirety and is named Line 78 now.

In 2021, Gov. Whitmer issued a shut down order by May 12, 2021 to Enbridge's Line 5 which lies under the Straits of Mackinac. It has been operating illegally for over 150 days.

Currently, there are protests against the Line 3 Replacement Project in Minnesota. Enbridge replaced the existing 34-inch wide pipe from the 60s, with a new pipe 36 inches wide.

It can now pump much more oil than it did before. It has been renamed as Line 93, so it was never a replacement. It became fully operational in October 2021 despite years of protest.

Much of this information is from Stop Line 3, Honor the Earth, and other organizations dedicated to stopping Enbridge pipelines. Information about recent spills and leaks are from their Community Safety Reports.

These reports are not easily found on their website. Past reports are found by searching for them individually. The information also seems to contradict each other with different spill totals.

Take the time to read about Enbridge and their pipeline tragedies from these organizations: Stop Line 3, Honor the Earth, Line 9 Communities, Oil & Water Don't Mix, FLOW, and MN350. Do your research.

Don't let your home be the next headline for a crude oil disaster.

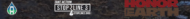
mock-ups

Poster



Enbridge is
the last company
that should be
building a pipeline.
Ever.

Enbridge is the world's largest pipeline operator. We have 114,000 miles of pipeline in 11 countries. 100% of our pipeline is made of steel. 100% of our pipeline is made of steel. 100% of our pipeline is made of steel. In the next 10 years, they have built over 100 miles of pipeline. Let's build them together.



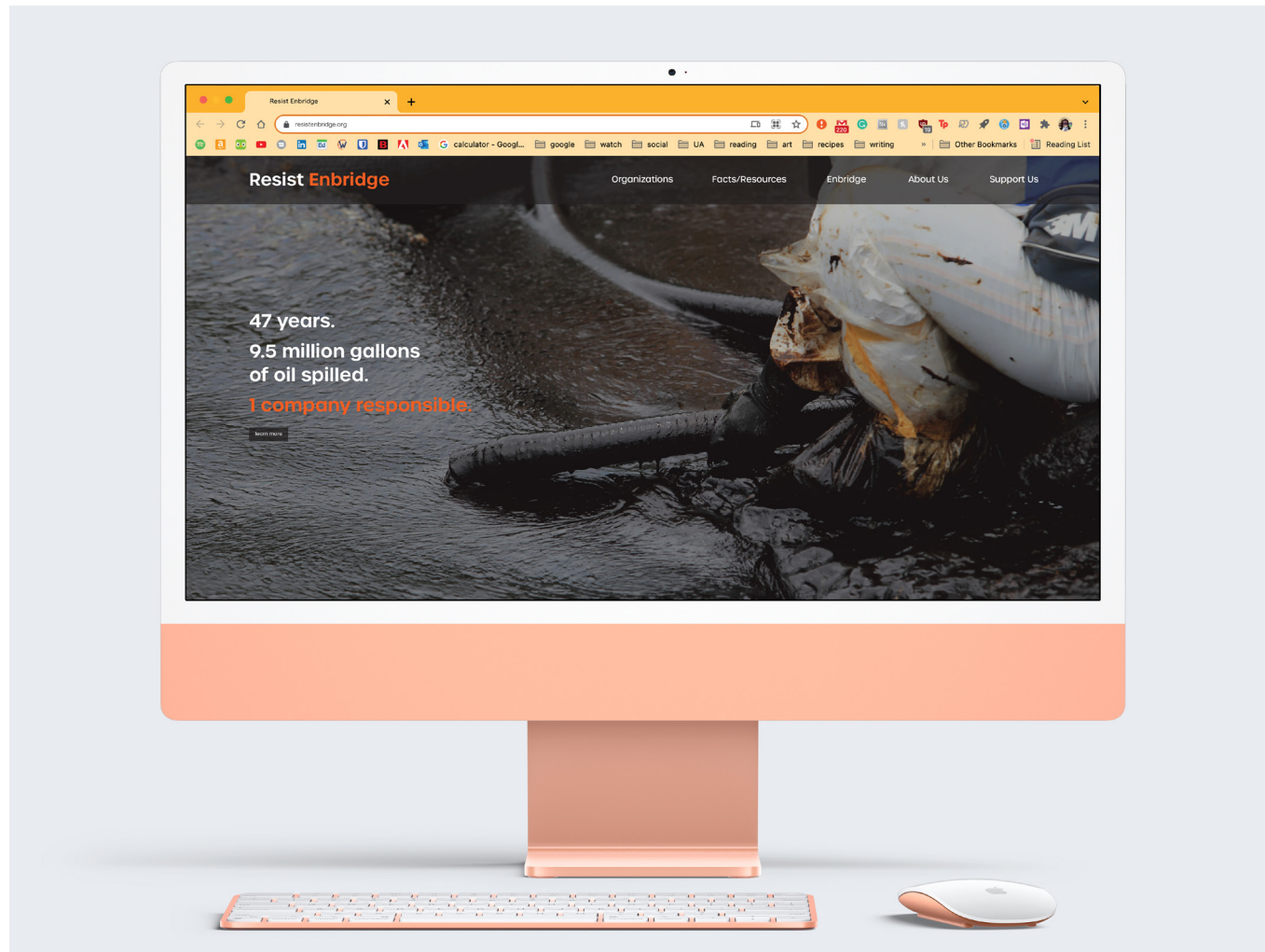
Magazine Spreads



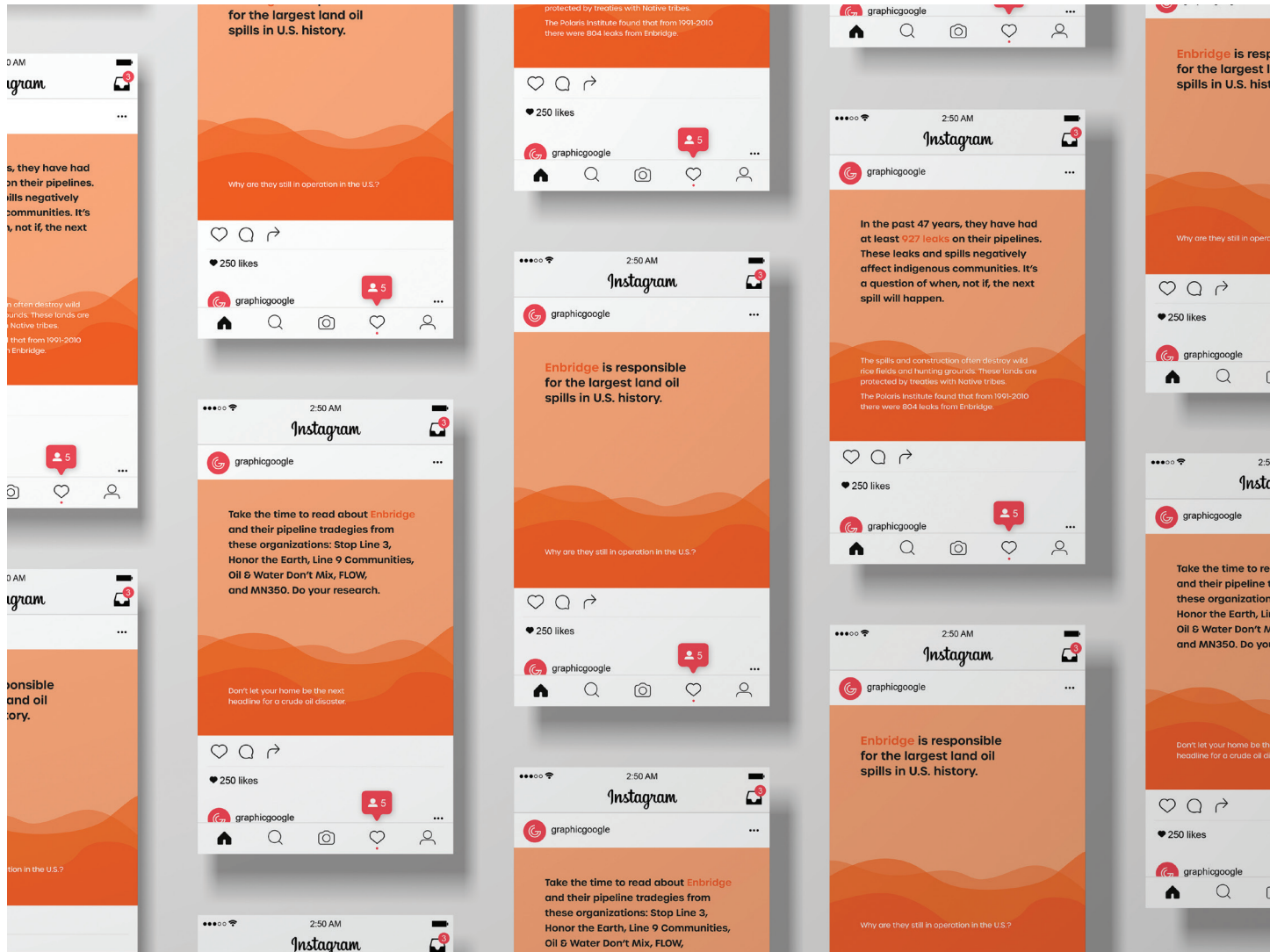
Bus Shelter (Transportation Ad)



Website Landing Page



Instagram Slides



final flat designs

Poster



Enbridge is
the last company
that should be
building a pipeline.

Ever.

Enbridge is responsible for the three largest crude oil land spills in U.S. history.
1973, Minnesota, 1.3 million gallons. 1991, Minnesota, 1.7 million gallons.
2010, Michigan, one million gallons. In the past 47 years, they have spilled
over nine million gallons. Let's hold them accountable.



Magazine Spreads



47 years.

228,554 barrels
of oil spilled.

1 company responsible.

All this oil was spilled by one Canadian company servicing the U.S. Midwest Region, Canada, and many other foreign markets.

Their name is **Enbridge**, and we need to hold them accountable. Since this is how they like to flavor their water.

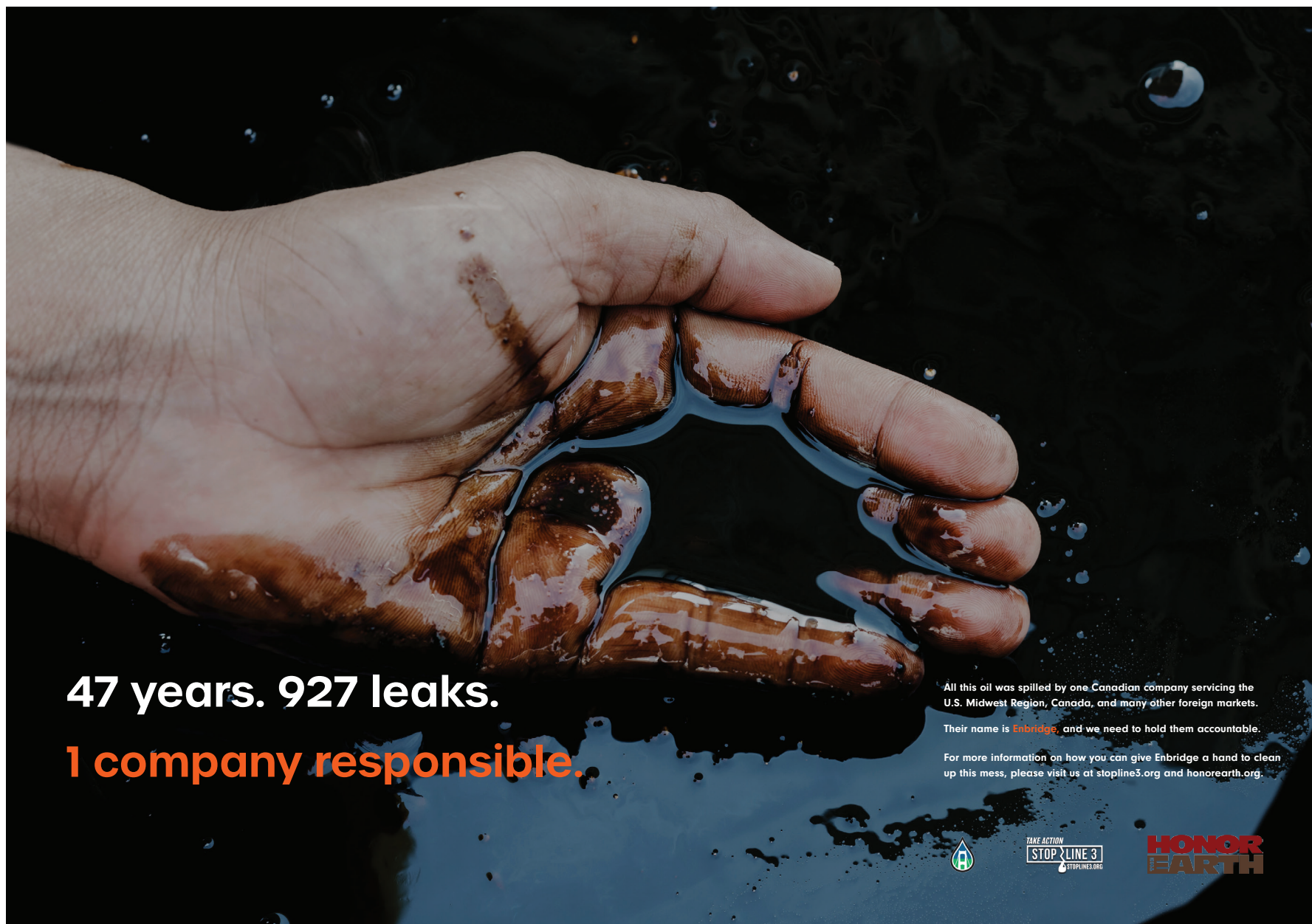
For more information on how you can help clean up this mess please visit us at stopline3.org.



TAKE ACTION
STOP LINE 3
STOPLINE3.ORG

HONOR
THE EARTH




Magazine Spreads



47 years. 927 leaks.
1 company responsible.

All this oil was spilled by one Canadian company servicing the U.S. Midwest Region, Canada, and many other foreign markets. Their name is **Enbridge**, and we need to hold them accountable.

For more information on how you can give Enbridge a hand to clean up this mess, please visit us at stopline3.org and honorearth.org.

Magazine Spreads



47 years.

9.5 million gallons
of oil spilled.

1 company responsible.

All this oil was spilled by one Canadian company servicing the U.S. Midwest Region, Canada, and many other foreign markets.

Their name is **Enbridge**, and we need to hold them accountable.

For more information on how you can help clean up this mess please visit us at stopline3.org.



TAKE ACTION
STOP LINE 3
STOPLINE3.ORG

**HONOR
EARTH**

Bus Shelter (Transportation Ad)

Enbridge has spilled

OVER NINE
MILLION GALLONS
OF CRUDE OIL

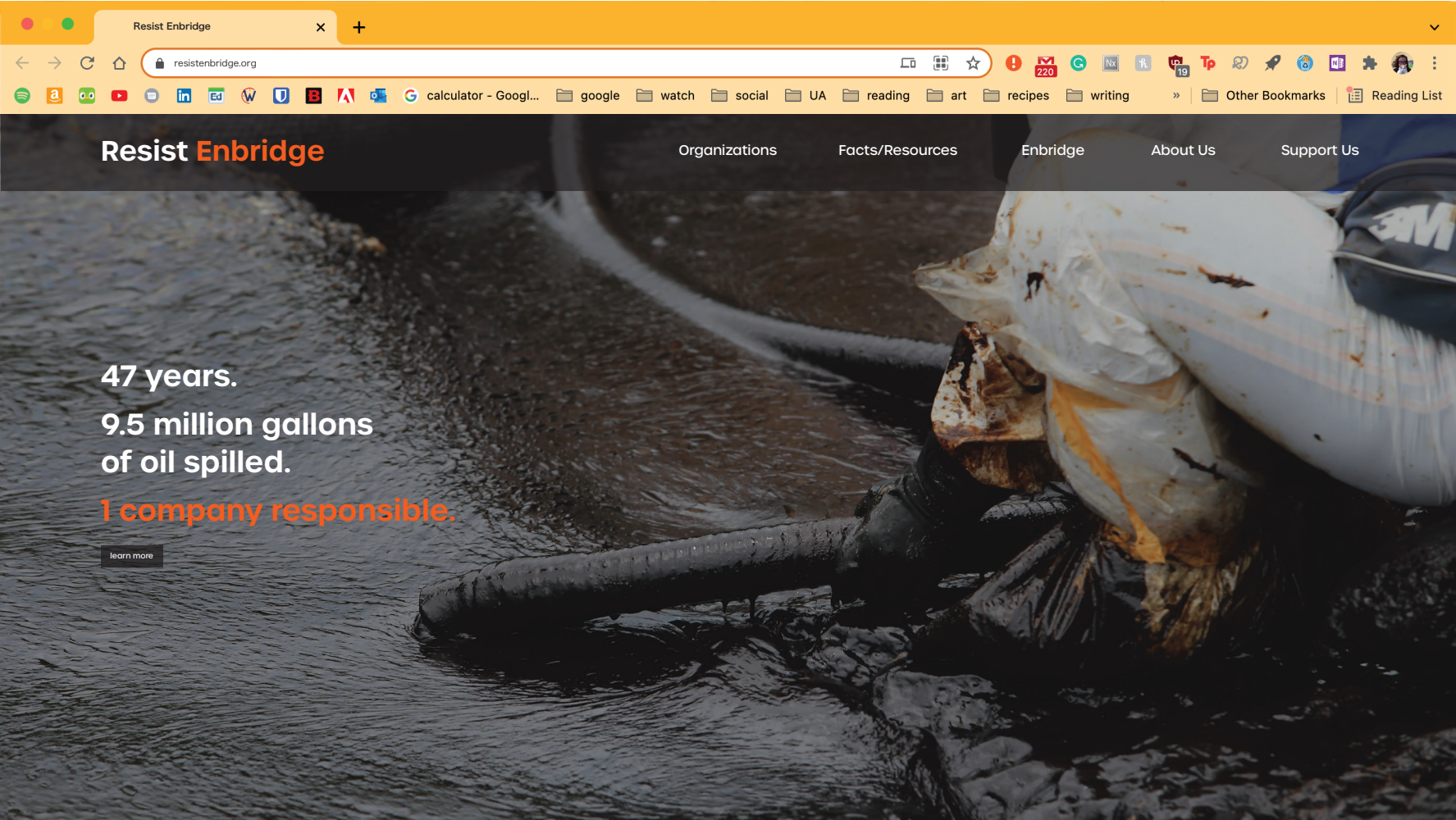
in the last **47 years.**

All figures are subject to audit. Environmental damage occurring in the United States, Canada, and Alaska under Enbridge's control. This figure is Enbridge's total oil spill volume. For more information on how you can give Enbridge a hand to clean up the mess, please visit us at enbridge.com and enbridge.ca.

THE CANADIAN ENERGY COMPANY

HONOR EARTH

Website Landing Page



Instagram Slides

Enbridge is responsible
for the largest land oil
spills in U.S. history.

Why are they still in operation in the U.S.?

Instagram Slides

47 years.
9.5 million gallons
of oil spilled.
1 company responsible.

Enbridge.

Instagram Slides

Enbridge is a Canadian pipeline company who primarily deals in crude oil and natural gas pipelines. They are the reason for the three largest land oil spills in U.S. history.

The three spills equal four million gallons of crude oil spilled altogether.

Instagram Slides

In the past 47 years, they have had at least **927 leaks** on their pipelines. These leaks and spills negatively affect indigenous communities. It's a question of when, not if, the next spill will happen.

The spills and construction often destroy wild rice fields and hunting grounds. These lands are protected by treaties with Native tribes.

The Polaris Institute found that from 1991-2010 there were 804 leaks from Enbridge.

Instagram Slides

In 1973, Line 3 spilled **1.3 million gallons** near Argyle, Minnesota. That is everything known about this crude oil spill. There is little information about it available.

This spill is only ever seen when listed with the other largest spills. Research so far only says how much was spilled and where it happened.

Instagram Slides

In 1991, Line 3 spilled 1.7 million gallons into the Prairie River. The Mississippi River was two miles downstream and was saved by frozen water. Operators violated policies during the spill.

Enbridge operators shut the line down 71 minutes after they finally noticed the change in oil pressure at a quarter past noon. The spill happened earlier in the morning.

Instagram Slides

In 2010, Line 6B ruptured, spilling **one million gallons** into the Kalamazoo River near Marshall, Michigan. Clean-up took five years. Line 6B has been replaced in its entirety and is named Line 78 now.

In 2021, Gov. Whitmer issued a shut down order by May 12, 2021 to Enbridge's Line 5 which lies under the Straits of Mackinac. It has been operating illegally for over 150 days.

Instagram Slides

Currently, there are protests against the Line 3 Replacement Project in Minnesota. Enbridge replaced the existing 34-inch wide pipe from the 60s, with a new pipe 36 inches wide.

It can now pump much more oil than it did before. It has been renamed as Line 93, so it was never a replacement. It became fully operational in October 2021 despite years of protest.

Instagram Slides

Much of this information is from Stop Line 3, Honor the Earth, and other organizations dedicated to stopping **Enbridge pipelines. Information about recent spills and leaks are from their **Community Safety Reports**.**

These reports are not easily found on their website. Past reports are found by searching for them individually. The information also seems to contradict each other with different spill totals.

Instagram Slides

Take the time to read about **Enbridge** and their pipeline tragedies from these organizations: **Stop Line 3**, **Honor the Earth**, **Line 9 Communities**, **Oil & Water Don't Mix**, **FLOW**, and **MN350**. Do your research.

Don't let your home be the next headline for a crude oil disaster.

