The Solution:
How **Divestment** Can Help End the Genocide in Darfur

Divest for Darfur
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Divestment Actions

Investors

State pension funds, universities, mutual funds, organizations, businesses, investment firms, and individual investors are urged to divest.

Impact on Investors:
- Reputation Suffers Because of Links to Highest Offenders
- Share Price Declines
- Political Costs
- Guilt / Employee Morale

Action:
Sell shares in Highest Offenders

Pressure

Highest Offenders

Pressure on the highest offending companies that help fund the genocide.

Impact on Companies:
- Share Price Declines
- Reputation Suffers
- Decrease Revenues
- Affects Executive Benefits
- Future IPO Price Lowered

Actions:
- Company Changes Behavior
- Company Pressures Sudan to Change
- Company Lobbies Its Own Government to Change
- Company Leaves Sudan

Pressure

Government of Sudan

Less Funding for the Military

Financial and Political Incentives to Stop the Genocide in Darfur.

DARFUR Region

Pressure for Peace and Security for the People of Darfur