



STOP AM 171

OATLY CAMPAIGN TOOLKIT

Oatly campaign site:

oatly.com/stopAM171

Focus Groups Films:

[Are You Stupid? Focus Groups](#)

Infomercial Film:

[A Quick & Colorful Guide to AM 171](#)

Giphy GIFs:

[Stop AM 171 GIFs](#)

Addition text to your email signature:

Sometime soon the EU Council of Ministers will vote on amendment 171, calling for heavy restrictions on plant-based food. Please help us stop the madness by [signing the petition.](#)

Hashtags:

#StopAM171

#StopPlantbasedCensorship

If sharing our material, we're very happy if you want to tag us. Instagram, Facebook and Twitter handle: @oatly