"Then it shall come to pass that the earth
and the mountains will shake so violently that
trees will be torn up by the roots...
the sea rushes over the earth, for the midgard
serpent writhes in giant rage and seeks to gain the land."
- Viking legend from the Prose Edda

BRITISH PETROLEUM:
THE WOLF THAT WILL EAT THE SUN?

The Vikings believed that Ragnarok, the end of the world, would see a **rising of the oceans** and a great burning of the earth.

BP's business plan relies on such a future. BP admits that continuing to extract and burn oil will lead to **disastrous climate change**, but according to its own annual report it is hoping to keep on digging up and selling the stuff until we've passed the point of no return.

BP: BUSILY PILLAGING

Oil companies like BP are **lobbying against environmental laws** and blocking clean energy alternatives all over the world, to allow them to **keep on looting and pillaging** the Earth's natural resources. Experts tell us that with renewable energy we could power the world without fossil fuels – but that would mean less profit for the likes of BP.

A HISTORY OF VIOLENCE

BP isn't afraid to get its hands dirty. It has been accused of **trampling over Indigenous rights** in Canada, failing to properly compensate the victims of its huge Gulf Coast oil spill and **colluding with oppressive regimes** from Indonesia to Colombia. Despite the Deepwater Horizon tragedy BP is pushing to **drill in ever-more risky and polluting places**, from deep offshore rigs to tar sands to the Arctic.

TRICKSTER GODS

It's deeply ironic that this **modern-day plunderer** is sponsoring the Vikings exhibition at the British Museum – and it's shameful that the Museum is letting BP get away with it. By providing a **tiny percentage (less than 1%) of the annual income** of institutions like the British Museum, BP gets a huge amount of **positive publicity** in return, helping it to present itself as a responsible member of society rather than the oily berserker it really is.



BP IS ONLY SPONSORING OUR HISTORY TO HELP IT GET AWAY WITH DESTROYING OUR FUTURE.

Help remove the taint of destruction from our national treasures.
Tell the British Museum to end its sponsorship deal with BP!

Sign the petition at www.bp-or-not-bp.org/vikings
Tweet your thoughts @BritishMuseum, using the hashtag #VikingsLive
Email them on feedback@britishmuseum.org

Follow our future adventures!
The Reclaim Shakespeare Company formed in 2012 to challenge BP's sponsorship of the World Shakespeare Festival. We now carry out surprise performances at a variety of oil-sponsored institutions. Find out more at www.bp-or-not-bp.org.

@ReclaimOurBard

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Part of the Art Not Oil Collective
www.artnotoil.org.uk