CORPORATE RISK FROM ACTIVISTS AND EXTREMIST GROUPS

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OVERVIEW

• Who are these groups?
• What motivates them?
• How are they organized?
• What are their capabilities and tactics?
• How do they gather and disseminate information?
• How do corporations mitigate risk?
U.S. CONSTITUTION

The First Amendment

“Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press, or of the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.”
ACTIVISTS GROUPS

• Social Justice
• Hacktivists
• Anarchists
• Single Issue Extremists
  • Animal Rights / Environmental
  • Anti-corporate / Corporate Responsibility
  • Anti-GMO
  • Access to medicines
  • Pro-life
  • Anti-stem cell
  • Anti-vaccine

Source: crimethinc.com  Pittsburgh G-20 Protests, 2009
ACTIVIST MOTIVATIONS

- Ideology
- Perception of injustice
- Sense of purpose
- Career
- Media attention
- Rebellion
- Groupthink

Source: Reuters.com  Pittsburgh G-20 Protests, 2009
LEADERLESS RESISTANCE

- Self-radicalized through the internet
- Dissatisfied and frustrated with lack of progress
- Advocate for more forceful action
- Isolated from others
  - Limits capabilities
  - Increased extremism
### INTERNATIONAL TERRORISM V. EXTREMISM

<table>
<thead>
<tr>
<th>International Terrorism</th>
<th>Activist Groups / Extremist Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target general population</td>
<td>Specific intended target</td>
</tr>
<tr>
<td>Mass casualties intended</td>
<td>Avoid methods that may result in death or collateral damage</td>
</tr>
<tr>
<td>Willing to be jailed or killed for cause</td>
<td>Want to escape without being captured</td>
</tr>
<tr>
<td>Will confront security forces</td>
<td>Seek to avoid detection</td>
</tr>
<tr>
<td>Funding allows for sophisticated methods</td>
<td>Limited funding, resources and capabilities</td>
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</tbody>
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TIERS OF ACTIVISM

Underground Extremism

Grassroots Collectives

Mainstream Activism

More Extremist Tactics

More Supporters
TIER 1: MAINSTREAM ACTIVISM

• Large membership and big money
• Celebrity endorsement
• Attempting to influence public opinion
• Attempting to change laws / regulations
• Set agenda and provide material support for rest of movements
TIER 2: GRASSROOTS COLLECTIVES

- Organized locally
- Operate with little resources but have little overhead expenses
- Civil disobedience
- Larger crowds subject to groupthink
TIER 3: UNDERGROUND EXTREMISM

- Criminal activity ("Direct Action")
- Anonymous
- Small cells
- Use of IED’s and IID’s
- Very small % of activists
SYMBOLISM
GUY FAWKES MASK

Knowledge Is Free.
We Are Anonymous.
We Are Legion.

We Do Not Forgive.
We Do Not Forget.
Expect Us.

THE CORRUPT
FEAR US.

THE HONEST
SUPPORT US.
THE HEROIC
JOIN US.
NETWAR

A form of low-intensity conflict that is waged by netizens, or people on the Internet, which include criminal organizations, transnational terrorists, social movement groups and activist groups. The war is waged through decentralized and flexible network structures.

- Technopedia
SOCIAL NETWAR

• Loosely connected networks move against a target
• Communicate, coordinate, and share intelligence
• Goal oriented
• Demonize target
• No central control or formal hierarchy
• Local autonomous initiatives
TACTICS

Legal

• Lobbying
• Protests
• Marches
• Street Theater
• Petitions
• Media Actions
• Shareholder Resolutions
• Infiltration

Illegal

• Office Takeovers
• Meeting Disruptions
• Banner Drops
• Vandalism
• Cyber Attacks
• Arson/Bombings
• Product Contamination Claims
• Grave Robbery
SLEEPING DRAGONS

Source: robertscribbler.com

Source: Medium.com

Source: pittsburgh.indymedia.org

Source: metro.us

Source: seandeckert.blogspot.com

Source: oldsaukriver.blogspot.com
TERTIARY TARGETING

- Customers
- Vendors/Suppliers
- Board Members
- Affiliated Companies
- Investors
- Financial Pillars
TARGET RESEARCH

- Websites
- Social media
- Public records
- Trash pulls
- Political contributions
- Surveillance
- Social engineering / Phishing
ANIMAL RIGHTS RELATED DIRECT ACTION (2012-2016)

1520 Total Incidents

Source: Information Network Assoc. Inc.
SERIOUS CRIMINAL ATTACKS

Vail, Colorado
October 19, 1998
Vail ski resort bombing

Lansing, Michigan
December 31, 1999
Michigan State University/Monsanto fire

St. Ives, United Kingdom
February 22, 2001
HLS Executive Assault

Emeryville, California
August, 2003
Shaklee and Chiron Bombing

Chur, Switzerland
July 27, 2009; August 3, 2009
Grave Robbery and Arson
Novartis CEO’s Family Targeted

Frankfurt, Germany
December 8, 2011
Letter bomb sent to Deutsche Bank's Josef Ackermann

Bristol, United Kingdom
2010-2014
Over 50 attacks including bombings in Bristol, UK area
A R S O N:

Fire is a tool. It can be your friend if you respect its power or your foe if you don’t. Nothing does the amount of damage that fire can (try doing a million dollars damage to a lab with only hand tools). But also, nothing else equals its potential for accidental injury and loss of life to both activist and bystander. Arson works. But those who use it make damn sure that no animal (humans included) will be inadvertently killed. Make sure that all buildings or vehicles are free from creatures before lighting one single match. Arson also has no statute of limitations. It is a serious crime. If you get caught you could spend the next several years in prison thinking about what went wrong. Be sure that you follow all security precautions rigorously. Tell no one and leave absolutely no evidence! With all that said and done, here’s how to build a simple incendiary device that can be used for burning both buildings and vehicles.

Equipment and preparation
First you need gallon plastic milk jugs with screw on lids. One gallon purified water jugs work well also. Check local recycling stations for milk jugs, or buy water jugs if it’s easier. You will need to rinse out the jugs and let them dry. Make sure you wash off any finger prints. Purchase kerosene from a busy gas station (out of town if possible) using an approved gas container. Fill the jugs almost all the way, but leave an inch or so of space for flames to gather at the top so your jugs don’t leak. You will also need one spare, fuel filled jug for every four incendiaries.

You need one thick rectangular household sponge for each incendiary you will be using. Set them on their sides and punch two deep holes in each for the igniters.

For a dependable ignition delay, take a stick of incense and attach wooden matches to it near the stick end. Tie them on tight with string or use a few rubber bands. Make two for each incendiary plus a few extra.

Construction and ignition
The incendiary devices are transported in three separate pieces: the jugs, the sponges, and the timed igniters. One gallon milk jugs are perfect because they can easily be carried using their handles and they also hold a lot of fuel. Place an incendiary jug in the location you want it to burn and stuff a sponge through the handle of the plastic jug. Douse the whole area with kerosene from one of the extra jugs making sure to saturate the sponge. Light the timed igniters a safe distance from any fuel or incendiaries and then stick two incense timers into the prepunched holes in the fuel soaked sponge—one on either side of the handle.

When the incense burns down to the match heads, it will ignite them and they will in turn ignite the sponge which will melt the jug and finally ignite the fuel. Sound complicated? It really isn’t.

A very simple way to torch a car is just to spread a sheet over it and then pour flammable liquid on the sheet. Ignite it with a fireplace lighter or long stick so you don’t catch yourself on fire. This should only be used when you need to hit and run. Get away quick!

TIPS: Arson is a big time felony so wear gloves throughout the entire process and be very careful not to leave a single shred of evidence. A very important thing to check is that the heads of the matches on the incense delays are very, very close to the fuel soaked sponge. If you have too much of a gap the flame from the matches will not light the sponge and all your work will have been for nothing. If you need to, the incense igniters can be skipped and the sponges can be lit directly. Avoid working with gasoline. It’s too volatile. Always bring a few extra lighters in case one malfunctions. Be careful! No evidence!
CORPORATE RISK FROM ACTIVISTS AND EXTREMIST GROUPS

Source: earthfirstjournal.org
Source: facebook.com
CORPORATE RISK FROM ACTIVISTS AND EXTREMIST GROUPS

Source: Seattleweekly.com
Source: earthfirstjournal.org
POM WONDERFUL
Huntingdon Life Sciences

Huntingdon Life Sciences
East Millstone, NJ

Source: Huntingdon.com
HB GARY FEDERAL

Source: Forbes.com
MANAGING RISK - ACTIVIST GROUPS

• Identify potential activist groups and understand their methods, tactics, and capabilities.

• Identify organizational risks and vulnerabilities. Include risks into crisis management plans.

• Continuous monitoring and risk intelligence.

• Block activist websites / domains.

• Train employees on what to do/not do.
WHY TRAIN PERSONNEL?

CORPORATE RISK FROM ACTIVISTS AND EXTREMIST GROUPS
MANAGING RISK – ACTIVIST GROUPS

• Know state and local laws.
• Do not try and reason with them.
• Expect to be videotaped.
• Legal observers (green hats) may be present.
• Liaison with local authorities in advance.

Source: nlgmass.org Harvard University Protest
SUMMARY

• No company is exempt from activist pressure.

• The internet / social media allows for campaigns to be organized quickly.

• Individual employees, executives, board members, customers, suppliers, and their families may be targeted.

• Continuous awareness / business intelligence monitoring is critical.

• Never underestimate your opponent!
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