

# Messaging Packs

XRUK produces messaging packs which XR groups around the movement can use for their own comms

- [It's 2025 now what?](#)
- ["Rebel for Truth" Messaging Pack 2024](#)
- [War & Peace \(messaging connecting conflict & climate\)](#)

# It's 2025 now what?



## Key Messaging

This pack aims to help you and your groups to talk about 2025, backed by science and research, helping you stay on point, while giving you space to bring your own voice in as well.

We will be adding to this pack over time, so do check back in for new information.

## Key links

- Statement to the movement ([XRUK website](#))
- 2024 Was the First Year Above 1.5C of Global Warming – Here's How We Should Respond ([Byline Times article](#))

## What's the big deal about 2025?

In 2018, the XR co-founders, after much deliberation and conferring with leading scientists and other climate and environment experts, set the deadline by which the UK should reach net-zero carbon emissions for the year 2025. The science proved that we needed to rapidly decarbonise, there were already various blueprints from organisations proving it was possible, and for the sake

of those already impacted by climate change (almost entirely communities in the global south) it was the morally right thing to do.

As to HOW this was going to be done, XR's third demand is that people should decide this together. Everyday people, who are impacted by the changes, who are not influenced by lobbyists and money, who think long-term, and work together as a group to find solutions that work for everyone: a citizens' assembly.

Now it is 2025. And our demand has not been met.

## Don't sugar-coat the truth

There is no denying that we have reached a catastrophic state of impending collapse. The crisis has arrived on our doorstep sooner than anyone expected and it's only getting worse.

Pretending otherwise is not only untruthful but also unfair to those who are already severely impacted by environmental and societal collapse - whether in Greater Manchester from floods, California from wildfires, or Sudan from extreme drought induced famine.

Let's tell the truth, however uncomfortable it is.

## It's not too late

The narrative that "it's too late why bother" is a tactic used by the fossil fuel industry and the right wing media to normalise the climate and ecological crisis and to make the public feel there is no point doing anything anymore. It is not too late. Every fraction of a degree makes a difference.

## The emergency is here and now

The climate and ecological emergency is not something that will happen in the distant future in far off lands. It is happening here and now on our doorsteps.

If you need some examples, since the start of 2025 alone, we have seen extreme flooding all over the UK and beyond. Crops are set to fail because it is too wet, houses are becoming uninsurable because of flood risk. Extreme storms came back to back at the end of 2024, and each year is confirmed the hottest year on record year after year.

## What could have been

A visioning exercise...

Imagine what 2025 could have looked like if we had achieved our three demands. A world where ordinary people make decisions together, not based on profit and personal gain but on helping your fellow inhabitants of this earth.

Imagine how much worse it could have been if we didn't act, if XR never came to be. Who knows? Maybe the government still wouldn't have declared a climate emergency for example. We have achieved some incredible things over the last six years which have left a lasting impression. Let's celebrate those achievements, the big and the small because it could have been so much worse.

# Key Facts

Byline Times: [2024 Was the First Year Above 1.5C of Global Warming - Here's How We Should Respond](#)

This piece was written by the XRUK Press team in collaboration with many people from different circles. It contains some killer facts that will be useful for interviews, rebuttals, or even just conversations on the street during an action:

- 2024 was the first year that global average temperatures [exceeded 1.5°C](#) above pre-industrial levels according to the EU's [Copernicus Earth Observation Programme](#). In fact it's worse than that. It's 1.6°C.
- Every 0.1°C [places 100 million people](#) (or more) in unlivable temperatures.
- BUT this also means that any 0.1°C temperature increase we avoid, could save 100 million people.
- It will get worse faster: heating amplifies [feedback loops in the climate system](#), and as we move past 1.5°C we increasingly [cross tipping points](#). This means that things will not only get worse, but will get worse faster.
- A threshold could be passed where feedbacks uncontrollably tip the system into a [Hothouse Earth](#) scenario resulting in 4-5°C higher than pre-industrial levels and with sea level rise of 10-60m higher than today.
- Feedback loops are not yet fully integrated into climate models. Current emissions plans "might fall short in adequately limiting future warming," leading [climate scientists warned](#) in October.
- One explanation concerns recent regulations which have cut sulphur pollution in the shipping sector. Sulphur emissions had been masking the true rate of global warming, but have now been reduced. This is affecting cloud cover (and hence reflective capacity) in the northern hemisphere and tropics. [James Hansen has been talking about this for some time](#) and it is now getting wider traction.
- Yes, too late to stay within 1.5C - No, not not too late to prevent the worst outcomes: ["Avoiding every tenth of a degree of warming is critically important."](#)
- There is already evidence that that the cumulative effect of stronger policies around the world can make a difference: [Climate Action Tracker](#) estimates that, since the Paris

Agreement was signed in 2015, stronger national climate policies have brought their end of century temperature projected temperature rises down from 3.6°C to 2.7°C. Sadly, this ambition has stalled since COVID.

- Concerned citizens have to keep going but we also need to raise our game strategically.
- Only rapid action to phase out fossil fuel use can impact the trajectory we are on.

Examples of tipping points:

- Melting of the Greenland and West Antarctic ice sheets will catastrophically raise sea levels.
- The death of warm-water corals destroys a natural carbon sink.
- The melting of permafrost releases powerful greenhouse gasses.
- The breakdown of Atlantic ocean circulation changes how heat is distributed across the planet.

## Social Media

You can use the following link to download XRUK's social media posts from Canva or 'copy' and 'edit' the below Canva file as you wish:

[XRUK Social Media Post | It's 2025 Now What](#)

Alternatively you can share XRUK's posts on Twitter, Bluesky, Instagram, Facebook and TikTok:

### Handle

@XRebellionUk

### Hashtags

#HereAndNow

#NotTooLate

#ExtinctionRebellion

#TellTheTruth

## Press

We will be adding to this list, but here are some useful articles to help with the 2025 messaging:

- [2024 first year to pass 1.5C global warming limit](#), BBC, 10 January 2025.

Announcement of the Copernicus Institute's report, which should have made headlines, but of course didn't.

- **Extinction Rebellion: What do they want and is it realistic?**

The BBC's response to XR's 2025 demand back in 2019: The BBC, and all the other media, immediately picked XR up on the 2025 target, which they all said was unrealistic. The truth is, we never even tried. Imagine if we had tried, and it all would have achieved net zero a few years later. We would still be in a better position than we are now.

A useful quote from that article:

*"The honest answer about whether you can hit net zero by 2025 is that until you go for it, nobody knows if you'll get there," said Andrew Simms from the Rapid Transition Alliance, which promotes solutions to climate change that could transform the world over the next 12 years.*

"We tend to forget what can be achieved in really compressed periods of time when the whole of industry and the whole of government put their minds to it. It's like the speed with which we responded to the financial crisis in 2008."

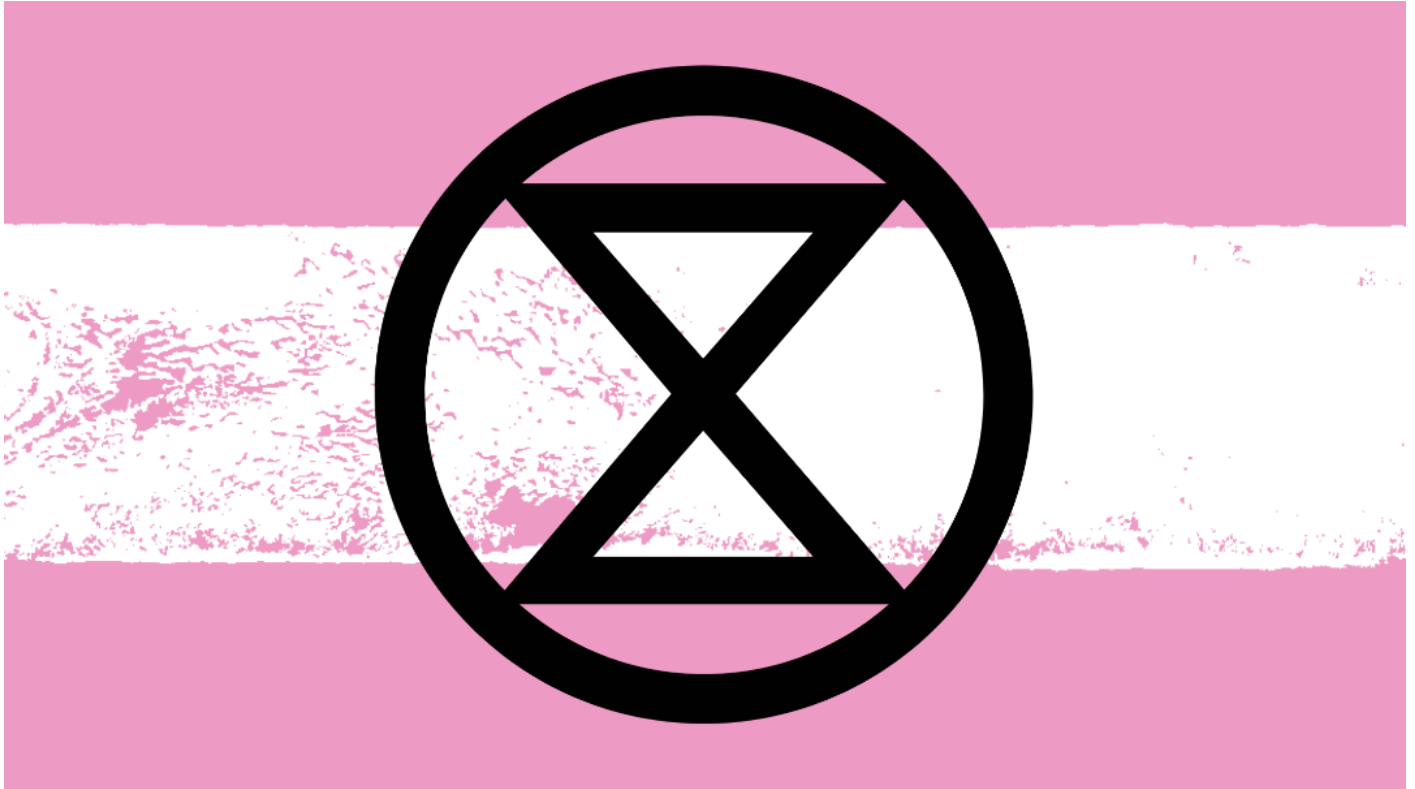
- **2050 is too late—we must drastically cut emissions much sooner**

In this article Tim Jackson, an ecologist and economist, talks about the practical and ethical reasons why a country like the UK should decarbonise much faster than some other countries due to its historical carbon emissions and responsibility for emissions elsewhere in the world.

- **Can we reach zero carbon by 2025?**

The Centre for Alternative Technology Charity (CAT) outlined plans that could have seen us reach net zero by 2025 (or roughly 2027). It is clear that the only thing that prevented that from happening was the political will. To be told rapid transition cannot be done is implying that is physically cannot be done - that is simply not true. If our government truly wanted to, we could have been there by now, or at least been well underway.

# "Rebel for Truth" Messaging Pack 2024



## Messaging Pack 2024

It's nearly 5 years since the [Declaration of Rebellion](#). Why are we still having to talk about this shit?

The Public Order Act has changed the landscape in which we are taking action. It is intended to make people feel powerless - but we aren't. They want people to forget the **change** they can create when they come together. We are inviting them to remember.

Across the country communities of **resistance** are growing. Rebels in local groups are building alliances, and taking actions around local issues that matter to them, culminating in coordinated action on the last day of the month - every month.

We have always sounded the alarm, and now we sound the alarm for **truth**. Our system is broken, and all those in power are complicit. With truth we will make a stand, a **bold** and rebellious stand, for all life on earth. The lies about the climate and ecological crisis, what's causing it and what's

being done about it. The lies that justify inequality, racism, injustice, colonialism, speciesism and ecocide. The lies that vilify action and perpetuate apathy.

What is the unifying thread that unites an action against an incinerator in Edmonton and tree cutting in Wellingborough? It is that we are all Extinction Rebellion, bound by the same demands, principles and values.

There is one answer to the situation we are in, an antidote to the lies and misinformation. It is the answer because we believe in the power of people - we demand a **Citizens' Assembly** on Climate and Ecological Justice.

There is power in unity and many voices speaking as one, but there is also strength in the words that connect to your community. Consider this page a toolkit. If it contains things that help you get the job done then use it, but it is an **invitation not an instruction**.

# REBEL FOR TRUTH

## Why are we Rebelling for Truth?

Since XR first burst onto the streets we have said "Tell the truth and act as if the truth is real". Truth is the antidote to climate lies and climate liars. Truth is strong. Truth is defiant. Truth is unapologetic.

We non-violently challenge and disrupt the climate villains whose lies are stopping the scientific truth from driving an urgent and just transition. With humour, with creativity, with unity, we present an inspiring alternative vision to the toxic system that allows climate lies to flourish as the crisis destroys our global life support system before our eyes.

## Are You Okay With This?

Hell no. Greenwashing and inaction are everywhere. This is a question both for the climate criminals, and for the public.

This year has featured more evidence of climate breakdown in the form of a record-breaking cyclone in south-eastern Africa, raging wildfires in Europe and an unbearable heatwave across Asia. On our doorstep effluent is knowingly pumped into our rivers and pollution into our air as the government takes more steps to silence dissent. Once you've looked truth in the eye, the next question is what are you going to do about it?

# CITIZENS ASSEMBLY



# We must Decide Together

When you can't trust those in power, the people are the answer. Our three demands are a pathway to change. Citizens' assemblies (CAs) are the antidote to the lies and the villains, putting the decisions needed in the hands of the people.

We are trapped in a system that is outdated and out of touch. Citizen's assemblies are the alternative, putting decisions in the hands of the people. This is the first step in the system change we demand. In a time of corruption and greed, 'reasonable' starts to look revolutionary.

Remind yourself and everyone else about why CAs are the answer. Check out the resources on our [website](#) or [YouTube](#).

Need some help with how to talk about CAs? Read more [here](#).



Flyers

Flyers have been produced that align with this messaging.

You can [download them here to print yourself](#), or [order them from the outreach order form](#).

These flyers are available in Welsh through the 'print yourself' link above. If there is a language you would like outreach materials in please email **media@rebellion.earth**

## Social Media

Find social media assets for you or you group to use [here](#).

## Hashtags

#RebelForTruth

#AreYouOkayWithThis

#CitizensAssemble

#DecideTogether

#UniteToSurvive



Paint the Symbol - Here Comes Everyone

In 1996 a small group of people who went on to lead the Serbian resistance took to the streets and spray painted their symbol, and the word “otpor” - resistance. They knew that under an oppressive regime people wouldn’t feel they could come out onto the streets unless they thought that everyone else was. The symbol appearing everywhere created the movement it hinted at, which in turn overthrew a dictator.

The extinction symbol is already iconic. Recreate it on walls, in windows, anywhere you can imagine. Let’s reignite the [paint the symbol campaign](#) with love, creativity - and of course a little bit of mischief.



## Posters

Spread the message even further. Stick a poster in your window, take a bundle to flypost, or anything else you can think of.

Find some colourful ones and some black and white ones [suitable for home printing here](#) (would look fab printed onto pink or green paper!). Post them everywhere you can as a show of pride. Normalise being in rebellion!

## Fonts

### Karla

You might have noticed this font popping up instead of the classic Crimson. That’s because serif fonts are harder for many people to read, especially if they are dyslexic. When we say we welcome everyone, we want them to feel welcome too!

[Get it here.](#)

## Fucxed Caps

Get the classic [Fucxed Caps here.](#)

## Colours

The [XR Design Programme](#) has a beautiful array of colours, but sometimes simplicity speaks for itself. Leaning into our signature pink, complemented by the classic green is a combination that never goes out of style.

Using the same colours as other actions for your banner or social media graphics is an easy and simple way to tie what you're doing and saying into the wider narrative, even if the rest of your messaging is tailored to a specific campaign or local issues.



## Flags

The Extinction Symbol is iconic and uniting, and never more so than when it is fluttering in the wind.

Find everything you need to know about [making flags here](#) and a [video on how to block print the symbol on them here.](#)

## FAQs

### What is XR up to?

Thanks for asking! We're pretty busy. We are implementing our new strategy, and diversifying both our tactics and our spectrum of support. That's not the sort of magic that takes place overnight. XR holds a unique position among the ecology of environmental groups - we are the only one with the potential to truly be a mass NVDA movement, capable of forcing the government to meet our

demands. And to achieve the change necessary we need everyone. That means growing our local groups, building alliances and connecting with communities that previously we have not managed to engage with.

## Did The Big One even do anything?

Movements that last are movements that adapt and change, and in XR we flow like water. This means adapting our strategy to an over-changing environment, because doing the same thing all the time just isn't going to do the job.

In order to keep up the pressure we need to be unafraid to diversify our tactics in response to an ever-changing climate. This keeps us fresh and radical, and keeps those in power on their toes. We know that what we achieved in April scared those in power, because it was unexpected, and the unexpected isn't something they can predict and plan for. Now we need to build on that.

## What about our theory of change?

A theory of change is not a monolith, it is not a thing that is written and remains rigid and unbending. Reflecting and learning is built into our principles and values for a reason, and nowhere is this more true than our strategy. Looking to all those who have stepped into resistance is great, but it doesn't tell us what to do now - because we've never done this before. And everything is at stake.

# War & Peace (messaging connecting conflict & climate)

## **WHAT HAS CONFLICT GOT TO DO WITH THE CLIMATE AND ECOLOGICAL EMERGENCY?**

See the [Slideshow of this document](#) to see the sources and references for the information on this page.

### What are these messaging guidelines for?

There is a strong link between the climate and ecological emergency and conflict, but it is not a simple or linear one and so it is not one that people can always automatically connect to.

- Of the 25 most climate-vulnerable nations, over half are already in conflict. A 2019 study from Stanford University found climate change contributed to between 3% to 20% of conflicts over the last century with the potential influence set to increase substantially due to warming global temperatures.

- The Darfur conflict in Sudan is the first acknowledged "climate change conflict" triggered by ecological crises, drought, and rapid desertification, but almost certainly will not be the last.
- War harms biodiversity in many ways, affecting land and natural resources, and contributing to the extinction and loss of species. Over 90% of the major armed conflicts between 1950 and 2000 occurred within countries containing biodiversity hotspots, and more than 80% took place directly within hotspot areas.

Just as the UK profits from the climate and ecological emergency, it profits from conflicts. Banks such as Barclays are investing in arms just as much as they are fossil fuel projects. The media creates a hierarchy of suffering, focusing time and attention on some conflicts and neglecting others – many of the conflicts happening in the world are rarely mentioned in the UK. A powerful thing rebels can do is redress this balance.

Peace and stability is essential for effective and timely climate action and adaptation by countries around the world. As Extinction Rebellion the most significant contribution we can make is to continue to apply pressure to the UK government to give power back to the people.

It is hoped these resources will empower you to speak with confidence about the connection between the climate and ecological emergency and conflict. If you need any additional support, please contact [media@rebellion.earth](mailto:media@rebellion.earth)



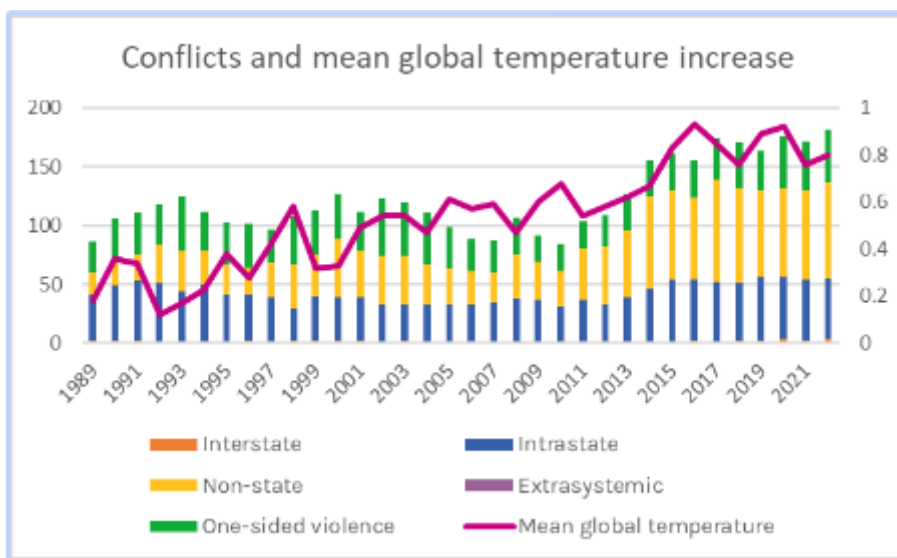
The climate and ecological emergency (CEE) is the ultimate expression of the crisis in our politics and our society. Both the CEE and conflict are rooted in oppression, both historic and current, and perpetuated by institutions and corporations entwined in a web of exploitation that profits from injustice. Unifying factors - such as exploitation, colonialism, racism and poverty bind these issues

together, as those on the frontlines of the climate and ecological emergency are also likely to be suffering from violence and oppression.

## It's all connected

There is already data that suggests that the number of conflicts is rising, along with the global temperature increase. This is a trend we are likely to see continue as the earth continues to heat, and the impacts of the climate emergency become more acute. Conflict over resources, destabilising of regimes and natural disasters will all exacerbate the situation.

“We are facing the highest number of violent conflicts since 1945. From Yemen to Syria, Myanmar and Sudan. From Haiti to the Sahel and on and on.” - Antonio Guterres, Secretary General of the UN.



- Interstate: A conflict between states
- Intrastate: A conflict between a state and a non-state armed group inside the state's territory
- Extrasystemic: A conflict between a state and a non-state armed group outside the state's territory
- Non-state: A conflict between non-state armed groups, such as rebel groups, criminal organizations, or ethnic groups
- One sided violence: The use of armed force by a state or non-state armed group against civilians

## Today's Armed Conflicts

Afghanistan, Azerbaijan, Burkina Faso, Cameroon, Central African Republic, Columbia, Cyprus, Democratic Republic of the Congo, Egypt, Ethiopia, Georgia, India, Iraq, Israel, Libya, Mali, Mexico, Moldova, Morocco, Mozambique, Myanmar, Nigeria, Pakistan, Palestine, the Philippines, Russia, Senegal, Somalia, South Sudan and Sudan, Syria, Turkey, Ukraine, Western Sahara, Yemen.

Source: Today's Armed Conflicts - The Geneva Academy of International Humanitarian Law and Human Rights



# Key Facts

- A 2019 study from Stanford University found climate change contributed to between 3% to 20% of conflicts over the last century with the potential influence set to increase substantially due to warming global temperatures.
- The World Food Program USA recognises that conflict and climate change are the two things driving most of the hunger in the world - but doesn't talk about the overlap between the two.
- Each of the five major high street banks – Barclays, HSBC, Royal Bank of Scotland, Lloyds TSB and Halifax Bank of Scotland (now a subsidiary of Lloyds) – invests in, issues loans to and serves as principal banker for British and international arms companies.
- If the world's militaries were a single country, they would rank as the fourth or fifth largest emitter in the world, following China, the United States, India, and the European Union.
- Britain has sent £1.5bn worth of military equipment to 39 of the world's 40 most climate-vulnerable countries since 2008, potentially inflaming both war and the global environmental crisis.
- Media research shows it is thought wars in Africa are of little interest to the West because they are happening to people too far away, who are too different, living in countries that are not 'important' enough.
- Yemen's civil war has been declared the "world's worst humanitarian crisis.". Throughout the country, a catastrophic cholera crisis has developed, little in the country is functioning, millions of people do not have enough food, and more than 10,000 people have been killed in conflict. Drought has exacerbated the conflict by drying up water sources, putting more than half of the population at risk of extreme water shortages - estimated to be over 10m people.
- Armed and intercommunal conflict in the east of the DRC is a key driver of displacement, causing mass population movement and rendering local communities, refugees and internally displaced persons (IDPs) even more vulnerable to the impacts of climate change.
- The planet-warming emissions generated during the first two months of the war in Gaza were greater than the annual carbon footprint of more than 20 of the world's most climate-vulnerable nations.

- The large-scale exploitation of oil by foreign companies operating in the theatre of war in southern Sudan is reported to have increased human rights abuses there and has exacerbated the long-running conflict, a conflict marked already by gross human rights abuses—two million dead, four million displaced since 1983—and recurring famine and epidemics.
- Landmines and other explosive remnants have directly killed many animals, including elephants in Sri Lanka, snow leopards in Afghanistan, tigers in Cambodia, gazelles in Libya, camels in China, and water buffalo in Vietnam.
- “In our rapidly changing world climate change – and its potential to trigger both violent conflict and mass migration – needs to be considered as an urgent priority for policymakers and business leaders alike.” Environmental Justice Foundation (EJF) director, Steve Trent 17

More facts can be found in the [War and Peace doc](#) and the [spokesperson briefing](#). These will continue to be added to over time.



## How are XRUK speaking about conflict?

Considerable thought from many teams has gone into this, and it is included here as a resource for the consideration of local groups.

- We forefront the climate and ecological emergency. We do not lose our identity as a climate movement - if we cannot speak from that lens, it is likely not the right topic for us. We do not have to speak about everything.

- We do not place one conflict above others This is a challenge, especially when we feel the moral imperative to speak about the horrors we currently see on the news. But actually this makes it all the more important to highlight the range of conflicts ignored by the media.
- We highlight the theme of unequal participation in power Speaking about conflict doesn't absolve us of the need to always highlight our Third Demand in our messaging.
- We do not use the slogans of others. We use our own voice, explicitly making links to exacerbating climate impacts and consequential ecological disasters of conflict and do not reduce complexities of conflicts to taglines.
- We make space for the voices and experiences of those involved in conflicts. The diaspora community are a vital connection to this conversation, and a part of our strategy that has not yet achieved its potential.
- We do not become partisan or use messaging that picks sides We embrace a clear and unifying call for peace.

The events of October 7th and beyond promoted a lot of conversation across the movement about how we could and should talk about this as XRUK.

There are so many people who are already doing work here, it is not for Extinction Rebellion to take that and make it our own. We should be supporting them, in a way that complements our aims as XR. .

One of our strengths as Extinction Rebellion is that we do not take a partisan stance, we do not pick sides. We are always guided by our three demands and principles and values. What we can bring of value to this conversation is to continue to unite people.

## What does solidarity look like?

Solidarity takes many forms, and you should be sensitive to the feelings of the groups you are working with including rebels in your local group. You should seek to establish consent of your group, before embarking on potentially contentious actions or alliances. Many other groups may be happy for rebels to turn up at their events with flags and banners, or they may wish for you to not identify yourselves as XR. It is important to have conversations with your local group so you all know where the lines are for you, and others you are engaging with.

Some rebels will choose to take action with other groups, not as XR. The ecology of movements is a beautiful and varied thing, and there is a place for everything and everyone. We do not need to make everything about us.

The most important thing to remember as you nurture these relationships is that they are not ones that are for the duration of a topic being in the public consciousness - genuine and authentic solidarity carries on long after conflict has dropped out of the media cycle and stopped trending on social media.

It is important to remember that if we are identifying ourselves as Extinction Rebellion, we should be upholding our principles and values at all times. Not all groups we interact with hold our same

commitment to nonviolence, in words or in deed. This may be in the form of chants or other behaviour we do not expect. Check out the [de-escalation resources on the toolkit](#).

## More Resources

- [War and Peace full document- further reading](#)
- [War and Peace XR spokesperson briefing](#)
- [Source: Today's Armed Conflicts - The Geneva Academy of International Humanitarian Law and Human Rights](#)
- See the [slideshow of this document](#) to see the sources and references for the information on this page.
- [Understanding Antisemitism and Islamophobia in the context of Israel and Palestine](#)