

UK Actions Strategy

XRUK Actions Strategies to increase participation in Nonviolent Direct Action to achieve our demands.

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Pathway to Rebellion- 2024

Actions Strategy 2024

Intro

[Slide deck](#) explaining the plan.

This actions strategy was produced by the UK Actions Circle to support the wider XRUK Movement Strategy. It's all about empowering rebels in Local Groups and to bring more people into Nonviolent Direct Action (NVDA).

This is an evolution on the previous strategy which was very focused on local group development and alliance building. Now we need to take all of that amazing work and focus it into increased NVDA. NVDA is XR's main purpose, as we believe that large scale, sustained NVDA is the most effective way to create pressure for the changes we need. And we know that actions breed actions; people seeing XR taking action brings more people into our movement.

[Video released at the start of 2024 to kick start this new phase](#)

Mini Rebellions

In the year ahead, there will be 'mini-rebellions', focusing on key themes for short periods of action (like [Insure our Future](#)) where we come together, feel good, and make change! They will be accessible, inclusive, creative and powerful. Probably around every 3 months and not always in London.

If you're already doing great stuff - keep going!

Local campaigns are fantastic for engaging your community, building relationships with other groups/organisations and breaking down the barriers for people to take action.

If your group already has a winning local campaign going (e.g [Farnborough Airport Action](#)), then please keep going with that.

Monthly Themes

There will also be 'umbrella messaging' themes which should allow your action to fit in with everything else which is going on, so it can be showcased and amplified. They are also designed to help build relationships with other organisations.

- Upgrade Democracy[*]- OCTOBER
 - With the general election this year, October will be all about upgrading democracy and the 3rd demand.
 - Action Pack coming soon
- Global Climate Justice- MAY
 - May will be all about global climate justice and supporting activists around the world.
 - [Action Pack](#)
- Climate Criminals and Enablers- JULY
 - July will be all about the oily climate criminals and enablers
 - Action Pack coming soon
- Social Justice- AUGUST
 - [Action Pack](#)
- Ecological Justice and Nature- JUNE & SEPTEMBER
 - June and September will be all about ecological justice and biodiversity and will include an exciting Nature March Action.
 - [Action Pack](#)

[*] - a monthly theme in its own right, but also a golden thread woven through all other themes

For more explanation of the themes and inspiration for types of actions to take [see this slideshow](#).

As with everything in XR- these themes are an invitation, not a rule- if your Local Group finds them useful, use them. If you want to carry on with the campaigns you're already focusing on, do that. If you can tie these themes into those campaigns, even better!

Diary of themes (subject to change):

Planning Actions

Join this open Action Planning [Telegram group](#) and check out the [Rebel Toolkit guidance](#) on planning actions.

If you are looking for new inspiration check out this amazing book: Blueprint For Revolution by Sroja Popovic.

Recent anti-protest legislation

This is no doubt putting some people off - the answer? Creative, fun, humorous and inclusive actions - which is exactly what XR is great at! 'Laughtervism' can be very effective, even in the most oppressive contexts.

Check out this [Tedx talk](#) for inspiration.

Citizens' Assemblies

We want to communicate more about them - to create word recognition around CAs. Just having the words 'Citizens' Assemblies' and phrases like 'Let the People Decide' at every action helps get these conversations started.

Learn More

- [XRUK Website](#)
- [YouTube](#)
- [CA book here on the Rebel Toolkit](#)

General Election

We should be careful not to get too fixated on the election. We should be sticking to our system change agenda and our 3rd Demand - not patching up an electoral system which won't/can't deliver. There is a risk our energy could be diverted to traditional forms of campaigning, let's focus on NVDA and what makes us different. Some more [detailed guidance written Dec 2023](#) on XRUK's position on this.

Keep spreading the word

Make a splash with [Paint the Streets](#) activities - this can be an exciting first step for new rebels. Also [learn more about 'media and messaging'](#) - how to use social media and press to amplify your actions.

Action strategy

More detail in this presentation of [the new phase of the Action Strategy](#)

[Text only version of the above slides.](#)

Watch the [Open Call recording on YouTube](#) from Feb 2024.

Last Saturday of the Month - Sep 2023-Feb 2024

Here comes everyone

Intro...

NOTE: This Strategy has been replaced at the end of February 2024 by the new Actions Strategy- [Pathway to Rebellion](#). This resource will be maintained for a little while for those who need it but will eventually be moved to the archive.

Extinction Rebellion was born in 2018 with a single clear mission - to bring so many people onto the streets for so long that the government has no choice but to radically transform a system that threatens to kill us all.

The Big One was a triumph. It proved we can mobilise 100,000 people around the very heart of power to demand the change that we urgently need to survive the climate and ecological crisis. In the critical election year of 2024, the mother of all mass mobilisations will be what XR was born to do: bring all those people and more back on to the streets. And this time we won't go home until a broken political system hands us, the people, the power to save ourselves.

Every month. Everywhere.

Why are we taking action on the last Saturday of the month, every month?

Think Greta, striking every Friday, building the impact slowly, giving opportunities for others to notice, to join, to unite. Monthly XR action days across the country, synchronised for impact, building community bases of power everywhere.

You've always got a date to recruit for. There are always jobs for new rebels to do. It's a new pace - say yes to new ideas (you can always come back to old ones); learn fast and grow. This is how rebellion starts.

Before / Preparation

- Get together with your local group to plan how you're going to begin. Connect with your regional or national anchor circle or gardener for support by looking on the [Local Group map here](#).
- Connect with other community groups (eg. churches, mosques, faith centres, universities, WI groups, local Greenpeace, Friends of the Earth, parties and union branches etc. etc.) and ask them to work together on the plan. Check out the [Local Alliance Building Guidance](#).

- Consider your local issues - think of what actions would resonate and inspire people locally. It doesn't need to be a Big One - think of building your impact over time, working together - don't burn out! Food is good, public interaction, and a clear action that local people will care about. There are loads of great ideas and teams on hand to help. Connect with [UK Actions Circle](#) - and look at some [ready-to-go action designs](#).
- Think about aligning with the [Community Assembly Escalation Plan](#).
- How are you going to talk about it? Get advice on messaging [here](#). Make a poster & tell everyone about it.
- [Add your event to the movement calendar](#) it will automatically be added to the Actions Map on the website! Share the event on social media, email and your local, regional or national broadcast (if you have one) with a clear start time and location.
- Contact local media including radio stations and local papers. [Write your press release](#).
- [Divide up roles](#): make sure you know who is making and bringing what: flyers, tables, banners, flags, PA - and who is taking it away again.
- Think about [fundraising](#). If you need a budget for your action, contact your region or nation who may be able to help.

During / On the day

- Welcome. Make sure someone is there to meet people with a flag!
- Document your action! Take landscape photos and share your content with the [Live Action Content Telegram](#) (include your group and what the action is!).
- Be interactive! Think about interviews with people or surveying people about local issues.
- Recruit! Recruit people to join the next action and the local group. Plan to grow together.

After / Before the next one!

- Follow up with your alliances, make sure they feel some love (you want them to do it again, right!)
- [Debrief](#) everyone involved. Reflect on what you can learn for next time. Change how you work, be like water.
- Rest and rejuvenate.
- Share any press mentions on your social media and to your region or nation - we all want to celebrate what you've achieved.
- Get ready to do it again next month.

Open Call on 25th June 2023

- [Watch the Recording](#) on YouTube
- [View the slide presentation](#) from the Open Call.

This new action strategy is entirely focused on bringing that exciting vision closer to reality - by empowering and supporting every rebel to grow our amazing movement into an unstoppable force.

Last Saturday of the Month - Sep 2023-Feb 2024

What Next?

NOTE: This Strategy has been replaced at the end of February 2024 by the new Actions Strategy- **Pathway to Rebellion**. This resource will be maintained for a little while for those who need it but will eventually be moved to the archive.



UK Actions Strategy is a Local Strategy.

For the next nine months, XRUK's focus will be amplifying local alliance building and mobilisation actions and activities. Every local action, big or small, is part of the unifying story of UK-wide rebellion because it targets the same problem – the need to upgrade democracy by giving the power to decide our futures back to us, the people.

Local 'Big Ones'.

A project to develop the successes of The Big One locally will help coordinate our energies and increase our visibility and impact. Starting on **September 30th**, local groups are invited to plan or support **six united days of community action**, recurring on the **last Saturday of every month until February 24th 2024**. These local or 'Little Big Ones' will focus on local alliance-building, community assemblies and creative nonviolent direct actions. This gives groups up to 6 opportunities to cocreate an event with local communities that have a tangible community benefit and share learning and ideas nationally.

Autonomy.

The priority is to complement local work, not detract from work that is already happening. Some local groups and regions have community focuses with different, relevant dates and actions already being planned, including targeting coal mines and incinerators. These are exactly what's needed and can be the centre of your days of community action. Other groups might not feel they have capacity to sustain 6 monthly days of action; Regions and Nations may instead choose to focus on a single 'Local Big One' event and support other nearby groups in the following months.

Coordination.

XRUK Actions Circles will facilitate decentralised organising to amplify common local issues nationwide and focus on tailoring support to the diverse needs of local groups, including the sharing of 'flatpack' recipes for successful actions around Dirty Water, Clean Air, Biodiversity, collective non-payment of energy and water bills, debt, Housing and Detention Centres and more.

3 Demands

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1. TELL THE TRUTH. PAINT THE STREETS.

Being visible across the country is a key tactic to build appetite for political change. XR and other movements such as Otpor!, have been most successful using bold and beautiful messages to amplify the size of the movement. Be audacious and use humour in your designs. Use all your old posters and flyers. Blank out the dates. A symbol is a symbol!

We are Extinction Rebellion. We are everywhere. We are here demanding change and doing the work. Paint symbols, put posters in your windows, fly your flags, hand out leaflets, and take nonviolent direct action right now.

2. ACT NOW. COLLABORATIVE ACTIONS.

Relationship-building is strategic. No group or movement can change the system alone. Collaborating on nonviolent direct actions with allies, especially unlikely allies, is impactful on multiple levels and brings the wider ecology of movements closer to a moment of sustained resistance. Relationships Circle is leading the work with national supporters of The Big One and identifying new allies to collaborate on actions that reflect the intersectional nature of the climate and ecological emergency (CEE). Our greatest strength is unity, not uniformity.

3. DECIDE TOGETHER. CITIZEN-LED DEMOCRACY.

With poverty and inequality increasing, government corruption clearly visible, and inflation out of control, it is evident to a growing number that the current political system will not and cannot fix the ecological and social crises it has created. Now is the perfect time to step up our campaign on citizen-led decision making.

A new action campaign around Citizens Assemblies, and possibly the Sortition Foundation's call for a House of Citizens to replace the House of Lords, will get changing the UK's political system into round-the-dinner-table conversations and onto the national agenda.

Meanwhile, the [Community Assemblies](#) initiative can bring more people together and into contact with the transformative experience of assemblies locally. This could be a table in your town centre, connecting with local residents, or a picnic in your park with families and community groups. The importance is to have these conversations within your community in order for people to experience the power of deliberative democracy, so that better informed conversations can be opened on XR's third demand for a Citizen's Assembly on the climate and ecological emergency.

Last Saturday of the Month - Sep 2023-Feb 2024

State Repression

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THE PUBLIC ORDER ACT, POLICE, CRIME, SENTENCING & COURTS ACT AND MORE.

The state has [increased its powers to prevent protest](#), as predicted when Extinction Rebellion was founded. This is part of the process of change. Now is not the moment to turn back. Today's laws are likely to be more lenient than tomorrow's and our inaction at this shifting picture brings greater risks of intensified attacks on protest and repression of dissidents.

There is greater public awareness around the criminalisation of protest and free speech, the too often violent and lawless behaviour of the police, especially towards Black, Indigenous, People of colour, women, disabled people, Roma and Travellers and the LGBTQ+ community. More people acknowledge the corrupting influence of money in politics and policing.

Clever and satirical action designs will deepen public sympathy, while creating opportunities for state overreach. That might provoke outrage and even bring the wider public closer to rebellion.

The goal of resistance for as long as it takes in 2024 now involves higher risk than it did only recently. Local alliance-building and recruitment of rebels ready to stay in the face of increased repression is vital to our success.

There is still great privilege and responsibility that comes from living in the United Kingdom, where most of us do not yet face batons and water cannons at protests and picket lines and where so much of the historical and colonial legacy of the crises we face were made and enshrined in our laws.

Let us prepare for the right moment, which we will decide together.

Strategic Action Ingredients

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1. Clear targets.

Polling continues to show that there is sympathy with our message, but not with public disruption. Let's choose action targets that make immediate sense without explanation. Occasionally, protest may have unintended consequences of disruption to the public; we must prepare for such eventualities and take responsibility here.

2. Intelligence.

Fossil fuel companies have been effectively targeted by the infiltration of Annual General Meetings (AGMs), grabbing headlines with little resources. Actions against local ties to fossil fuels can be impactful, but need community-inviting designs that bring more groups together and extra sensitivity around employment.

3. Accountability.

Nonviolent direct action is a broad category. While many of us like nothing more than seeing TikTok videos of letting down SUV tyres, it is important that we keep Extinction Rebellion UK an inclusive space, so that people who have never taken action before can feel safe and considered to join. The movement remains committed to accountability - standing by actions of conscience.

4. Storytelling.

Climate and Ecological Emergency (CEE) will be very visible during the hot summer and the lead up to CoP28 in November; both are opportunities to bring more people into direct action.

Climate justice, global inequality, reparations and debt cancellation campaigns are even more central at this time and groups should be prepared to support local diaspora communities of the most affected regions.

Highlighting media corruption and political failure remains a story we want to tell.

5. Creativity.

'Flatpack' actions with messaging and templates that are easily shared and customised, eg. Dirty Water signs or origami boat letters can take off nationwide.

New XRUK messaging & design pack will be available on July 30th.

6. People's Pickets

These were developed for The Big One to bring groups with separate campaigns together around

common targets. Think of using this model to invite collaboration and defection from within corporations and in solidarity with trade union pickets. Remember, these have legal restraints on the numbers of unionists that can demonstrate at any one time. Standing shoulder to shoulder and building alliances is powerful for building people power.

7. Inclusivity.

Fascist behaviour and dog whistle narratives which scapegoat migrants, travellers, trans people and Black, Indigenous and communities of colour, need to be pushed back on. Human rights have traditionally been fought by those whose rights were being diminished. This means it's not enough to not be racist. This is the time to be pro-actively anti-racist and learning from our fellow community members who are marginalised, criminalised and treated as easy targets.

8. Pride.

Each action you do as Extinction Rebellion sends a signal to others that we stand together. Visibility generates confidence in others to step up. While it is always right to be respectful of other groups' wishes, it is of no use to the wider ecology of movements for XRUK to tone down its message, when it is recognition that attracts people to XRUK and that is valuable to other movements.

What to do right now

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1. Schedule a Planning Meeting

Build on the momentum of The Big One. The first 'Local Big One' on September 30th can be a key date to mobilise people for. What issues or targets do you share with other local organising groups? Support actions of allies, where there is agreement on purpose while also planning a local action - XR led, or co-created.

2. Share the Vision

Connect with new recruits and former rebels in your area. Consider inclusivity here. Not all rebels find attending meetings possible. Rebel ringing is a great way to connect and re-connect.

3. Plan your Community Engagement

To be really inclusive and reach out to new communities, take time to map grassroots community and faith groups, and connect with local chapters of national organisations in your area. Discover what the diverse communities in your area care about and connect with by asking questions about their values and aims; build bridges.

The Big One taught us that it can be hard for supportive groups to cocreate the first action, so keep making space for collaboration at the end of every month. Regularity creates familiarity and smoother planning. Be flexible. Hold open meetings and decide details together. Identify where communities are already in resistance and invite them to unite, once a month.

Unite to survive! This is our final countdown.

4. Reach Out for Support

You are not alone. If you or your local group feels daunted, think of twinning with nearby groups or working as a region or nation. There are plans to map what issues local groups are active on, so that rebels can collaborate across geographical boundaries. (Watch this space!)

5. Ask for a Regional Open Call

These are a great way for local groups to meet, discuss regional issues, plan and collaborate on actions where local capacity is low. If your region has open calls, you'll always be glad you attended. We are all learning together as we go.

6. Paint the Streets

Use posters, flyers and flags and targeted nonviolent direct actions to increase visibility or to draw

attention to your first community day of action (possibly September 30th and the last Saturday of every month after that).

7. Think about Supporting Community Spaces

Remember, art is powerful! Putting on films like 'The Oil Machine' and food attracts your allies and allows time for spending time together. Why not check out potential topics with people who turn up what subjects interest them most, then plan a Community Assembly.

WHAT TO DO AT YOUR COMMUNITY DAY OF ACTION

1. Focus on Your Community

Find out what communities want and add their key dates or cyclical events to your calendar. Collaborate, adapt, don't compete.

2. Think About Food. Make Every Element Accessible.

Creating access to free food under capitalism is a revolutionary act that is easy for people to engage with. It means that your event can go on longer and creates opportunities for inviting diverse communities.

Disability access training can maximise your reach and ensures we all adhere to our Principles and Values of including everyone and every part of everyone. Training is being rolled out in June for Action Design and Support, plus others. Ask about training for your local group and bring along allies and friends. Email: wellbeing+drn@extinctionrebellion.uk

3. Have a Plan and a Programme

Give a platform to local voices and artists. Get artists involved early to help with planning and to involve their communities. Consider speaking to your Talks and Trainings crew, via their Mattermost Reception channel about adapted street speeches and trainings for audiences other than XR groups.

Programming support is coming.

4. Build Lasting Local Alliances

5. Run a Community Assembly

Plan and organise your next community action together. Speak to your regional Gardener, if you have one, about support you might expect. Alternatively, email your questions to: communityassemblies@extinctionrebellion.uk

6. Make Change and Demand Change

Take action that highlights the need for change.

7. Invite Local Media Contacts. Maximise Social Media.

The new UK Media & Messaging team is also shifting focus to offer support to local groups, amplifying amazing actions and activities across the country. UK media campaigns designed to

resonate locally and globally and help mobilise.

8. Plan Fundraising. Consider Next Month's Costs. Become More Resilient.

There will be specific local fundraising support coming soon. Meantime, signups to the XRUK Action Network via the XRUK website are vital to keep our movement moving.

9. Sign People Up

Keep inviting new people in with ways to be involved that suit someone willing to give days each week, as well as a student who can offer hours or a mother or carer who can only spare minutes.

Remember, there is no movement without admin and the people behind the scenes. Remote roles are as important as support work locally.

10. Stay Connected. Encourage Self-Organising.

Follow up with the communities and groups you have collaborated with regularly. Tell everyone about plans for the end of the next month. Welcome their ideas to transform their communities; we are all needed. Demonstrate that they are supported. Make a friend. Have an idea. Design a thing. Do it.

Last Saturday of the Month - Sep 2023-Feb 2024

Resources and Contacts

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- Join the [Rebellion Broadcast](#) for information about nationwide campaigns.
- Find your [local and regional contacts here](#) or reach out to [your Gardener](#) on Mattermost.
- If you don't have a Mattermost account, please either contact your Group Admin for a Hub invite (the Hub will create your Mattermost account for you) or email tech@rebellion.earth, let them know which group you're in and that you'd like a Hub invite to that group.

Feedback welcomed.

You can always [contact the Actions Circle](#) at xr-action@protonmail.com

Act Now.

Prepare to rise up together for citizen-led change in 2024.

Bonus Resources and Contacts

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Digital Rebellion

- Join the [Digital Rebellion Broadcast](#) on Telegram, for coordinated digital campaigns.

Action Support

- Discover more about [Action Support roles](#)

Creative Circle

- Contact the [Creative Circle](#) for help setting up local arts in your area.
- Join the [Paint the Streets Telegram](#) for sharing ideas, support and templates.

Campaigns

- Join the [Cut the Ties Telegram](#) to share ideas and actions.
- Action Pack [here](#)

Alliance Building

- ‘[Choosing Our Future with Community Assemblies](#)’ or join the [Community Assemblies Mattermost](#) channel.
- Find The Big One Local Alliance-Building resources [here](#). **Updates coming soon!**
- Connect with the [Climate Emergency Centres \(CEC\) Network](#)
- Are you part of a marginalised community? Your voice is crucially important. Connect with [XR Unify](#) for support.

Communications

- XRUK Communications Guidance [here](#)
- XRUK Comms [Style Guide](#) (including formatting, font, image dimensions etc)

- XRUUK Strategy 2023/24 [here](#)