

MOVEMENT
POWER



A TOOLKIT FOR
BUILDING
PEOPLE POWER
IN A TIME OF
CRISIS

WHAT YOU'LL FIND INSIDE

1. We have the power; an introduction
2. Reframing power
4. Pillars of support
6. Momentum Organising
8. Our groups are like onions
10. Grow your group
12. Tech tools for organisers
14. Unions and strikes
16. Connect your group
18. Care and repair toolkit
20. Defund climate chaos
22. Case study: how to stop an oilfield
24. Climate reparations
25. Don't pay polluters, make polluters pay
26. Get creative
28. Order more!

IF YOU LIKE THIS...

WRITE YOUR NAME/GROUP AND PASS IT ON!

AND ON...

You'll find more info throughout this booklet - scan these QR codes with your phone

For more copies!



THE TRUTH IS, WE HAVE THE POWER. WE JUST NEED TO LEARN HOW TO WIELD IT.

This booklet is about power and how powerful we can be when we act together in solidarity with each other.

It's for everyone campaigning for justice - whatever local group, community, union or movement you feel a part of. It's for anyone who's ever felt powerless in the face of the multiple crises we're living through today.

We hope it will inspire, nourish and empower you and your group to understand your true power. It explores how we can push back against the interwoven root causes of the cost of living, climate breakdown, conflict and escalating social injustices at every level.

These pages bring together key lessons from history and the climate justice movement with some powerful tools, case studies and inspiration that you can use in your own community and local group. If you like it, pass it on to someone else!



RE-FRAMING POWER

After decades of austerity, declining living standards and political upheaval - it's easy to feel powerless today. But communities and workers around the UK are waking up to the power we have when we act together.



THE POWER OF THE PEOPLE IS STRONGER THAN THE PEOPLE IN POWER!



MONOLITHIC

Powerful men think they have it →



WHO HOLDS POWER IN SOCIETY? THE TRUTH IS, WE DO.

SOCIAL

Theory of change: we ask those in power to change things for us →



← We have power if enough of us cooperate

← Theory of change: Mass movement withdraws support that props up those in power

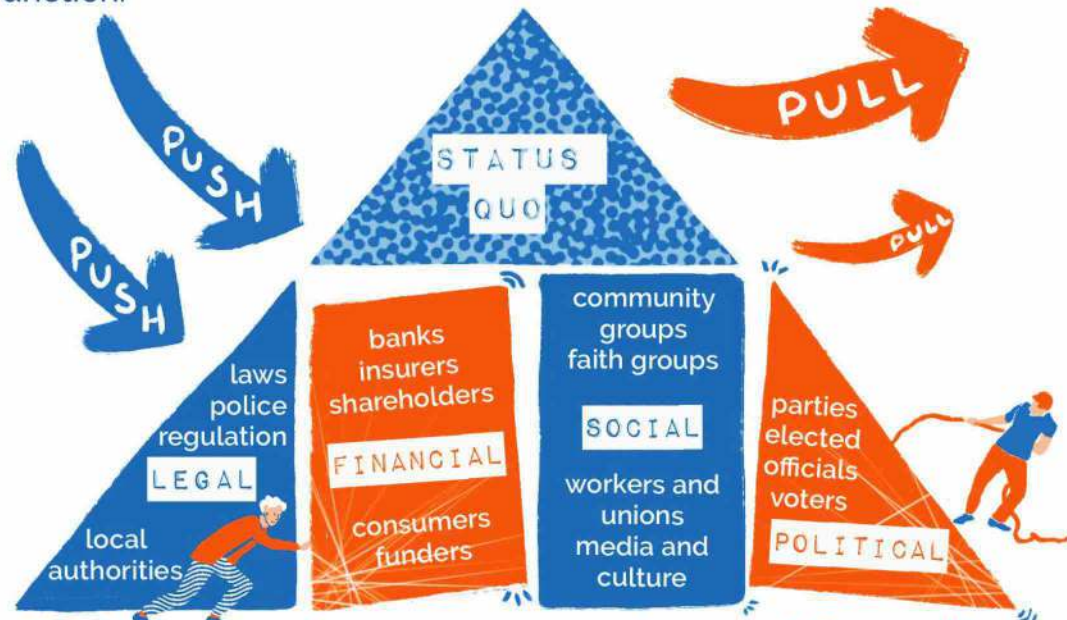
A traditional or monolithic view of power teaches us that powerful men make the rules for the world we live in and we lobby them to change things for us. A social view of power (and history) teaches us that mass movements are the most reliable way to create a tipping point for social change. Recognising our own power is the first step.

WHAT TYPES OF POWER DO YOU HAVE?

DO YOU WANT TO USE YOUR POWER TO CREATE CHANGE OR PRESERVE THE STATUS QUO?

PILLARS OF SUPPORT

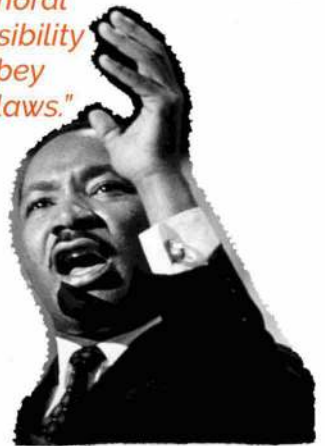
Different institutions prop up the current economic system. People's participation and Co-operation is necessary for these institutions to function.



What happens when mass movements push at these pillars while others pull on them to raise new ones in their place?

People power can create a social tipping point for systemic change and climate justice. **If enough of us work together** to both push and pull at the financial, legal, social and political support pillars that prop up fossil-fuelled capitalism and extractivism, **they will fall**. People elect the politicians who maintain the status quo. People power can elect better leaders who are willing to raise these pillars up in support of a **new post-extractive economic system** that puts care and repair for people and planet above profit.

One has not only a legal but a moral responsibility to obey just laws. Conversely, one has a moral responsibility to disobey unjust laws."



#Reparations
 #Energy4All
 #JustTransition
 #GreenNewDeal

Toppling the fossil-fueled capitalist system and creating the justice-based society we need requires groups and individuals working to both push against things we want to stop and pulling towards a new vision of the new institutions we need.

WHICH PILLAR(S) IS YOUR GROUP PUSHING OR PULLING ON?

Blank blue writing area for notes.

Blank orange writing area with a pencil icon.



Blank blue writing area for notes.

Blank orange writing area for notes.



Maybe you're pushing to stop something like a new oil field or hostile border policies, or maybe you're working on solutions we want to grow. This could be collective care, insulating homes, or anything you think will help us get towards the future we as a movement are working towards.

MOMENTUM ORGANISING

If we want to build sustained popular support for our push and pull demands and change the system, our movements need to know how to seize and create momentum in whirlwind moments when the public is paying attention to our issues. But how?

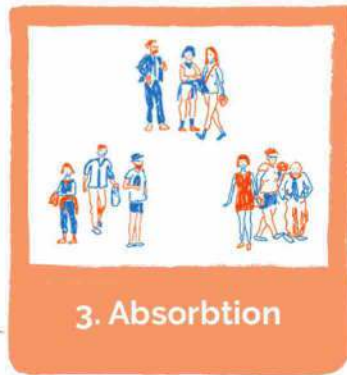
You only need enough people power to start the ball rolling and keep it rolling in the right direction. Learn and practice the basic concepts of momentum organising and you'll be well on your way.

Through regular cycles of action and absorption, combined with a focus on building strong relationships of trust, care, equity and solidarity, we can build and sustain the kind of momentum needed to transform the political weather and shift the UK's position on any issue.

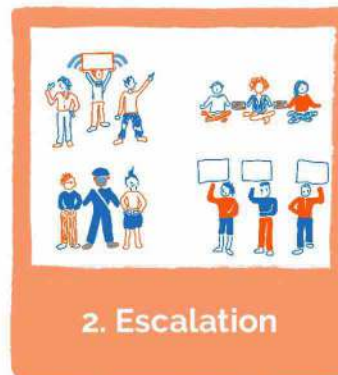


Formulate popular demands and be ready to share them during trigger moments when the public is focused on your issue.

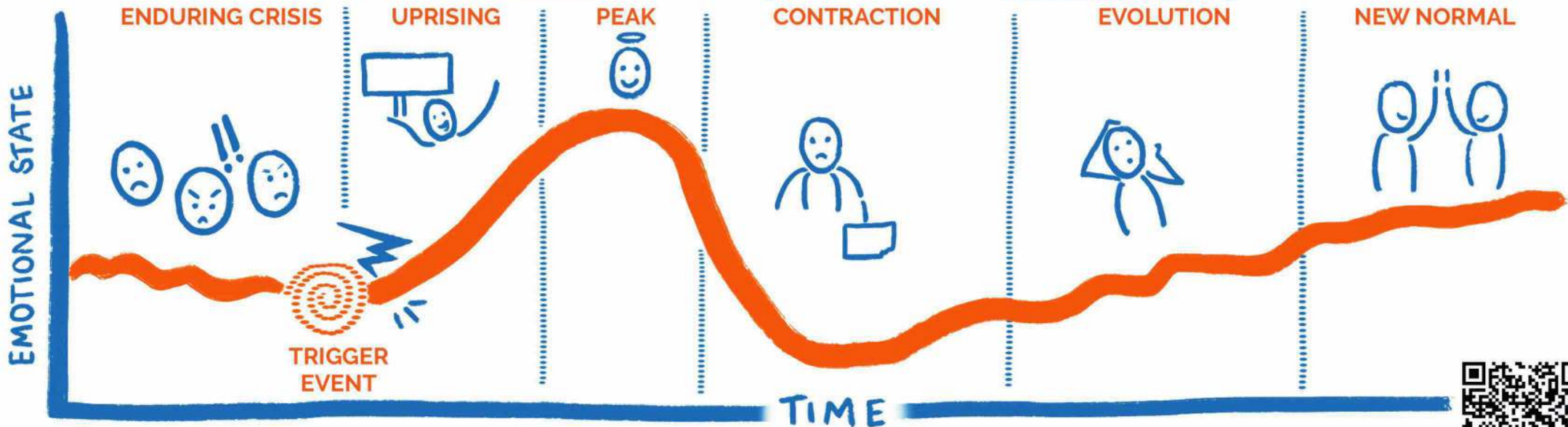
Absorb increasing numbers of people into your movement and train them to take escalating action with you on a regular basis.



CYCLE OF MOMENTUM



Take actions that force the public to take notice of your issue and take a stance on your issue. Escalation = increased sacrifice and disruption.



Every movement goes through changes ▲



OUR GROUPS ARE LIKE ONIONS

Creating momentum requires strong and healthy groups of active people. But how do you grow a healthy group that welcomes new people in without missing a stride, especially in whirlwind moments?

Observers are aware of your group via media, social media or word of mouth.

Absorption step: invite to sign-up, website & public profile.

Supporters take small actions in support of your goals.

Absorption step: invite to take further actions eg. petitions, events, action guides.

Organisers create strategies and opportunities for others to take action.

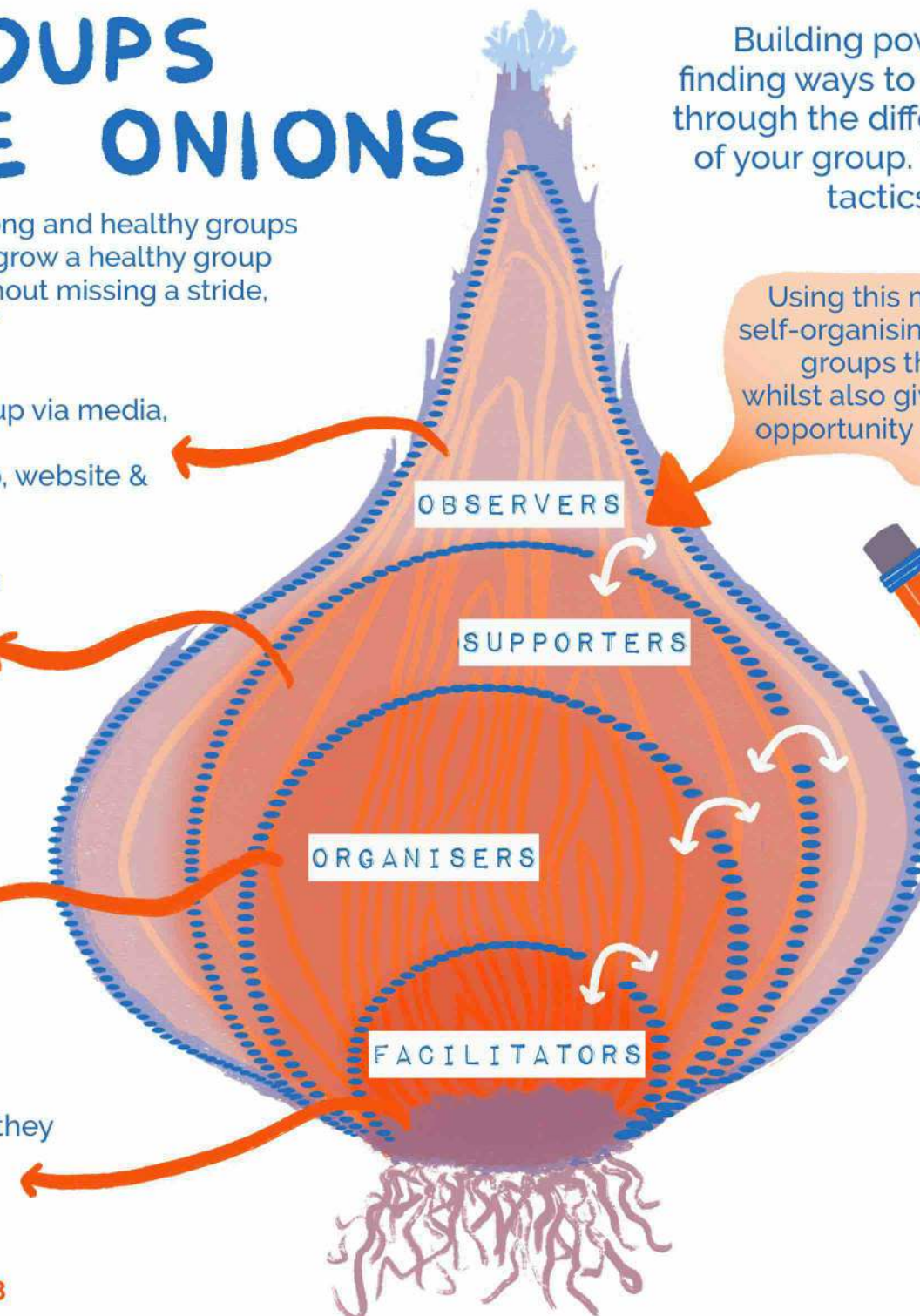
Absorption step: invite to take on further responsibility, invite to join welcome calls, working groups, training.

Facilitators are most involved - they provide structure, support and resources to organisers.

Building power and momentum is all about finding ways to absorb new people seamlessly through the different layers into the active core of your group. You'll need different absorption tactics and tools ready for each layer.

Using this model can help create strong self-organising, empowered and leaderful groups that are able to keep growing, whilst also giving those most involved the opportunity to step back and rest as new people and energy come in.

Ask yourself: What are my group's onion layers like? How do we currently open the door to new people to invite their deeper engagement?



GROW YOUR GROUP

Have you ever run an awesome action only to realise afterwards you didn't get anyone's contact details?

Here's some tried and tested ways to make sure you're ready to recruit and welcome in new members and still maintain your momentum as a group or campaign.

1. DNA TRAININGS /EVENTS

Right after a spike in action is your best opportunity to share the DNA of your group with potential new members. Host an event to share the basic building blocks of your group's strategy, story and structure. Cover the organising principles and campaign tactics you want new people to replicate.



"We work towards X by using Y tactics, but we never do Z"

2. TEAM STRUCTURE

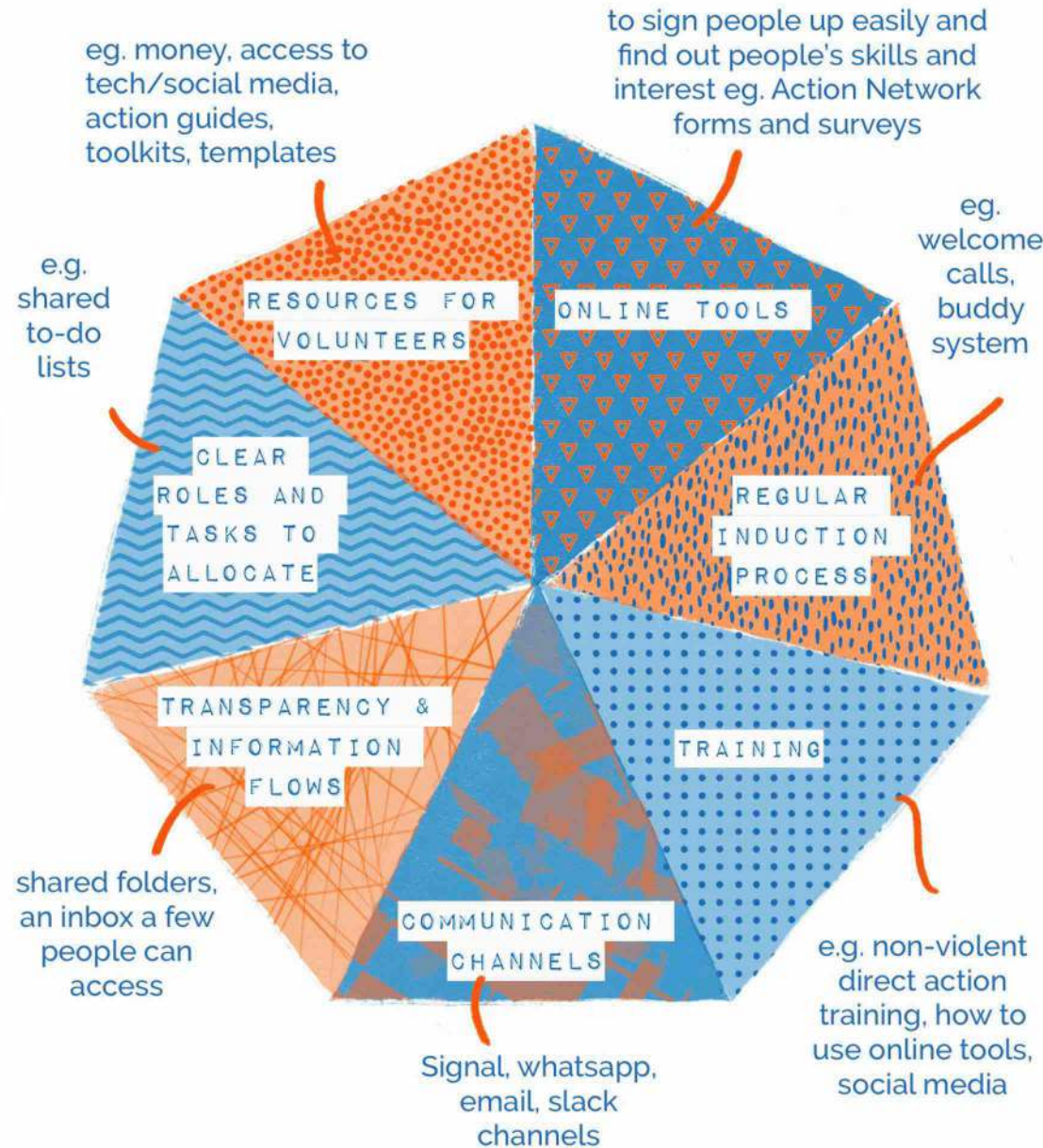
How can people work together and organise going forwards? What should be your communication norms, organising principles or Action consensus; Decision-making model; Collaboration model (eg. working groups or assigned roles); See case study on p. 20

"We all have a voice & decide via these methods..."



3. INFRASTRUCTURE

What does your group need in place to absorb & support new volunteers to take action?

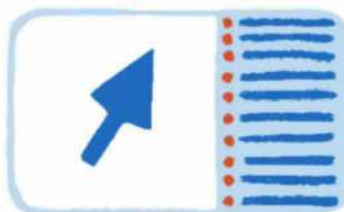


TECH TOOLS FOR ORGANISERS

Our opponents use powerful tech platforms and tools to consolidate their power through people's smart phones, inboxes and social media feeds. Digital tools can help our groups and movements to grow our own reach, membership and power, and stay secure online. Here are a few tools you can access free that will help you recruit and empower more people into action.

EMAIL LISTS

The more people we can communicate with and engage directly, the more our groups can achieve. Always have a sign-up form on all your websites, social media profiles and at events and actions!



TEXTING LISTS

Message thousands of people straight to their phones to call them to action in a few clicks. Create a whatsapp/Signal broadcast group or use a tool like Action Network to SMS people directly during actions.



EVENTS

The key to growing your group is always having a 'next thing' to invite people to. Create simple event sign up forms for e.g. welcome calls, regular meetings, talks, actions & socials.



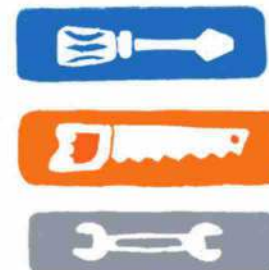
MAPS

From strike maps to national days of action, use a map tool to show your groups and movements' power in collective action.



ACTION TOOLS

Create petitions and open letters that people can sign on to. Run a community survey door to door or help people send tweets to your targets. These are just some of the actions you can set up quickly with powerful organising tools like Action Network on offer for free to UK grassroots groups.



DRAG AND DROP DESIGN TOOLS

Getting your message out online is crucial and you don't need to be a creative whizz to make an impact. Use simple drag & drop tools like Canva or Animoto to create posters, infographics, social media content and short videos.



Does your group need access to any of these organising tools or some help getting to grips with them?

Check out this free Tech Hub from Tipping Point UK: tpnt.uk/th



WHAT DID UNIONS EVER DO FOR US?

Many rights we take for granted today have been won by people organising together through trade unions and tenants and community unions.

- ✓ Pension Rights
- ✓ Paid Annual Leave
- ✓ Health & Safety
- ✓ Redundancy Pay

- ✓ Paid Parental Leave
- ✓ Paid Annual Leave
- ✓ Minimum/Living Wage
- ✓ Fighting discrimination

- ✓ Equal Pay
- ✓ Rent freeze
- ✓ Pay rises
- ✓ Weekends

As living standards drop, wages stagnate and crises spiral around us, there's a resurgence in the power of trade unions. Strikes are escalating across the UK as the necessity for survival forces more people to use their collective bargaining power for fairer wages and conditions.

HOW TO SUPPORT STRIKING WORKERS

1. Find a strike near you - scan here →
2. Prep: Get some people together and make placards or banners to show your group's support
3. Let strike organisers know you're coming
4. Show up and bring some solidari-tea and biscuits for striking workers



COLOUR ME IN!

WORKERS * MIGRANT * CLIMATE JUSTICE



LABORAL * MIGRATORIA * CLIMÁTICA

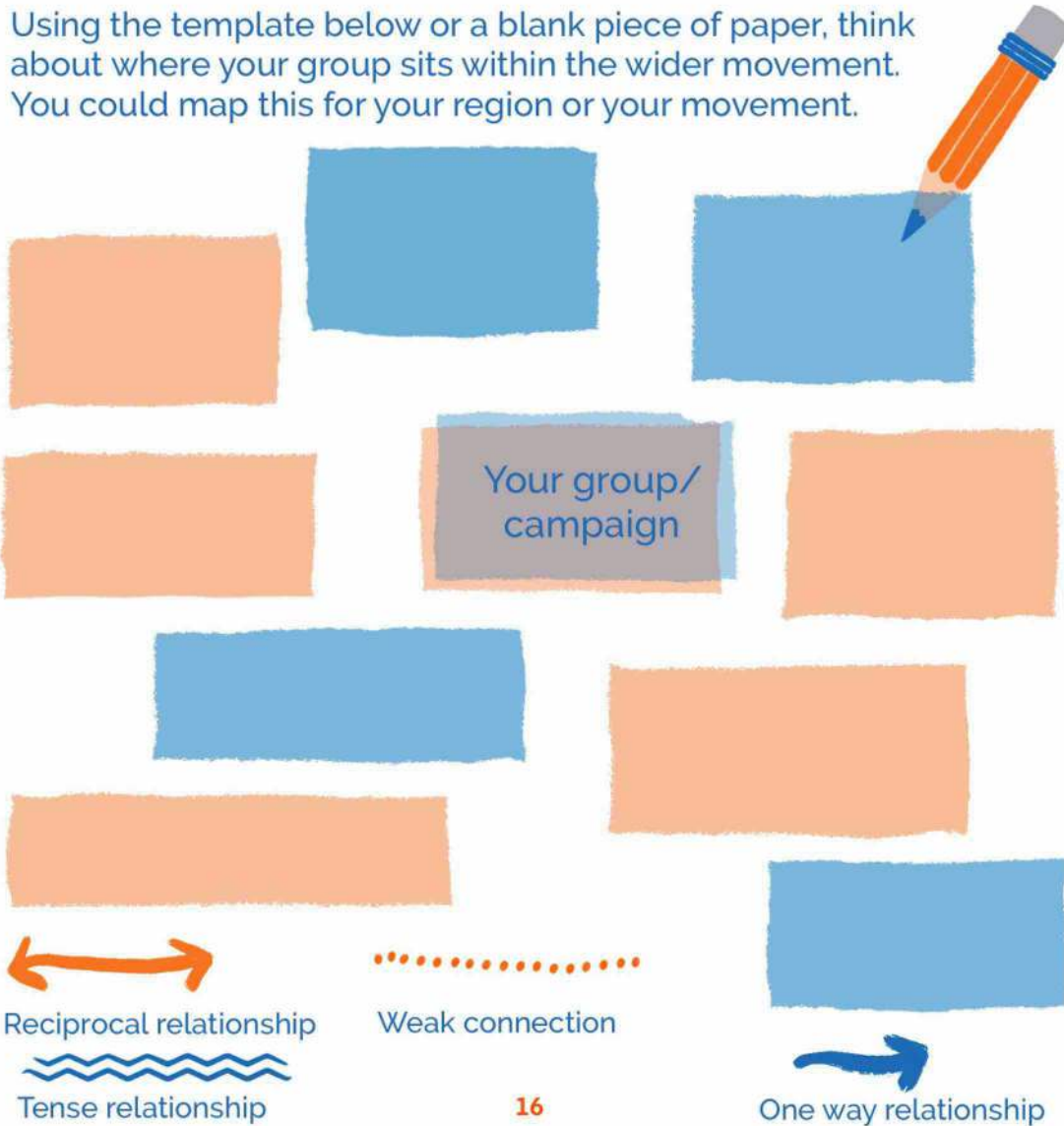
www.justicedesign.com

HOW TO CONNECT YOUR GROUP

Building relationships of trust, care, solidarity, mutual aid and respect is essential. - from the local to the national and global.

You are part of a wider **movement ecology** that spans individuals, community groups, campaign groups, unions, NGOs, media, thinktanks & more.

Using the template below or a blank piece of paper, think about where your group sits within the wider movement. You could map this for your region or your movement.



The Spectrum of Allies is another helpful tool. Spend some time as a group mapping out your allies and opponents. Think about the groups, organisations and individuals that you can bring on side and connect with.



In campaigning, we often focus on our active supporters or target our active opponents. Yet most people sit somewhere in between. The goal of this exercise is to identify different people or groups in each category, then design actions and tactics to move them one wedge to the left.



*1st October 2022:
The cost of living
crisis brought
together unions,
environmental,
anti-racist and
community
groups to say
Enough is
Enough!*

CARE & REPAIR TOOLKIT

In times of crisis, our ability to find hope in the dark and care for ourselves and each other matters more than ever.

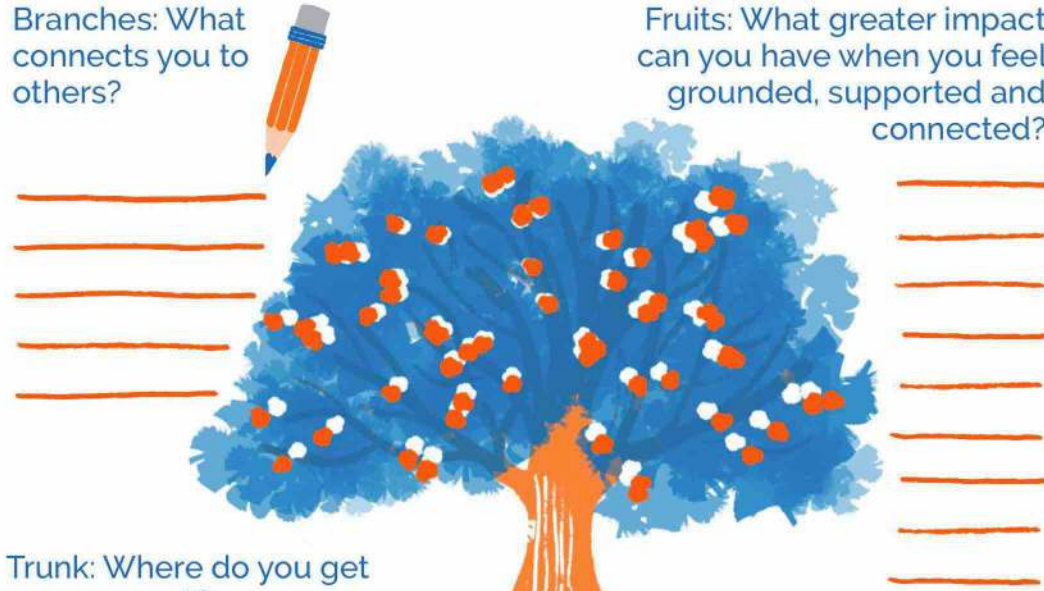
When we rest and spend time nurturing ourselves, when we strengthen our relationships of trust and solidarity with others, we can develop resilience and power to sustain our activism for the long-haul.



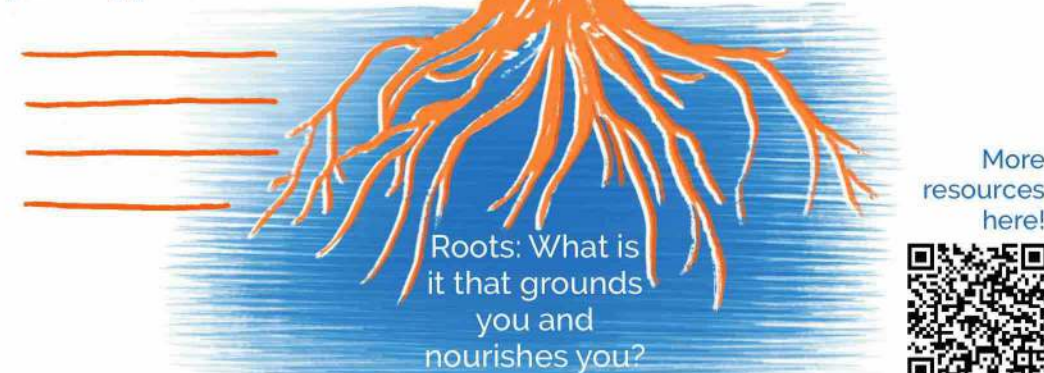
Fill in this **Tree of Resilience**, either alone or as a group, starting at the roots and working your way up:

Branches: What connects you to others?

Fruits: What greater impact can you have when you feel grounded, supported and connected?



Trunk: Where do you get your support?



More resources here!



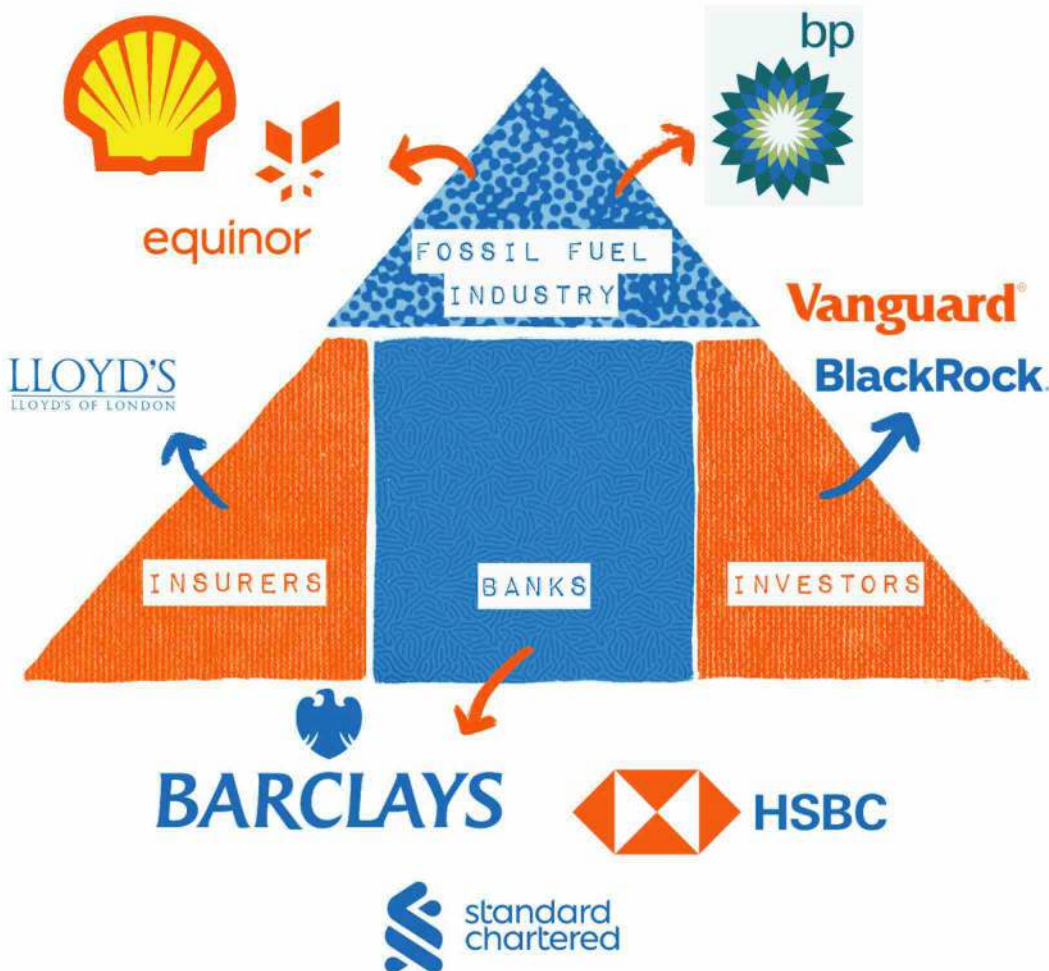
I will care for myself by...

I will care for my group/ community by...

DEFUND CLIMATE CHAOS

WHY FINANCE MATTERS

UK banks, investors and insurers are fuelling climate chaos by pumping billions of pounds into climate wrecking projects. Without their financial support pillars, companies like Shell and BP, can't fuel climate breakdown.



Barclays, HSBC, Lloyd's of London to name just a few - they still fund and insure fossil fuels.

Climate justice demands that we harness our people power to shut off the money pipeline to oil, coal and gas immediately, and fund a Global Just Transition.

Case Study: South African Apartheid - A key strategy that helped end apartheid in South Africa was divestment. Universities and pension funds sold their stocks and shares in companies and banks like Barclays supporting the regime.

Climate campaigners are employing the same strategies to force big finance to defund climate chaos and start investing in a just transition and renewable energy for all.



CASE STUDY: HOW TO STOP AN OILFIELD

There's a big difference between the public supporting your issue, and them joining your movement.

We asked organisers from the successful campaign to Stop Cambo how they turned public outrage into unstoppable momentum that derailed a massive new oil field proposed by Shell in the North Sea.

1. DIVERSITY OF TACTICS

We offered people many ways to join the campaign: from a petition and stickering to social media selfies and direct actions.



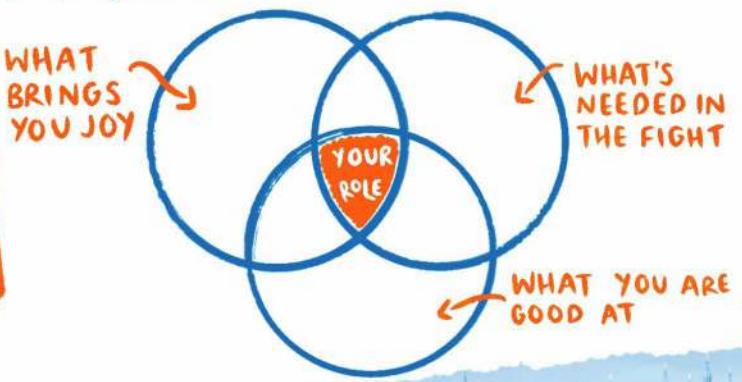
2. DISTRIBUTED STRUCTURE

Anyone anywhere could join us. We held weekly Welcome Calls to share our campaign's DNA and coalition action plans.



3. WORKING GROUPS

We offered trainings and helped everyone find their role in small teams, each with simple, regular tasks.



4. ABSORPTION

We run regular online actions to grow our supporter base and email our list weekly with the next clear thing to do!



2021

- Cambo approved
- Stop Cambo launched
- Cambo paused

#StopCambo

2022

- Abigail approved
- Jackdaw approved
- Stop Jackdaw launched
- Rosebank proposed
- Stop Rosebank launched

#STOP JACKDAW

#Stop Rosebank

2023

- Clair South proposed
- Rosebank and Jackdaw stopped!?!?

!! 2023-2025 ??

Dozens of new oil & gas fields up for approval!?!?

Find out more



WHAT ARE CLIMATE REPARATIONS?

“WHAT DO WE WANT? CLIMATE ACTION JUSTICE!”

Around the world, climate crisis is destroying the homes, lives and livelihoods of billions of people who did the least to cause this loss and damage. Countries that enriched themselves through colonialism and slavery owe reparations to global south countries that are now ill-resourced to face the worst impacts of this crisis.

It's time for global north governments to tax climate polluters and make them pay reparations for the care, regeneration & repair that our planet, our children and our communities deserve.

Climate reparations are a mechanism for ensuring thriving communities both in the global north and the global south. Every human deserves the same access and rights to a healthy environment, safe housing, renewable energy, free public transport, community infrastructure, universal healthcare, education, dignified employment, green spaces, healthy forests and oceans, and affordable, healthy food.

WHAT DO CLIMATE REPARATIONS MEAN TO YOU?

“The long struggle for climate reparations should not only establish the permanent conditions to heal from the traumas of climate change caused by the wealthy, but our emancipation and liberation from capitalism, the root cause of climate change.”

Keval Bharadia,
Revolutionary
Reparations



24

“Reparations are a way of understanding our political context through the framework of decolonisation.”
Náme Villa del Ángel,
Fridays for Future
Mexico

“Our government must start providing the care and reparations that communities here and around the world need to protect themselves and repair the damage already done.”

Harpreet Kaur Paul

DON'T PAY POLLUTERS, MAKE POLLUTERS PAY

Millions of us are scared of the choices we face between heating and eating, whilst energy companies rake in obscene profits. Billions of us worry about the loss and damage ahead as we stare down an escalating climate crisis caused by hundreds of years of colonialist and capitalist exploitation and extraction.

The root causes of all injustice are deeply intertwined.
Climate justice = racial justice = economic justice = gender justice.

Enough is enough. We need justice and reparations now.



Whatever issue you're working on, let's fight together for solutions that tackle the root causes together.

25

Find out more:



**PEOPLE
POWER**

**IS UNLIMITED
UNLIMITED
UNLIMITED
UNLIMITED**

**TRANSITION IS
INEVITABLE
JUSTICE IS NOT**

GLOBAL MIGRANT CLIMATE JUSTICE



**SYSTEM CHANGE
WILL BE
INTERSECTIONAL
OR IT WILL BE
BULLSHIT**

**PROTECT
OUR
CLIMATE,
WATER
AND
HEALTH**

GET CREATIVE

We can learn a lot from past movements' use of mass artwork or 'artivism' to communicate a simple, clear message. From the individual hearts that make up the National Covid Memorial Wall in London, to the streets painted with #BlackLivesMatter, activists around the world have created mass art to fill streets and murals, and easily replicable artwork for banners and placards.

Not only can shared artwork make a powerful impact at protests and in the media, it's also a fantastic way to involve everyone directly in the prep and creation of your protest or actions.

Check out beautiful examples and Art Tips for Activists by long-time activist David Solnit and look out for upcoming trainings near you.



**KEEP
IT IN
THE
GROUND**

SPOT THE DIFFERENCE

YOUR ENERGY BILL



SHELL'S PROFITS



AVERAGE GLOBAL TEMPERATURE



This free zine was created by **Tipping Point UK** - we support grassroots groups from all communities and backgrounds to **use their power and organise** bigger, bolder and more regular actions together to win change for climate justice.

Inspired to dig deeper? Want more copies or a training workshop on building your group's power? This short booklet only scratches the surface. Tipping Point offers support and training to grassroots groups.

Get in touch, or order more copies to share with others:
tippingpointuk.org/zine



YOUR NOTES



Special thanks to the wide range of groups across multiple movements whose words, lessons, case studies, images and resources are compiled within.

Artwork credits: Zuhura Plummer, David Solnit, Jim Chuchu, Mona Caron, Justice Design. Content Credits: Momentum, Stop Cambo, Climate Reparations UK, 350.org



**TIPPING
POINT** ▲

tippingpointuk.org