

## NO GOING BACK ACTION GUIDE

On the 30th of April, we will announce the start of the No Going Back campaign. We will be fly posting over the doors of the most ruinous industries and businesses in our society to make clear that they cannot reopen for business as usual if we want to rebuild a better world; with a sustainable future that cares and respects everyone equally.

Below you will find a handy 6-step guide to execute the action from beginning to end.

### Step 1 - Placing a poster order

For this order we are using [Solopress](#) printers, they are cheap and quick. The turnaround time is 48 hours if you order before midday.

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You need to email [info@solopress.com](mailto:info@solopress.com) with the following:

Hi,

I would like to reorder job no **FMKR3071117** to a different address. Please send me a link to the basket so I can complete the order.

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In a response they will send you a link to complete the order, where you will need to fill in your details and complete the payment of £27.54 for a run of 100 posters. If you want to order more or less posters, please specify a different quantity in the email you send to Solopress.

**EDIT: If you don't get a response within a day, call them at 01702460047**

For those who have access to a printer and want to print at home, the poster is [linked in this folder](#).



## Step 2 - Distributing the posters

For those of you ordering posters, we are encouraging you to order in bulk. Ordering 100 posters is far cheaper than ordering individually, so you will need to get organised with your friends and local groups in order to distribute them safely between you.

Since the action is happening on 30th of April, you can distribute the posters beforehand or arrange a meet up point on the day for everyone to come and pick up some posters and then go different ways. We don't want to put anybody in danger so **please keep to social distancing measures**.

Speak to each other about targets you will cover beforehand. It's good to have around 10 people doing the fly posting to quickly get through 100 posters.

## Step 3 - Identifying targets

Each local group can choose their own targets for the campaign, following these broad guidelines:

- Polluting industries that have received a bailout as a part of covid-19 Government funding
- Those we are aware are lobbying for funding such as the Virgin Atlantic airline
- Those big businesses receiving unwarranted grants or financial help from government as a result of covid-19 despite the harmful nature of their business/paying out millions to shareholders

**\*\*\*EDIT\*\*\* - We have compiled the most up to date list of destructive businesses looking for Government funding [HERE](#)**

You might want to focus on high street businesses which are easier to target during the time of lock down. These are a few categories recommend identifying in your area:

- Gas and oil companies
- Fashion retailers
- Coal companies
- Airlines (we suggest looking for high street travel agents or shops exclusively owned by international airline companies: examples available [here](#) and [here](#))
- Banks investing in fossil fuels (For banks, please use the [additional A5 poster](#) design which points towards the Earth Day Switch website.  
This is a digital tool that you can use to see if your bank is funding fossil fuels, and gives you a clear alternative to switch to.  
<https://www.earthdayswitch.org/#switch>)
- Car manufacturers. Which includes factories, show rooms/stores and HQ's
- Factory farmers

[The Facebook event](#) has a list of some regionally suggested targets in each region. This will be updated as other regions/nations send us similar lists.

#### **Step 4 - Action time**

On the 30th of April you will use your **\*\*daily exercise\*\*** to make our message clear. You and your local group should go separately to identified targets and paste the posters across the doors of the identified businesses. Please paste it in a way that the doors of the business cannot be opened without tearing the poster.

You will need to use a wallpaper paste ([order from ebay here](#)) or home-made poster glue, you will find a very easy recipe [here](#).

The fly posting should be done by **9pm on the 30th** when we will all post pictures of our messages online.

For information on the legal environment during Covid-19 please [read here](#).

### Step 5 - Social media action follow up



It is essential to get a picture of the poster in order for this conversation to continue beyond the people who engage with it on the high street.

We each have a story for why we believe another world is possible.

It is essential that others see and hear that message. Who you are matters, what you say matters.

Alone together, we will be **\*\*posting a picture of the poster\*\*** on social media, Facebook, Twitter, Instagram, whatever you can at **9pm**. Whether it's your poster or you've seen someone else's on the high street, we all need to make sure we get the message out there, with:

#NOGOINGBACK  
#ANOTHERWORLDISPOSSIBLE  
#CLOSEDFORGOD

And whatever honest message you would like to leave addressing the Government as to what you think our world could and should look like as we move out of the worst effects of this moment. You can do this by using their official social media handle @GOV UK in your message (this just means typing @GOV UK in whatever you write).

**\*\*EDIT\*\* - We will be updating the Facebook event tomorrow with a detailed description of why we are doing this. If you want to use that message rather than your own to go alongside the #s, check the Facebook event page after 3pm.**

This is a crucial component of the action, as we expect the posters to be gone by the morning.

Therefore, social media posts will be the only way to mark the action. For those of you who cannot get a picture of the poster up on a building, please share the [poster image](#) on any social media platform at **9pm on Thursday**.

#### **Step 6 - \*\*EDIT\*\* - Funding for materials**

After having had further discussion with the Open Collective, they have now made clear that they will not fund an activity such as flyposting.

Arts materials and direct communication leaflets and posters are funded by Open Collective but flyposting materials sadly are not.

We regret this confusion and apologise to anyone who has bought materials on the basis that they would be refunded.

For those people that have already ordered all the materials needed for Thursday, **please send the invoices you have for the previously described process to [networked.action.xr@gmail.com](mailto:networked.action.xr@gmail.com).**

We will contact you with further information as we try to find another way of refunding you those costs.

### **Step 7 - Debrief**

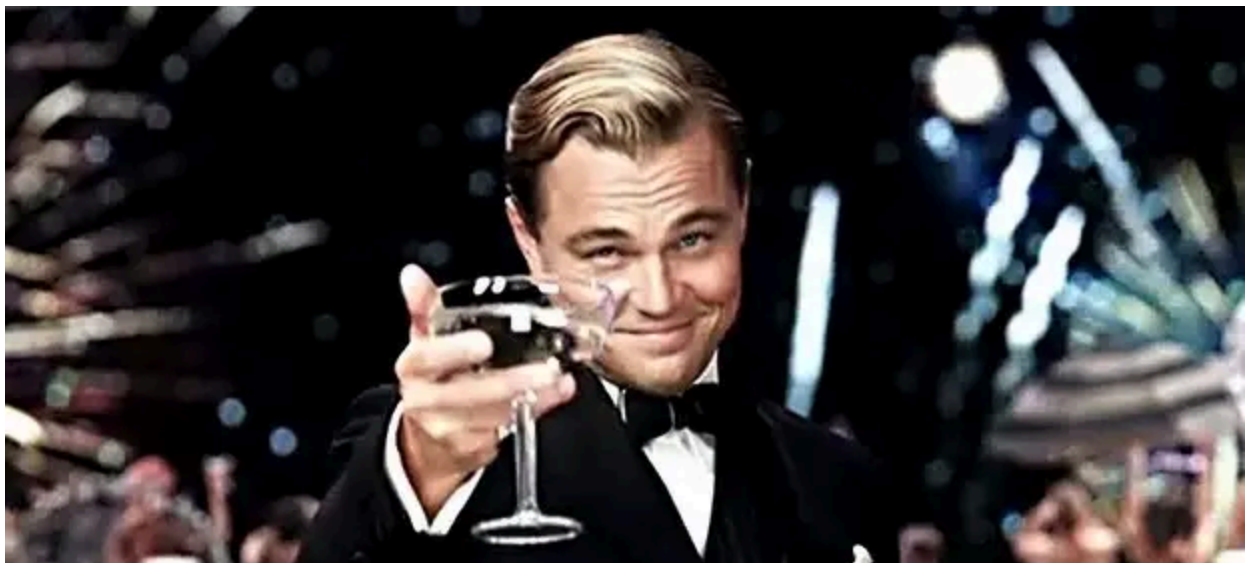
After the action, debrief with your local group using the rose/bud/thorn:

- Rose - what went well
- Thorn - what didn't go well
- Bud - potentials for improvement

Send any feedback on the action that you have to:  
[xrlondon.action.support@protonmail.com](mailto:xrlondon.action.support@protonmail.com)

### **The End?**

That's it for this action!



No Going Back is just getting started though, so stay tuned for further actions.