

The Mass Mobilisation: UK XR

Mobilisation Plan Summary

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Introduction and Background

This mobilisation plan is built upon and expands the existing activities of UK XR groups involved in growing the movement. The basic argument behind its enhanced and more systematic design is that, in the UK at least, the argument has largely been won that the climate and ecological crisis is upon us and emergency action is required. After April, those agreeing with this position were 67% of the public. After October, the percentage of people “very concerned” by climate change rose to an all time high of 55%. There are now around 170,000 people in the UK signed up to XR and a survey of 5000 of them showed that around 30% would consider or be willing to be arrested. Of the 55% of the population who are “very concerned” we can deduce that there are significant numbers of people who would be willing to engage in civil disobedience. **Our people are already out there – we just need to find them, welcome them into the movement, and enable them to engage in mass civil disobedience.**

The exact schedule of events for 2020 is not confirmed but we can assume that we will be engaging in large scale actions. The mass mobilisation is to build the movement capacity which is vital to their success. First we'll look at an overview of the plan and then look at each part of it in greater detail.

Overview

This plan is not the last word on mobilisation. It is just the latest iteration of the “best practice” based upon the amazing work that rebels have been doing on mobilising people in communities up and down the country over the past year or so. We have identified **seven key mobilisation methods** that bring people into the movement (stalls, public meetings, social media etc) and created a pack and video for each method which outlines the various ways in which people can do the method effectively. The packs provide a starting point and, of course, groups can and will develop more exciting and better ways of going about this work. The UK team will be striving to learn from these groups and share knowledge across the movement to improve how we work in the future.

Drawing upon its successful use by mass civil disobedience movements of the past, we are introducing a **pledging system** for people willing to “*engage in civil disobedience which may risk arrest*”. We are working with the Actions Circle on creating a target provisionally of 10 000 to sign the pledge by April 2020. There may also be pledges for lower commitments (e.g. coming to a big march) and/or for higher commitments (e.g. action which risks prison). The idea of the pledge is to create a more solid

commitment for people and to enable the whole movement to see how many pledges we have and thus motivate people to hit our mobilisation target.

The mobilisation process will be organised primarily by two teams of people (working full time with expenses provided as needed and if available, supported by part time volunteers) who will organise the two key elements of the plan, **Local Group Development and Methods Promotion**. Local Group Development will focus on working with Regions and Nations in the UK to support existing local groups and help set up new XR groups in towns and city districts where there is no group presence. We

have learnt a lot from local groups about best practices in setting up groups so this team would be supporting other groups or creating new groups with these techniques. A simple pathway for creating a new local group would be to contact people on the Action Network database in the area; use social media to promote the group, and then organise a standard talk in the area. At first, Mass Mobilisation will help to initiate this process and support the creation of Regional Mass Mobilisation

Extinction Rebellion Local Groups

This is a roadmap of getting started in your area
to grow into a mass movement of 3.5%



groups that will then be able to take it forward.

The team will work with existing local groups and regional coordinators/organisers to **identify up to 200 new local group locations** and then work with Talks and Trainings to organise talks, and speaker trainings to help build a volunteer-led mobilisation project.



Methods Promotion will focus on introducing mobilisation methods into local groups and learning from what is working successfully through a live data system. Local groups will be asked to input regular data such as meeting attendance so that members from the

team can learn from the groups that grow quickly over time about their methods. The team would then help to facilitate the creation of written mobilisation plans for the period up to April 2020 based on their resources and local knowledge. The national group will help create training events and put local groups in touch with each other to help with empowerment and technical skills. Each local group and region would make a plan on what mobilisation methods it wishes to use and how they will use them to reach their targets. All groups would of course be free to choose whether or not to engage in creating a plan.

There will also be a team to support Community Groups such as XR Muslims, Doctors etc to work in a similar fashion. These groups will also be encouraged to create their own mobilisation plans and again these can be made transparent. They will involve connecting people in their community group (e.g. a gathering) rather than focusing on a geographical area. This has already begun with a new Working Class group that is giving those from this background a voice in the overall mobilisation design.

There is a plan for organising a **Regional Mobilisation tour early in the New Year** where organisers would go to keen regions and running workshops on mobilisation to share ideas. This would build to a UK Mobilisation conference in February.

The idea is that all the groups are encouraged to engage in this key aim of the movement – to create mass mobilisation. If a plan is written down, everyone, both inside and outside of the group, has clarity on what concretely is being worked on. There is full accountability and transparency so teams can be properly supported if struggling. The plans will be put online with live metrics on how they are doing to demonstrate how they are getting to their aims. This transparency will enable anyone in the movement to see how a group is developing. Groups which are doing well will be encouraged to help groups which need support (e.g. training, resources etc), especially if they are of a similar nature in geographic area, size etc. The plan then is to create a mutual aid system where people can work together effectively to bring thousands more people into the movement, working closely with other XR teams to achieve this aim.

The Methods:

The seven methods are as follows (click [here](#) to see full briefings on these and [here](#) for the pack on creating a local group)

1. Rebel Ringing:

This involves ringing people on the Action Network database to get feedback and provide information on getting involved in XR activities and groups. Calls can be for specific events (a local standard talk) or more general. Phoning groups will be increasingly organised on a regional and local basis.

2. House meetings:

House meeting have been used by many social movements for people who would not go to a public meeting. A number of different uses of this method can be used from showing a video of the standard talk (several different videos are being made to appeal to different communities), to promoting a specific event or action.

3. Street stalls and videos:

This involves organising stalls at events such as markets and local get togethers as well as doing stalls on streets in town and city centres. We aim to draw on the animal rights methods of showing short videos on these occasions and have canvassers to talk to people rather than just handing out leaflets.

4. Doorknocking:

This method can be used for general recruitment but more often can be used to invite people to specific events. It identifies people who support XR on a street level. The method of approach is to ask open questions to create a dialogue rather than pushing a particular message.

5. Flyposting and billboards:

This involves putting up posters around towns and cities and potentially buying space on billboards.

6. Marches and Rallies:

This involves both small regular marches (e.g. every Saturday) to attract attention in a town centre or city district through to larger events which get national media and have speakers. The marches will be a chance to have teams speaking one to one to people to sign people up during the event.

7. Social Media/Online Outreach

This covers a number of different methods of mobilisation. It can involve creating whatsapp groups for local areas through to tailored promotion of XR to different communities on various online platforms, and making it easy for people to get involved via the online route.

The Pledge System

A central aim of the mobilisation is to make people's commitment to collective action deeper and more concrete. This has been done in previous movements through people writing and signing a pledge. The plan is to provide a pledge which can be filled in, either in person or online, which commits those choosing to sign it to engage in civil disobedience. It will be a general pledge at first and then be focused on a major event which is presently being decided by the Actions Circle.

There may be other pledges as well for going to a national march and/or for engaging in nonviolent actions which may lead to a time in prison. Pledges made in person will be uploaded online so there will be a real time total of the number of pledges seen on the website. Each local group will be encouraged to set a target of a number of pledges made by April – if each commitment is to between 20-40 people then we will be in the ballpark of getting 10,000 pledges just by this method alone. Each group will know what they have to do along with all the other groups in the country and thus provide focus and the sense of engaging in a movement-wide collective project.

Relationship with other XRUK working groups

This mobilisation process is aimed at supporting our local group network and at bringing people from no involvement in XR into the movement. The Mass Mobilisation group will work particularly closely with National and Regional Development to support the existing work that is being done in this area. It will work closely with the Actions Circle to create a seamless process whereby, once people are signed up and involved, they can go to NVDA workshops, join an Affinity Group and organise transport to action events.

It will also work with Media and Messaging on creating effective ways to attract people into the movement (eg styles of language) and with Talks and Training on enabling more people to give talks so that new groups can get set up. It will also work generally with the rest of the Communities circle to ensure that new groups are supported and fully integrated into the culture of XR. Lastly it will work with Movement of Movements on connections with Community Groups and touring.

All this work will be subject to feedback and learning so that at the same time as doing this work we continually improve what we do. You can give feedback on our XR Loomio Account - join through

tiny.cc/xrloomio. If you have any queries about this mobilisation plan please email xr.massmobilisation@gmail.com.

Appendix

Below are some additional resources:

- [Dedicated Role Descriptions for the Mass Mobilisation Team with Application Form](#)

Video

- [Mass Mobilisation Video Playlist](#)

Audio

- [Rebel Radio Outreach Edition](#)