

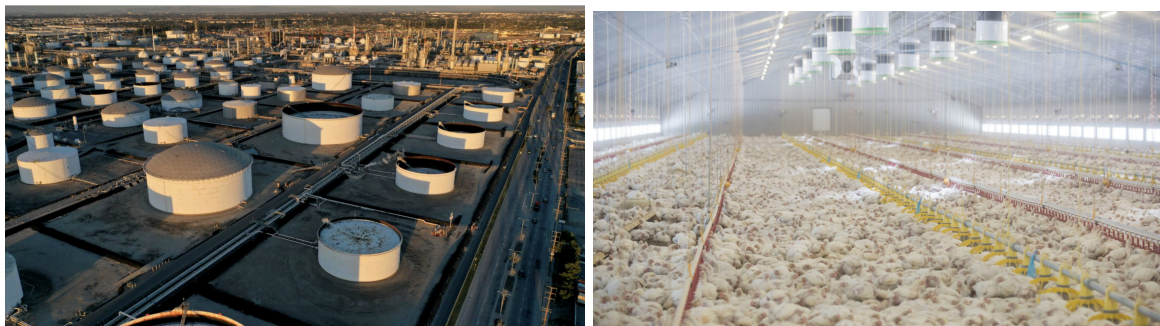
This Changes Everything - A Plant Based Future

The near-term goal is fairly simple, this September **we will be disrupting the dairy supply across the UK** with 500 people over a 1-2 week period, cutting off the supply of milk to supermarkets and causing unignorable high-level disruption which will be **felt by tens of millions of people** across the UK and be a sustained no.1 news story. This will result in **more than one thousand arrests** and put the damage and exploitation of animal agriculture at centre stage. We will then build on that momentum with a large-scale occupation in the centre of London.

This level of mobilisation and action will change the conversation in the short term, and will also create **a permanent shift in the centre of gravity of the climate movement** to focus on animal farming and fishing, in the UK and around the world.

This is the beginning of a **long-term civil resistance project**, where we will be raising the stakes through the actions we take and also continuing our resistance through the court systems. We will engage in our actions as a community – a community of action and resistance. This project is already underway in the “mainstream” climate movement through groups like Just Stop Oil.

Animal agriculture and fossil fuels are **the two most destructive industries** which need tackling. If either of them is left unchallenged we will not be able to begin addressing the crisis we are in.



We will be advocating for two simple solutions; **support for farmers** to move off animal farming and a **mass rewilding program** to restore Britain’s wildlife and drawdown carbon from the atmosphere.



Story

At this stage, the broader public are aware we are facing a climate catastrophe that is already affecting billions of people and animals across the globe. Therefore, continuing to raise the alarm and point out the problem does not help. *What we need at this time are solutions and a vision for the future.* The key narrative innovation in this campaign, developed with support of the organisation Narrative Shift, is the emphasis on the **twin-solution of a *plant based society* and *mass rewilding* is the most effective solution to the climate and nature emergencies.**

This solution will both provide the opportunity to restore wildlife, *preventing mass extinction*, and also enable the *drawing down of carbon dioxide from the atmosphere*, buying us critical time to make the other fundamental changes we need, such as transitioning away from fossil fuels.

This solution has institutional backing at the highest level. In 2019, the UN for the first time in history brought together the top climate scientists from IPCC and wildlife scientists from IPBES to discuss the most effective way to deal with the climate and nature crises. [They found](#) that the most important and urgent thing we can do to prevent catastrophe is implementing “nature-based solutions” to restore wildlife and draw down carbon dioxide and they noted the biggest barriers to do that effectively is animal farming and fishing. In 2019, Harvard University scientists produced a study showing if the UK were to implement this transition, repurposing the 48% of total UK land devoted to animal ag to rewilding we could be [net-negative](#) in emissions. Scientists at [Oxford University](#) in 2018 said if we implement this solution globally we could reduce agricultural land by 76%, the size of China, EU, US, Australia combined, and still feed the world, returning all of that land to nature.

This vision of a future is positive because it presents a way out of the climate crisis, and a vision for rewilding which benefits everyone. People get the nature and wildlife they would hope for, wild animals get a place to live, exploited animals will be able to be free from farming and fishing, farmers will be supported by the government to transition to sustainable industries offering pride and community, and the planet can repair. Polling by Wildcard shows that Rewilding is the most popular solution to the climate crisis, so linking this in the public consciousness to the issue of a plant based society will only benefit our cause.

Demands

We have two simple government level demands:

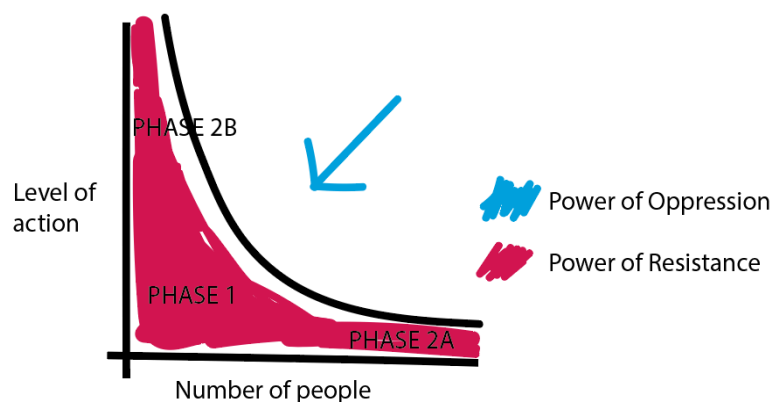
1. Government supports farmers and fishing communities to move away from animal farming and fishing as part of an urgent and immediate transition to a plant-based food system.
2. Government commits to rewild the freed-up land and ocean as part of a broader programme of wildlife restoration and carbon drawdown.

Strategy

The two key mechanisms/tools to achieve our aims are large-scale material disruption and the drama of interactions with the public by more localised disruptions. They aren't necessarily exclusive of each other, as in the case of Insulate Britain (IB).

Something really important to note about IB, is that they were public enemy no.1, and insulation is now often at the top of the agenda when talking about sustainability. Unpopular does not mean ineffective. [Research into Just Stop Oil](#) had approval ratings for Just Stop Oil at just 18%, but with an increase in the public's willingness to take part in protest from 8.7% before the campaign started to 11.3% afterwards.

Another key strategic consideration is the graph shown below. We want the high stakes civil resistance part (e.g. people getting arrested multiple times in a row), but also create simpler lower stakes participation options. Having a low barrier to entry offering at an accessible location (e.g. the capital city) has been a key component of all runaway/nearly runaway movements e.g. Black Lives Matter 2020, April 2019 XR, Serbian revolution, Tahrir Square etc. People were simply invited to meet at a location.



We need to make sure we create a crisis at the start, so going in with maximum intensity to make sure our issue is a number one news story, and after that we can keep the debate going with relatively minimal effort. IB did this by going very hard in the first week or two, then only went once a week after that but stayed a national focus. Blockade Australia did this through their crazy 13 days of mega action, off which they are mass mobilising to Sydney in June.

A key action design principle is all actions must be “simple, unbeatable and repeatable”. These tactics were refined in the Just Stop Oil campaign and are applicable to this campaign.

Another key feature is “saying what you’re going to do and doing it”. Our plan needs to be resilient enough that we can be pretty open with what we are planning and still be able to go ahead.

What made XRs first April 2019 so effective was not just the logical pull of “this will be effective”, but also a hopeful, almost spiritual, message that another world is possible. We need to look beyond the intermediary goal, and offer a positive vision of the future. This can also be seen in MLKs campaigns where they focused on intermediary goals, but always had the higher goals of justice woven throughout - closely linked to their Christian faith.

The just in time model of modern capitalism has opened up many action opportunities which maybe weren’t there before. The most immediately successful (i.e. went to no.1 news on day one) was the XR press blockade in October 2020 and Animal Rebellion’s April 2021 McDonalds blockade. What these have in common is that they both resulted in a visible physical impact across the country almost straight away (i.e. empty newspaper shelves or closed restaurants.) A lesson learnt is that infrastructure blockades need to cause visible disruption to the general public. Doing these actions day after day has the possibility to massively escalate this disruption, pressure and public debate to bring about significant change.



Action plan:

Phase 1 - warm up actions and mobilisation starting at the beginning of June:

High-profile press grabbing actions to build excitement for the campaign. Targeting high profile events, like JSO did with football matches. A good opportunity to be creative and push the different angles.

During this time we will be giving in person and online mobilisation talks, getting people trained, and putting them into groups.

Phase 2 - two weeks high-intensity in September with 500+ people

The objective is simple - we are going to have supermarket shelves empty of milk for two weeks, and will stack all energy and mobilisation towards this goal. We will be asking for people

to commit to taking one week off. This phase will have a clear end and a clear ask for people to join us at phase 3.

We know that some people do not want to or can't climb things to get at height, so a key part of the action design will be providing two streams of more agile options and more "bums on the ground" options so that everyone has a place in contributing to the overall goal.

*** Note, farmers in protest against the price of milk pushing them out of business and driving industry towards industrialisation, engaged in tactics blockading distribution centres and filling supermarket trolleys with milk to prevent customers buying. Mimicking this as our two main tactics could be nice from a narrative perspective as one of our core arguments is how the industry harms farmers.*



Phase 3 - mobilise to the city

Phase 3 will be an openly-organised mass occupation in London with no barrier to entry. We will mobilise during Phase 2 and we can double down on this by taking out newspaper adverts and by our spokespeople press releases talking about the meeting date and location. This will happen a week or so after Phase 2 and may be part of a broader coalition with XR and JSO.



Coalition building:

For us to be successful we must collaborate with animal rights, climate, and environmental organisations. We will be inviting individuals from key organisations into a room to discuss how we can work together to make this campaign possible and to determine how we can build on the campaign's momentum to keep the conversation going and make tangible change. We hope for other organisations to be well-placed to take advantage of the media spectacle we create and also follow up with policy proposals.

Dialogue:

We recognise we will cause significant disruption to farming and rural communities. We are not against farmers and believe in a just transition for everyone. As part of this campaign we will do our best to have good-faith dialogue with farming communities to try and see how we can best work together in food system transformation.

If you are ready to commit to action, please <https://actionnetwork.org/forms/plant-based-future/>.