



100 Days Countdown Actions Brief

The criteria for actions in the runup to the 100 Days mass action.
Please also refer to the UK actions checklist [here](#).

Explanation

This brief sets out guidelines for actions to support our strategy: the 100 Days Campaign. It is designed to help you think about how you can create beautiful, audacious and striking actions which will help mobilise, fundraise and build momentum towards the mass action starting on 21 April.

This document was finalised by Action Circle and the 100 Days Steering Group. It was drafted by a team consisting of representatives from 100 Days, Action Design Space, Data, Relationships, Action Circle and Action Planners Circle.

In addition to this brief, an Action Designers' Assembly is being organised by Action Design Space. The assembly will help decentralise this discussion, asking action designers from across the regions and nations the question, 'How might we design actions that will build alliances and mobilise more people to participate in the mass action in spring?'

Note:

- Not all actions supported by Action Circle need to follow every one of the criteria for 100 Days' run-up actions. But ideally, actions should fulfil as many of the criteria as possible to mobilise sufficient numbers for 100 Days. This is due to our limited capacity, resources and budget as a movement.

For 100 Days to work we need...

Actions aimed at mobilising XR's target personas, as identified [here](#).

Long-term analysis by XR's data team shows that there are types of people who are more likely to join XR. These include people who marched for Iraq or against Brexit, as well as those taking baby steps towards XR, by donating or reading emails. The answer to how we engage these personas in 100 Days will be discussed in more detail by the Action Designers' Assembly on 20 December 2022, following DNA training sessions for the movement.

Actions which build a narrative that makes the case for confronting Parliament.

From January 2023 our actions will build a narrative that makes surrounding Parliament on April 21st the obvious and right thing to do as responsible citizens. A unifying message will link each action, announcing that we are coming in our thousands, to do what they will not - protect life.

Actions which count down to 21 April.

To clearly message that the actions are leading up to the mass action, it will be useful to make a statement with dates that count down to 21 April. If an action is 50 days, 10 weeks or 100 hours away, we can try to create a message to accompany the action around the time period counting down to the mass action. Actions might incorporate that number of a thing or person, to refer to the time period left campaigning to get 100,000 people to Parliament. For example, an action might include 100 energy bills, 50 pairs of shoes, 10 plants etc.

Actions that are new, unexpected and headline-grabbing.

For our message to reach the public more broadly we need new, audacious and unexpected approaches that will gain media attention, provoke thought and trigger conversations.

Actions which create considered and beautiful images.

We ask designers to think of the 'end product' of the action at the start of their process: a striking image or compelling video has the potential to platform an action to sheer heights online. Audacious and beautiful images make the press, the biggest ripples on social media and inspire people to join - we live in a visual culture. Let's invest in new creative ideas and groups to build them.

Actions that expose government corruption.

- We should target actions at the pillars of power, to expose how the elites are connected in a web of corruption to the government - a web which replaces action with complicity.
- The targets should build a narrative explaining why people should join the mass action in spring - ie with the overall message that these targets contribute to a problem we must resolve collectively.
- This would mean that we should avoid targets such as NGOs (who we are asking to join us), that don't speak clearly to the way the establishment, politics and corporations are combining to destroy society.

Actions which build relationships with other groups.

For 100 Days to work we need to come together as a Movement of Movements. This requires carefully targeted actions designed for, by or in collaboration with external groups.

Actions which build XR on a local, regional and national level while linking to the global picture.

We must create actions which support growth across the whole of XR. This will involve tapping into community issues in local areas while capturing the attention of the wider UK public and media. Easily replicable actions with a ready-to-use action pack can help local groups with low capacity. Wherever possible, we must incorporate the international perspective and make XR a diverse and inclusive movement by linking actions to the plight and struggle of the global majority.

Actions which appeal to new or inexperienced activists.

Actions that visually invite new activists to join us. For this, we should emphasise our non-violence and use our own bodies or everyday objects instead of complex equipment. It may involve more 'performative' and creative actions, which offer an effective gateway for mobilisation; enabling rebels to bond, connect and stay together. This requires clear guidelines and an inclusive approach.

Actions which will build a feeling of success.

People should emerge from the action with a sense of success and forward momentum. Quantitative results that help this include large numbers of new joiners, positive online engagement following an action, donations etc. Qualitative

results include a shift in public opinion, getting people laughing at power holders, or empowerment and inspiration.

To trigger such impacts may involve designing more positive visioning actions that not only highlight injustices but also offer a vision for a better world. For example, setting up a mutual aid hub outside a bank occupation, rewilding or guerrilla gardening on corporate land, or building a wind turbine in the path of fossil fuel infrastructure to prevent it from being built.

Measurable impacts.

Action Circle will measure the success of actions against these criteria, in collaboration with the Data, Fundraising and Strategy teams.

Strong comms.

Clear and engaging Movement communications to rebels are key to mobilisation and the effectiveness of an action; by making rebels feel invested, heard and held. A strong comms plan is key as it helps build a pathway for rebels new and old and helps to amplify media content around the action.

Feedback processes.

Effective feedback processes, involving impact assessments, debriefs and regenerative culture embedded throughout. This gives rebels the sense of building on each action and being invested in the development of our movement, leading to greater engagement in future actions.

Get involved:

If you have a national action proposal that fits the criteria above, please follow this process to get your action up and running:

1. Create an action proposal, explaining how it meets the criteria above, plus the fundamental UK actions criteria, listed [here](#).
2. Email your proposal to Action Circle at XR-action@protonmail.com.
3. You will receive an invitation to Action Carousel, which takes place every Friday from 2 - 4 pm (except for on 23 and 30 Dec 2022). At Action Carousel you get five minutes to pitch your action to the sub-circles which sit in Action Circle, before revolving around three breakout rooms to gain essential support and advice from M&M, Comms, Action Support, Finance, Outreach and Legal among others.

Thank you for reading and good luck with action planning!