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This document has an important [counterpart one](#), which fleshes out the talking points, evidence base and so on. And a [look and feel and tone of voice](#), etc one

There's also a [document that includes the Key Phrase \(3-9-27\), the Core Messages, and the Demands in a single page](#).

1. Rationale and guidance for our messaging

The actual three key messages are below, this list is for general guidance around our messaging and to understand the rationale.

- **We are using emergency messaging.** (The value of this presented here by psychologist Jane Morton: <https://www.youtube.com/watch?v=MBGHTRx6xAU>)
- Emergency messaging is **beneficial**- those who can face and feel the grief and shock are able to step forwards, *do what is necessary* and act according to the universal value of protecting life.
- We need to balance the heavy messaging of telling the truth (and asking people to act as if the truth is real) must be balanced by an **inspiring vision** of making the change. We can't present everything in every message, so the point here is overall balance.
- **Vision for change** includes: this is possible, economies have been rapidly changed before (war time example), plans for transition are already worked up (see links below). This involves making the earth more beautiful again- restoring habitat, regenerative agriculture, less consumerism
- We **are not** presenting the rebellion as some kind of "lefty, anarchist, animal rights" wet dream! (no offense intended) - it may be that some of the goals of folks with those orientations are met via what we are calling for, but we must manage expectations here.. it is the view of the coordination team and the basis on which this was designed that:
 - this will not work if it runs along a left / right binary
 - or if it solutioneers - ie tries to have a blueprint for change

- it's also not about individual lifestyle changes (because system change is necessary), except in so far as the request for government and media to message to citizens would be about informing us all about the reality of necessary change
- this needs all of us that care about the earth to come together and find solutions and work together- including say green capitalists.
- in that way this is an **invitation to everyone** who understand how urgent the situation is and everyone called to protect life to come together and work together with a unified heart.
- this is where the citizens assembly is so important- a process to get many people involved in agreeing the direction of travel (see below)
- Where possible we message in the positive- eg we are **Conscientious Protectors** ([see Mission Life Force materials](#))
- The rebellion will be based upon a **moral appeal to the public** and to the opposition and we will endeavour to organise as effectively as we can while being detached from the outcomes. In this way, we will seek to avoid burnout from heightened and then disappointed expectations.
- We will **use negative messaging but carefully**, fear can be used to shake people up but it won't be enough to build longer term participation. We need to encourage love and meaningfulness when we communicate with people and not be indulging in doomerism.
- We **won't be doing blaming and shaming**, don't name specific individuals as being the problem but focus on the underlying systems. That said, persons with decisive influence on decision making can be focused on through appeals to their conscience to do the right thing.
- The rebellion will **focus on the converging crises** that we face rather than just climate change (though climate change needs to be messaged!) which is only one part of the perfect storm of ecological collapse and extinction of species- though its the one most people have heard of .
- Always **think about your target group and the language that appeals to it** before you write something. When writing press releases for larger news outlets, use the framing of ecological collapse as a threat to the nation as a way to frame the issue to make sense to a wider part of the public. When speaking to progressive groups, then use core progressive values such as equality.
- We are speaking to British values in this rebellion- our belief in Democracy (however we consider our democracy [is highly flawed](#) and must be changed), our belief in mutual respect and tolerance, our love of the land of Britain, of the plants and wildlife here, of all the people, also our belief in fairplay. This is also about british humour, our cultural heritage including campaigns and civil disobedience that has afforded us our rights and freedoms.
- The rebellion is explicitly **committed to nonviolence**, both internally and externally. Externally towards opponents, this means always being polite and respectful even when provoked. This includes towards individuals who are police officers and security guards. **ALSO Conflicts and interpersonal criticism should never happen on social media.**
- **Actions will be taken in an open way** so that campaign, press and opposition people will know the general escalation plan of the campaign. At the same time the specific operational details of actions will only be known to those taking part and not be shared to the extent that it will undermine their ability to carry them out.
- Rebellion is a **right and duty** of citizens across the **political spectrum** when their Government is failing to protect them and secure the future.

- This is fundamentally about our intimate relationship to all of life, our love of life, the protection of water and land, the desire to live and exist in beautiful, ecologically stable and safe surroundings.
- Describe **science** with **neutral, factual** vocabulary.
- **Tell stories**, not (only) facts.
- **Avoid sarcasm, cynicism** and generally **misplaced humour** - our framing is pretty serious so try to stay serious.
- Stay **clear and concise** and **avoid insider language**.
- **Don't indulge in doomerism!** Don't predict future dystopias that we don't include in our introductory workshop.
- Use **big, reliable websites** rather than just any sciency looking article.
- **Don't give official XR posts your individual touch!** Try to write like you *are* ER, not yourself (unless it is clearly a personal opinion piece in which case make that clear)
- The [XR talk is here](#) and a document with the wording and sources [is here](#).

2. Three Core Messages - short paragraphs

- We are in an Ecological crisis caused by climate change, pollution and habitat destruction; a mass species extinction is underway. Our course is set to societal collapse, the killing of millions and possibly billions of people, human extinction is possible, the future is bleak and our children are not safe.
- Change to avert the worst of the disaster is still technically and economically possible. It involves creating a world which is less frenetic and more beautiful; making the necessary changes will also create jobs. This is an emergency situation – action is urgent.
- Our Government isn't acting in accordance with what science and history tells us. Therefore our Government is criminally complicit. We have a moral duty to rebel, whatever our politics. Social science shows us that peaceful civil disobedience is an effective way to bring about change. Our lives have meaning when we follow our conscience and are willing to make sacrifices to protect what we love. We ask others who feel the same way to join our peaceful Rebellion.

3. Three core messages - single sentences

- We are in an ecological crisis, mass extinction is already happening, human extinction is a real risk.
- The window for change is narrow, a matter of months, and though difficult, many of the necessary changes will make our lives better.
- Our Government inaction makes them criminally complicit, so it is our right and our duty to follow our conscience and rebel through peaceful civil disobedience.

4. Three demands in short paragraphs

1. That the Government must tell the truth about how deadly our situation is, it must reverse all policies not in alignment with that position and must work alongside the media to

communicate the urgency for change including what individuals and communities need to do.

2. The Government must enact *legally-binding* policy measures to reduce carbon emissions in the UK to net zero by **2025** and take further action to remove the excess of atmospheric greenhouse gases. It must cooperate internationally so that the global economy runs on no more than half a planets worth of resources per year.
3. By necessity these demands mean an initiative similar to those enacted at times of war. We do not however, hand further power to our Government, we demand a [Citizens Assembly](#) to set the policy and oversee the changes, as we rise from the wreckage, creating a democracy fit for purpose.

5. Three demands in short sentences

1. The Government must tell the truth about the ecological emergency, reverse inconsistent policies and work alongside the media to communicate with citizens.
2. The Government must enact legally binding policy measures to reduce carbon emissions to net zero by 2025 and to reduce consumption levels.
3. We demand a Citizens Assembly to set the policy and oversee the changes, as part of creating a democracy fit for purpose.