

COMMUNICATION GUIDE



How to communicate about 'Taking the Jump'
in a way that will lead to positive outcomes.

TAKE THE JUMP



2 MIN SUMMARY

A very quick summary to communicating about 'Taking the Jump' and making sustainable changes.

**TAKE
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JUMP**



PRINCIPLES FOR COMMUNICATING

Principles to keep in mind when communicating to make sure the interaction is positive. The people you meet will be much more likely to make a change.

1

Our goal is to make change easier for people, not to win arguments.

Trying to 'convert' others here and now usually backfires. Trust people to own their own journeys.

2

Meet people where they are, because change can be really hard!

Honour the challenges people face. Have empathy, no shaming! It's enough to try, then people can build from there.

3

Show this is a 'jump for joy!'

Trying the shifts can bring so much joy to our lives. This is the magic that will draw people to try.

4

People are powerful, so empower them!

Offer the clarity of science on how people can have an impact.

5

Language is key, avoid the traps and Politics

Most people don't connect with eco-language, but this doesn't mean they don't care about nature.

6

You are the story, so just be you

Let your own experience and energy shine, trust yourself!

7

Most people are now aware of the problem,

More pressure and information is unlikely to help, give them support instead.

COMMUNICATING IN STEPS

For when we're starting out here's a rough outline of how to order your approach to communicating, this is a very loose guide though as conversations and interactions tend to have a life of their own. Once you've got practice you will have the confidence to do this naturally.



ORIENT YOURSELF

Before you interact with others, just take a moment to settle yourself and remind yourself of the principles for communicating.



READ THE ROOM

Consider who you are communicating with, how they may feel about this topic and the likely initial reaction to taking action. This will guide how you approach the rest of the interaction.



CONNECT

Build a human connection with people, Take time to ask questions, listen, be genuinely interested in the person/people you're talking to. Acknowledge their struggles and hopes, and talk about your own.



INSPIRE

Show people why you're so excited about making a change and taking the jump. People have huge power through Taking the Jump and trying six shifts. It will be a joyous thing to do, based on your experience. It's enough to try, we're about no shaming,



LEAVE OPEN INVITATION:

Close engagement graciously with invitation to find more information or even Take the Jump. Wish them all the best with everything and smile

CONTENTS

Explanation of what this guide is, what's in it, and how to use it. There's lots here so take it slowly and in your own time.

Practice makes perfect!

To read this whole document (it's worth it), takes about 60 minutes

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This Guide

WHAT THIS DOCUMENT IS FOR:

We're providing information and guidance in a number of ways depending on what works for you. But potentially all of it should be built in ideally.

That said this is a long process, takes practice, so best thing you can do is get trying. Read these a few times, practice with friends doing role plays, read again, practice again, then start with normal people.

The Take the Jump ambassadors groups in the Hub will be a space where people can connect to practice, talk about issues etc. We'll also arrange periodic drop in calls where we can talk about communicating.

CONTENTS:

A selection of offerings to help with communicating about 'Take the Jump':

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PRINCIPLES for communication

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Trying the shifts can bring so much joy to our lives. This is the magic that will draw people to try.

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Offer the clarity of science on how people can have an impact.

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Most people don't connect with eco-language, but this doesn't mean they don't care about nature.

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You are the story, so just be you

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Most people are now aware of the problem,

More pressure and information is unlikely to help, give them support instead.

1 Our goal is to make change easier for people, not to win arguments.

Trust people to own their own journey, trying to 'convert' others, here and now, usually backfires.

People can tell very quickly they're being preached to, and tend not to like it. As soon as a conversation starts, if people feel like they're being pressed into doing what someone else wants them to do, they'll naturally push back. This is partly language but also emotional tone.

In this context, no one wins an 'argument.' For a very small group of people, getting into an 'argument' and proving them wrong will change their mind. For most it will just make them close up. In that case nothing happens and no one wins. Keep it open and positive.

When people can own their own journey change is more common, it's deeper and more likely to spread. When we make our own decision to change, we feel great, we feel like we've done something we're proud of, we experiment, we learn, we feel like we're moving forward. We then naturally bring others with us. If we're only doing it because someone told us we should, or made us feel bad for not doing it, the evidence is clear we don't get that positive feeling. So it's important to let people make their choices in their own time. If they feel like they're the naughty child they will only close up, as would you.

De-evangelise yourself and people will be far more willing to listen. Say in your own head: 'I'm not trying to convert this person! I'm trying to help them feel positive about whatever change is accessible to them right now, so they can build from there.'

Despite how we may feel sometimes, we can and must trust people, we can't force them. Sure, there's lots of reasons to think people don't care, but actually when people have the information, AND are heard and supported, they tend to try do their best for themselves and their families. In the end we can't force people to change.

2 Meet people where they are, because change can be really hard!

Honour the challenges people face, have empathy and no shaming! It's enough to try, then people can build from there.

There are many barriers to change. We often think that knowing what we want to do is enough to change, it's not. People are not rational, and neither are you. In a world pushing us towards high consumption lifestyles, there are so many reasons it can be hard to change, sometimes they can all be acting at once.

Acknowledge others' struggles: Starting point for any conversation is meeting people where they are, honouring that. Ask and listen, people need to be heard to consider acting.

'You're a bad person' gets us nowhere: Feeling like you're being told you're a bad person, ignoring the challenges you face, makes you angry. It can be very easy to make people feel like this by accident.

It's enough to try, so allow people to just start! We all started somewhere. No need to rush people, give them your care and attention, listen to their story, invite them to be involved and sometimes leave it at that. It can take a while to change life long habits.

Don't belittle the small steps people are proud of, build on them. If people say 'well I recycle', don't say 'that's no good'. Congratulate them, and say 'well now here's the next thing you can do that will really make your impact grow; Take the Jump!'

Barriers to change from members of the public

Time and energy: 'I'd love to do more but I have kids to look after and a job to do... I just don't have the headspace'

Anxiety and overload: 'It's all so scary, I just feel powerless and confused, it's too much for me to think about'

Social pressure: 'My friends laugh at me if I buy second hand clothes'

Feelings and preferences: 'I love cheese, the thought of eating less is depressing'

Systems: 'I have to fly because the train is unaffordable'

Isolation: 'I don't know anyone else who talks about this, or is trying this sort of change'

Relationships: 'My partner wants to eat meat every day'

Habits and life history: 'I've always driven to work and I can't get used to the bus'

3 Show this is a 'jump for joy'

Trying the shifts can bring so much joy to our lives. This is the magic that will draw people to try.

The world that's being invited by getting in balance with nature, a world that's about more than just consuming 'stuff', will be beautiful! There's a wonderful story here. Each shift has it's opportunities, it's exciting and beneficial side. Focus on that.

Jump for Joy! Taking thing jump means consuming a little less, but this makes more creativity, caring, crafting, contentment, camaraderie, celebration, comedy, culture, connection, collaboration and community

Take some time yourself to explore what has been wonderful for you about trying the six shifts. Which shift has been easiest and most joyous, and why? What unexpected benefits of pleasures has it brought?

To change culture we need to throw a better party! This is the magic that really will bring people along, make people be excited to take part.

Tickle them instead. Humour is a great way of de-escalating tension. None of us are perfect, not even you. Talk about your journey, and the things you used to do but you now can't imagine. Laugh at yourself. This immediately acknowledges your joint humanity, that we're all on a journey, and means you have a common place from which to have a positive and caring conversation. Welcome hypocrites!!!

CONSUMING

'stuff' can make us feel good for a moment.



But what actually makes life worth living ???



COMMUNITY



COMEDY



CELEBRATION



CAMARADERIE



CARE



CRAFT



COLLABORATION

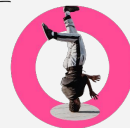


CULTURE



CONNECTION

CREATIVITY



CONTENTMENT

TAKE THE JUMP

4 You are the story, so just be you

Let your own experience and energy shine, trust yourself!

Rather than worry about 'telling' a perfect story, it's far more powerful to BE the story!

Talk about the six shifts and making a change from your own experience and excitement. This is what's infectious and compelling rather than just dredging up facts to make an intellectual case.

People believe people, not information. Yes it's important to have some of the key facts ready, but really if people look at the experience you're having, the journey you're on, and feel drawn to it, then that's the magic!

In the end, follow what works for you. No perfect way to do this, to communicate, so follow your own inspiration and instinct.



5 Language is key, avoid the traps and Politics

Use language that can reach beyond the usual suspects

But don't connect with green movement framing. But, culturally are not aligned with how the environmental movement has historically framed this issue, and with related words of self-identification. So ideally avoid words like: 'activism', 'environmentalist', 'greenie', 'saving the planet'. These issues are all important, and very meaningful to some people, but to many they just feel like 'other', and will put people off.

Remember this doesn't mean people don't care, The research shows that 80% of people do care about climate change. we just have different relationships with these words and labels. Language really matters, and it's probably not what you're used to that works. There are plenty of other organisations working with this language, it takes a range of approaches to bring people on board.

Avoid politics, at least until you know someone well enough to know it won't be a barrier between you. Certainly avoid it if talking to groups. It's true that politics is vital to moving to a happier and more sustainable world, and there are many fantastic people, projects and organisations working to drive this. However, if we are trying to engage people and communities around us and work with them to make a change, politics can be hugely divisive when really many people agree on the importance of protecting nature, regardless of their political background. So focus on that instead.

'Activism'
'System change'
'Climate catastrophe'
'Environmentalist'
'Climate justice'
'Eco-warrior'
'Save the planet'
'Do your bit'

6 People are powerful, so empower them!

Yes gov and industry must do most, but
Show people they can have an impact.

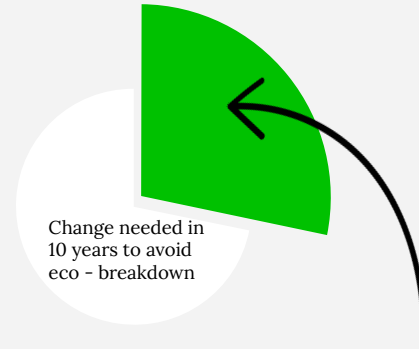
**Yes government and industry have most responsibility,
but...**

Your action can have a huge direct impact: Citizens and communities can DIRECTLY deliver 27% of change needed in next ten years. You are not powerless! No more confusion! Clear & impactful.

We can shift cultures and mindsets: Showing we can live a full life while in balance with nature will change cultures and mindsets, which will change system.

Our goal is 25% of wealthy countries: Science shows this is the amount needed to drive a full shift in society.

There is a movement they can be part of that will give them support, they're not on their own



END CLUTTER
Keep products for at least **seven years**

HOLIDAY LOCAL
One flight every three years

EAT GREEN
A plant based diet — no waste, healthy amount

DRESS RETRO
Three new items of clothing per year

TRAVEL FRESH
If you can, no personal vehicles

CHANGE THE SYSTEM
At least one life shift to nudge the system

7 Most people are aware of the problem,

more pressure is unlikely to help, offer support instead.

Pressure without options changes nothing: Many people know about the ecological peril we're in, and most want to do something about. It's often not more information holding people back, it's these challenges, so forcing more bad news or scare tactics, while doing something about it feels impossible, will only force people to bury their heads or fight back. This will only lead to 'backfire effect'.

Don't terrify people by keeping the emphasis always on - The research is clear that most people are aware of the issue now, but feel very powerless and confused. Just amping up the pressure, without providing people with clear things people can do, providing them with support and understanding, and being understanding about the challenges they face (cultural, capacity, social pressure, anxiety, etc), will just push people further away.

Fine to acknowledge the seriousness, but as a point of camaraderie - 'We all know this is serious and want to protect the future for our kids, the question is how right?'



STEPS for communication

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COMMUNICATING IN STEPS

For when we're starting out here's a rough outline of how to order your approach to communicating, this is a very loose guide though as conversations and interactions tend to have a life of their own. Once you've got practice you will have the confidence to do this naturally.



ORIENT YOURSELF

Before you interact with others, just take a moment to settle yourself and remind yourself of the principles for communicating.



READ THE ROOM

Consider who you are communicating with, how they may feel about this topic and the likely initial reaction to taking action. This will guide how you approach the rest of the interaction.



CONNECT

Build a human connection with people, this is vital for people to want to engage with you. Take time to ask questions, listen, be genuinely interested in the person/people you're talking to. Acknowledge their struggles and hopes, and talk about your own.



INSPIRE

Show people why you're so excited about making a change and taking the jump. People have huge power through Taking the Jump and trying six shifts. It will be a joyous thing to do, based on your experience. It's enough to try, we're about no shaming,



LEAVE OPEN INVITATION:

Close engagement graciously with invitation to find more information or even Take the Jump. Wish them all the best with everything and smile

STEP 1 ORIENT YOURSELF

The energy and tone you bring to communicating is vital, so before an interaction take a moment to link into the principles.

If don't have much time, just check in with the first three....

1 TRUST

Say to yourself: 'I am not trying to convert people, but to help people feel positive about their next step forward'.

This is how we have the maximum impact. If people have a positive interaction, feeling like they've been heard, got applause for what they've tried, know they can have a huge impact and how, and are curious about exploring it, then they are much more likely to act.

By **not** putting pressure on yourself to change people, but trusting in their own journey, you'll feel much more relaxed and confident.

2 EMPATHY

Set your intention to show people empathy and be in their shoes.

In a world pushing us towards high consumption lifestyles, there are so many reasons it can be hard to change, sometimes they can all act at once.

3 JOY

Remind yourself of what you've found to be joyous about 'taking the jump'. Let that set the tone for your energy.

Think of stories from your own experience, times you've been really pleased or satisfied, unexpected benefits that came up. Imagine if the whole world was in that space. Feel that excitement and let it shine from you.

STEP 2

READ THE ROOM

Consider who you are communicating with, how they may feel about this topic and the likely initial reaction to taking action. This will guide how you approach the rest of the interaction.

We may need to communicate in many different situations:

A friend or family member asks you why you're not flying, talking to a local community group, running a workshop with teenagers, telling a friend you're taking the jump, encouraging your kids towards second hand clothes etc etc etc.

Where is this person / group on the scale of openness or readiness?

People have very different views on climate change and sustainability (see Slides XXX in below for more info on this). Many people care about climate change,

What's the best response and goal? and if they don't, it is going to be hard convince them. The sweet spot it people who are worried about climate change but feel alienated by climate movement's language and approach, or feel they lack support. For those who'll find Taking the Jump emotionally inaccessible, **just listen and be polite.**

Am I the best person to connect with this person / community?

Communities of colour, older communities, economically excluded groups, young people... In many of these cases it is really valuable to engage with local community leaders to help get the message out.

Family are often hardest It is trickier to engage with those closest to you

STEP 3 CONNECT

Build a human connection with people is vital

for people to want to engage with you, and it can be done quickly (especially if we oriented ourselves right in step 1).

Take time to ask questions, listen, be genuinely interested in the person/people you're talking to. What's their relationship with sustainable change? Have they tried anything before?

Acknowledge their struggles and hopes. Honour the challenges people face, have empathy and no shaming! It's enough to try, then people can build from there.

Talk about your own struggles and how you're not perfect. Builds connection, diffuses worry that need to be perfect or will be called hypocrite, opens to door to incremental change.

Humour is a great way of de-escalating tension. None of us are perfect, not even you. Talk about your journey, and the things you used to do but you now can't imagine. Laugh at yourself. This immediately acknowledges your joint humanity, that we're all on a journey, and means you have a common place from which to have a positive and caring conversation. Welcome hypocrites!!!



STEP 4 INSPIRE

Once you have some connection with people we can talk about our experience and people will relate to it. Show people why you're so excited about making a change and taking the jump. Talk from your own experience.

TAKE THE JUMP BY TRYING SIX SHIFTS TO PROTECT OUR EARTH AND LIVE WITH JOY

Clear, constructive, impactful, doable.

Why take the jump???

- 1. You'll make an impact:** Government and business do have most responsibility, but science shows that in wealthy countries everyone needs to make these 6 Shifts within 10 years. If we do we'll deliver at least 27% of the change needed.
- 2. You'll enjoy it:** Less consuming but more creativity, care, comedy, camaraderie, contentment, craft, connection, celebration, culture and community. Taking action is a great way to deal with climate anxiety
- 3. You'll get support:** This grassroots movement offers the community and the tools to help along the way, check out our social media. It's enough to try, and we're about no shaming.



STEP 5 LEAVE AN OPEN INVITATION

At this point, you've done what you can.

Leave the interaction graciously with invitation to get involved or find more information:

- How to sign up and take the jump on our website: takeethejump.org
- Check out our social media: [@takethejumpnow](https://twitter.com/takethejumpnow)
- Come meet people on the Hub: hub.takeethejump.org
- Let them know if there's a local group or event that they can come along to

But no pressure wishing them all the best with everything and smile



DEAD ENDS

Quotes from exasperated environmentalists...

If you feel any of these things, then that's totally justified!

As people trying to create positive change, we need to come together to hear and support each other in these feelings. For this, check out this [discussion group here](#).

BUT, if we let these feelings frame our interactions or communications with others who are not yet on the same page, we'll just push people away and make them less likely to agree with us or take action.

We're not saying these feelings are not legitimate, just that based on experience, there's a place they're helpful, and place they just alienate people.

Read on to find out how we can communicate in a way that brings people with us!

I can't understand why people have no interest in the ecological catastrophe, don't they see that it affects them and everyone they love?

It drives me crazy people think that because they recycle they can fly 10 times a year

Yes I know it's hard to change, but we don't have time to wait for people to find this easy.

If people carry on as they are, while knowing the harm it will create, then they're stupid or immoral!



Exasperated environmentalist

If only people understood how much danger we're all in, then they'd change.

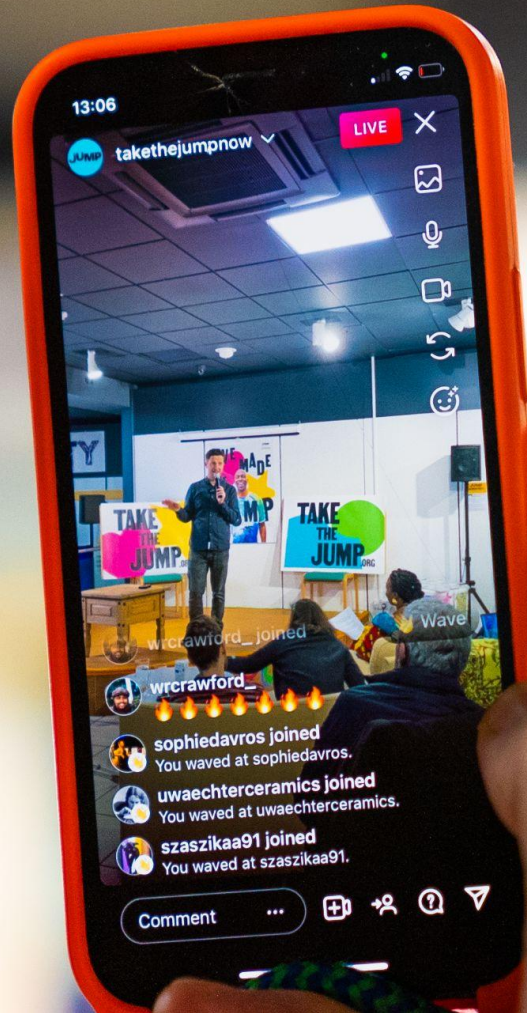
I give up on humanity, people deserve what they get because this is who we are.

People just want to sit and wait until the government sorts it out, but have no courage to force them to do it!

FAQ

Common questions that come up when communicating, and the typical responses we give at Take the Jump .

**TAKE
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Q: WHERE DOES THE JUMP COME FROM AND WHO'S BEHIND IT?

A: Take the Jump was created by a group of people who wanted to change the feeling of powerlessness that so many of us have when we think about the future of our world.

Normal people who wanted this to exist so we made it. Some are from environmental backgrounds but many are not. A mixture of parents concerned for their children's futures, professionals ready to act, young people who've waited long enough, business leaders with an eye on the horizon and climate experts with new science in hand (including authors of the research behind the JUMP).

All the work, the website, videos, background, everything has been developed by volunteers and no corporate or political involvement or funding at any point. Take the Jump is a grassroots movement, owned and shaped by those taking part.

Q: WHERE DO THE 6 SHIFTS, FOUNDATIONS AND TOOLBOX COME FROM?

A: **6 SHIFTS:** Scientific research from the University of Leeds, C40 Cities Climate Leadership Group and the global consultancy firm Arup, has revealed the most important changes we must take to prevent ecological collapse. In fact these are the changes that everyone will have to make in the coming decades to ensure we keep global warming to safer levels.

FOUNDATIONS: The principles have been developed by the volunteers who've started Take the Jump. Partly based on looking at other efforts to see what's worked and what hasn't. Partly from stepping back and thinking, from our own experience, what is it that makes these things hard, disruptive, antagonistic, inaccessible or unhelpful. This helped us decide what Take the Jump is and is not about.

TOOLBOX: The toolbox came from the same place as the principles, but with an aim of figuring out how can we ensure this changes the world, and what support would we need if we were going this. There's lots of different types of people, needing different types of support. We hope we've got something for everyone.

YOU CAN WRITE AND CHANGE THESE: This is just the start of the process, YOU can input as much as anyone else. If you have thoughts put them in the box at the bottom, and we'll be letting people know soon how to engage in driving the direction of the JUMP.

Q: IS THIS ANOTHER WELL-MEANING GROUP THAT LACKS REAL DIVERSITY?

A: It is true the environmental movement hasn't always been as diverse as it should be. Genuine diversity is a central goal for Take the Jump, as well as being critical to driving the change we need. To ensure Take the Jump is diverse we are:

- Designing it so that “Taking The JUMP” is something that anyone can do. This is vital to avoid excluding people however unintentionally. It doesn't need you to put your livelihood or career at risk, take time out of child care, or be rich and well connected. Check out these two Take the Jump principles for more info: “Its enough to try” and “no more us and them”.
- Involving community leaders in Take the Jump from the get go and throughout the roll out of Take the Jump. Our aim is to actively work with and engage the BICOP, LGBTQ+, older and post-industrial towns & cities communities.
- Targeted support, engagement, tools and events focused on different communities. More to follow on how we'll be doing this.
- Measuring the level of diversity within people taking the JUMP so we can quickly realise when we have a problem and do something about it

Do you feel like you're unrepresented or discriminated against by Take the Jump? If so please let us know in the comments below and we'll make this our most urgent priority to address.

Q: ARE YOU SAYING IT'S UP TO INDIVIDUALS TO FIX THE CLIMATE PROBLEM?

A: "What about coal fired power stations or fast fashion? Surely the system must change first?" It is NOT up to individuals to fix the climate problem on their own, one "consumer" choice at a time. YES, we urgently need huge change to the system. BUT, that doesn't mean we have no power or the only option is to wait for our leaders to take action. The research is clear, we need all action from all actors now. There isn't time for to wait for anyone group to act, whether its business, government, communities or individuals.

The system certainly does need to change, very urgently. Moving to green energy, cheaper and better public transport, a much more circular economy, national building retrofit programs, a green finance sector, etc etc. However you can do things to change the system even within your own life.

Also the science is pretty clear there's thing that we all need to do regardless of the system change. Like limiting flying and shifting diet. Even with global changes if people are still flying regularly through their own choice this will still lead to staggering environmental harm. So in the end there are some things we can do that really will help.

Yes, this will be easier in a world where the systems don't support environmental harm so firmly. It would be easier to avoid flying if trains were cheaper, easier keep electronics if they didn't break all the time. But that doesn't mean we can't get started or that we have to wait until the perfect world before we start to change. No need to wait, just get started.

Q: WOULDN'T TIME BE BETTER SPENT GETTING OUT ON THE STREET PROTESTING?

A: To Take the Jump does not require us to be political, take part in any activism or go on a protest. Yet neither does it stop anyone from doing so, nor is it a replacement for peaceful protest. It's just another tool in our box for driving the change we need. Taking the Jump is something that can go along side and support your activism if that's your thing, or if not, it's something we can do in our own lives and communities without bothering anyone, or asking anyone's permission.

It is clear that to avoid complete ecological disaster we desperately need to change things about our current system. This is the responsibility of government and business and without bold activism and protest it is looking like it will happen.

But what about those not able to protest, or feel uncomfortable with it? And even those who do protest can't be doing it all the time. Are we powerless the rest of time?

Or can we use our lives as a form of protest by making a genuinely radical change of direction in ourselves? Just changing what we consume and focusing on how we want to live rather than how we're told to, and coming together to do it. What's more potent than this, actually being that system change, from the ground up?

Q: THERE ARE MANY PROJECT TRYING TO CHANGE BEHAVIOUR... WHAT IS DIFFERENT ABOUT TAKE THE JUMP?

A: What makes Take the Jump different is:

- Its genuinely grass roots, set up by normal people with no funding or external influence
- Take the Jump IS clear and simple, with just 6 steps. This is what the science says need to do
- Box of tools and a community to help us along the way, such as ways to connect and help each other
- Comes with principles that change how we view this
- No complicated apps or tracking (unless you want to), this is about changing the way we live not filling out forms

Q: WHAT ABOUT PEOPLE WHO DON'T HAVE ENOUGH? WHAT ABOUT COUNTRIES STILL FIGHTING TO PROVIDE FOR THEIR PEOPLE?

A: Many people don't yet consume enough to meet their basic needs. These are not the people who need to take Take the Jump. In fact to Take the Jump for them means to consume more. This includes people in industrialised countries that have been left behind, and the many billions around the world who are still fighting to meet their basic needs.

Q: WHAT WOULD YOU SAY TO STRUGGLING FAMILIES WHEN IT IS OFTEN MORE EXPENSIVE TO BE GREEN?

A: This is a hugely important point, and why its enough to just try. The world around us can make it very difficult to make these transitions. Often fresh green food can be more expensive than less healthy alternatives.

Q: WHO WILL BE MAKING DECISIONS ABOUT TAKE THE JUMP GOING FORWARD?

A: Take the Jump is yours. You write your story from the start. There's not external funding, oversight. The only people making decisions going forward will be those taking part. We're working to set up a process by which people taking the jump can be more actively involved in steering Take the Jump should they wish. In the meantime the team of volunteers who set the organisation up will keep things ticking over. Take the Jump is a movement, but based on the science. Take the Jump is for anyone who knows something isn't right. For anyone who believes in a thriving future, for us and our kids. For anyone who wants practical steps/shifts that actually work.

Q: DO YOU SUPPORT FLIGHT SHAMING?

A: Take the Jump is definitely NOT about shaming anyone. We're all in this together and change isn't always easy. In stead its about making sure we know clearly the changes that are needed (and yes keeping flights to low levels is hugely hugely important part of that), we get support from each other to help us make them, and understanding when we don't manage to.

Q: HOW WILL THIS CHANGE ANYTHING GIVEN THE SCALE AND COMPLEXITY OF THE CHALLENGES?

A: This is not about adding up individual actions, sure that's helpful, but the scale of the problem is vast. What we're really doing here is opening a window into the future that will allow everyone to see through, and maybe start walking towards. It's about starting to touch and feel the future we want to live in, and prove that consumerism isn't the most important thing in our lives, for ourselves and each other. This will start to change mindsets and lead to much deeper and longer-term transformations to our world system than any aggregation of individual consumer choices. Ultimately this is the kind of change we need if people are going to. The way things are is driven by systems, mindsets, culture and behaviour. Need to address all of these to get change. In the JUMP we'll be addressing all of them from the bottom up, and showing the world this is possible.

Q: ARE YOU TAKING AWAY PEOPLE'S FREEDOM TO HAVE A NICE LIFE? ARE YOU DENYING HARD WORKING FAMILIES THE CHANCE TO TAKE THEIR KIDS ON HOLIDAY?

A: Take the Jump is founded on the idea that actually its not stuff that brings joy to our lives. Also none of these things are 100% abstinence, its not about back to stone age, just balance. This includes flying. You can still go on one short haul flight every three years (long haul closer to eight) and certainly see the world over your lifetime. For the other years, you're happy in the knowledge you're ensuring a safe future for our kids, and there's many wonderful places to go on holiday that don't involve travelling half way around the world.

Q: WHICH COUNTRIES IS TAKE THE JUMP FOR?

A: We have started in the UK but anyone can take the jump anywhere. If you don't have a local group just start one and see what happens. We'll also be doing our best to make sure Take the Jump is available in as many languages as possible, and planning targeted outreach in different places around the world.

Q: HOW DO WE DECIDE WHICH SHIFTS ARE SUITABLE FOR INDIVIDUALS RATHER THAN BUSINESS OR GOVERNMENTS?

A: Here's an example from the research behind the JUMP. Aviation emissions will increase many many times over if left to expand at current levels. We therefore look at the main actions for reducing this, and where primary influence sits for implementing these actions. For instance in aviation the two main actions are swapping to greener forms of air travel (primarily influenced by business and government) plus reducing flying to climate safe levels (influenced by government through policy, business through investment and pricing, but also individuals through deciding whether to fly or take another mode, or even whether to travel at all). The numbers show even with highly optimistic roll out of green flight technologies (government and business doing everything possible), these technologies cannot keep up with currently expected growth in demand, so we must keep growth in flights globally to a sustainable level. Given the amount of people who can afford to fly increases every year, this shows us that existing regular flyers must reduce their flights. This is partly up to business and government to provide affordable alternative options, but also it is a choice that individuals can make now. Hence this is a powerful role individuals can take, and so forms one of the shifts.

WHO are we
communicating
with?

**TAKE
THE
JUMP**

Different types of people react very differently

Groups of people of many types who have a lot on their plates, or for number of reason not going to act on climate until the world changes around them. Often lower consumption and so lower responsibility. (range of groups)

Those who've been leaving the movement for decades, already highly motivated, tho maybe not Taking the Jump (*progressive activist*).

~ 50% Unlikely to act soon

~ 35% Potentially open to acting, if met on own terms

~ 15% Trying

←
**LEAST concerned
or ready to act on
climate change**

Those who care deeply about climate but not engaged by 'green' framing. Include several different groups, often higher consuming and so most most responsibility (mostly *civic pragmatists & established liberals*)

**MOST concerned
and ready to act on
climate change** →

Our goal is to engage 25% of populations



~ 50% Unlikely to act soon

~ 35% Potentially open to acting, if met on own terms

~ 15% Trying

25% needed to drive a shift in society. This is 10yr goal of Take the Jump.

STRATEGY:

1. Engage, connect and support greens to make change and create new stories
2. BUT, ensure language and approach is lead by needs of pink to **get beyond usual suspects**
3. In due course this will change cultures and systems helping yellow shift naturally

website

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Social (insta/facebook/twitter)

@TakeTheJumpnow

hashtag

#TakeTheJumpnow

