



TAKE THE JUMP



**MAKING
REAL CHANGE
POSSIBLE**

**A JOYOUS
PEOPLE-LED
MOVEMENT**



**Can we help your
local authority?**



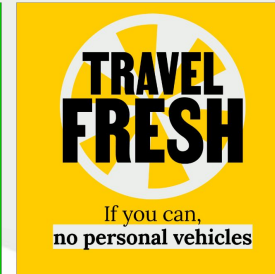
A JOYOUS MOVEMENT OF CITIZENS TAKING ACTION ON CLIMATE CHANGE

Take the Jump is a grassroots movement of citizens and communities around the world coming together to live full and joyous lives while in balance with nature. Taking the Jump and trying the six shifts that science shows are needed to avoid ecological breakdown, delivering **27%** of the change needed by the early 2030's.

We have the tools, the support and community to help people make a real change. Inspiring others and shifting mindsets, cultures, and systems. This isn't a pledge, it's a movement of transformation.



Taking the Jump is to try science based shifts for at least a month



Talking climate like you've never heard it before...

ALWAYS IN THE SPIRIT OF IT'S ENOUGH TO TRY, NO SHAMING, AND IT'S A JUMP FOR JOY

TAKE THE JUMP

A registered UK charity
(Reg: 1196196)
takethejump.org

WE CAN HELP COUNCILS ENGAGE RESIDENTS TO MEET ECO TARGETS

1

“Residents are an important part of meeting eco targets but councils sometimes find acting on this tricky...”

Many local authorities have environmental targets, like Net Zero by 2030. In sectors like transport, waste and planning, councils often report having strong power to act.

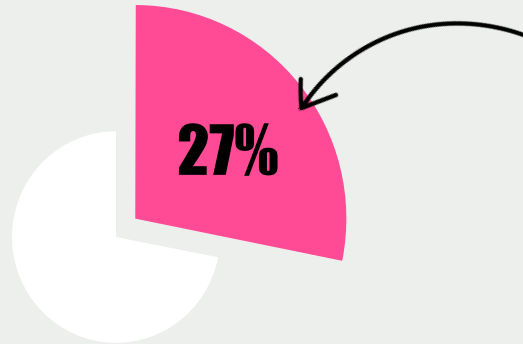
However, when it comes to shifting residents and communities, and engaging beyond the usual suspects, councils often report this is both politically and practically challenging.



2

Science* shows citizens have primary influence over 27% of the emissions savings needed by 2030 to avoid ecological meltdown, through six simple shifts

*<https://takethejump.org/power-of-people>



3

We can help councils unlock this huge potential

Take the Jump has a tried and tested approach for joyously engaging residents and addressing the barriers to change that works. 27% reduction is directly achievable by citizens and will contribute towards councils climate targets.



**TAKE
THE
JUMP**

A PARTNERSHIP TO ACTIVATE CITIZENS IN YOUR AREA

We offer a 6, 9 or 18 month collaboration to help activate local residents, communities and institutions to make the changes science shows are needed. We will put boots on the ground and dedicate team resources to planning, engagement, building relationships and supporting participants.



Engaging across the local area...

LOCAL COUNCILS - Engaged to provide links to local residents and organizations, taking the jump themselves

BUSINESSES - Engaged to activate their staff and consider aligning operations with the shifts

LOCAL CULTURE - Joyous and participatory cultural events and programs to show how world could be

COUNTY COUNCILS - Engagement with county council in support of local councils, helping create positive landscape for local action

INSTITUTIONS - Schools, faith groups adopting the shifts as part of their programs and activities

COMMUNITY GROUPS - Supporting community groups to engage their members on the shifts

RESIDENTS - Everyday people taking the jump, joyously experimenting with the six shifts

OUTCOMES

- **Vibrant, visible and joyous local activity** of people taking the jump and experimenting with six shifts
- **Beyond the unusual suspects and excluded groups** - We focus on those with most responsibility, yet work hard to engage excluded groups, and make this a movement for all.
- **Targets:** 10% residents have taken the jump, 50% of groups and institutions engaged, 25% of residents have engaged
- **Empowered existing local activity** by providing something existing groups can use that is not in conflict with existing efforts but a support tool to amplify and focus their work.
- **None political** - We never get involved in party politics, and are sensitive to avoiding entering locally political issues
- **Long term:** Set up to be self sustaining after project end to deliver a decade of change towards 27% reduction in local emissions

ACTIVITIES

We offer three main phases of engagement that can catalyse a decade of local action. Here's a summary of the activities we can undertake...

TAKE
THE JUMP



INSPIRE LOCAL POPULATIONS ABOUT THE SIX SHIFTS AND ACTIVATE AS MANY AS POSSIBLE TO ACT AND TAKE THE JUMP

0-6 months

Co-identify engagement list of local community leaders, community organisations, local groups, businesses, schools, faith groups and cultural institutions.

Initial outreach through engagement meetings, relationship building, strategy planning

Activation through talks, workshops and training

Kickstarter campaign in local press, social media, and at local events.

Internal engagement work at council working to engage staff, align messaging and drive influence

HELP THOSE TAKING THE JUMP TO KEEP GOING, AND FORM INTO A CONNECTED, ATTRACTIVE & VISIBLE LOCAL MOVEMENT

3-18 months

Capacity building for all participant with regular calls, training (on communication, social media, connecting with new audiences), toolkits, resources, strategy planning with all participants in engaged organisations`

Support and regular one-on-one check ins and ongoing personal support to ambassadors and champions

Events such as repair shops, clothes swaps, carpools, plant based cook-ins, fairs, screenings and more.

Connective spaces Online and physical spaces where the range of participants can meet, share ideas, plan events and deepen activity.

SHOW THE WORLD A JOYOUS SUSTAINABLE FUTURE, DRIVING CHANGE IN CULTURES AND MINDSETS, ALLOWING A LOCAL SHIFT

9-18 months

Tell the inspiring story of local action through local press, council communications, and social media

Expanded outreach through continue to support local movement with their own outreach events.

Cultural shifts through events, festivals, art, performance, culture, developing new narratives and stories.

Resource provision for continued action through fundraising support and ensuring local champions are fully trained, have long term strategies, and can continue to activate new participants

EXISTING COUNCIL AND LOCAL MOMENTUM



COUNCILS ARE ALREADY ENGAGING

Established council partnerships

Waltham Forest Council Funding awarded to undertake cultural program in deprived area of Chingford

Waverley Council: Adopted Take the Jump as part of policy

Woking Council: Adopted motion of support for Take the Jump

Ongoing council conversations

Thanet District Council: Advanced conversations in delivering 18 month support outlined in this doc

Staffordshire County Council: Advanced conversations in delivering 12 month support outlined in this doc

Surrey County Council: Conversations about a vertically integrated country wide plan





"Climate change really gets me down. When I found Take the Jump I realised I can actually DO something useful. I feel so much better now"
SCOTT, 'JUMPER' AND AMBASSADOR, NEW ZEALAND.



"From personal experience of 'Taking the Jump' it's been surprisingly positive... it simply feels good... Perhaps it will be the true at the level of society too".
KATE RAWORTH, AUTHOR OF DOUGHNUT ECONOMICS, IN GRETA THUNBERG'S THE CLIMATE BOOK.

"What take the Jump does is it shows us how we can contribute, shows we can be part of the solution, a really valuable focus".
PROFESSOR JOHN BARRETT, UNIVERSITY OF LEEDS.

JOIN THE PARTY:
 @takethejumpnow



If you'd like to know more about how we can support your local authority, get in touch at:
team@takethejump.org

TAKE THE JUMP

TAKETHEJUMP.ORG



"TTJ is absolutely perfect for our school and I'm so happy this amazing scheme has been created. It's exactly what we need in our communities and I can see it really catching on"
LOUISE, JUMPER, HOVE, UK.

