

# TAKE THE JUMP

TOOLKIT FOR LOCAL  
GROUPS

**(DRAFT)**

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# CONTENTS

1. **Introduction and summary**
2. **Phase 1 - Get started in a way that suits you**
3. **Phase 2 - Your starter buddy group**
4. **Phase 3 - Reaching out beyond**
5. **Other resources**

Once you've read this summary document, check out the [full toolkit](#) for full detail on each of the phases.

**TAKE  
THE  
JUMP**

## What is this toolkit?

A step by step guide to setting up a group of people experimenting with TAKING THE JUMP to a joyous sustainable future. Including steps, guidance, resources. Through three phases, broken down across ten steps, this document offers guidance for setting up a group if you don't already have one, or for inviting those in an existing group or community to take part. It includes things you can do together to change the world around you. This is NOT an introduction to what taking the jump is or how to do it, see our website for more info on that.

## How do I use this toolkit?

Because each group is unique, and will be in its own stage in the journey, this is a long document. You don't need to read it all in one go, just focus on the bit relevant to you. Instead:

1. **Read the introduction and summary section** to get an idea of the general steps for setting up and growing a group, and whats available in this toolkit. That might be enough for you to get started.
2. **Once you know which phases are right for you to start, read the relevant detailed sections** Pages **XX-XX** have detailed info on each phase, providing the full guidance needed to take you through those stages of setting up and growing your community group. But you don't need to read the whole document in one go, just start at the beginning and build from there.



Setting up a... **TAKE  
THE JUMP** ...local group

# **TOOLKIT INTRODUCTION AND SUMMARY**

# INTRODUCTION

to TAKE THE JUMP  
community-groups

## Section 1.1

TAKE  
THE JUMP



# What is a TAKE THE JUMP community group?

## What is a TAKE THE JUMP community - group?

Any group of people 'taking the jump' together, supporting each other, trying new things, sharing the hard bits and the successes. A group can have many forms; a group of friends, family, with people in your neighbourhood, town, city, workplace, university or interest group. Can be a group in one geographical place, or that only meet online. Maybe in due course (or even right away!) engaging our wider community, transforming the places we live in to create a new life and world.

## What is TAKING THE JUMP?

TAKING THE JUMP means to lead the way to a future of 'less stuff and more joy'. By trying, for at least one month, the six shifts the science says we all need to make by 2030. Coming together to make practical changes, support and inspire each other, celebrate success and drive a shift in society's mindsets and cultures. This grassroots movement offers the tools and the community to support you as you go.

Find out more at [takethejump.org](http://takethejump.org)

## Existing TAKE THE JUMP community - groups

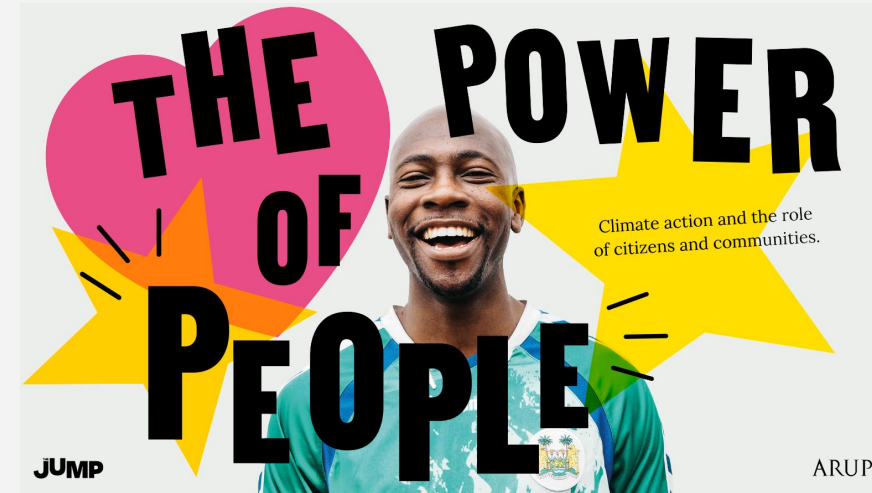
Thousands of people have TAKEN THE JUMP and are tens of community groups around the UK and beyond. Many are existing local environment groups, others are school classes, businesses, or groups that have been started by one inspired person or group.



# The power of people and community

TAKING THE JUMP as a group will change our world.

- 1. Society must move beyond just focusing on producing and consuming stuff if we're to avoid breakdown.** It's not talked about, but the [science](#) shows need a shift beyond world obsessed with stuff - need a ⅓ reduction in impact of consumption.
- 2. People want things to change:** Polls today show that in G20 countries 80% of people are worried about the planet, and ready to act, yet people are confused about what they can do, and feel powerless. So let's take the jump to a world of less stuff and more joy.
- 3. Science shows people can change things,** and if we don't act can't avoid doom. We are not powerless! Yes, government and industry have most responsibility. However the [research](#) behind 'take the jump' shows citizens and communities have primary influence over 25-27% of the savings needed by 2030 to avoid ecological meltdown, by making six lifestyle changes: the six shifts.
- 4. History shows systemic shift only happens when have cultural shift first** - The 25-27% is actually a minimum figure since citizens can also have indirect [influence](#) on the remaining 73%. If we look at the other big revolutions industrial and scientific revolutions, the overthrowing of colonialism, gender and civil rights gains of 20th century. These changes did not appear in the mind of a leader, and then they told everyone what to do. These shifts started with people deciding the world needed to change, coming together and doing things differently, changing how society sees itself. The ecological revolution underway today will be no different as we shift away from a world focused stuff, to a more joyous one focused on people and planet. That is what the jump is working to make happen.
- 5. We need a movement:** By forming groups all over, and connecting them, this movement starts; This is not just a change in our individual behavior, in what we buy. It's a change in the things we aspire for, what we prioritize and what is considered valuable. A change in our own mindsets. Showing the world how joyous it feels to live a full life, in balance with nature. Showing politicians and business what the future we need actually looks like, that it's both possible and wanted, now. TAKE THE JUMP is a genuine grassroots and citizen-led movement, driven by connected volunteers, supported and resourced by The JUMP. No corporates, politico's or old school NGO' running things, just those taking part. You are in the driving seat. Your imagination, energy, are what makes this happen.



The [research](#) behind TAKE THE JUMP



The research behind TAKE THE JUMP

# Why set up a TAKE THE JUMP community group?

## Most impactful thing we can do to avoid ecological breakdown

Science behind the JUMP shows nearly 1/3 of impact needed in next ten years to avoid climate breakdown can be delivered by citizens and communities: by TAKING THE JUMP. You have the power! The more people having a go in your area the greater the impact.

## It's much easier to TAKE THE JUMP together

Taking the JUMP is a journey that can have its ups and downs, and the world around us doesn't make it easy: adverts, cheap flights, or social pressure all pushing us in the opposite direction. Having companions to share the journey can help us through those tricky times with support and inspiration.

## Strengthens community resilience and connection

By bringing people together and building connections through events and things we create stronger community and community resilience

## Mental health

Pols show many feel worried about nature, but powerless. This is a cause of significant mental health issues. Taking constructive and impactful action mitigates the feeling of powerlessness and improves mental health.

## Including those who've been excluded

TAKE THE JUMP offers a unique opportunity to include groups normally excluded from activities aimed at protecting our planet.

## Will change cultures and mindsets for the better

By taking the JUMP together we can find different ways of doing things. Challenge the law of today's civilisation; that 'more stuff will always mean more happiness'. Create and testing on-the-ground alternatives to a culture defined by consumerism. If we do we'll get a glimpse of what the future really looks and feels like, and soon others will begin to follow.



# **SUMMARY**

**of how to set up and  
grow a TAKE THE JUMP  
community-group**





# There are three main phases to setting and growing up your group

## 1 GET STARTED IN A WAY THAT SUITS YOU



Taking stock of what you want to achieve and who to engage, and what tools you have available. Also taking time to absorb some of the supporting guidance available from TAKE THE JUMP that will help make sure you are successful.

## 2 FORM A CORE GROUP & EXPERIENCE TAKING THE JUMP



Working with a smaller group, or community you are already part of, to TAKE THE JUMP together. This creates an interested 'buddy group' who can learn about this joyous of moving to a life and world of less stuff and more joy.

## 3 ENGAGE YOUR WIDER COMMUNITY TO TAKE THE JUMP



If you feel inspired, engage and activate your wider community, inviting others to go through the process. Engaging those who are not part of the environment movement, putting on events, and helping your whole area lead the way to less stuff and more joy.

# Which phases are right for me?

These three phases can be done all together, or you can just pick those relevant to you.

**1. GET STARTED  
IN A WAY THAT  
SUITS YOU**

**2. FORM A CORE  
GROUP & EXPERIENCE  
TAKING THE JUMP**

**3. ENGAGE YOUR  
WIDER COMMUNITY  
TO TAKE THE JUMP**

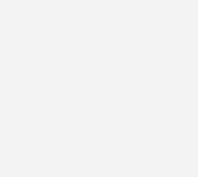
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Are you starting from the beginning, want to learn about the impact you can have, and eventually bring your wider community with you? Maybe a small team that would eventually like to shift the whole company?




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Are you just wanting to have a go at the JUMP with a small group of people? Maybe you're a teacher wanting to take the jump with your class?




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Do you already have a group that are working on climate change and just want help engaging the wider community and getting beyond the usual suspects?



# Summary of what's in each phase

## PHASE 1) GET STARTED IN A WAY THAT SUITS YOU

### STEP A - CONSIDER YOUR SITUATION

- i) Decide why you're setting up a TTJ group
- i) Identify what tools and connections you have available to start a TTJ group

### STEP B - ACCESS TAKE THE JUMP'S RESOURCES

- Review and adopt the Foundations
- i) Review and adopt guide to communicating

## PHASE 2) FORM A CORE GROUP & EXPERIENCE TAKING THE JUMP

### STEP C - SET UP YOUR START GROUP

- i) If you're part of a group, introduce them to the JUMP
- ii) Don't have a group? Reach out & invite your connections and networks

### STEP D - TAKE THE JUMP TOGETHER

- i) Set a start date and take the jump together
- ii) As you go stay in touch, support each other, arrange get togethers, workshops, plant-based cook-ins, clothes swaps, car shares etc
- iii) Connect with wider JUMP movement and resources available

### STEP E - CELEBRATE YOUR JUMP, & WHAT

- i) When finished; enjoy, celebrate, let others know, post on social media about your journey
- ii) Take time to reflect on how it went, what you learnt about the journey. Will you keep going with the shifts? Are you inspired to reach out and engage others?

## PHASE 3) ENGAGE YOUR WIDER COMMUNITY TO TAKE THE JUMP

### STEP F - PREP TO ENGAGE BEYOND YOUR GROUP

- i) Consider the wider tools you have available to engage more widely
- ii) Determine your goals and outcomes
- iii) Connect with wider jump community

### STEP G - GO BEYOND USUAL THE SUSPECTS

- i) Identify which group(s) you want to reach out to that are not usually included in the environment movement
- ii) Reach out to community leaders and build trusting relationships
- iii) Be led by your new partners in developing program of outreach and engagement. Listen to and follow their inspiration

### STEP H - INVITE WIDER COMMUNITY

- i) Establish an accessible presence
- ii) Engage local groups, organisations, businesses and institutions
- iii) Hold open events and spaces, create groups and forums

### STEP I - LISTEN, LEARN AND EMPOWER

- i) Constantly seek feedback and refine what you're doing
- ii) Encourage others to take the lead in their own efforts

Each phase has several steps, with ten in total, and each step has several elements too. As mentioned these are only guidelines. See next three pages for a summary of each phase, and then pages X-X for the full details.

# Top things to remember as you go...

## You're not alone

There's a whole movement of people doing this that you can reach out to, be supported by, and get inspiration from. This grassroots movement offers the community and the tools to help along the way. Check out our [website](#), [social media](#), talk to other TAKE THE JUMP groups that are underway, or get in touch at [community@takethejump.org](mailto:community@takethejump.org)

## This is a jump for joy!

The future is bright! Less consuming, but more creativity, care, craft, comedy, connection, community, collaboration... keep an atmosphere of humour, excitement & exploration

## One step at a time

There are many ways to approach this, and so this is a big document, so don't try and do everything at once, just decide where you want to start and take it one step at a time.

## We don't need to be perfect

Have fun, laugh at yourselves, don't beat yourselves up for not for not doing all six shifts perfectly, its more important you have a positive experience and are left with feeling like you want to keep going in the future.

## Follow your own inspiration

This is all just suggestions, the most important thing is to follow your inspiration and energy, and that of others involved or interested. This shift to a world of less stuff, more joy is



## You're a window into the future

Just by trying you'll change the world around you, often in ways you don't see. Take time to check out the communication guide and foundations, they'll really help you bring people with you.

**PHASE  
SUMMARY 1**

**Get started in a way  
that suits you**

# PHASE 1 - GET STARTED IN A WAY THAT SUITS YOU

**What you need:** Only yourself or the initial small group of people interested, and a feeling of excitement about how joyous it can be to live a full life while in balance with nature. You should also make sure you have a good understanding of WHAT taking the jump is, and WHY it's important ([takethejump.org](http://takethejump.org))

**Time it takes:** Should only take a few hours to complete if you're starting alone, or a few meetings if you're already part of a group (maybe have one meeting for STEP A and one for STEP B).

**Outcome:** You will be ready to start 'taking the jump' with idea of what you want to do with your group that is feasible given the tools you have available to make that happen, and you will be ready to engage people in a way that's far more likely to get a positive response.



# PHASE 1 - GET STARTED IN A WAY THAT SUITS YOU

## How to do it:

### STEP A - CONSIDER YOUR SITUATION

i) Decide why you're setting up a TTJ group

i) Identify what tools and connections you have available to start a TTJ group

No two TTJ Community-groups will be the same, being formed from a different mix of people, places, and having access to different types of resources. Maybe you have a local hall you can use, an existing website you can use to promote, a network of groups you can reach out to, a group of committed people ready to take the jump, a contact at the local council? Start from there. But where are you heading? Maybe write 1-3 short term and 1-3 long term goals, these are up to you



### STEP B - ACCESS TAKE THE JUMP'S RESOURCES

Review and adopt the Foundations

i) Review and adopt guide to communicating

There have been many attempts to help citizens and communities towards sustainable lifestyles. Part of what makes this different is that TTJ has been developed based on decades of behaviour change science, and there are two core parts that if adopted, will help you engage people and build to to nurture a **positive, inclusive & resilient** approach to change, with an atmosphere of **humour, excitement & exploration**: The TAKE THE JUMP Foundations, and our 'Communication Guide'. Take time to read these, practice them with others, and imbed them in everything you do.

**PHASE  
SUMMARY 2**

**Form a core group  
and experience  
'taking the jump'**



# PHASE 2 - FORM A CORE GROUP & EXPERIENCE TAKING THE JUMP

**What you need:** A clear idea of who you want to be part of this group, and the tools you have available to help you engage them and then operate a group (check phase 1).

**Time it takes:** Will take as long as you decide to take the jump for, so 1, 3 or 6 months. Also perhaps a couple of weeks to organise for your kick off.

**Outcome:** You'll have a group of 'jumper's' who have a direct understanding of what living joyously in balance with nature is like (having vastly reduced their ecological impact), as well as the challenges we face, and positive ways of working with them. It's this example that will allow you to expand your engagement far more widely if you should wish.



# PHASE 2 - FORM A CORE GROUP & EXPERIENCE TAKING THE JUMP

## How to do it:

### STEP C - SET UP YOUR START GROUP

- i) If you're part of a group, introduce them to the JUMP
- ii) Don't have a group? Reach out & invite your connections and networks

Setting up your group is the first step, if you have a group already this is easy (maybe you have a class of school children ready, have a group of colleagues interest, or are part of a climate group), or maybe you'll need to reach out to your team at work, or invite your neighbours on your street or members of your faith group. It's easier to start with people who're already very interested in positive shifts to protect our earth. When you reach out remember the communication guide, and there's plenty of resources available to help with explaining the jump.

### STEP D - TAKE THE JUMP TOGETHER

- i) Set a start date and **take the jump together** - maybe have a kick-off meeting or picnic
- ii) As you go **connect** with and support each other, **experiment** with new things, **deepen** your experience, **share** how it's going, and keep a **log** of how you're doing.
- iii) **Connect with wider JUMP movement** and resources available

TAKING THE JUMP together for a set period is the main element of this phase, for which there's lots of support in the wider JUMP community, with toolkits, ideas for get togethers. This can be as fun and experimental as you like, making sure you support and hold each other on the way, never shaming, and remember just doing what you can is more than enough.

### STEP E - CELEBRATE YOUR JUMP, & WHAT NEXT

- i) When finished; enjoy, celebrate, let others know, post on social media about your journey
- ii) Take time to reflect on how it went, what you learnt about the journey. Will you keep going with the shifts? Are you inspired to reach out and engage others?

The goal is not to have made all the shifts perfectly, most people won't have, but to get to the end of the period and still feel positive about the changes you can make. Then you may feel like you want to keep trying at the shifts, and maybe even start to start sharing about TAKING THE JUMP more widely.

*In many ways this is the most important of all the 10 steps! Because this is where the personal and collective change actually happens.*



PHASE  
SUMMARY **3**

**Engage your wider  
community to  
'take the jump'**

# PHASE 3 - ENGAGE YOUR WIDER COMMUNITY TO TAKE THE JUMP

**What you need:** This phase requires a group who understand the jump, are committed to engaging the wider community and have the tools to inspire and support that wider community. It's ideal have complete phase 1, but phase 2 is optional (though very helpful!)

**Time it takes:** Can take anything from a few months to a year or more, depending on your ambition. Reaching out to new groups can often take six months just to build the important personal relationships.

**Outcome:** You'll have changed the lives of many people in your area, many who otherwise would felt powerless on climate change, and would have been stuck in a mindset and culture of consumerism is the only way. You'll have created a real world example of the future looks like. This will serve as an example to other groups around the world.



# PHASE 3 - ENGAGE YOUR WIDER COMMUNITY TO TAKE THE JUMP

## STEP F - PREP TO ENGAGE BEYOND YOUR GROUP

- i) Consider the wider tools you have available to engage more widely
- ii) Determine your goals and outcomes: who you want to engage, how big you want to go
- iii) Connect with wider jump community for inspiration and support



You can't do everything at once, and things will take time, so it's important to start with the resources and capacity you have available and just get engaging. Don't let the perfect be the enemy of the good.



## STEP G - GO BEYOND USUAL THE SUSPECTS

- i) Identify which group(s) you want to reach out to that are not usually included in the environment movement
- ii) Reach out to community leaders and build trusting relationships
- iii) Be led by your new partners in developing program of outreach and engagement. Listen to and follow their inspiration

The environment movement tends to be the same types of people, using similar language. We need to make this a mass movement involving all types of people, and that requires engaging people not normally involved in ecological change. This can be a slow process, so pick groups to engage and take time building relationships, this will mean your outreach is much better. Can be done before or in parallel with STEP H!

## STEP H - INVITE WIDER COMMUNITY

- i) Establish an accessible local presence: online and/or a physical space, put up posters etc
- ii) Engage local groups, organisations, businesses and institutions
- iii) Hold open events and spaces: fairs, clothes swaps, screening nights etc. Create digital and physical groups and forums for people to connect and share

This is the main activity of this phase, inviting wide range of citizens, communities and organisations to TAKE THE JUMP. Involving wide range of possible activities depending on the groups you're engaging, the resources you have, the context you're in and your goals. Aim is to have many people aware of the shifts and this positive and inclusive approach to change, and that those taking part are connected to each other.

## STEP I - LISTEN, LEARN AND EMPOWER

- i) Constantly seek feedback and refine what you're doing
- ii) Encourage others to take the lead in their own efforts

As you go keep track of what's working, how people are reacting, and empower others who are interested to share their own stories, run their own events, engage their own communities. Keep things fresh and keep trying new things. Eventually the change will have it's own momentum, and local cultures and systems will start to change making it easier for everyone to live with less stuff and more joy.

# How to maximise your group's impact

Creating local community groups is how this happens. Creating a local jump group is a vital necessary step to avoiding planetary breakdown. These 'community JUMPs' will offer proof of principle and sources of practical & visual inspiration. Here's some tips on maximising the impact:

## Maximise number of people taking the jump

- more people take the jump the greater the reduced impact of consumption, which if adopted widely would deliver nearly  $\frac{1}{3}$  of the impact reduction needed by 2030 to avoid climate breakdown



## Getting the message out can be enough

Even if people don't 'take the jump' right away, we've found that people who come across the six shifts and foundations are still inspired and may well start to make changes in their lives independently of the movement. This is wonderful!



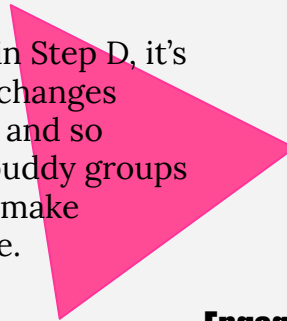
## Provide opportunity and support to *interconnect* these citizens and groups

- This starts to form an integrated local movement rather than several isolated cells. The more people feel part of a local movement the more impactful, the more support can be shared and the easier it will be for people to 'take the jump' in your area.



## 'Take the jump' buddy-groups really help!

As outlined at length in Step D, it's much easier to make changes when part of a group, and so forming lots of local buddy groups is a great way to help make transformative change.



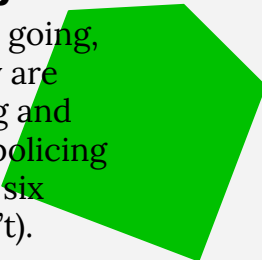
## Set a joyous example

Showing others how fun it is to live a full life in balance with nature. Make sure you share how it's going with those around, such as on social media. By supporting and inspiring people instead shaming them, you'll inspire



## Check if people are feeling positive

When asking people how their jump is going, it can be more helpful to see how they are feeling, whether they're keeping trying and enjoying the experience. Rather than policing people on whether they're kept to the six shifts perfectly (which most of us won't).



## Engage a mix of citizens, businesses, institutions and maybe your local authority / council

- This is hugely impactful because it involves and integrates different elements of society at the local level, opening transformative opportunities for collaboration



# Summary of help and resources available

## How TAKE THE JUMP can help

The JUMP team is always happy to talk and offer advice and support. Subject to availability we are able to travel to local groups to give talks and host workshops, or can do so online. We are happy to introduce you to other community groups to explore ideas and get inspiration.

Contact us at [community@takethejump.org](mailto:community@takethejump.org)



## The resources available

### Guide documents

- The Foundations - Summary doc
- Communication Guide
- Guide to 'EAT GREEN'
- Guide to 'DRESS RETRO'
- Guide to 'HOLIDAY LOCAL'
- Guide to 'END CLUTTER'
- Guide to 'TRAVEL FRESH'
- Guide to 'CHANGE THE SYSTEM'

### Speeches and presentations

- Introduction presentations

### Workshop guides

- Consumers anonymous workshops
- 'Take the jump' introduction workshops

### Social media content and shareables

- Social media guide for individuals
- Social media guide for local groups
- Images

### Posters, flyers and banners

- [Posters folder](#)

### Videos

- [Introduction videos](#)

The rest of this document offers a detailed outline of each of the steps for planning, creating and growing your TAKE THE JUMP community group

website

**www.takeTheJUMP.org**

email

**team@takeTheJUMP.org**

Social (insta/facebook/twitter)

**@takeTheJUMPnow**

hashtag

**#takeTheJUMPnow**

