

TAKE THE JUMP

TOOLKIT FOR LOCAL
GROUPS

(DRAFT)

22/07/2022



CONTENTS

1. **Introduction and summary**
2. **Phase 1 - Get started in a way that suits you**
 - a. Step A
 - b. Step B
3. **Phase 2 - Your starter buddy group**
 - a. Step C
 - b. Step D
 - c. Step E
4. **Phase 3 - Reaching out beyond**
 - a. Step F
 - b. Step G
 - c. Step H
 - d. Step I
5. **Other resources**
 - a. Events ideas and examples
 - b. JUMP Group Case Studies

**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

Existing TAKE THE JUMP community - groups

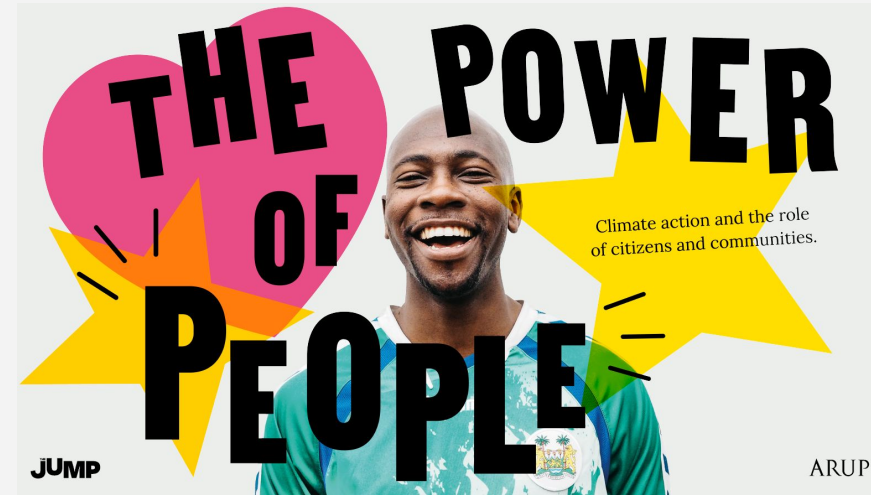
Thousands of people have TAKEN THE JUMP and are tens of community groups around the UK and beyond. Many are existing local environment groups, others are school classes, businesses, or groups that have been started by one inspired person or group.



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**

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?



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?



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

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)

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!



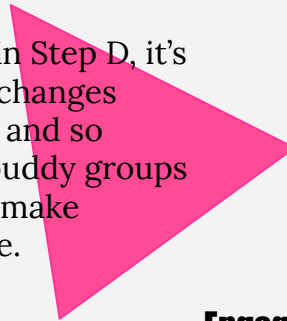
Provide opportunity and support to *interconnect* these citizens and groups

- 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.



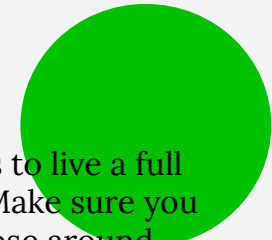
'Take the jump' buddy-groups really help!

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.



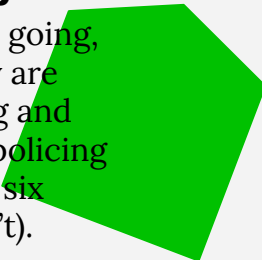
Set a joyous example

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



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

Phase

1

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

Setting up a...

**TAKE
THE JUMP**

...local group

Section 2

INTRODUCTION TO PHASE 1: 'GET STARTED IN A WAY THAT SUITS YOU'

What you need: At this early stage 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 doable, impactful and uplifting. Check out takethejump.org for more information if needed.

Time it takes: This phase could take only a few hours to complete if you're starting alone, or a few meetings if you're already part of a group. In which case, maybe have one meeting to discuss STEP A, then take some time to work through and practice STEP B.

Impact and outcome: You will be ready to start 'taking the jump' with a clear idea of what you want to do with your group, which 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.

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



STEP B - ACCESS TAKE THE JUMP'S RESOURCES

Review and adopt the Foundations

i) Review and adopt guide to communicating

STEP A

Consider your situation

The first thing to do when starting your group is to take stock of why you're inspired to start a group, where this means you'd like to go with it, and the resources available to you to use to make turn this ambition into a reality.



STEP A - CONSIDER YOUR SITUATION

(i) Decide why you're setting up a TAKE THE JUMP group

Why? Take time to think about, decide and write down why you feel inspired to set up a group. This will help you make decisions as you go. Some examples reasons:

- Empowering and supporting local people who already want to act but feel powerless or confused so that our community can hugely reduce its ecological impact
- To give your school class the chance to feel positive about the future and their power to change things
- Give your community climate group the tools to reach new audiences and change your neighbourhood, to engage those who have been excluded by the environment movement
- By bringing people together and building connections through events and buddy groups, we create stronger community and community resilience
- You hope to get your company and colleagues thinking about sustainability

Goals: Having a clear idea of why you wish to set up a group, a good next step is to write 1-3 short term and 1-3 long term goals. This could be developed over a meeting with your starting colleagues, or if you're starting a group on your own, do yourself. Examples:

- To have our class take the jump together for three months
- To inspire and empower communities of colour in our town to take action over the coming year
- To have taking the jump be a common thing in our neighbourhood

As you move forward, try things, learn, and involve more people, these goals will likely change and adapt.

STEP A

STEP A - CONSIDER YOUR SITUATION

(i) Identify what tools and connections you have available to start a TAKE THE JUMP group

List your accessible resources

You don't need lots of money, and may be surprised what you can do with other resources often available in communities. Most of all people! Amongst your group, make a list of accessible resources that could help in things like setting up groups, running events or reaching out to different communities:

- *What skills and expertise do you have?* Communicators, organisers, spaceholders, technical skills, social media skills, design skills, or just people with passion and willing etc)
- *What networks are you linked to?* To networks of friends / neighbours / colleagues, to community groups, faith groups etc.
- *What connections do you have?* To local authorities, businesses, schools, funders etc.
- *Access to physical resources?* Faith centres, public meeting places, libraries, community centres, village halls, parks, somebody's garden/house.
- *Digital resources?* Such as existing websites, social media profiles or local influencers who could get involved
- *Funding?* Not necessary and often something not readily available, but if you have resources they can be help.

Make use of what you have available

Now you know what is available, these are the assets you can use to create and grow a thriving TAKE THE JUMP community group in Phase 2 and/or 3.

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.



STEP B

Access TAKE THE JUMP's resources

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 here are two core ways to to build this into your journey.



STEP B - ACCESS TAKE THE JUMP'S RESOURCES

i) Review and adopt the Foundations

History shows that having a positive impact depends on how we approach change. We need the right Foundations

How to approach 'taking the jump' and operating a group - The five [JUMP Foundations](#) guide us journey and are the DNA of the groups.

They nurture a **positive, inclusive & resilient** approach to change, with an atmosphere of **humour, excitement & exploration**.

See this [document](#) for a full explanation of the Foundations.

TAKE THE JUMP THE JUMP FOUNDATIONS describe how we approach 'taking The JUMP' to make it a positive experience.

1 TRYING IS ENOUGH, SO JUST START

Even if you can't keep to it 100% you can still take the JUMP & do your best. If it feels too much, start with what you can and keep building

2 NO MORE 'US & THEM'

'NO SHAMING!' Change isn't easy so be kind. Talk about what makes it difficult. Build people up. Laugh at our flaws. Welcome all hypocrites'

3 JUMP FOR JOY

Taking The JUMP doesn't mean going back to the stone age, just finding a balance. Less Consuming can mean more Creativity, Comedy, Craft, Caring, Camaraderie, Collaboration, Contentment. Live for joy, not for stuff.

4 EQUAL ACCESS, DIFFERENT RESPONSIBILITY

The JUMP is designed to be accessible for ALL people, regardless of background. At the same time, the science shows those living in relative comfort must take The JUMP most urgently.

5 'TAKING THE JUMP' WILL CHANGE THINGS

By finding alternatives to a mindset and culture defined by consumerism, we get a glimpse of what the future really looks and feels like. Soon others will begin to follow, creating the currently absent direction for change in our economic and political systems



TAKETHEJUMP.ORG

JUMP

TAKE THE JUMP

STEP B

STEP B - ACCESS TAKE THE JUMP'S RESOURCES

ii Communicating with others about TAKING THE JUMP

How to approach communicating with people - talking about lifestyle changes, can be a difficult topic. Read the communication guide and practice with people, listen to their responses and learn how to help people become interested in a non-judgmental, sensitive way.

- **Meet people where they are** - every journey, starts.. well at the start! The most important thing for working with others and supporting them to transition is to listen to them. To what they feel about the wider issue, whether they feel they've **XXXX**
- **NEVER shame people, it really does not work** - Rather than tell people the impact their current situation, excite them about the impact they can have, the power they have to change their life and the world around them through these six simple shifts.
- **Remember people have to feel like its their choice** - When we make our own decision to change, we feel great, we feel like we've done something we're proud of. 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 its 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!
- **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.
- **Tickle them instead** - Humour is a great way of deescalating 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 B

STEP B - ACCESS TAKE THE JUMP'S RESOURCES

ii) Communicating with others about TAKING THE JUMP (Continued)

- **Language is important, it determines, avoid trigger words** - The research shows that most people do care about climate, 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, we just have different relationships with these *words* and *labels*.
- **Remember how hard it is to change, and it takes time** - we all started somewhere, and the world we live in constantly pushes us toward high impact behaviour. No need to rush people, give them your care and attention, listen to their story, invite them to be involved and leave it at that. It takes a long time to change.
- **It is often hardest to engage with those closest to you** - Because of the deep existing relationships we have with friends, family, colleagues, when we engage with them in an attempt to change their behaviour, it often comes across as preachy and pressuring. They can feel our emotional need for them to be different. By far the best thing to do in this case is lead by example, explain why you're doing what you're doing, talk about how great it is and how its improved your life, and then let them make their own journey to it. This may require some inner work yourself, to genuinely step back from needing them to change. Once people have this space, they often change themselves, and if they don't, pressuring them will only create difficulty, or if they are forced to change, they do so with resentment. This is very true in the case of children.
- **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. So focus on that instead.

Phase

2

**Form a core group and
experience ‘taking the
jump’**

Setting up a...

**TAKE
THE JUMP**

...local group

Section 3

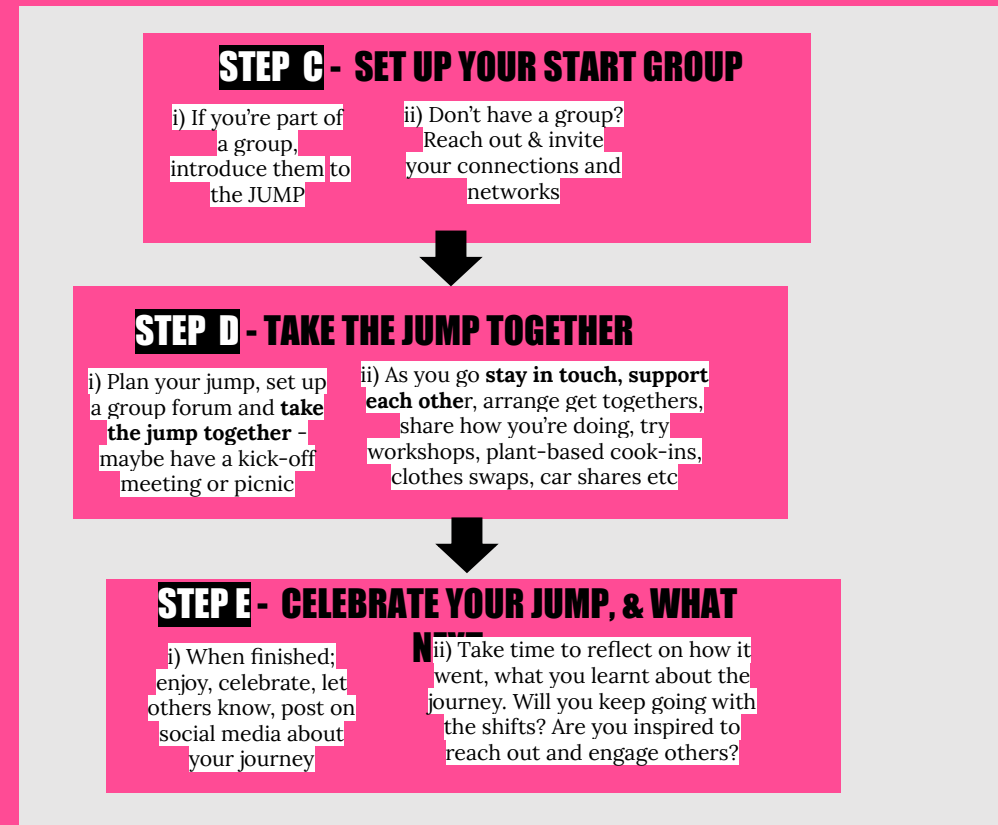
INTRODUCTION TO PHASE 2: 'FORM A CORE GROUP & EXPERIENCE TAKING THE JUMP'

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.

How to do it:



STEP C

SET UP YOUR START GROUP

Pulling together the people who will form your starting TAKE THE JUMP group, or buddy group. A collection of people with some interest in making sustainable changes who are willing to experiment with the six steps, together.



STEP C - SET UP YOUR START GROUP

i) If you're already part of an established group, you can introduce them to TAKE THE JUMP

Any group you're part of could TAKE THE JUMP together.

It's easier to start with people who're already interested in positive shifts to protect our earth. This could be:

- **A local common interest group** - WI/Rotary/eco groups/art groups/book clubs/gardening groups/sports clubs
- **A specific project** - litter picking/taking action to support local habitat, wildlife/community pub, shop, energy, food projects, repair cafes
- **Businesses and business networks**
- **Institutions** - Teachers, schools, universities and student unions, faith groups, local libraries and other institutions,
- **And more** - Campaign groups, local resident groups, mutual aid groups, transition groups and climate emergency centres

They all bring like minded people together in their local communities. Many of these groups are becoming increasingly concerned with what they can do practically, to support local climate and ecological resilience.



Invite your group to take part! Here's an example approach to doing so:

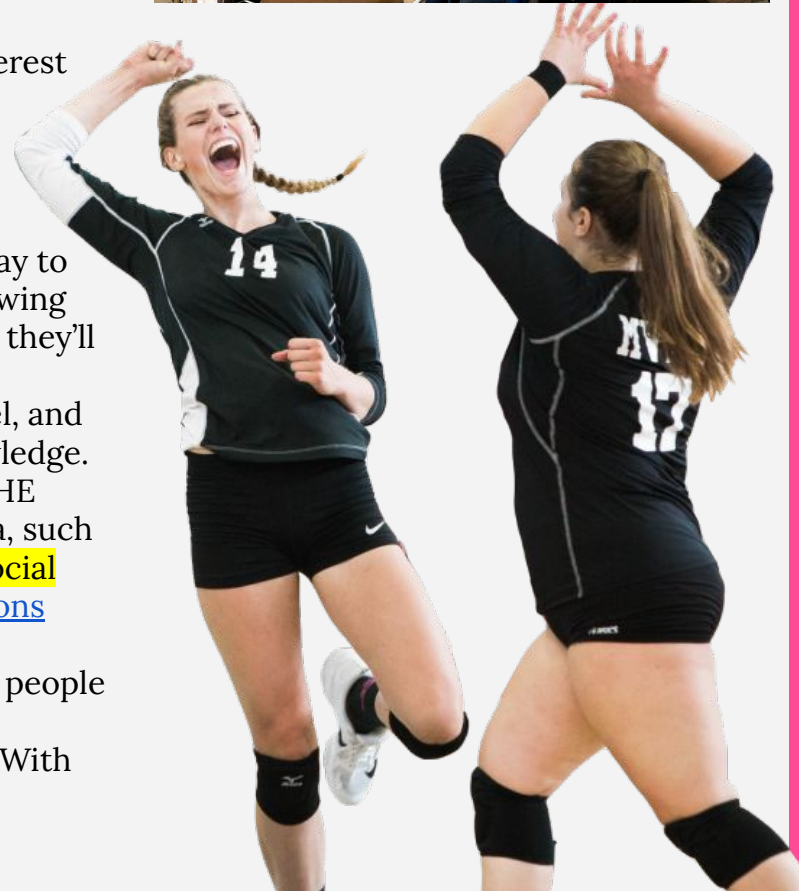
- **Take a moment to think about your group**, their background stories, the things that are important to them, and then using the Foundations and Communication Guide you read in Phase 1, consider the best way to reach out them. Is it by explaining the evidence why this so clear impactful? Showing how this can be fun? Focusing on the community building element? The support they'll get?
- **Gently reach out one-to-one** to a few members of your group on a personal level, and assess through discussion, the general feeling on taking action, the level of knowledge.
- **Then maybe arrange a gathering or call**, where you can outline what TAKING THE JUMP is, why it is constructive, impactful, joyous and doable. Use different media, such as the JUMP intro [video](#), show the stories of others TAKING THE JUMP on our [social media](#), a [longer explanation video](#), or [introduce the six shifts and JUMP foundations](#) and for those interested the background [research](#).
- **Give it some time**, maybe a week to gauge reactions, answer questions, and give people time to think
- **Invite them to take part** in a short trial of TAKE THE JUMP, for 1, 3 or 6 months.

STEP C - SET UP YOUR START GROUP

ii) If you don't already have a group, invite people to form one

The JUMP is for anyone who is worried about the state of our planet, and wants clear, constructive and practical things they can do, and the support to help do them. Based on the connections you listed in Step A, why not try to:

- **Identify who you could engage through your existing networks, connections or affiliations:**
 - You can create your group with friends, family and any people in your life or networks that might be interested in learning more and trying out ways in which they can have a positive impact so long as it's fun and not too hard to do.
 - You may have work colleagues, neighbours or have connections with faith or interest groups where people would be interested in joining you.
- **Invite them to take part**
 - **Take a moment to think about those you hope to invite to your group**, their background stories, the things that are important to them, and then using the Foundations and Communication Guide you read in Phase 1, consider the best way to reach out them. Is it by explaining the evidence why this so clear impactful? Showing how this can be fun? Focusing on the community building element? The support they'll get?
 - **Gently reach out one-to-one** to a few members of your group on a personal level, and assess through discussion, the general feeling on taking action, the level of knowledge.
 - **Then maybe arrange a gathering or call**, where you can outline what TAKING THE JUMP is, why it is constructive, impactful, joyous and doable. Use different media, such as the JUMP intro [video](#), show the stories of others TAKING THE JUMP on our [social media](#), a [longer explanation video](#), or [introduce the six shifts and JUMP foundations](#) and for those interested the background [research](#).
 - **Give it some time**, maybe a week to gauge reactions, answer questions, and give people time to think
 - **Invite them to take part** in a short trial of TAKE THE JUMP, for 1, 3 or 6 months. With those that want to take part, move onto Step D.



STEP D

TAKE THE JUMP TOGETHER

Just have a go as a group! Have fun, support each other, experiment with new ways of doing things. You'll be starting to create a little window into the future as you go.

In many ways this is the most important of all the ten steps.

Because this is where the personal transformation actually happens!



JUMP
Six steps to protect our
earth and live with joy.
Sign up at take.thejump.org

STEP D - TAKE THE JUMP TOGETHER

i) Get your group going

Plan TAKING THE JUMP together

- Set up a meeting or gathering and share the JUMP basics (if people want to get the full background they can join one of our online 'JUMP OFF' onboarding sessions) followed by a discussion. Make time for a discussion on how what you're doing fits into the bigger picture.
- If needed, go back to the goals you outlined in phase 1, review these with the group and see if needs to be updated ensure that your stated goal and plan is personally meaningful to group members.. Is the goal for you to share one TAKE THE JUMP experiment together, or start with a trial group and build a larger JUMP community?
- Decide how long you want to take the jump for; 1, 3 or 6 months.
- Decide how often will you meet? Where? For how many months?
- Decide how you will start. You may organise a launch celebration. Or meet up in a pub or a park and celebrate your commitment together.
- Decide if need to allocate roles. Some activities that people may want to take on include chairing discussions, finding and organisation places to meet, organising fun activities to do together sharing your progress on social media etc.



STEP D - TAKE THE JUMP TOGETHER

i) Get your group going

Have a kick off celebration:

On the day you agree to take the jump together, the first day of your period, why not celebrate it!

This helps make a clear starting point for you, brings people together, creates excitement and builds momentum to help you keep going.

You could have a meal together, a picnic, have a night out, whatever works for you :)



STEP D - TAKE THE JUMP TOGETHER

ii) Support each other and have fun as you go

So you've started? Now what? How do we keep going?

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.

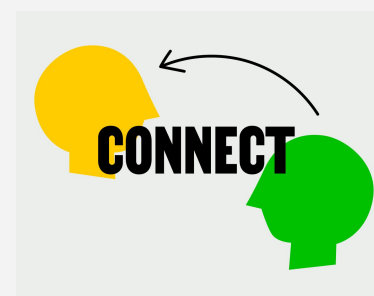
Use TAKE THE JUMP's five tools to keep the momentum;

The JUMP has set up five experimental but practical tools to counter the 'drivers of consumption', and make the transition easier. Each tool is a mini program with different forums, events, discussions, resources, workshops, talks, and much more.

The tools are there to be picked-up and put-down as you like, with something everyone. Try one, two, all.

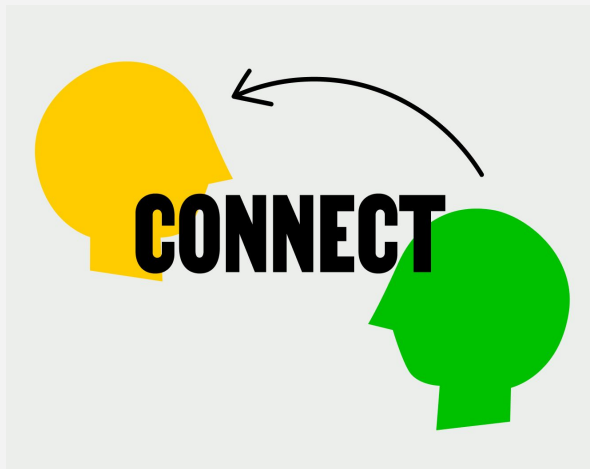
However the one that we highly recommend all groups do is CONNECT, so make sure to check that out ASAP! (Following page)

The following sections outline how you can use these tools to support each other and have fun.



STEP D - TAKE THE JUMP TOGETHER

ii) Support each other and have fun as you go: CONNECT



Connecting with each other is the single most powerful thing we can do to strengthen our JUMP. Having companions to share the journey can help us through those tricky times with support and inspiration. Creating a programme of regular get togethers or [events](#) develops friendships and builds trust.

We can share information, learn from each other, try out new approaches, put ideas into practice, talk about their experiences and develop supportive relationships. Over time new habits develop. Those habits soon become embedded as changed behaviour. The community becomes more resilient as more and more people become connected and learn to support each other.

It will start to challenge the story that ‘more stuff will always mean more happiness’. The pursuit and purchase of physical possessions will never fully satisfy our desire for happiness. It may result in temporary joy for some, but the happiness found in buying a new item rarely lasts longer than a few days.



STEP D - TAKE THE JUMP TOGETHER

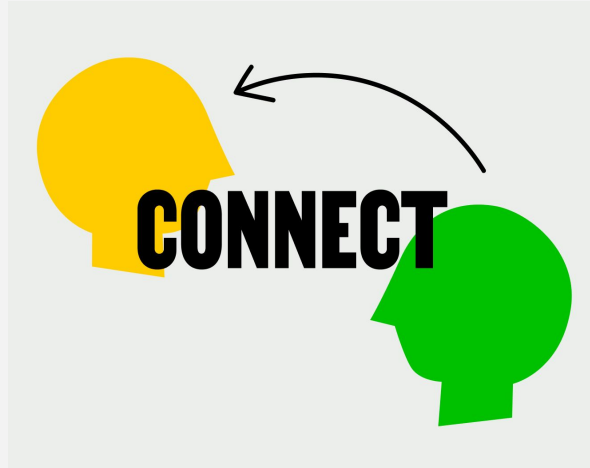
ii) Support each other and have fun as you go: CONNECT

Set up group forums to allow you to connect

A way for the group to connect and share together, day to day. Place to ask questions, just say how you're feeling, tell jokes, recipe ideas, photo's, whatever! A space to reach out to when needing support in the moment ("what do I do?")

Set up a digital forum: And/or connecting virtually (website, Loomio, Hylo, Facebook, Whatsapp, Signal, Telegram) or other discussion group. You might need to create a separate group or thread for the JUMP. If you are a group that already has a forum to stay in touch, you might need to create a separate group or thread for your TAKE THE JUMP journey.

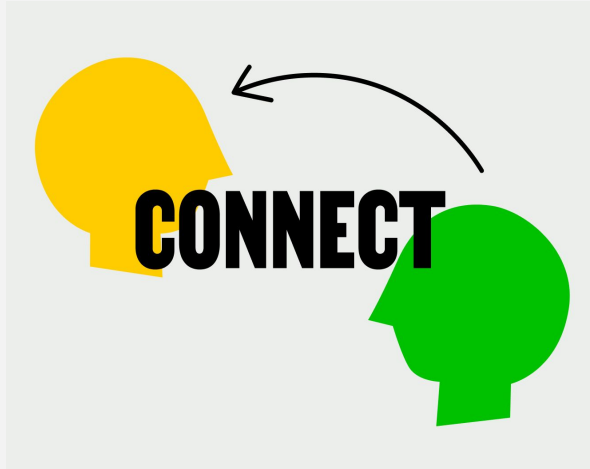
Find physical space: If helpful and appropriate, find a space to meet regularly. Do you have access to your own room/building for meet-ups? If not, are there spaces close by that you could use? Faith centres, public meeting places, libraries, community centres, village halls, parks, somebody's garden/house.



STEP D

STEP D - TAKE THE JUMP TOGETHER

ii) Support each other and have fun as you go: CONNECT



Using those forums stay in touch with your group day-to-day

- As you go, stay in touch on a day-to-day basis
- Ask each other questions, for advice on how to do each shift, talk about the things you've found out, like new plant based recipes, nice places to go on holiday locally, local places to get decent second clothes or where there best public transport options are.
- Have fun, share, inspire, support each other, offer encouragement, advice, or just be heard. Form new friendships, connections, networks or plans.
- [Create 'buddy' groups](#). By taking the JUMP together we can find different ways of doing things.

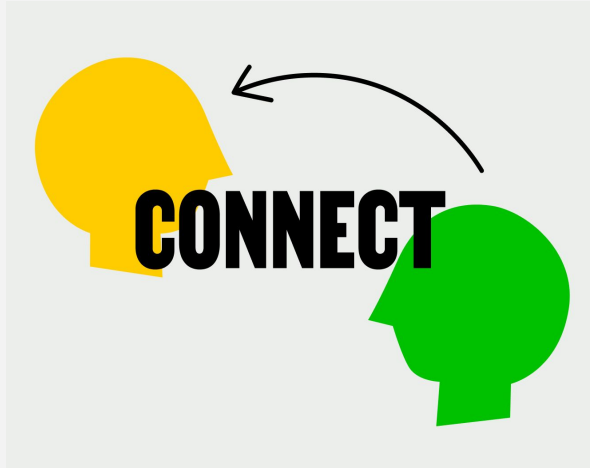
Hold regular meetups, online or in person.

- Set a regular time to all get together, either online or in your physical space if you have one. Take time to See page X below for example guidelines on how to approach meetings, but always make sure there's time for everyone to talk, to feedback on how things are going for them. Set up a group text-chat online or an email list, or add talking about the JUMP onto your regular meeting agenda. Connecting with others in a similar place, trying to make a similar change feels good. That alone is an antidote to consumerism
- If you have your own community space or staff room, put up some [posters](#) to engage and inform. You might like to show a short [JUMP video](#) if you have the technology to do so.
- Invite people to a picnic in a local park where everyone brings some food to share.



STEP D - TAKE THE JUMP TOGETHER

ii) Support each other and have fun as you go: CONNECT



Connect with the wider TAKE THE JUMP movement

You are not alone! There's a whole movement out there who can provide support, inspiration and ideas. Here's a few options for connecting:

Other take the jump groups - There are a growing number of local TAKE THE JUMP groups forming of very different types. Many are happy to talk and offer advice. Find the list and reach out [here](#). Who is doing interesting activities that could be replicated locally? Are there new initiatives being launched where the JUMP could be included?

JUMP wide forums - We have online forums where you can ask questions and connect with people taking the jump from all around the world. The two main options are:

- TAKE THE JUMP [Global group](#) (Facebook)
- TAKE THE JUMP Community Space - An exciting new community space where everyone taking the jump can meet, connect, talk, post, share ideas, set up events, start new discussions groups, and host local group sites. This will be available soon.

Training and tools - TAKE THE JUMP hosts regular calls, some are an opportunity just to meet others, and some are dedicated training sessions covering . Check the events calendar [here](#).

STEP D - TAKE THE JUMP TOGETHER

ii) Support each other and have fun as you go



EXPERIMENT: This is an INVITATION for those who like to DO something real and practical, planned or spontaneous. The Shifts mean shaking old old habits, so it's good adding something new to your routine or calendar.

Something that makes you all feel connected to the world we need. Section 5 has more ideas and inspiration for this. This creates and tests 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.

Less **CONSUMPTION** means more...



This is the future we're jumping to!

STEP D - TAKE THE JUMP TOGETHER

ii) Support each other and have fun as you go: EXPERIMENT



EXPERIMENT; Here are some ideas for engaging things you can experiment with together as a group:

- **Clothes swaps** - To help with DRESS RETRO, bring along your clothes you don't use, and if anyone wants to swap.
- **Have fun with our Consumers Anonymous sessions** - See page [XXX](#) for more detail
- **Car share** - to practice using fewer cars - if you live nearby, trying sharing cars or using a car share scheme, just to see how it goes
- **Host plant based cook-in's** - Head around someone's house, or for a word lunch, and everyone bring a plant based dish they made
- **Social gatherings**
- **Movie nights or book clubs** - get together to watch related interesting films or read a related book together. [Here's](#) a list for inspiration.
- **Go for walks or bike rides in nature together** - Or anything that together brings fulfilment, and so reduces our dependency on stuff for wellbeing. It also gets us out of our cars!
- **Group sharing sessions** - coming together to talk about how it's going, the highs and the lows, always remember doing our best is enough and no shaming
- **What else can you think of?** [Send](#) us your ideas



A full guide to the trying the Six Shifts with all sorts of help, tools and suggestion that can be tried alone, in groups or with wider community, can be found [here](#).

STEP D - TAKE THE JUMP TOGETHER

ii) Support each other and have fun as you go



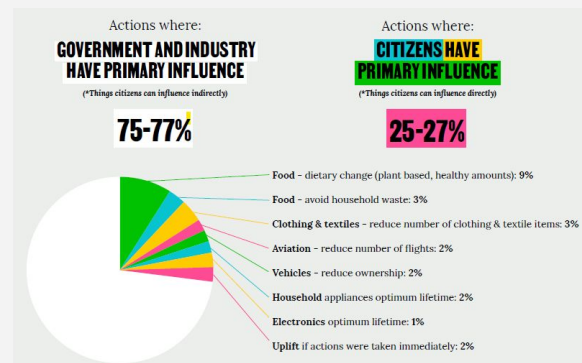
DEEPEN

DEEPEN YOUR JUMP - There are two main elements to deepening your jump: 1) deepening our understanding, and 2) deepening our inner transition.

1) Further your understanding

Deepen your understanding of the background to the JUMP. Either read up yourself, hold group talks, video screenings, or debates to learn more about important aspects of taking the jump, which will make taking the jump easier for you:

- **Science behind TAKE THE JUMP:** Take the jump is based on world leading **science** showing the importance of reducing the impact of consumption in rich countries, and the power citizens and communities have to make this happen. Find out more to be inspired and empowered.
- **Tips, guidance and 'life hacks' for the six shifts:** **'how to' guides** for implementing the six shifts in your life and community
- **Why this will work:** The **theory of change** and why we need a movement like TAKE THE JUMP to help create a shift in the systems and cultures of our world
- **Background reading and viewing:** on consumerism and social change (if you have suggestions for things to add here contact us at team@takethejump.org)
- **What next:** If you or others in your group are already doing the six shifts, and want to know what else you could do, check **this** out.



STEP D

STEP D - TAKE THE JUMP TOGETHER

ii) Support each other and have fun as you go: DEEPEN



DEEPEN YOUR JUMP - There are two main elements to deepening your jump: 1) deepening our understanding, and 2) deepening our inner transition.

2) The inner transition

In many ways, 'taking the jump' requires us to swim upstream in a society focused on producing and consuming more and more stuff, regardless of how much we have, need or want. This has shaped our cultures, even our mindsets; how we see ourselves. Today's story says "more stuff/ success/ power always = more happiness", that without these we are not valuable, that society is fundamentally a competition and other people's happiness has nothing to do with our own.

After years of exposure through advertising, education, work culture, social pressure, we end up believing this. But it is not true!

Stepping outside of this way of being isn't always easy. But working with the six shifts, in community, with support, is a great start. We start to create different mindset, one that's actually TRUE... "more kindness/ wisdom/ courage = more happiness".

How can we realise this transition in our lives & communities? There's many tools, practices, celebrations & teachings already out there, and there's no one path. But **here** are some tools, practices, celebrations and teachings on how we might foster our inner wellbeing and joy. TAKE THE JUMP also has **forums, workshops and meetings** on this topic.



STEP D - TAKE THE JUMP TOGETHER

ii) Support each other and have fun as you go: SHARE!



What do you mean SHARE?

Sharing is simply letting others know that you are taking the jump and how it is going for you.

What to SHARE? Your story:

Share the story of what's happening for you as you TAKE THE JUMP. How are you feeling? What reactions are you getting from others? Before you share, check out the [Foundations](#) and our [guide](#) for sharing about TAKING THE JUMP online. See TAKE THE JUMP's social media profiles and [social media guide](#) for inspiration.

Some suggestions of what to SHARE:

- **What you're doing** - Share when you start and finish taking the jump, and share about the events your group is doing,
- **Tips and guidance** - What have you found has helped you in 'taking the jump'? Life hacks / how you do it
- **The good bits** - What are you feeling great about? What new recipes have you found? What handy tricks for fixing your phone? What great second hand outfits are you enjoying wearing? Made it through another week with the shifts? Found a great second hand outfit?
- **But also the hard bits** - What's not easy, what do you need help with? One of the shifts is really tough? Difficulty talking to friends about the JUMP? Couldn't keep to the shifts all the time? No one finds this easy so it helps to hear others' experiences and create an atmosphere of 'no shaming', people have to be willing to fail to be willing to try
- **Humour** - Laugh at yourself, maybe bring someone along for the ride - we're trying to understand if there's a difference between self deprecation or other forms of humour delivered individually (I'm doing this) and collectively (we're doing this) - given this is intended to build a community of action.
- **Explain the background** - If you feel knowledgeable about this, why not talk about why is this a good idea and why will it work? The background science etc.



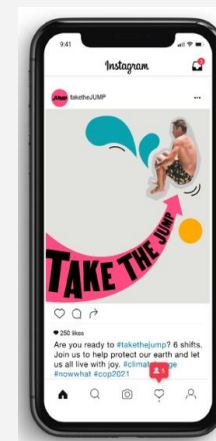
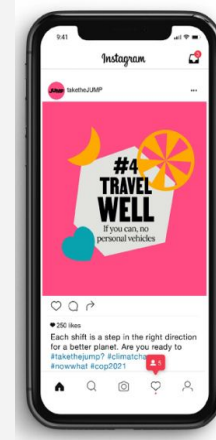
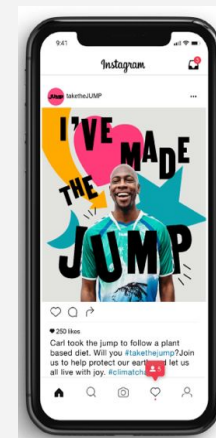
STEP D - TAKE THE JUMP TOGETHER

ii) Support each other and have fun as you go: SHARE!



Why SHARE your story? Because it changes the world around us:

- **Inspires people to try taking the jump** - It shows others what we're up to, and could by example inspire others to try the shifts or take the jump. This is often the best way to activate others; rather than telling them they should do something, show how great it is when you do it!
- **Encourage other's who're taking the jump to keep going** - Others who're 'taking the jump' may learn from your experience. But also, surveys of people taking the jump show that feeling part of a movement is one of the strongest motivations to keep at it. If people see others are taking part it really helps.
- **Ends the feeling of confusion and powerlessness, and brings hope** - Polls show most people are concerned about climate change, but feel powerless and confused about what they can do. The six shifts offer clarity, are doable, positive and impactful. Whether people 'take the jump' or not, the more people find out about the shifts, the more power people have to make the changes they want. Also seeing that there is a joyous alternative will give people hope that a different future is possible.
- **Encourages others to tell their story, creating a global movement that can change mindsets, cultures and eventually system** - If your story encourages someone else to tell theirs, and then another, and another, we can start to build enough momentum to lessen consumer culture and the power of advertising. If this happens, eventually our economics, politics and education systems will start to shift too.



STEP D - TAKE THE JUMP TOGETHER

ii) Support each other and have fun as you go: SHARE



@takeTheJUMPnow

#takeTheJUMPnow

Make sure to tag TAKE THE JUMP when you share online!

How to SHARE:

- Share on social media: post videos, logs, stories, photo's, blogs or whatever works for you. Check out take the jump's [Twitter](#), [Instagram](#), [Facebook](#), [TikTok](#) for inspiration from our own posts or those of others taking the jump. Also check out our [social media guide](#).
- Tell people in day to day life, over dinner, in class. Check out our [communication guide](#) to help.
- Put up posters and other physical material: Check out our [posters](#), [banners](#) and [images](#) you can use to decorate spaces and publicise TAKING THE JUMP



STEP D - TAKE THE JUMP TOGETHER

ii) Support each other and have fun as you go

LOG & FEEDBACK

FEEDBACK: TAKE THE JUMP hopes to continue providing the support, tools, connections and events communities and people need: Let us know how your TAKE THE JUMP is going, tag us into posts, or drop us an email at team@takethejump.org Let us know how we can improve the guidance and support we provide, or if you have suggestions and lessons for other groups you think we should share. Either fill out or feedback from, or drop us an email at team@takethejump.org

LOG: Keep track of how everyone is feeling and doing as you TAKE THE JUMP.

Why keep a log? Keeping track of how you're feeling can really help your JUMP, it helps us understand what's influencing us and driving us to consume, reminds us to keep trying, and helps The JUMP understand how we can best help.

How to keep a log: How to keep a log: Why not keep a regular diary of how your jump is going, either yourself or using our tool. Asking: 'What's been fun? What's hard, and why? How are you feeling? What makes things easier? Why?' . Milestones are important to set out, as they provide valuable evidence of the progress we're making towards our goals. What does success look like? It may be different for each group member. If someone eats meat every day and manages meat free Monday and measy meat Wednesday for 2 weeks and then increases to meat free for 3 days a week that's a positive shift. Some people will find the journey much harder than others. By supporting the changes they're making, they'll embed the change and be encouraged to do mor

TAKE THE JUMP is working on a fun and simple way of helping you log. We'll let you know when we have it up and running.

This is NOT about policing or micromanaging ourselves with the 6 Shifts. If we can't keep to them all the time that's ok, no one is going to 'call you out'!

We won't get it all right in one attempt, so this is about setting ourselves up to keep trying long term; tracking and learning from our personal journey, our feelings & emotions.



STEP E

**CELEBRATE YOUR JUMP, AND
WHAT NEXT**



STEP E - CELEBRATE YOUR JUMP, & WHAT NEXT

i) When you finish your JUMP trial, celebrate!

Once you reach the end of your agreed period for TAKING THE JUMP, celebrate!

- It doesn't matter whether you kept to the six shifts perfectly, just that you kept trying is more than enough!
- Take time to feel good, reflect on how it went, and think about what next.
- Celebrating others and recognising achievement is an important part of building a healthy culture of trust & support.
- Get all those who have been part of the pilot group, inviting everyone who has shown interest in their experience. Invite friends, family, colleagues, people who are like minded and who may be interested in learning more.

Also why not let others know about your journey.

- Post comments about your experience and what you've achieved so far on social media. Post on your own platforms and/or TAKE THE JUMP's social media profiles :)
- Create short video clips of different people's experiences or share on social media. It's important that people across your group tell their stories.
- Share photos of all that you've done and what you've learnt.



STEP E - CELEBRATE YOUR JUMP, & WHAT NEXT

i) Reflect on your JUMP and consider what next

Reflect on the positive impacts you've felt in your life

- Feel proud if any new habits have been adopted and embedded into your daily life and routines, or your behaviour and the way you think about food, waste and stuff has shifted.
- Take a moment to reflect on how your approach to life has changed, are enjoying a little more freedom from consumerism?
- Have you made new friends? Maybe even have more time spare for the important things in life?

Think about what next for you:

- Have you had a positive experience but that's enough for you for now? If so that's fine!
- Have you felt like it was difficult and were not able to keep to the shifts, but positive about the experience? If so keep going! Your journey doesn't end now, keep working at the shifts and keep your jump going, you could even continue together.
- If you found the shifts doable, maybe consider where next for the changes you'd like to make in your lives. Check out this link for ideas.

Are you inspired to reach out and engage others?

- Organise a feedback session where everyone shares the highs and lows of the JUMP journey.
- Discuss how you can build momentum and get more people involved in taking the JUMP.
- **Would you consider expanding to others in your community or area? If so go on to Phase 3 :)**



Phase

3

**Engage your wider
community to ‘take the
jump’**

Setting up a...

**TAKE
THE JUMP**

...local group

Phase

3

**Engage your wider
community to ‘take the
jump’**

**TAKE
THE
JUMP**

PHASE 3) ENGAGE YOUR WIDER COMMUNITY TO TAKE THE JUMP

What you need: This phase requires a group who understand what it's like to take the jump, are committed to engaging the wider community and have some tools, connections or resources to inspire, activate and support that wider community. If you have already done phases 1 and 2, or if you have an established environment group who's struggled to get into the wider community, this is the phase for you.

Who is the wider community? Anyone in your area, village, town, city, business, organisation or institution who's not already involved in making sustainable changes, not part of the environment movement, or are trying to make changes, but need help because its hard to change on our own.

Outcome: By inviting others to go through the same process you did in Phase 2, 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.

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.



STEP F

PREPARE TO ENGAGE BEYOND YOUR GROUP

Getting started with practical action is important as what we DO can change what we BELIEVE. Our actions can change our beliefs. If we can encourage and support people to join us in Taking The Jump, so moving them into trying out different actions, making it fun and a positive experience, they will over time do more and move away from any doubts they might have once had.



STEP F - PREP TO ENGAGE THE WIDER COMMUNITY

i) Identify what tools and connections you have available to engage the wider community

In Step A we considered what resources are available for setting up a starter TAKE THE JUMP buddy group, now we consider this again, but with a specific focus on reaching out to the wider community.

List your accessible resources

You don't need lots of money, and may be surprised what you can do with other resources often available in communities. Most of all people! Amongst your group, make a list of accessible resources that could help in things like setting up groups, running events or reaching out to different communities:

- **Form and keep growing a core group** - Invite those people who have been part of the trial/pilot group to invite everyone who has shown interest in their experience. Ask them to invite friends, family, colleagues, people who are like minded and who may be interested in learning more. People with whom they have a good and trusted relationship. Set up or give people the tools to self organise and create more JUMP groups to support people who would like to start their journey.
- **Seek a mix of skills and expertise** - Ideally from amongst your buddy group, or others interested in being involved, invite people who are good at organising events, meetups, writing emails, posting on social media, writing short articles for newsletters, local newspapers, journals, artists, spoken word performers, presenters, crafters, repairers, creating short reels or videos about your experience, updating posts on your website, cooking, making good cakes, do any risk or health and safety forms/assessments that may be needed.
- **What networks are you linked to?** To networks of friends / neighbours / colleagues, to community groups, faith groups etc. Particularly those with whom your team have a good and trusted relationship.
- **What connections do you have?** To local authorities, businesses, schools, funders etc.
- **Access to physical resources?** Faith centres, public meeting places, libraries, community centres, village halls, parks, somebody's garden/house.
- **Digital resources?** Such as existing websites, social media profiles or local influencers who could get involved
- **Funding?** You don't need funding, but it can help, for instance to pay for space rental or [community activities](#) (events, green cooking classes, waste reduction sessions, [watch parties](#)) or tea/coffee/cake.

STEP F - PREP TO ENGAGE THE WIDER COMMUNITY

ii) Determine goals and outcomes

How does setting up a local group have an impact?

Here's how! →



Outcomes

Before setting your goals as a group, it can be very helpful to take a moment to consider the different ways setting up a local group can have an impact on reducing environmental impact and improving people's lives.

Here are some examples, take time to think which you can make happen:

- 1. 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
- 2. Maximise number of buddy groups amongst citizens, and provide them support** - 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.
- 3. 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.
- 4. 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
- 5. Let as many people as possible know about the six shifts** - 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!

STEP F - PREP TO ENGAGE THE WIDER COMMUNITY

ii) Determine goals and outcomes

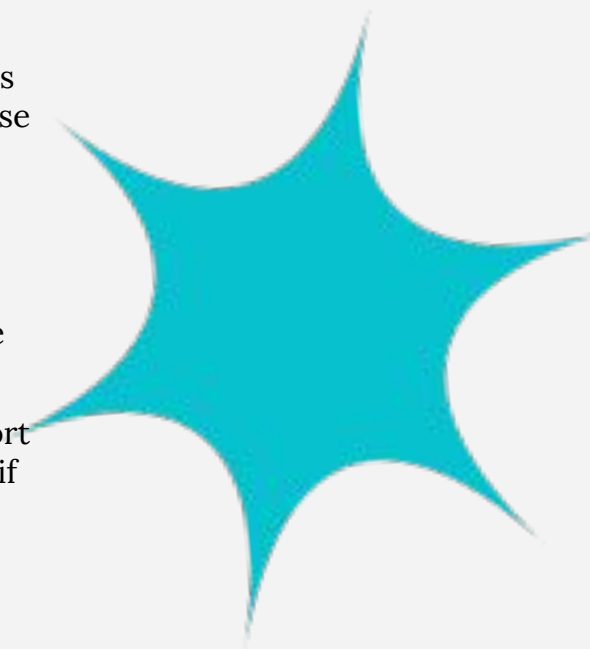
Goals

When engaging the wider community (in your area, village, town, city, business, organisation or institution) to 'take the jump' there are many directions you could take, given the range of communities and groups this could include, is important to set out your intentions from the start to help you prioritise and plan, and check progress.

Collect evidence on your wider community: A really helpful starting point is to undertake some surveys of your local community, asking people what their priorities are and what they're relationship is with climate change and nature. This will help you plan what sort of events you hold, how you communicate and so on. This can be either going physically to ask people in certain communities, set up a stall on the high street and ask passers by, join local community group meetings and ask people and so on.

Set your goals: Having a clear idea of why you wish to set up a group, a good next step is to write 1-3 short term and 1-3 long term goals. This could be developed over a meeting with your starting colleagues, or if you're starting a group on your own, do yourself. Some examples goals:

- Empowering and supporting 200 local people who already want to act but feel powerless or confused so that our community can hugely reduce its ecological impact
- Within 6 months to engage communities and groups normally excluded by the environment movement, or anyone in your who's not already involved in making sustainable changes, not part of the environment movement, or are trying to make changes, but need help because its hard to change on our own.
- Next term/semester, to build on success with your school class to expand to your whole school
- Over 12 months, give your community climate group the tools to reach new audiences and change your neighbourhood, to engage those who have been excluded by the environment movement
- To expand beyond successful trial with your department or team, to include much of the whole company



STEP F - PREP TO ENGAGE THE WIDER COMMUNITY

iii) Review the wider jump guidance and resources for inspiration and support

If you've already gone through stages 1 and 2 you may already be aware of the support on offer, if not, this may be a good time to see what's available to help you.

The messaging, steps, community, foundations etc have all been carefully designed to be accessible and engaging to a wide audience and not those who're usually involved in environmentalism. In particular check out:

- **Learn from what other local groups are doing** - There's examples from other groups, either on JUMP **social media**, or the **case studies** on our website.
- **Training** - TAKE THE JUMP regularly holds various types of training that can be useful for those involved, including: general **Introduction to TAKE THE JUMP** (also called 'JUMP OFF') and **Ambassador training**
- **Community Resources** - **videos, workshop guides, posters and banners, social media content, and the ambassador guide.**
- **If you haven't already** - If you skipped Phase 1 and 2, check out The TAKE THE JUMP **Foundations** and **Communications** guide, these are really the core guidelines for reaching out and engaging people.



Step G

Go beyond the usual suspects

To drive the wide scale shift needed to avoid ecological breakdown, we need to make this a mass movement involving all types of people, and that requires engaging people not normally involved in ecological change. The environment movement tends to be the same types of people, using similar language, which needs to 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 G - GO BEYOND THE USUAL SUSPECTS

i) Decide which communities or groups you'd like to focus on first

TAKE THE JUMP's approach, language and content has been developed to appeal to a wide audience, and avoid falling into the same traps as parts of environment movement, that an often alienate people. However to actually inspire and activate wider audiences at the local level requires active engagement.

The first step in engaging new audiences is identifying which new audiences you'd like to focus on, because it's difficult to engage everyone at once. Identifying your audience is the first step.

Pick which group you'd like to engage first– Focus on specific communities would you like to reach out to who are not the usual suspects. For instance:

- Local young people
- Communities of Colour
- Economically excluded communities
- Older people
- High consuming, well established people who care about nature but averse to being identified as an 'environmentalist' or 'greenie'.
- For a detailed evidence based assessment of different groups of the population, according to their concerns and relationship with taking action on climate change, see [this report](#).

Your choice may depend on which groups are more prevalent in your community, or those with which you have some existing connections. This doesn't mean you can't continue expanding into new groups, but its easier to start with one.



STEP G - GO BEYOND THE USUAL SUSPECTS

ii) Identify community leaders or spokespeople and reach out and engage with them.

getting beyond the usual suspects, is centred on building personal, trusting relationships with leaders and spokespeople in different communities.

- Firstly, identify who they are. (BLM, faith groups, Rotary, WI, farmers, others)
- Does anyone in your team have connections or relationships with people in those groups you're targeting?
- Go to them: Organise a meeting with their community leaders or group organisers. Talk about the pilot and what differences it's made to your life. Start building trust and a new relationship. (This may take 3-6 months). Are there any events they're organising that you could join?
- Make a plan incorporating everyone's ideas for attracting people to join the JUMP journey. Think about fun events you could organise locally to build awareness and encourage participation.
- Put up a stall and encourage conversation at events; outreach at markets, fairs, Pride, carnivals, eco festivals etc.
- Organise a series of workshops, watch parties at community or village halls
- Engage with people sharing information about how they can get involved.

This is all about **personal relationships**, and so needs humility and lots of listening. Check out the **communication guide** for really useful info on how to approach. This is a process that can take up to six months to achieve, so don't rush it. Take time to explain the jump, it's ethos, that everyone starts where they are, there's no shaming, that they can have a huge impact by taking the jump and most of all that it's a jump for joy.



STEP G - GO BEYOND THE USUAL SUSPECTS

iii) Be led by your new partners in developing program of outreach and engagement. Listen to and follow their inspiration

Even if you don't always agree or understand, it's important to be led by those who understand their community. Be humble. We can learn a lot by engaging with people, listen actively/deeply to what is being said and sometimes more importantly, not saying. They may have interesting perspectives to bring to the community. Often if those people who resist the most fervently join you on your journey, they become the most enthusiastic and passionate supporters. We learn the most when we're the most uncomfortable.

Together, consider the best way forward, and ask questions like:

- Any significant challenges experienced by these communities that will impact on taking the jump, that need to be acknowledged, held and if possible assistance offered.
- Any specific language or storytelling elements that are important to emphasise, add or remove?
- What sort of events to attend or hold that will be engaging?
- What sort of platforms and communication modes are most appropriate: Email, face to face, texts, TTJ Online (for more digitally engaged groups) etc
- Do any of the six shifts feel inappropriate to this group, if so feel free to de-emphasise them.

Take any inspiration and guidance gleaned from this process and let it guide you through the next step, Step H...



Focus on what your audience needs to hear, not what you want to say. There is a reason it's hard to engage wider groups. People think differently, and what gets you motivated and inspired, and the challenges you've overcome, won't be the same for others, and we have very different relationships with words. This is ok. The green movement been talking to itself for years and we need to find new ways to communicate and engage.

STEP H

ENGAGE YOUR WIDER COMMUNITY TO TAKE THE JUMP

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.

Remember to rely on the findings of your previous step on engaging beyond the usual suspects.



STEP H - ENGAGE YOUR WIDER COMMUNITY

i) Establish a *publicly accessible physical* presence

Spaces aimed at making sure the public can find you!

Setting up a dedicated physical location where the public can come and learn about 'take the jump' and your local group, where you can host events, workshops drop in sessions etc, has been shown to hugely increase reach and uptake (continue reading through the following pages for more info on running events etc).

Finding a physical space - Here are some ideas for securing a space:

- **Use what you have** if you have a space like a village hall or community centre
- **Share a space** - If you know another organisation with space where you can occupy part of it, like a Rotary Club, library or art gallery, see if they will give you space
- **Occupy your own building** - For guidance on obtaining a physical space in your area, check out partners of 'take the jump', the ['Climate Emergency Centres'](#) who support local communities to find buildings they can use.
- **If no fixed space is available** - you can still have a physical presence by setting up stalls in public places and attending events and fairs.
- **Try to aim for somewhere with heavy footfall** so people are likely to walk in if interested.

Setting up your space - To help make the most of your space and attract people, here's some resources to help:

- **'Take the jump' artwork, posters, banners and flyers** - We have a large range of beautiful things to **print** and decorate your space, **banners** to hang over doors or outside, and **flyers** to leave to people to take.
- **'Take the jump' digital wall** - Why not set up a take the jump digital wall, **here's** a video guide to how to do it.
- **Background information and guides** to have on hand and give to people to read on the background to 'take the jump'. Can be found **here**.
- **Engage people in discussions as they come in** to your space/visit your market stall/exhibition/fair stand.



STEP H - ENGAGE YOUR WIDER COMMUNITY

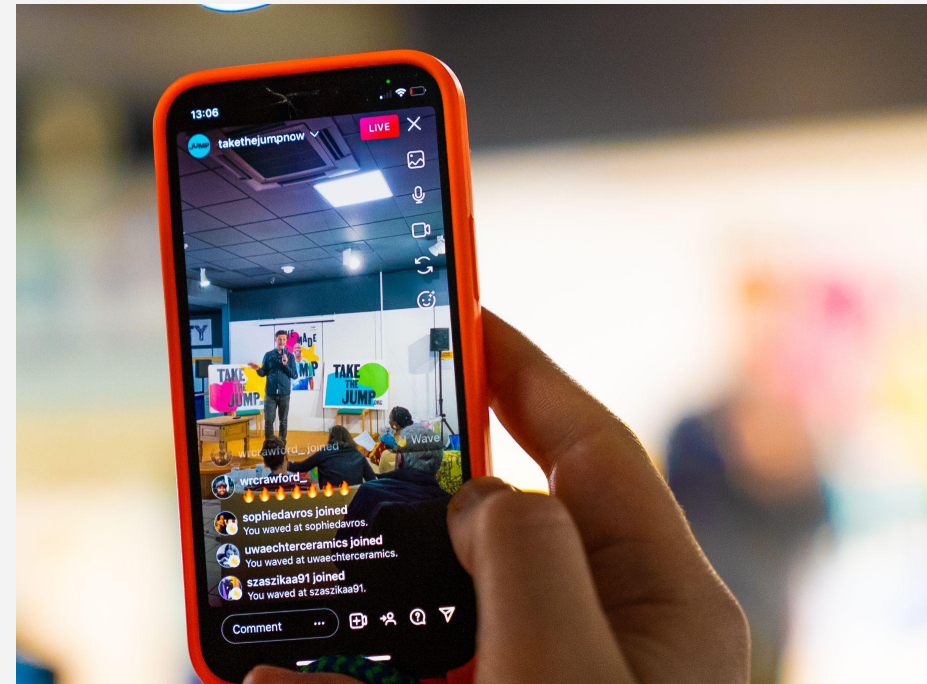
i) Establish a *publicly accessible online presence*

Spaces aimed at making sure the public can find you!

Digital and social media presence

The aim being that if people hear about your group and search for it online they can find you, find out what you're doing and connect with you if interested. Here are some suggestions:

- **Set up a group on TAKE THE JUMP Online**, our new digital community space for the 'Take the jump' movement. This is ideal for those who are taking part locally, for coordinating, sharing, posting, accessing resources, setting up events and connecting with the rest of the movement. Click [this link](#) to find out more.
- **Create social media profiles:** Set up publicly searchable profile(s), for instance a Facebook page and/or group, Instagram, Twitter, or Telegram group. Describe what you are doing and then when you run events etc make sure to post updates. Check out this folder of images and resources, many of which can be adapted and personalised for your group, to brighten up your social media pages and posts. Also here is our design guide to help with making your own content.
- **Web page:** Create your own page if you like, and let us know you're active and we can add you to the list of groups on takethejump.org. Or if you're part of an organisation that already has its own website, just add a new page or section highlighting that you are 'taking the jump'.



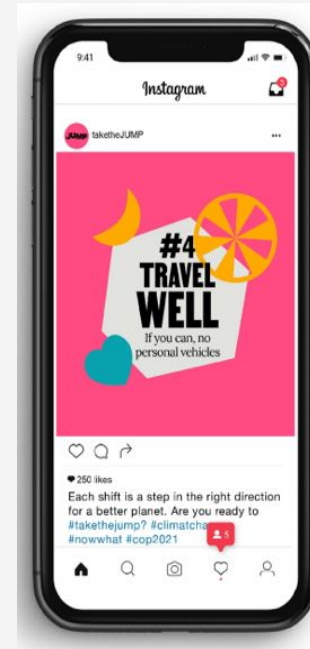
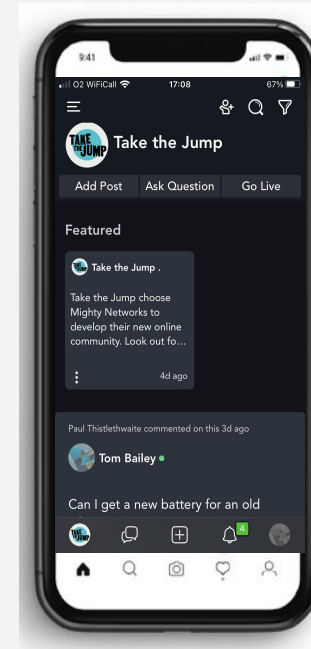
STEP H

STEP H - ENGAGE YOUR WIDER COMMUNITY

ii) Create spaces, forums and groups for participants to attend and be part of as you take the jump

Spaces for those who have ‘take the jump’ to meet, engage, connect and share day-to-day:

- **Digital spaces** - Creating space where those who’re ‘taking the jump’ locally can to dip in and out and find out information on what your group is, who’s part of it, activities and events you’re hosting, what’s going on locally of interest and so on. These are for day-to-day activities:
 - **Create a local group forum** on TAKE THE JUMP Online (coming soon with Mighty Networks) for your group. This can service as a space to organise get togethers, discuss what's going on for you, ask questions, offer each other support, mention great local plant based restaurants, organise a clothes swap, whatever! Click this [link](#) to set this up.
 - **Group chats** - On Whatsapp, Telegram, Signal or any other phone based group messaging platform. Add people who express an interest and form people into small buddy groups to share their journey together.
- **Physical spaces** - Make use of the physical space arranged above to act as the base for your wider community and groups to meet. Check out step D and the following remaining sections of this step (H) for inspiration on the sorts of things that you can do together.



STEP H

STEP H - ENGAGE YOUR WIDER COMMUNITY

iii) Arrange events to invite and engage people

General public events to engage the wider community.

Run events in your own space, or that of other groups in the wider community, such as:

- **A launch event** for the start of your engagement campaign
- **TAKE THE JUMP community fair** with a stall for each shift, music and comedy
- **TAKE THE JUMP party** with music, inviting everyone in your community along
- **Watch party** or cinema evening with an environmental film and bring the JUMP into the discussion on what solutions are within our reach
- **Consumers anonymous sessions**, a really fun and silly way to explore what challenges people are experience
- **Training sessions** - On the science, on how to make change in your life, on how to communicate with others
- **Debates and panels**
- **Invite someone from TAKE MY JUMP** to run an introduction session and go through the JUMP Shifts, Foundations and plan the JUMP period. Inviting key folks in the organisation, people from different departments etc.
- **Organise events outdoors** in local parks, woods. [Engage children](#) in fun activities, get some exercise and [learn](#) more about nature.
- **Offer to run events in different communities in your area.** Being led by your community leaders, organise a short information session at the beginning or end of one of their regular meetings. Schedule a presentation or watch party with their community, so you can have an open discussion and understand their perspectives. Invite them as a community, once they've understood and are interested to start a 1 month trial together.

Publicise these events on social media, on local notice boards, online forums and so on.



STEP H - ENGAGE YOUR WIDER COMMUNITY

iii) Arrange events to invite and engage people

There are many fun and engaging events you can put on organised around one of the shifts, to engage and inspire new people.



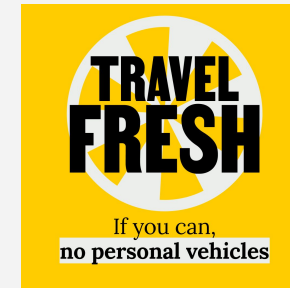
- Repair shows and workshops,
- thrift sale,
- 'car boot sale',
- tool shares,
- library of things,



Happy kids at our children's toy & book swap today and sowing flower seeds to help bees! Discovery Centre Craven Arms. 28th May 2022



- Foraging trips,
- plant based cook ins,
- plant based recipes nights,
- local producers,
- gardening tips,
- plant growing lessons,
- share food out of your own backyard,
- organise a waste food event and invite people to share food



- Set up a car share,
- bike rides,
- bike repair days and classes,
- safe cycling classes,
- buses trips
- hikes/walks/swims close to your area



Mobile bike repair shop: Leicester

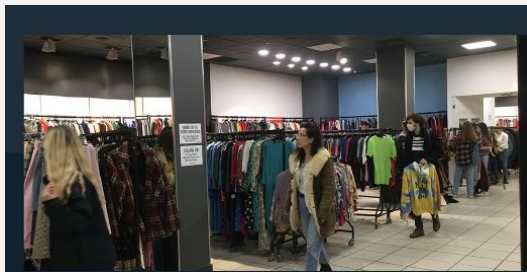
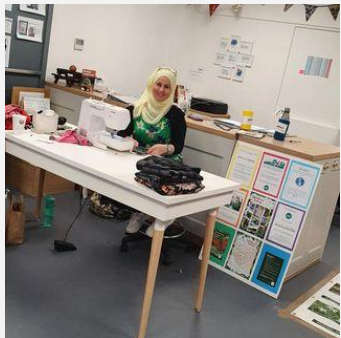
STEP H - ENGAGE YOUR WIDER COMMUNITY

iii) Arrange events to invite and engage people

There are many fun and engaging events you can put on organised around one of the shifts, to engage and inspire new people.



- Second hand fashion shows
- clothes repair workshops
- flea markets
- clothes shares
- thrift sales
- highlight local second hand shops vs. big industry clothing



- Information on best places to holiday locally
- Talks on the impact of flying



- 'How to change to a green pension' training
- swap to a green supplier day,
- invite local green energy charity to talk,
- Engagement with climate marches,
- engagement with local communities, with NGOs on how to improve local environment/ community/ streets, event in your neighbourhood, schools etc



STEP H

STEP H - ENGAGE YOUR WIDER COMMUNITY

iv) Proactively engage local groups, organisations and institutions

Any organisation can get involved in and benefit from 'taking the jump'. If communities are supported by their local industry, institutions and authorities, it's entirely possible we can start to create little pockets of the future. Places where we can live with a good quality of life that doesn't cost the earth. Many organisations of different types can have a big part in creating that, and The JUMP offers a practical, science based, fun way of doing so.



COMMUNITY GROUPS

Any form of community whether your family, friends, local groups, sports & hobby teams or clubs.



LOCAL AUTHORITIES

Any aiming to drive change and engage local citizens.



INSTITUTIONS

Schools, colleges, museums, art galleries, libraries, youth clubs, Scouts etc.



BUSINESS & INDUSTRY

Particularly those aiming to lead in sustainability



NGO's

Not for profits that are working to make the world better.



ENVIRONMENTAL ORGANISATIONS

Campaign groups, neighbourhood groups or sustainability groups like Climate Emergency Centres

Engaging organisations in your area:

- Which organisations do you have contacts at, either staff, members or leadership? Start with those, have a chat with your contact, offer to do a talk with their staff / members and invite them to 'take the jump' and set up their own buddy groups to go on a journey together (See Step D for more info on this).
- If this goes well you could consider engaging the organisation more formally, check the following page for suggestions.

STEP H - ENGAGE YOUR WIDER COMMUNITY

iv) Proactively engage local groups, organisations and institutions

Example approach to engaging external organisation (**businesses**)

Why a business or their staff would want to 'take the jump': The JUMP paints a very clear, science based, and largely inevitable. In some cases it may be useful to reach out to local authorities, many of whom have declared a Climate Emergency and have employed teams of climate officers:

- How can we support them in their work?
- What level of engagement do they have with local community groups?
- Set up a meeting with your local authority Climate Emergency Officers or local councillors.
- Does anyone in your group or community have personal connections or relationships with them?

Which businesses to engage: connect and support local businesses who may already be exploring ways to reduce their carbon footprint?

- Are they actively engaged in assessing how their business fits into a circular economy?
- Or embarking on BCorp or other accreditation?
- Are they reviewing their sustainability, their supply chains and how they can balance their carbon impact.

What to invite businesses to do:

OPTION A: Invite staff to "take the JUMP"

- 1. Take The JUMP** - Invite staff to try the **Shifts** and **Foundations**, decide how long for, hold a kick-off event, set up a forum, start your journey & find out how the future looks.
- 2. Make The JUMP** - Use the **JUMP Community Toolkit** to make it easier, build momentum and keep inspiring and supporting each other as you go.
- 3. Land The JUMP** - Once done take time together to feel good, reflect on how it went, and keep the momentum building for cultural and mindset change.

OPTION B: Support the transition as a business

- A. Operations:** Adjust your companies internal operations to be as in line with the Shifts as possible. For examples offer green pension options, free uniform repairs or minimise flying for work trips
- B. Activities & services:** Is your business activity in line with the future? For instance, can product manufacturers and retailers shift to offering produce services and refurbishments
- C. Influence:** Can you drive change around you? For instance sharing your own commitment and activity by letting the world know about the great work your organisation and its staff are going to take the JUMP, or convening partners around enabling the 6 shifts.

Share the [JUMP for Business Guide](#) for more information.

STEP H - ENGAGE YOUR WIDER COMMUNITY

iv) Proactively engage local groups, organisations and institutions

Example approach to engaging external organisation (**local authorities**)

Why a local authorities or their staff would want to 'take the jump': The JUMP paints a very clear, science based picture of how our communities and lives will look in the future. Local Authorities are in a uniquely powerful place to catalyse this, and the JUMP can help them to engage, activate and connect citizens towards it. Currently personal change is framed as a burden, with many counterproductive dimensions like 'call out culture', or the feeling that it's all too much. The JUMP's Foundations have been designed to address all of this, and so adopting the JUMP creates a mindset enabled for change. Here's how:

How to engage: Organise for a few of your pilot team members to join you in the meeting.

- Present an overview of the JUMP and explain the research behind the JUMP.
- Tell your personal stories about the difference the JUMP has made to your lives and your commitment to continue. Share pictures of events that you've participated in, how local communities have got involved and what a difference it's made

What to invite local authorities to do:

OPTION A: Invite your staff to "take the JUMP"

1. **Take The JUMP** - Invite staff to try the **Shifts** and **Foundations**, decide how long for, hold a kick-off event, set up a forum, start your journey & find out how the future looks.
2. **Make The JUMP** - Use the **JUMP Community Toolkit** to make it easier, build momentum and keep inspiring and supporting each other as you go.
3. **Land The JUMP** - Once done take time together to feel good, reflect on how it went, and keep the momentum building for cultural and mindset change.

OPTION B: Support the transition as a Local Authority

- A. **Operations:** Adjust your companies internal operations to be as in line with the Shifts as possible. For examples offer green pension options, free uniform repairs or minimise flying for work trips
- B. **Activities & services:** Is your business activity in line with the future? For instance, leadership and target setting, planning, implementation through policy and programs, or measurement,
- C. **Influence:** Can you drive change around you? For instance communication campaigns, sharing your own commitment and activity by letting the world know about the great work your organisation and its staff are going to take the JUMP, or convening partners around enabling the 6 shifts.

Share the [JUMP for Business Guide](#) for more information.

STEP H - ENGAGE YOUR WIDER COMMUNITY

iv) Proactively engage local groups, organisations and institutions

Example activities that a local authority could implement while taking the jump, considering their activities and services, and also their wider influence:

ACTIVITIES AND SERVICES

- **Leadership and target setting**
 - Engage your colleagues and Local Authority:
 - Set the destination.
 - Show leadership.
- **Strategy and planning**
 - Strategy for citizen activation
 - Leverage the Foundations and Toolkit
- **Implementation**
 - Programs
 - Policies
 - Support community projects
 - Advertising
 - Funding
- **Measurement**
 - Measure
 - Publish

INFLUENCE

- **Communications -**
 - JUMP comms campaign:
 - Thread JUMP into existing communications:
 - Host a '30 day JUMP'
 - Education:
- **Convening and partnership**
 - Activate citizens
 - Collaborate with stakeholders:

STEP I

LISTEN, LEARN AND EMPOWER

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.



STEP I - LISTEN, LEARN AND EMPOWER

id Constantly seek feedback and refine what you're doing

Keep track of whether you are making progress towards your goals

This process you have embarked on is joyous and transformative, but not always easy. It's a learning process, for you, for us, for all society. So, it's ok to try things, learn and then try something different it needed. That's why it's important to take time to keep track of progress as you go, reflect on how things are going, together as a group, and also through checking in with the wider community.

Measure this yourselves amongst your group, keeping track of events, attendance, engagement on social media etc. Test how its going against your goals, how many have taken the jump, are any buddy groups established, how many have you reached with the jump message, are you engaging the groups you want etc?

If you're having difficulty you an enquire with your wider community on what's not working, for instance:

- Are we using the right messaging, if not, what could change?
- Are we using the right messengers, if not who is better?
- Are our spaces accessible, if not why?

How to get feedback:

- Have a questionnaire or feedback form or contact in your TAKE THE JUMP Online group page, or whatever online forum you use, such as your group Facebook page/group.
- Set up an online form, like this one we use at 'take the jump' and share the link via email, or
- You can ask for feedback from your wider community at events, either in conversation or in a group session with someone taking notes.

Provide feedback to 'take the jump' -

We'd always love to know more about how we can improve 'take the jump' and the support we offer to groups. If you do have any thoughts or recommendations, either on this toolkit, or on anything else, feel free to contact us at

community@takethejump.org



STEP I - LISTEN, LEARN AND EMPOWER

ii) Encourage others to take the lead in their own efforts

The goal of take the jump is to move beyond consumer cultures and society, starting with rich countries, in just ten years. Because this is what the science shows is needed.

Over the next 10 years we need millions to 'take the jump' in rich countries

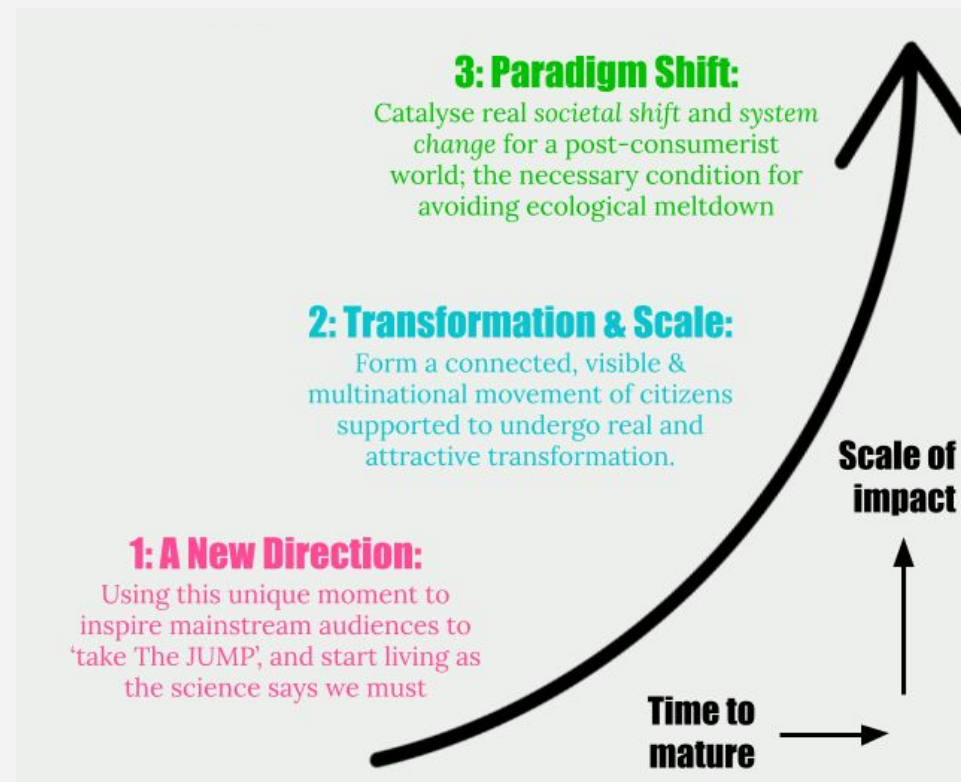
At this unique moment, mainstream audiences see a change in awareness as confusion and fads are replaced with the clarity of the 6 Shifts, and many make the decision to shift behaviour and 'take The JUMP' leading to a shift in societal mindsets, cultures and then eventually systems.

For that we need an organically scaling movement

Emergence of a connected, visible & multinational movement of citizens supported to undergo real, positive and joyful transformation, creating the first, scaled and attractive examples of low consumption sustainable future. It all starts with everyday people and communities leading the way to this future.

This starts in communities like yours, inspiring people to follow their own inspiration, and write their own stories for what a future of less stuff and more joy looks like

When new people have an idea, encourage them to run with it. If a new school wants to take the jump for a term, a business wants to try look at their approach, a community garden want to hold a fair, then support them. If others show interest, give them the benefit of your experience, share this toolkit with them, invite them to take the jump. This in turn will inspire others, and your group will have catalysed others and so on. This is the ultimate aim and best sign of success, that the world is changing.



website

www.takeTheJUMP.org

email

team@takeTheJUMP.org

Social (insta/facebook/twitter)

@takeTheJUMPnow

hashtag

#takeTheJUMPnow

