

ACTION FOR A JUST COLLAPSE

The *Just Collapse* platform offers a decentralised model for self-funded action. You have the power to decide how you do actions – and with whom. To understand and enact the *Just Collapse* strategy, it is important to understand our strategy (below) and our [theory of change](#).

VISION: Justice prevails in the face of inevitable and irreversible collapse

Goal 1: Engage with collapse

- Understand collapse as a place-based process
- Influence the meek and the powerful by talking collapse
- Challenge and counter collapse-denial

Goal 2: Reverse overshoot

- Understand the predicament of overshoot
- Stop infinite growth on a finite planet
- Redistribute power to the disadvantaged, dispossessed and marginalised

Goal 3: Plan a Just Collapse

- Understand justice in all its diversity
- Foster a collapse-conscious citizenry
- Advance place-based planning for collapse

1. ENACTING THE STRATEGY

Just Collapse can promote actions demanding justice in the face of inevitable and irreversible collapse. Please share your actions – photos, videos and stories – by sharing from [the cloud](#) to justcollapse@outlook.com

Just Collapse encourages activists to form small cells comprising trusted friends, family or associates. *Just Collapse* does not endorse the establishment of local or place-based *Just Collapse* groups, as these create centralised power structures, bottlenecks and bureaucracy.

CELL EXAMPLES:

[Rosa Parks](#) was arrested for refusing to give up her bus seat for white passengers. This small action by a single person became a defining moment in the civil rights movement in the United States.

During the military response to unrest in Beijing in 1989, [a lone man](#) placed himself in front of a convoy of tanks. The imagery from this protest has become an iconic marker of the power of passive resistance.

In a protest for indigenous land and water protection, [two women were imprisoned](#) for sabotaging the construction of the Dakota Access pipeline in the United States. As one of the women stated, 'Incarceration does not matter if we do not have clean water'.

When designing an [action](#), primary consideration should be given to how the action delivers on this vision, goals, and objectives. Whether actions aim to exert pressure, raise awareness or both, they should tell a strategic story.

ACTION EXAMPLE: Meeting with a local member for parliament to 'Talk Collapse', influences the meek and the powerful (objective), engages others with the idea of collapse (goal) because justice must prevail in the face of inevitable and irreversible collapse (vision).

ACTION EXAMPLE: Graffitiing corporate offices tackles infinite growth on a finite planet (objective) which contributes to reversing overshoot (goal) because justice must prevail in the face of inevitable and irreversible collapse (vision).

Note: A single action can meet multiple objectives and/or goals.

Remember that *Just Collapse* does not act to promote a renewable energy transition. ['Solutions' that support infinite growth](#) on a finite planet are inherently ecocidal and unjust. There are no solutions to collapse. Collapse is inevitable. There is only justice in the face of it.

There are an infinite number of [action types and ideas](#), and lots of [resources](#) online. Some other ideas that align with our strategy:

Get Angry. Anger is an energy and a just response to collapse. Much more than anxiety and depression, [anger is a powerful motivator](#) to action.

Talk Collapse. Our governments and the IPCC [knowingly lie](#) about the reality of collapse. Everyone has the right to know the truth. Talking Collapse may not win you friends but will influence people.

Plan for Collapse. Investigate and plan for collapse by developing [place-based collapse plans](#). This includes extending and applying the work of [insurgent planners](#), [degrowth](#) advocates, and [collapsologists](#).

2. MEDIA AND MESSAGING

The [Just Collapse logo](#) is available for any actions that align with the *Just Collapse* [strategy](#) – for media and messaging, and on banners, t-shirts etc.

Depending on the nature of the action, engaging with the media may be key. Creating and maintaining, a comprehensive list of media email addresses, and the timely dissemination of a press release (e.g. 24hrs before an action), can help ensure messaging is widely heard.

An effective press release, should provide pertinent detail in the form of the 5Ws. These being: What, Who, Where, When, Why; the Why should extend no longer than a short paragraph.

Summarizing and conveying as much information as possible with just a few words can take some practice. Messaging should be brief and tight. However, being able to meaningfully expand on the messaging when required, is important – this may require some research.

There are lots of tips on the internet e.g. [Three Media Interview Tips](#), and [How to Prepare for a Media Interview](#).

Developing good relations with the media is useful for getting messaging heard.

Depending on the degree of disruption, it is useful to consider informing the media under [embargo](#) prior to the action, via a press release. In the case of *extremely* disruptive actions, or in countries where press embargo cannot be guaranteed, this information may be delivered anonymously to coincide with the action.

Whether by directly engaging with the media, or operating anonymously, significantly disruptive actions will gain positive and/or negative media attention. 'Negative' media coverage is not necessarily a bad thing – it can create awareness and discussion.

3. WORKING AS A TEAM

Solo actions can be very effective. Working with others requires good team communications to help keep actions on track.

Appropriate use of communication builds trust and efficiency. Communications should contain a clear subject/s, the language should be succinct and pleasantly neutral in tone. Be sure to consider why and what needs to be communicated prior to choosing the platform by which the information is conveyed.

Face to face	Face to face communications should be the go-to form of communication as it contributes to building and maintaining trust. When possible, always use face to face communication for matters of importance i.e. clarifying action details and roles, group tensions, mismatched expectations. Use this method to avoid misunderstandings and ensure all parties are on the same page.
Phone/video	Use a phone/video call as an alternative to face to face when an in person conversation isn't possible. Phone/video calls are excellent for virtual team meetings, group check-ins and when verbal prompting/instructions are needed. Phone/video calls are the second best way to avoid miscommunications and misinterpretations.
Email	Email risks misinterpretation and misunderstandings. However, it can be useful when trying to keep track of details, or when conveying a large amount of information to an individual or group.
Text	Text messaging should be avoided for most communication of consequence and should not be used for in depth instructions or requests. Text messaging can be used for immediate check-ins before or after actions. Be considerate when texting a group member after hours, and on weekends, unless they have indicated its okay.

Adapted from <http://www.pdus2go.com>

4. LOGISTICS

Prior to implementing an action, allocate and rehearse respective roles e.g. spokesperson, safety and wellbeing personnel, police liaison. Make a list of items required for the action, necessary timeframes, and who is responsible for begin what, where and when on the day.

Is legal advice and/or legal support needed?

Training and skills development build capacity within the group and can be drawn from the plethora of resources online. Where specific capacity is required for a complex disruptive action, seek out expertise and experience without disclosing details to those outside the group.

Use a SWOT analysis to brainstorm what might go wrong (and right) with an action (below). Make contingencies where needed.



Source: <https://ericksimpson.com/>