

# **BLUEPRINT FOR A CLIMATE EMERGENCY MOVEMENT:**

Embracing Climate Truth  
and Escalating to Win

THECLIMATE  
M  BILIZATION

# About the Climate Mobilization

The Climate Mobilization (TCM) launched in September 2014 at the People's Climate March in New York City. Our mission is to initiate a [World War II-scale mobilization](#) that protects civilization and the natural world by reaching net zero greenhouse gas emissions nationally in ten years or less and globally by 2030, and drawing down the excess carbon in the atmosphere to restore a safe climate for humanity. TCM founder Margaret Klein Salamon is a clinical psychologist who has focused on understanding and counteracting the psychological and emotional barriers to engagement with the climate crisis. In our two and a half years of existence, we have grown from a tiny group to a national grassroots movement.

So far we have succeeded in changing the conversation around climate change in the Democratic Party and significant parts of the climate movement. After months of organizing and pressure, Bernie Sanders advocated for a WWII-scale climate mobilization. What's more, thanks to the work of TCM ally and advisor Russell Greene, the Democratic platform now officially acknowledges that we are in a climate emergency and need a WWII-scale climate mobilization, promising a summit during the first 100 days of the next administration to chart a new course for solving the climate crisis. Brand New Congress – an exciting grassroots democracy effort – calls for a WWII-scale mobilization that gets the United States to 100% renewable energy in 10 years.

This Blueprint for a Climate Emergency Movement was developed collaboratively by The Climate Mobilization, and authored by Anya Grenier. It's an invitation to take part in building a movement that can protect civilization and the natural world, and a vision for how such a movement could succeed.

## Acknowledgments

We would like to thank everyone who took the time to review and offer invaluable feedback on this document throughout its stages and whose work, writing and living example informed it.

Particularly we would like to thank: Nate Abell, Wesley Clark Jr., Ben Goloff, Russell Greene Nicole Harris, David Kaiser, Rajesh Kasturirangan, Margaret Klein Salamon, Eytan Lenko, Ricardo Levins Morales, Katie Murphy, Divya Ramesh, Jamila Raqib and the Albert Einstein Institute, Anthony Rogers-Wright, Gregory Schwedock, Ashik Siddique, Ezra Silk, Philip Sutton, Hao-Li Tai, and Betsy Taylor. We would also like to thank Paul Engler, Carlos Saavedra and the Ayni Institute for their webinar series, and Jane McAlevey for her inspiring and illuminating books.

# Introduction

We are fighting for the future of humanity. Unless we act quickly and decisively today, we may see civilization descend into climate chaos in our lifetimes. Famine, drought, state failure and the sixth mass extinction of species are already underway, with millions of species and billions of human lives in the balance.

Most Americans today acknowledge that climate change is real, but the scale and urgency of the threat are not widely known.<sup>1</sup> The premise of the Climate Mobilization is that if people did — if they recognized that they and their children are profoundly threatened by runaway global warming — they would want to do everything possible to save humanity from this fate.

The crisis is too advanced for gradual, incremental measures to be effective.<sup>2</sup> An all-out, all-hands-on-deck emergency effort is our last, best hope for stopping runaway global warming. Which is why we are campaigning for a World War II-scale climate mobilization to end emissions in less than ten years, transform our agricultural system and use every tool we have to draw down the excess carbon in the atmosphere. For an in-depth explanation of how this rapid transformation could take place, please see our [Victory Plan](#). The concept was inspired by what the United States did on the home front during World War II: The government made huge investments and passed strong regulations to ensure we rapidly transitioned the national economy for the war effort, and achieved full employment in the meantime.

This historical example shows the scale of rapid transformation possible when a country goes into emergency mode with strong public support and full societal participation. It's both an inspiring example and cautionary tale: the WWII mobilization delivered mostly temporary gains in equality for African Americans and women, took place side by side with Japanese internment and got us out of the Great Depression only to usher in a new era of unsustainable consumerism.

*The climate mobilization we need represents not just a temporary break from the status quo but the bridge to a sustainable future with justice for all.*

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<sup>1</sup>[New York Times](#), How Americans Think About Climate Change in Six Maps

<sup>2</sup> Breakthrough National Centre for Climate Restoration, [Climate Reality Check](#) by David Spratt

This document aims to briefly lay out the nature of the climate emergency and then describe the way that ordinary people can bring about the emergency transition we need through a nonviolent social movement.

Donald Trump's election shook millions of Americans, and many began organizing to respond to the threat of ascendant authoritarianism. Public concern about climate change is at an eight-year high,<sup>3</sup> even as all mentions of it are stricken from the White House website and purged from the Environmental Protection Agency. Our current system has no hope of sustaining itself even in the medium term. This is frightening, but it also opens up tremendous possibilities for rapid, transformative change. To respond, we have to let go of outdated concepts of political realism and start acting as though we really are in an emergency, while calling for the transition we need.

Political and climate shocks are only going to keep coming. If millions of ordinary people organize rapidly, we can seize the inevitable fracturing of the old order and turn it into an opportunity to unite our nation around a shared, urgent mission: save civilization and the natural world while restoring democracy and reversing the spiral of job loss, income inequality, racist reaction and extreme capitalism that have ushered in the rebirth of fascism across the Western world.

*We believe that people deserve the truth and will fight like hell for a realistic chance of restoring a safe climate.*

If we succeed, we will do more than race to negative emissions. We will rebuild our political system so it distinguishes between the needs of corporations and the needs of people. We will lay the groundwork for an economy that encourages innovation and entrepreneurship within sensible ecological limits and promotes the dignity of all workers. We will end the unjust exploitation of the vulnerable for profit. We will revitalize neglected communities through participatory planning and implementation processes. We will make sure everyone who wants a job has one. We will honor our armed forces by making sure wars are fought to defend people, instead of corporate greed. After all, we are fighting for our survival, but that doesn't mean survival is all that we can fight for.

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<sup>3</sup> [Gallup](#), US Concern about Warming at 10-year high

## II. Context

### Why are we facing collapse?

Today's potent mix of accelerating global warming, ecological overshoot and vast inequality indicate that we are getting recklessly close to civilizational failure.

#### Global Warming

The earth has warmed approximately 1°C since the industrial revolution. However, warming will not continue to take place incrementally or respond linearly to small emission cuts. The earth's climate is a nonlinear system, and many of the systems that have slowed or buffered us from the effects of current warming are being exhausted or breaking down.

*Evidence pours in almost every week showing that, far from being alarmists, scientists have drastically underestimated the destructive potential of current greenhouse gas concentrations.*

Long-feared positive feedback loops (the cycle by which warming triggers changes that drive more warming) are already beginning. Research by the Northwest Territories Geological Survey has found that a piece of Arctic permafrost has begun to deteriorate, portending the release of huge quantities of carbon into the atmosphere.<sup>4</sup> Researchers estimate that the oceans have absorbed 90 percent of warming to date, slowing the rise in air temperature. But this buffering effect is weakening and may not last much longer.<sup>5</sup>

However, due to the aerosol cooling effect, global temperatures will only rise faster in the short term as we rapidly eliminate fossil fuels.<sup>6</sup> Earth's overheating has been partially counteracted by the effect of short-lived atmospheric aerosols: dust particles suspended in the atmosphere, released during pollution. If global fossil fuel combustion rapidly drops off, as it must, the earth will experience a surge of global warming of at least another 0.5°C as we lose this artificial cooling effect.

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<sup>4</sup> [Inside Climate News](#), Massive Permafrost Thaw Documented in Canada, Portends Huge Carbon Release

<sup>5</sup> [Yale Environment 360](#), How Long Can Oceans Continue to Absorb Earth's Excess Heat?

<sup>6</sup> [The Huffington Post](#), Michael Mann: How Close Are We to 'Dangerous' Planetary Warming?

## Ecological Overshoot

Humanity is using so many of the planet's resources that it would require 1.6 earths to regenerate them. Even if the warming climate were not a threat, civilization could still eventually collapse due to resource scarcity, soil depletion, water shortages and the extinction of species and natural systems on which we depend, many of which are now threatened by habitat loss as much as climatic changes. Beyond ending emissions, our plan calls for massive investment into ecosystem restoration and the preservation of half the earth to halt the sixth mass extinction of species, as called for by Harvard Biology Professor Edward O. Wilson.<sup>7</sup>

## Inequality

Between 1998 and 2013 the wealthiest 10 percent of Americans saw their net worth grow by 75 percent while the working class saw a decline of 53 percent in the same period. The top 10 percent now own close to three quarters of all wealth in the country.<sup>8</sup> Studies of past civilizational failures, which often took place alongside far more mild climatic changes than those we are seeing today, show that ecological overshoot and rising stratification are the two major features of societies in danger of collapse.

One NASA-funded study in 2014 described how societal elites' wealth buffers them from the obvious symptoms of impending environmental collapse, which have hit the poorest and most vulnerable first. This explains how "historical collapses were allowed to occur by elites who appear to be oblivious to the catastrophic trajectory" as in the cases of the Roman and Mayan empires.<sup>9</sup>

Of course climate change is such an unprecedented crisis that continued, alarming impacts might make our current power elites worried enough to attempt something beyond the inadequate and threatened Paris agreement. Even so, without considerable external pressure, such a response is unlikely to be adequate or just.

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<sup>7</sup> Edward O. *Half-earth: Our Planet's Fight for Life*. Liveright, 2017.

<sup>8</sup> [The Guardian](#), Welcome to the Age of Trump

<sup>9</sup> [The Guardian](#), Nasa-funded study: industrial civilisation headed for 'irreversible collapse'?

# How did we get into this terrible situation?

There is a growing awareness among Americans that a tiny group of extremely wealthy people have developed a stranglehold on our economy and political process: financing candidates and an extensive lobbying operation with unlimited “dark money” donations, bizarrely enshrined as a form of corporate free speech by the Citizens United decision. Concrete victories against this trend have been few. Outsourcing and globalization have decimated American manufacturing and weakened unions. Few workers have an obvious structure to leverage their power within.

Neoliberal Democratic elites have embraced high-minded rhetoric on climate and social issues but have been extremely reluctant to interfere with the corporate elite’s consolidation of power.

*Corporations have shown a tenacious determination to remove all possible obstacles to profit – obstacles that range from paying a reasonably fair share of taxes to keeping jobs at home, respecting Indigenous people’s rights to clean water and the use of their own land to any action on climate change.*

The biggest media outlets tend to be owned by these very same big businesses and have systematically failed in their coverage of the climate crisis and its impacts to date, either ignoring the disasters that have disproportionately hit poorer nations or misrepresenting them as isolated events with no broader implications. In 2016, networks including ABC, CBS and NBC devoted an average of just 55 minutes to the topic.<sup>10</sup>

Meanwhile, fossil fuel business interests claiming to be radically against government intervention in the free market (though in practice the government intervenes substantially in the economy to help them maintain profits) have come to control the Republican party over the past four decades. The infamous fossil fuel barons, the Koch brothers, are the most prominent figures behind this effort, as painstakingly chronicled by Jane Mayer in her recent book *Dark Money*. A well-planned out, [7 billion dollar, multi-decade effort](#) has funded climate-denying think tanks, academics and politicians and helped launch a market fundamentalist grassroots movement. Politicians affiliated with this force now dominate practically every branch of government.

This unjust system benefits very few and harms many, with the poorest and historically marginalized usually hit hardest and first. But bringing enough people together to enact

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<sup>10</sup>[Media Matters](#), How Broadcast Networks Covered Climate Change in 2016

meaningful change has been a challenge. What Ricardo Levins Morales calls the Titanic Compact sets the bounds of “permitted struggle.” Too many groups have accepted the mentality that we “get to fight to improve conditions on the Titanic as long as we do not ask about the direction, speed or ownership of the ship itself.”<sup>11</sup>

From the very beginning of our nation’s history, workers have been divided into ethnic categories, into free and enslaved, immigrant and nonimmigrant, and so on. This division, encouraged by business owners, has made it considerably harder for working class unity to develop and win demands for social benefits, and helps explain why American workers have historically wielded so much less power than in other capitalist democratic states and won many fewer benefits.<sup>12</sup>

Corporate and political elites of both parties have become good at subverting popular solidarity by dominating the media narrative with distractions and misinformation, encouraging racism or neoliberal identity politics that don’t challenge the roots of racial inequality,<sup>13</sup> and economic policies that pit workers against each other in what Bernie Sanders has dubbed a “race to the bottom.” Many ordinary people have helped champion these trends and continued to support political parties no longer accountable to serving their supposed members. Internet and social media have also contributed to this fracturing by enabling lazy, internet-based activism over in-person organizing and news “echo chambers,” in which information that could bolster an opposing view is pre-digested to suit a particular narrative or left out entirely.

Numerous efforts, including the anti-globalization movement, Occupy Wall Street and Democracy Spring, have arisen to resist the economic elite’s predation of our democracy. However, these movements have tended to treat climate inaction as one of many crimes perpetrated by the corporate elite, not as one of the foremost crimes in human history — threatening to wipe out life on an unimaginable scale.

Many of the organizations fighting climate change have also hesitated to unleash the transformative power of this truth, employing euphemistic language and championing inadequate, gradualist policies as real solutions. But there is no more motivation to do this.

There is no reason to avoid telling the whole truth and risk scaring a public already terrified by the specter of authoritarianism, and no point in respecting the limits of political realism when we are already way beyond it.

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<sup>11</sup>[Ricardo Levins Morales](#), *The Broken Mirror, A Fractured Movement and the 2016 Elections*

<sup>12</sup>[G. William Domhoff](#), *Who Rules America? The Class Domination Theory of Power*

<sup>13</sup> [In These Times](#), *The “Identity Politics” Debate is Splintering the Left. Here’s How We Can Move Past It.*



### III. Theory of Change: How could ordinary people cause the mobilization to get started?

No government wields monolithic power. Through decades of resistance and research, thinkers including Gandhi, Gene Sharp and Robert Helvey have developed our understanding of how “pillars of support” like the military, the court system and the media prop up our government. They have also developed a theory of how people can create change by systematically withdrawing support. This is the theory of nonviolent action.

As Gene Sharp writes, the government has power in part because it has a monopoly on lawmaking and the use of violence to enforce laws. But it also maintains power because millions of ordinary people keep things running every day, effectively consenting to the status quo. People can stop doing this: they can shut the system down by withdrawing consent.

When enough pillars of support side with the movement against the government, the government has no choice but to concede to the movement. Numerous historical examples confirm his theory. Dictators, including Slobodan Milosevic in Serbia and the entire top leadership of the Communist Party in Czechoslovakia, have resigned in the face of masses of ordinary people nonviolently withdrawing their consent, and finding that the police or military were no longer willing to take up arms against the movement. When this happens, the seeming power of the powerful disintegrates completely.

Research has shown that nonviolent movements are far more likely to succeed in their aims than violent uprisings.<sup>14</sup> Resorting to violence scares off members of the public who might otherwise support the cause and seems to justify state repression against the movement.

*Nonviolence is not a passive refusal to engage in violence; it's a highly active form of struggle, not a tool for the weak but a weapon that requires great strength to effectively deploy.*

The courage and strength of nonviolent actors who withstand violence without retaliation, even demonstrating goodwill towards those doing violence to them rapidly drives public opinion towards the movement.

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<sup>14</sup> [The Washington Post](#), Peaceful protest is much more effective than violence for toppling dictators

Nonviolently coercing the federal government to rein in corporate-conservative power and mobilize for the good of all will require millions of people to join the movement, contributing their resources and abilities, time, money, skills, even, for some people, liberty or well-being. A nonviolent movement's most powerful weapon is dedication to the truth of their cause and a willingness to make sacrifices and even suffer for it.

Armed with the truth of the climate crisis, a vision for a livable future and a way to meaningfully take part in a plan to get us there, we believe millions of people will rise to the occasion and do everything necessary to make sure this transition takes place. The buffering effects of class, race, wealth and geography currently keep many Americans in the thrall of denial or believing that they and their family will be safe from the climate catastrophe.

*No amount of wealth or privilege can offer adequate protection from climate catastrophe; only heroic, collective action resulting in huge disruptive changes can.*

There's a vast number of Americans who accept basic climate science but are currently not participating in this struggle or any other, but who would probably put a lot on the line to save their children's lives if they understood what was at stake. "Right now the ideas of 'nurturing our children' and 'solving the climate crisis' exist in separate compartments of our brain," wrote late TCM ally journalist Fred Branfman. "We care deeply about our kids. The 'climate crisis' seems far more abstract. A new 'human movement' would seek to collapse the walls between the two, helping us see that nurturing our children requires doing whatever is necessary to avert our human climate crisis."<sup>15</sup>

A new, human movement also provides a way for people to reclaim honor and moral purpose. In a world where we are taught to see ourselves as consumers and destroyers of the earth, courageous acts such as those of the Indigenous water protectors at [Standing Rock](#) undermine this narrative, and resonate throughout society in unexpected ways. When 4,000 veterans deployed to Standing Rock, some spoke about the deployment as an opportunity to fulfill the vows of their profession, which have been abused by our country's willingness to use the military as a tool to defend corporate greed abroad.<sup>16</sup> At Standing Rock, they felt they had a chance to truly defend the American people against all enemies, foreign and domestic.

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<sup>15</sup> [Sacramento News & Review](#), Fred Branfman: Do Our Children Deserve to Live?

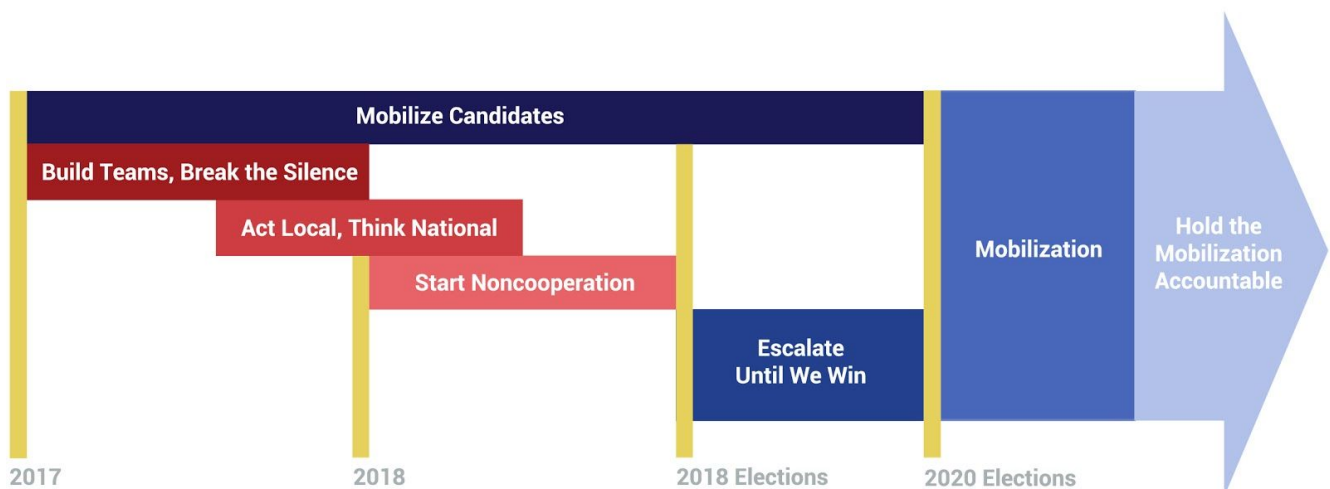
<sup>16</sup> [Common Dreams](#), Why I Answered the Call for Veterans to Go to Standing Rock

This crisis offers Americans a chance to reset society and reassert their right to self-determination. This movement will provide Americans with an opportunity to reexamine their particular life's work and see if it has become perverted or inadequate in the context of the looming civilization-wide crisis. It will provide a framework to reformulate what it means to be a nurse or lawyer, teacher or farmer, firefighter or carpenter, parent or priest at this critical moment in human history. It will provide a roadmap for living with dignity, and playing an active role in saving, shaping and improving our future, rather than remaining passive participants in its destruction.

## IV. Strategy: What do we do to win?

This is a general plan for how this movement could operate, grow and succeed in any political context. The exact timing or mechanism of change is impossible to predict given current levels of political and climatic volatility. Movements grow nonlinearly and can scale up rapidly when they catch the popular imagination, and we will constantly be on the lookout for ways to move even faster.

These phases will also inevitably overlap; the dates attached to them are intended as rough guideposts. Organizers should seek to move as rapidly and efficiently as they can, escalating as opportunities arise, but without cutting corners that compromise the movement's credibility.



## **1. Build the Teams, Break the Silence (April 2017 - August 2017)**

*Spread truth and put structures in place that allow exponential growth*

Widespread understanding of the fact that we are in a civilizational emergency and need to undertake a World War II-scale climate mobilization to protect civilization (our shorthand for this is “climate truth”) will exponentially build the size and power of the climate emergency movement.

The Climate Mobilization is launching a massive, easily replicable training program that will serve as a starting point for the formation of local teams who will be empowered to work autonomously without the bottleneck of going through a central organization, provided they follow the basic principles outlined in this movement blueprint. New teams will learn to work together by collaborating on creative, attention-grabbing actions that break the spiral of silence around the climate crisis. Actions can address public silence head on, and should be designed to generate as much media or social media coverage as possible. The Internet has made it possible for ideas to go viral and for political change to unfold at a previously unheard-of pace. Decentralized teams will ask for support and share their successes on a central online organizing forum so good ideas and best organizing practices can be scaled up rapidly.

Such actions can take the form of:

- Holding public meetings
- Making speeches to different groups
- Staging public actions that capture the media and public imagination and dramatize the truth of the climate emergency
- Public art
- Guerilla advertising
- and more.

Symbolic actions will make the movement better known and recruit new volunteers to get trained and grow existing teams or form new ones. Ongoing training will allow these new recruits to start organizing or contributing to the movement in whatever way makes sense for them. We will provide a self-assessment template through which anyone can assess their unique skills and networks.

On the national level, we will introduce legislation that would commence the mobilization, creating a focal point for organizing and a platform to spread climate truth in the halls of Congress.

### **Mobilizing Candidates** ([April 2017- November 2020](#))

*Use our grassroots capacity for candidate outreach and work with aligned organizations to influence elections*

We need to elect a Mobilization Congress in 2018 and a Mobilization President in 2020. We must make mobilizing to solve the climate crisis the central issue of all upcoming elections, as the intuitive full package solution to our economic and ecological crises. Candidates must be judged on whether they have the courage, competence and strength of character to initiate and lead the mobilization.

Throughout the following phases, local organizing teams should familiarize themselves with who is representing them at all levels of government: who is running in upcoming primaries, elections and special elections. They will establish contact, with the goal of convincing as many candidates and elected officials as possible to [pledge](#) support for climate mobilization, with a particular focus on Congress as we build support for national legislation. Mobilizers will canvas for and volunteer for viable pro-mobilization candidates. This outreach will take place parallel with the work of building external public pressure and changing the national conversation around climate change.

Decentralized teams, as well as TCM central, will also work to persuade existing political organizations, starting with progressive grassroots organizations, to take up the cause of advocating for climate mobilization, and promoting candidates who do so.

The 2018 Congressional elections will be one of our best chances for a transformative shift in power. [Brand New Congress](#) is running 400 candidates who have committed to a WWII-scale mobilization that brings the US to 100% renewables in 10 years, while getting money out of politics. But escalating action and rising levels of voter concern about the climate crisis will change the political calculus for incumbents as well. As the pioneering Bernie Sanders team showed, local teams can set up vast voter contact operations, phone banking, fundraising and knocking on doors for candidates running on a mobilization platform.

## 2. Act Local, Think National ([9/2017-11/2018](#))

*Assess your personal and community networks. Figure out which ones will help you scale. Identify and recruit organic leaders within them.*

Public actions and recruitment events will only grow the movement so far, likely bringing in mostly people who already identify as concerned about environmental causes. Through training, participants will learn to see themselves as organizers specializing in outreach to new constituencies unlikely to be reached through the kinds of actions undertaken in phase 1, not just focused on turning out the same crowd over and over again.

Ordinary people are part of numerous overlapping networks and organizational structures which they themselves are best able to organize within: schools, workplaces, churches, unions, clubs and so on. Organizers will assess their personal networks and spheres of influence, as well as those in their community, and strategically grow support by starting with networks that are most likely to support the aims of the Climate Mobilization. Organizers might start with groups who have the clearest alignment with the movement, and the lowest perceived costs for embracing the cause of climate mobilization, such as teachers, parents associations, or other groups explicitly tasked with caring for youth, and progress to less and less intuitively aligned groups as capacity allows.

To reach a specific network, organizers will work to identify organic leaders within it: individuals who already command respect and loyalty in the group. They will invest time in one-on-one meetings with organic leaders about climate truth, and present them with a concrete ask. This might start with an ask to get a certain number of their peers to a meeting, or to sign a declaration of support for emergency legislation.

As the relationship and trust grows, these asks can move to participating in actions targeting the local government, such as building a coalition to demand emergency climate action from local officials, or to petition a major organization, such as a business or university, to commit to decarbonizing and publicly declaring their support for emergency climate mobilization. Depending on the political situation, organizers may be able to build enough support to convince politicians to start mini-mobilizations without significant escalation.

Achieving mobilizations on the city and state level will help set a precedent for national action, and help the demand for action on this scale and timeline move from the margins to the center of what is politically possible. Nonetheless, targets smaller than the federal government should be chosen carefully. Organizers will learn how to choose battles that help the broader

movement continue growing in size and power, rather than tying up resources or distracting from the bigger picture.

### **3. Start Mass Noncooperation ([11/2018 - 7/2019](#))**

#### *Escalate to nonviolent noncooperation*

Where nonviolent protest and petitioning are ineffective, actors will begin escalating into economic and social disruption. Organizers should ensure that broad community support has been established before the transition to disruptive action, and plan it in partnership with constituents so that the disruption bolsters allies instead of alienating them. Large numbers of people engaged in nonviolent noncooperation will put pressure on pillars of support, including local governments, universities and businesses.

Again, organizers will conduct strategic assessments to choose the pillars they can most easily influence, and develop a strategy for nonviolent noncooperation together with the surrounding community and groups engaged. They might focus on particularly sympathetic actors to engage in noncooperation to ensure that repression inspires sympathy instead of backlash, such as school teachers, nurses, mothers or religious authorities. Noncooperation takes many forms:

- worker and student strikes
- divestment drives
- boycotts
- civil disobedience
- work slow-downs in government offices,
- and more.

### **4. Escalate Until We Win ([8/2019 - 1/2021](#))**

#### *Escalate to nonviolent intervention*

If mobilization has still not been achieved after phase 4, the movement will escalate to nonviolent intervention.

*This means not merely refusing to cooperate with certain systems – by refusing to work, working slowly, refusing to buy certain things, etc. – but putting our bodies in the way to make sure the systems cannot continue working.*

This can take the form of mass, indefinite strikes that shut down normal economic functioning and occupations of government offices. It can also take the form of citizen blockades of public infrastructure, walkouts by civil servants and mass fasts. At this point, it will be impossible to maintain public order without succumbing to the demand for a national climate mobilization. Mass participation in this phase will also lessen incentives to use violence to restore public order, or, ideally, make the military or police pillars simply withdraw their support for our opponents.

We could achieve our objectives well before this point, if we succeed in convincing opponents that mobilizing is in their best interest or the right thing to do. But nonviolent intervention is the logical last phase of nonviolent struggle. In this phase, we ideally ensure that the power holder has no choice but to concede because they do not have sufficient support from societal pillars to continue the struggle.

## **5. Hold the mobilization accountable (post 2020 election)**

Once a supermajority of Americans are awake to the climate emergency and the mobilization has commenced, our task shifts to ensuring:

1. That the mobilization proceeds effectively and without dilution of goals, moving America as rapidly as possible to negative emissions;
2. That our government gives all possible aid to other countries to help them undergo similar transitions;
3. That the mobilization is governed equitably and promotes economic opportunity for impoverished and neglected communities; and
4. That the mobilization lays the foundation for a just and sustainable future.



# V. Principles for Nonviolent Action: How do we act while we do it?

## 1. Uphold Nonviolent Discipline

All participants in the movement must uphold strict nonviolent discipline. This means not only refraining from violence but intervening where others lose nonviolent discipline, and not responding to violence with violence. As the movement progresses, this may demand considerably more training and preparation. Anyone who commits violence places themselves outside of the movement and loses any claim to authority they may have had within it. Participants will understand the nonviolent nature of the struggle as a major strategic strength, and not a weakness forced on them by circumstances.

While refraining from violent action is the baseline requirement, ideally we will move beyond absence of violence toward general absence of hostility. This is a strategic asset in nonviolent struggle because it makes the conversion of the opponent, the people reporting to them and the observing public more likely. While participants may decry and obstruct evil action, they should refrain from villainizing any person or group, from personal insults and threats against anyone, including opponents. We should keep in mind that anyone is capable of conversion after being exposed to the truth by way of nonviolent struggle, and be ready to invite past opponents in. When appropriate, we should take actions demonstrating goodwill towards the opponent.

## 2. Commitment to Climate Truth

A nonviolent movement's most powerful weapon is the truth and our willingness to fight, sacrifice and suffer for it. This means discipline should extend to encompass being disciplined in our commitment to the truth.

*Participants should be vigilant not to allow gradualism, euphemism or complacency to creep into their advocacy, mobilizing and organizing: only an emergency program of eliminating emissions, with drawdown and possible cooling can provide effective protection for civilization and the natural world.*

## 3. Openness

This is a fight for everyone's survival, and absolutely any person or group prepared to embrace these principles is welcome and guaranteed equal respect, regardless of race, gender, class,

sexual orientation, religion, political party, profession or voting history. Participants will not judge anyone's ecological "sins" or otherwise police the purity of anyone wishing to contribute their time and resources to the movement. However, anyone unable or unwilling to uphold these principles, or who is consistently disruptive of a group's work may be asked to desist or leave the group they are working with. Participants will also work to build relationships with diverse groups and organizations, and try to establish a culture of struggling towards mutual understanding.

#### 4. Self-Organization

Anyone may affiliate with the movement and form a group or act autonomously in pursuit of this strategy, provided their actions are consistent with the goals and principles outlined in this blueprint. Any individual or group can use the Climate Mobilization name and materials, or modify our materials to better fit their constituency. Everyone is also encouraged to experiment, innovate and share best practices throughout the movement.

#### 5. A Single Message, Not A Single Issue

This movement will campaign for one big demand: World War II-scale climate mobilization. Having one clear, easy to explain demand helps movements grow: societies have a very limited capacity for reflecting on their faults, and social movements are more likely to grow if they present one loud demand, as opposed to a "quilt of grievances," as Gene Sharp writes.

But advocates should make clear that committing to solving the ecological crisis through mobilization will involve more than putting up solar panels: it will also involve creating dignified work at a living wage for all Americans, transforming a broken food system, shifting toward plant-based diets, and enacting massive farming reform, investing in scientific research into carbon sequestration and approaches to cooling, rebuilding our transportation system, enforcing Indigenous land rights, returning half the earth to nature for regeneration, addressing income inequality, making access to contraception and reproductive education accessible to all, and moving towards a foreign policy not based on endless war over control of fossil fuels.

#### 6. The Volunteer Mentality

This movement will be powered by volunteers. The Climate Mobilization is a volunteer-based, non-professional organization. Essential staff are modestly paid so that they can give this project their exclusive focus, but paid staff are not a rank above volunteers. People who join this movement should do so because they believe in it, not because of careerism. They should ask, "what can I do to bring on the mobilization" not "what can this movement or organization do for me."

## 7. Transparency

Transparency helps a nonviolent movement secure public trust, and this will extend to being transparent and honest when we as a movement make mistakes. Participants will make their plans and intentions clear to the public, the media and relevant authorities before engaging in nonviolent action. Trying to keep plans secret from authorities is unlikely to work and takes up significant organizational energy. Uncertainty or confusion about a group's intentions makes it easier for authorities to justify repression. Most detrimental of all, putting energy into secrecy breeds an atmosphere of fear within the movement, while losing fear of repression is crucial to the success of a movement planning to engage in nonviolent action.

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