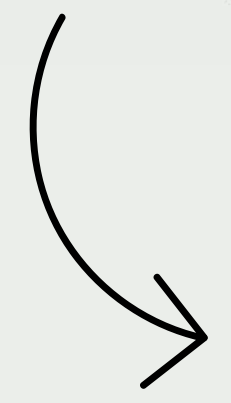




**MAKING
REAL CHANGE
POSSIBLE**

TAKE THE JUMP

**A JOYOUS
PEOPLE-LED
MOVEMENT**



CAN YOU HELP?

Science and history show a movement like this is a vital missing piece to avoiding ecological breakdown. We just need resources to reach scale.

TAKE THE JUMP

THE GRASSROOTS MOVEMENT
AVOIDING ECOLOGICAL BREAKDOWN BY
TAKING THE JUMP
TO A FUTURE OF
LESS STUFF, MORE JOY
Here's how...

THE
**WORLD
TODAY**

1

**UNLOCK
THE POWER
OF PEOPLE**

Reaching beyond the usual suspects to show people how powerful they are. Inspiring individuals and communities to 'Take the Jump' by [signing up](#) to try the six shifts that [science](#) shows 27% of the change needed to avoid ecological breakdown.

2

**GROW A JOYOUS
MOVEMENT OF
PEOPLE MAKING
A CHANGE**

Offering the [tools](#) and the support to help those 'Taking the Jump' to keep going and have fun. Forming mass movement of active, connected, joyful people, communities and organisations. Nurturing and inspiring each other, transforming lives and places.

3

**CHANGE THE
PARADIGM AND
THE SYSTEM**

Showing and sharing how the world could be, on-the-ground and online. Shifting mindsets, cultures and eventually systems. By reaching a tipping, people across high consuming countries, allow government and industry to take far bolder action than they can now.

THE
**WORLD
WE WANT**

WITHOUT A MOVEMENT LIKE THIS, STOPPING ECO BREAKDOWN IS IMPOSSIBLE.

SCIENCE SHOWS...

BY **TAKING THE JUMP** PEOPLE CAN DIRECTLY DELIVER:

27%

OF THE CHANGE NEEDED IN 6 SIMPLE SHIFTS

Yes, governments and industry have most responsibility, but people are not powerless. Science is clear that through these **six shifts** we can have a huge and direct impact through the things we control in our own lives. **No more feeling overwhelmed, isolated, confused or hopeless.** The shifts provide us with a clear, impactful, and achievable roadmap.



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



END CLUTTER

Keep products for at least **seven years**



EAT GREEN

A **plant based diet** — no waste, healthy amount




HOLIDAY LOCAL

One **flight** every three years



DRESS RETRO

Three **new items** of clothing per year



TRAVEL FRESH

If you can, **no personal vehicles**



CHANGE THE SYSTEM

At least **one life shift** to nudge the system

WITHOUT A MOVEMENT LIKE THIS, STOPPING ECO BREAKDOWN IS IMPOSSIBLE.

HISTORY SHOWS...

GROWING A JOYOUS MASS MOVEMENT WILL SHIFT SYSTEMS BY REACHING THE TIPPING POINT OF 300 MILLION PEOPLE. TO UNLOCK THE REMAINING:

73%

Recent history shows that despite decades of definitive science and years of talk and policy tweaks, the systemic changes that [science](#) shows we need are absent because governments and industry are stuck in deadlock.

We believe this is because they lack sufficient social mandate, or attractive examples to follow. Look at impactful societal transitions of the past, like social justice or gender rights, or even the industrial and scientific revolutions.

These were not driven by leaders, but were enabled by them once there was a widespread movement showing the way, shifting behaviour, mindset and culture. This will complement the work of leaders and activists and unlock real society wide change in our systems technology, economics, policy and infrastructure.

[Research](#) on social tipping points shows we need a minimum of ¼ of the population to drive a society-wide shift. Across rich countries that is 300 million people, and so that's our target for people Taking the Jump by the early 2030s.



THIS MASS MOVEMENT IS POSSIBLE AND WANTED

POLLS SHOW
8 OUT OF 10 PEOPLE
WANT TO ACT, BUT
ARE BEING IGNORED!

OUR ONE YEAR PILOT SHOWS PEOPLE ARE READY AND OUR APPROACH WORKS

The key is to meet people where they are, offer clarity and avoid the framing of the environment movement that only appeals to [13% of people](#). Trialling our completely unique approach and spending just £80k, the explosive positive reaction to Take the Jump shows the huge untapped readiness and excitement. Here's what's happened so far:



THOUSANDS SIGNED UP TO TAKE THE JUMP

and try the six shifts.

REACHED 1.5 MILLION PEOPLE

Through [national press](#), [radio](#), [magazines](#), [TV](#), [podcasts](#), [books](#) & [social media](#).

WE'VE GONE INTERNATIONAL

with a chapter launched in [New Zealand](#), and others soon to follow in [North America](#), [Germany](#) and beyond.

20 VIBRANT UK COMMUNITY GROUPS HAVE FORMED

running weekly meetings, clothes swaps, repair shops, community fairs, talks, carpools, kids' events, surgeries, Take the Jump board game, festivals, plant-based 'cook-ins'. All using our [toolkits](#). Many more communities have shown an interest than we have the resources to support!

HUGE INTEREST FROM INSTITUTIONS

Schools, churches, local authorities and businesses are keen but we don't always have the resources to help. Currently engaging with [Woking](#), [Thanet](#), [Waverly](#), [Surrey](#), [Waltham Forest](#) and [Stroud](#) councils.

DRIVING CULTURAL SHIFTS

We have events, talks and performances at [Glastonbury festival](#), [Shambala](#), [Bestival](#) and other cultural events across the UK.

RECOMMENDED IN GRETA THUNBERG'S NEW BOOK

As one of the best things citizens can do to have an impact and live with joy ([The Climate book](#)) chapter five.

OVER 100 'AMBASSADORS'

Have completed our 5 week [Ambassador Training](#), running separately across the [Europe](#), [North America](#) and [Australasia](#) regions.

NOW IS THE TIME TO BREAK THROUGH

The [science](#) says we have 10 years to make this work, and Take the Jump has the plan to do so. Our pilot is done, now is the time to break through...



3-5K
Jumps

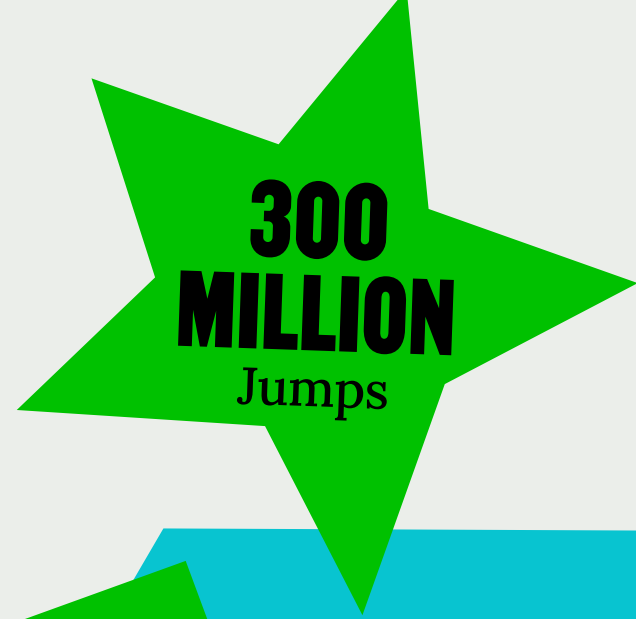
25K
Jumps



100K+
Jumps



500K+
Jumps



WITH RELATIVELY LITTLE RESOURCE, THIS BREAKTHROUGH IS POSSIBLE!

Take the Jump is a movement made up of many volunteers, passionate people and local groups, all supported by a registered UK charity (Reg: 1196196).

To deliver the first year of the breakthrough phase we are looking to raise £300k, or around £1.2m in total by 2026. Could you be one of those to back this game changing project? PTO for what we'll spend it on...

2022

PILOT

Completed and proven this is possible.

2023

BREAKTHROUGH

We now aim at creating a coherent, collaborative and positive force for global change, with momentum, cohesion and reach.

By 2026 we will build on the success of our pilot by expanding our outreach, participant support and local activity to form an internationally significant movement; with an expansive network of people and communities. Taking the Jump in towns and streets across high consuming countries.

2024

BY 2026:

500,000

People have signed up to Take the Jump and report positive momentum.

100 MILLION

People have engaged with our content through press, social media and events.

2025

250+

Community groups, organisations or institutions have Taken the Jump.

6-7

International chapters (E.G. UK & NZ + Germany & US 2024, Canada, Aus & France 2025).

2026

SCALING

After 2026 this breakthrough will have provided the platform of digital and community infrastructure to rapidly scale later in the decade.

As the impacts of climate change, already so visible in 2023, worsen throughout the 2020's and populations become more alarmed, there is the risk of people succumbing to hopelessness, isolationism, and populism. After our breakthrough phase we'll have the uptake, profile,

2030'S

and infrastructure to act as a beacon and safety net, capturing huge numbers of increasingly concerned everyday people and inspiring them to take positive and empowered action. Eventually reaching the tipping point of 300 million.

To hear more about how scaling will work, get in touch at:

TEAM@TAKETHEJUMP.ORG

OUR APPROACH WILL WORK WHERE OTHERS FAILED

1 UNLOCK THE POWER OF PEOPLE

**INSPIRE WIDER POPULATIONS ABOUT THE SIX SHIFTS AND
ACTIVATE AS MANY AS POSSIBLE TO ACT AND TAKE THE JUMP.**

A) REACH BEYOND THE ECHO CHAMBER

To end the confusion and powerlessness most people feel, showing how powerful they are through the six shifts. Using multi pronged events and media outreach (press, socials, radio, books etc). Central is empowering local community leaders from excluded groups, and trained TTJ [ambassadors](#), to engage their communities, and ensuring [intersectionality and social justice](#) is central to TTJ. Activating partners and delivery groups internationally.

B) OFFER PEOPLE SOMETHING THEY ACTUALLY WANT TO DO AND THAT'S EMOTIONALLY POSSIBLE

Overcome the main barriers to Taking the Jump: No more doom spirals, just a clear, constructive and impactful call to action that is a [jump for joy](#) and actually makes our lives better and more satisfying! Less consumption means more creativity, care, craft, community, connection, comedy, compassion, collaboration, culture, camaraderie... Showing that [trying is enough](#), so we can just start with what we can and build from there, in an ethos of [no shaming](#), no finger pointing. This removes the first and biggest barrier to action; feeling inadequate or like a hypocrite (we're all hypocrites and that's ok!).

2 GROW A JOYOUS MOVEMENT OF PEOPLE MAKING A CHANGE

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

A) SUPPORT PERSONAL CHANGE

i) Practical daily life support to overcome the [barriers to change](#), with step by step [guidance for each shift](#), tips, [testimonials](#), [talks](#), [training](#), [events](#), and [discussion forums](#).
ii) 'Inner' or psychological [support](#) for the transition to a 'less stuff more joy' mindset.

B) BUILDING LOCAL COMMUNITY ACTION

Change is easier together. Catalyse place based '[TTJ groups](#)' formed of local people, trying the six shifts, supporting and inspiring each other along the way. Through local [events](#) and [outreach](#), and by using our [resources](#) and training, local groups grow in size reaching increasingly wider audiences. Driving change in their communities, connecting with local councils, institutions (schools, faith groups, civil society) & businesses, to collaborate in transforming their local areas, creating real world examples of the world we need. This is one of the most important aspects of our work.

C) GROW A DIGITALLY CONNECTED MOVEMENT

Provide the infrastructure so participants around the world can connect. Sharing ideas, stories, planning and inspiring one another. Through TTJ's global online community space, [The Hub](#), as well as our online forums and events.

3 CHANGE THE PARADIGM AND THE SYSTEM

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

A) NURTURE A MOVEMENT THAT'S VISIBILITY THROWING A BETTER PARTY

Those Taking the Jump are supported and [trained](#) to share and make visible and compelling their on-the-ground examples and personal stories of how joyous this transition is, making others want to try.

B) NEW CULTURES AND VALUES

The movement engaging actively in the cultural life of society: At events, [festivals](#), the [arts](#), performance, comedy, culture. Going to where people are and showing new narratives and stories about what life and society is for.

C) ONLINE REVOLUTIONS

The power of digital revolution and an ever more connected world means social transitions can be faster than ever before. We use this by encouraging and supporting people to create and share a tidal wave of their own stories online, supported by TTJ's own [social media](#) campaigns, changing narratives online, reducing the drivers of consumption.

D) CROSS MOVEMENT COLLABORATION

TTJ collaborates across the ecosystem of activity including activism, leadership from local and national government, industry, and civil society, and mass movements.

RESOURCE FOR BREAKTHROUGH:

Total to 2026: £410k

RESOURCE FOR BREAKTHROUGH:

Total to 2026: £445k

RESOURCE FOR BREAKTHROUGH:

Total to 2026: 380k

TOTAL RESOURCES TAKE THE JUMP SEEKS: £300K FOR 2024, £1.2M TOWARDS 2026

A VITAL PART OF THE 'ECOSYSTEM OF CHANGE'

The [research](#) behind Take the Jump is clear, the huge pace and scale needed to avoid environmental breakdown requires the full ecosystem of actors doing all they can, now. One helpful way to think about this ecosystem is Momentum Builders and Direct Actors. Currently however, there is an 'actor gap' on both sides, and **existing actors** on both sides are struggling to drive sufficient impact. Take the Jump is carefully designed to help **fill this actor gap**, and to **complement and support** the work of existing actors.

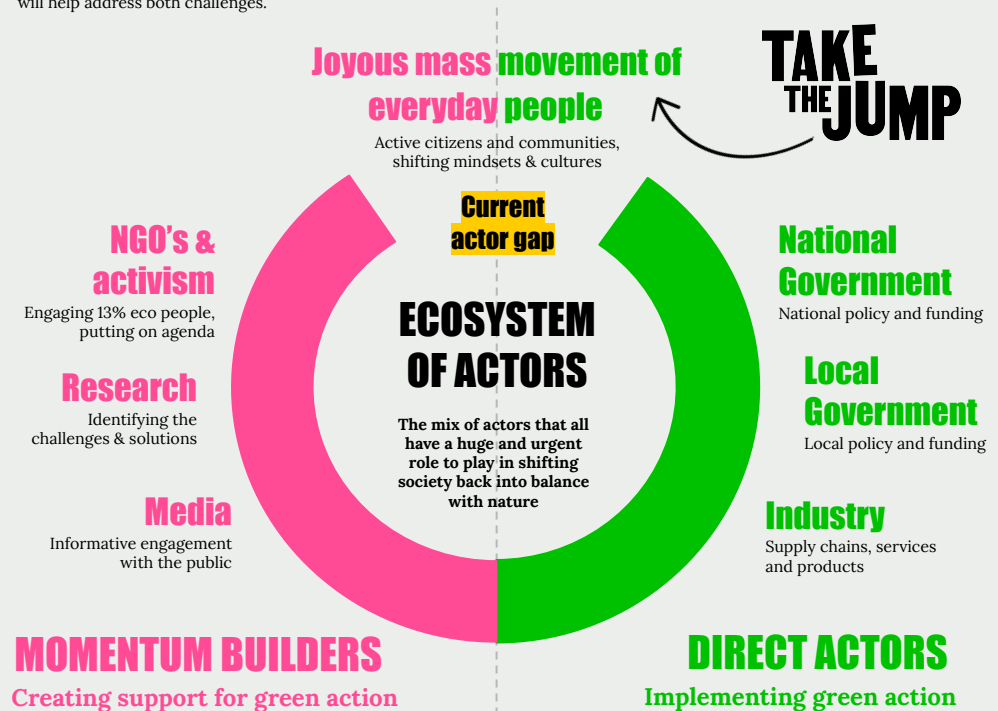
COMPLEMENTING NOT COMPETING WITH OTHER ACTORS

Take the Jump is not a silver bullet, only through the collective effort of all actors can we get the change needed. Understanding where we fit into this wider landscape, and how we can support other actors, has driven much of our approach:

- We are **not a campaign or protest organisation**, and are not in competition with other grassroots campaign groups or climate NGOs. We are a **community, resource, and tool** they can use to help maximise impact and reach (everything is always free to use with no royalty fee). We always look to collaborate rather than reinventing the wheel or competing for same resources.
- We maintain a collaborative and supportive relationship with governments (particularly local authorities) and industry, and in many cases, have formal partnerships to jointly activate residents, staff and customers. Take the Jump is always **entirely non party political** at all levels.
- We work with academia to use best evidence and prove the case that citizen action works, and providing media with positive real world stories and framing to be more persuasive and inclusive.

THE ECOSYSTEM OF ACTORS HAS A GAP THAT WE ARE WORKING TO FILL

Currently the huge [willingness](#), creativity and [power](#) of everyday people is being ignored. People are a vital part of driving change, yet most focus is on top down policy and technology change, which while important, means we are wasting 27% of potential impact. We will fill this 'actor gap' with a mass movement that activates, connects, supports and promotes everyday people making lifestyle changes (direct activity) and shifting cultures (momentum building). Furthermore, 'momentum builders' currently making the case for action are [failing](#) to reach wider audiences due to their doom-spiral framing, and interventions from 'direct actors' have been [insufficient](#), because there isn't the scale of support for the change needed. This movement [designed](#) for mass appeal will help address both challenges.



BREAKING THROUGH, A UK NATIONAL EXAMPLE



We have global ambition and strategy, but the UK is where Take the Jump was born, and where we are proving the model. Here's our approach for breaking through in the UK.

MODES OF OUTREACH

Main methods of reaching out and getting people on board across the UK:

Joyous publicity

Take the Jump directly reaching people at scale through **social media** (creating and sharing own joyous and informative content), **events** (talks, [conferences](#) and [more](#)), and **press/media** ([nation press articles](#), [local press](#), [magazines](#), [radio](#), TV, [podcasts](#), blogs and [books](#)).

Partnerships

Establishing relationships and collaborative programs with existing organisations to engage their members, residents, staff, audiences, and communities.

Supporting self starters

Providing the [toolkits](#), [community support](#) and training for those who wish to self start. Many citizens, councils, schools, local groups & businesses are already using them.

Ambassadors on the ground

127 diverse, [trained ambassadors](#) hosting events, running workshops, activating their local community, institutions and authorities. Goal for 2,000 active UK ambassadors by 2026.

A MULTI SECTOR STRATEGY TO ENGAGE THE UK

Engaging existing organisations and groups through publicity, ambassadors, and in many cases formal partnerships.

Community groups

[Supporting](#) local people to form groups to help and inspire each other, with a big focus on communities not normally involved in the green movement. **Goal:** 20 [currently](#), 100 targeted.

Businesses

[Supporting](#) businesses to engage staff, and look at operations and business model. Providing engagement toolkits and materials, and offering training, talks, and support with groups. **Goal:** 5+ large corporations, 100+ small businesses

Schools and institutions

A program of talks, activities and resources for primary and [secondary](#) schools, inc teacher training, offering young people empowerment and hope. Also faith groups and other institutions. **Goal:** 250 schools, 100 institutions.

Knowledge and research

Partnering with research institutes to ensure using best approach, and to help collate data and prove impact. **Goal:** Min one formal ongoing research partner, currently in discussion with Oxford and Nottingham universities.



Local Authorities

Formal 6-18 month partnerships with councils to engage residents and help meet local climate targets. A hugely powerful way of achieving place based transformation. Delivering a local campaign to change behaviour, engage local businesses and institutions, and shift local cultures. **Goal:** 5 councils engaged currently, target of 20 by 2026.

Cultural events

Reaching new audiences and inspiring new narratives through art, performance and story. **Goal:** Expand on existing partnerships ([Clastonbury](#), [Shambala](#), [Bestival](#), [William Morris Gallery](#)) to engage 20 cultural institutions around the UK, and 'in community' events engaging residents, like that being developed with Waltham Forest Council.

Aligned campaign groups

Joint campaigns, applications, events and programs to maximise impact Existing collaborations include [Pledgeball](#), [Climate Emergency Centres](#), [Trust the People](#) and more.

NOTE - We do not anticipate extensive engagement with national governments until the mid / late 2020's.

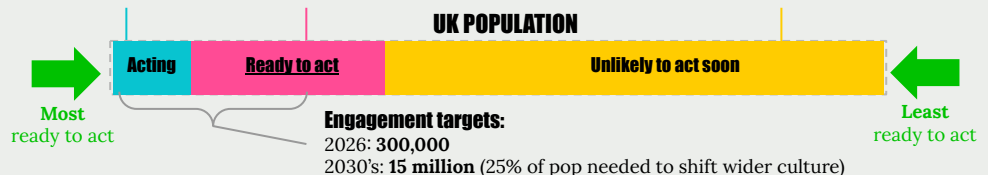
AUDIENCE TARGETING AND ORGANIC GROWTH

To break through we use **evidence based audience targeting and messaging** to reach beyond the 'usual suspects', combined with joyous peer-to-peer story telling to lead to 'infectious behaviour', and organic growth:

Activate the 13% [usual suspects](#), but reoriented and trained to engage better, giving them hope and something useful to do.

Main engagement focus are those ready to act but for whom the green movement's framing doesn't connect, [civic pragmatists](#) and to a lesser extent [established liberals](#), around 25% of the population.

Not targeted directly. Only likely to act once culture and systems shift





"Climate change really get's me down. When I found Take the Jump I realised I can actually DO something useful. I feel so much better now"

SCOTT, 'JUMPER' AND AMBASSADOR, NEW ZEALAND.



"From personal experience of 'Taking the Jump' it's been surprisingly positive... it simply feels good... Perhaps it will be the true at the level of society too".

KATE RAWORTH, AUTHOR OF DOUGHNUT ECONOMICS, IN GRETA THUNBERG'S THE CLIMATE BOOK.

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

PROFESSOR JOHN BARRETT, UNIVERSITY OF LEEDS.

JOIN THE PARTY:

@takethejumpnow



If you're inspired by this movement and the impact we are working towards, please do get in touch. Also let us know if you'd like more information on our Targets and Measurement Strategy, Scaling Plan, Breakthrough Budgeting, Charity Team and Governance, or our assessment of the Barriers to Change and our responses:

team@takethejump.org

TAKE THE JUMP

TAKETHEJUMP.ORG



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

LOUISE, JUMPER, HOVE, UK.

