

**CHANGE
THE
SYSTEM**

**A HOW-TO
GUIDE**

**TAKE
THE
JUMP**

CONTENT

1. **What** is the 'CHANGE THE SYSTEM shift'
2. **How** to do the 'CHANGE THE SYSTEM shift'
3. **Why** it's possible to CHANGE THE SYSTEM
4. **Resources to help**

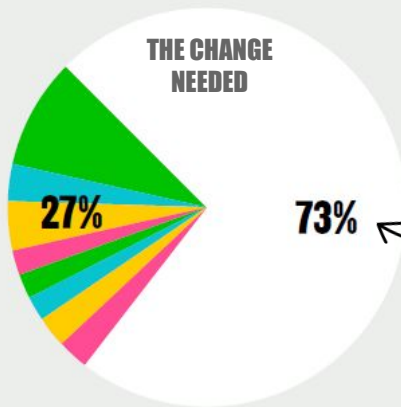
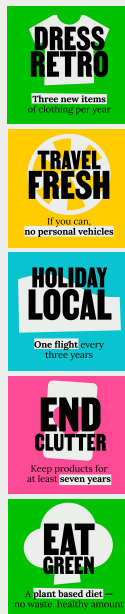
1. WHAT IS

**CHANGE
THE
SYSTEM**

The CHANGE THE SYSTEM shift invites you to influence the world around us

THE FIRST FIVE SHIFTS

The actions that science shows citizens and communities have most power over, create 'direct impact', and will deliver 27% of the change needed to avoid ecological breakdown.



THE **CHANGE THE SYSTEM** SHIFT

The remaining 73% of change involves the 'systems' around us, like energy, finance, politics, economics and education.

These are primarily the responsibility of government and industry. Yet there are ways we can have a powerful 'influence' on them. That is what this shift is all about!



**TAKE
THE JUMP**

CHANGE THE SYSTEM

Try at least
one life action
to change the
systems around us.

Here's some
suggestions ...

1 INSPIRE & ACTIVATE OTHERS

Inc training to learn how



2 ENERGY SYSTEMS

Swap to a green energy
provider for your home



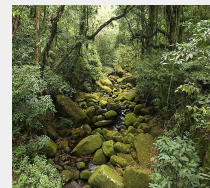
3 FINANCIAL SYSTEMS

Swap to a green pension,
bank or credit card



4 ECOSYSTEM RESTORATION

Plant trees, rewilding
& conservation



5 HOME ENERGY

Give your home an
energy retrofit (if
financially viable)



6 COMMUNITY BUILDING

Connect with your
community, run an event



7 POLITICAL ACTION

Campaigning for better
local or national
government policies



8 STRENGTHEN DEMOCRACY

Help build grassroots
democracy near you



A STEP BY STEP GUIDE

If you think it may be hard to do this shift straight away, that's ok! It's enough to try what you can and just build from there. Here's a summary of our suggested approach for building up to **SYSTEM CHANGE**, step by step:

A

OPTIONAL: LEARN ABOUT THE POWER TO CHANGE THE SYSTEM, AND WHY IT'S IMPORTANT

If you need a bit of help getting inspired about changing the system, then check out the **WHY** change the system section at the end of this document, or some of the talks in the Resources section.

B

LOOK AT THE EIGHT OPTIONS AND THINK WHICH IS BEST FOR YOU

These options are based on research and evidence, and are some of the most impactful but also life enriching ways we can influence the systems around us. Each option is impactful, so to start just pick whichever seems most interesting, easy or doable. Or if you have a few you could be interested in, read the sections below on each to help you choose. If you have an alternative idea then maybe consider doing that too or instead.

D

STOP THERE OR TRY ANOTHER ONE

Some actions are quicker and easier, others are bigger and even open ended. If you've done your action and still have energy, why not try another one? Check out the Hub to see if others are also working on your action, maybe combine resources with likeminded people!

E

CHANGE BIGGER:

By using the group of likeminded people you've formed, you have more resources, so you can go for bigger targets-

C

HAVE A GO AT YOUR ACTION

Using the content below, have a go at getting started with your first action. If you want any help, drop us an email, or ask a question to the community on the Hub (hub.takethejump.org)

F

REFLECT, ADAPT, RECHARGE AND GO AGAIN:

Don't burn out! Take time to reflect; support each other; adapt to the changing world around you and keep up the pressure!

2. HOW TO



This section offers guidance and advice for each of the eight suggested 'life actions' for the Change the System shift.

We show WHAT each action is, WHY it's worth trying, and HOW to do it.

INSPIRE & ACTIVATE OTHERS

Join our Ambassador
training to learn how

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1. INSPIRE & ACTIVATE OTHERS

WHAT

Engage with other people about the six shifts. Just let them know what you're doing and why, inspire them with how positive and joyous the experience has been for you.

The aim is inspire others take whatever next step that is available to them, no matter how small. It is not to shame people, to force them to change, or to try overload or scare them. There are so many barriers to change, so meet people where they are.

FRIENDS & FAMILY



LOCAL COMMUNITIES & ORGANISATIONS



LOCAL AUTHORITIES



As well as talking to people in our own lives, Take the Jump participants have engaged a wide range of organisations and sectors in joyful climate action, leading to many impactful partnerships. If you're connected to any of these kinds or organisations, feel free to reach out, or try our Ambassador training to learn how.

YOUNG PEOPLE & SCHOOLS



FESTIVALS & CULTURAL INSTITUTIONS



BUSINESSES



1. INSPIRE & ACTIVATE OTHERS

WHY? THE OPPORTUNITY

PEOPLE ARE READY

80% of people care about nature, want change, but feel powerless and confused, and are mostly alienated by the doom spirals and shaming, typical of the green movement.



REAL CHANGE COMES FROM PEOPLE TALKING TO PEOPLE

Genuine transformation and lasting change is achieved together, through word of mouth, personal networks. This takes time, effort and humility, but it works. The Take the Jump approach makes engaging with others much easier.

WE DON'T NEED TO ENGAGE EVERYONE AT ONCE

Science also shows that to get the remaining 73% of change means updates to our 'systems', like economics, politics, infrastructure, education and technology. History shows this doesn't happen unless there's also a parallel shift in cultures and mindsets. We don't need to reach everyone to do this, we just need to reach the tipping point. This is 25% of the population, leading to a self-sustaining, transformation of society.

WHY? THE APPROACH

REACHING BEYOND THE ECHO CHAMBER THROUGH JOY!

Through joyous outreach and engaging directly with communities, in a ethos of 'it's enough just to try', 'no shaming', and showing these changes can enrich life. We can reach the huge audiences who care about nature but are turned off by the doom spiral of the green movement.



WE HAVE THE TOOLS, SUPPORT AND COMMUNITY

This is what's needed to help people start making a real shift. The magic is in 'people connecting with people'.



TO CHANGE THE WORLD, THROW A BETTER PARTY!

By creating real examples of a better future, and going on to inspire others, we can shift mindsets and cultures, finally unlocking the potential to change the systems around us.

1. INSPIRE & ACTIVATE OTHERS - Ambassador training

Do you want to communicate with others about sustainability but find conversations are often difficult? Why not join the 250+ people have already completed this ground breaking and entirely free online training course.

Our six week ambassador training offers an innovative and above all joyous communication approach that is based on a tried and tested method, drawing on leading climate, behavioural and social science. The course is run by experienced experts and communicators, and includes original learning materials and plenty of chances to practice communicating.



1. INSPIRE & ACTIVATE OTHERS - Ambassador training



The six sessions cover:

- 1. CONNECTING WITH OTHERS** - A deep and heart opening session exploring the huge and varied barriers to making a change; generating empathy for others, the foundation of any effective communication.
- 2. CHANGE THROUGH INSPIRATION** - How the joy of our own experience is the magic ingredient for activating ourselves and others.
- 3. COMMUNICATION TOOLKIT** - Principles and steps for communicating, plus practice sessions.
- 4. DEEPENING** - Speeches, workshops, resources, practice and FAQ's
- 5. SECTOR FOCUSED COMMUNICATION** - Engaging schools, local authorities, organisations, communities, and working with press and social media.
- 6. BECOMING AN AMBASSADOR** - The next steps. Exploring your inspiration to engage people and how we can help.

Anyone is welcome, whether you're very familiar with Take the Jump or not.

Drop us an email if you have any questions or want to know more:
team@takethejump.org

Links to helpful Take the Jump resources:

- [Communication toolkit](#)
- [Engaging young people](#)
- [Putting on an event](#)

ENERGY SYSTEMS

Swap to a green
energy provider for
your home

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2. Energy systems - Swap to a green energy provider

WHAT

Change the provider of electricity and gas to your home or business, to a supplier that's based on renewable or zero carbon sources. Ditch the tariff that's based on fossil fuels and stop funding their extraction!

WHY

Energy use in homes accounts for about 14 percent of UK greenhouse gas emissions, according to the [Committee on Climate Change](#) (CCC).

By switching to the right provider, you can increase investment in green energy, and reduce the demand for fossil fuels. This is one of the easiest ways to fight climate change. The gas and electric in your home will continue to work as normal, and could even work out cheaper. 50% of the cheapest UK energy deals are Green tariffs!

Unfortunately, wider market mechanisms make it less simple- so do your research!



2. Energy systems - Swap to a green energy provider

HOW

Search for a green energy supplier. This means an energy supplier that generates their electricity or gas from renewable, or zero carbon sources.

Whilst green energy used to be more expensive, increased demand has meant prices have dropped significantly, and now green energy can give you some of the best deals, saving you money as well as cutting emissions -and you are helping prices remain low by switching!

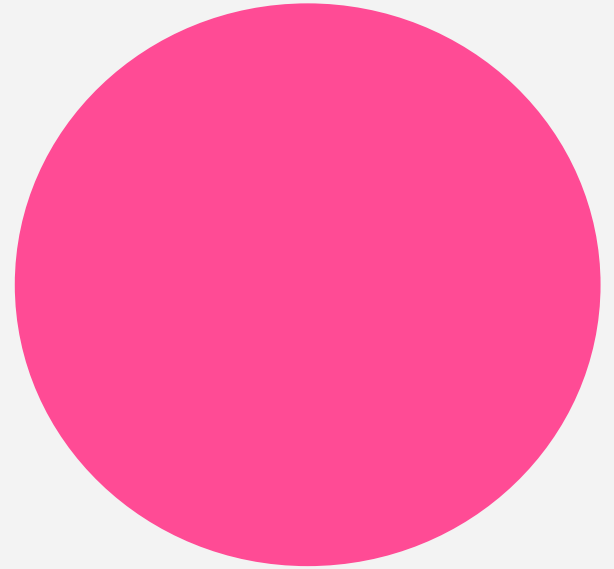
Bear in mind that in the UK, energy can be sold as “renewable” for two reasons: either the provider purchases certificates (called REGOs) indicating their energy comes from renewable sources; or they directly invest in renewables by building solar farms, wind turbines, or having contracts with renewable suppliers. This means not every green tariff makes the difference we want, as explained [here](#).

In the UK some examples of true green energy suppliers, are: Ecotricity; Green Energy UK; 100Green (Previously Good Energy UK); Ripple

You can search suppliers online, or use a comparison service like [Uswitch-Compare Green Energy Deals](#). Uswitch even has a breakdown of how green each supplier is- helping you see each supplier's green credentials!

Here are some useful guides on changing to a green provider:

- [Ethical Consumer](#)
- [Money Saving Expert](#)
- [Do green energy tariffs make a difference? | Ethical Consumer](#)



FINANCIAL SYSTEMS

Swap to a green
pension, bank or
credit card

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3. Financial systems - Green Pensions, Banking & Investments

WHAT

Through our pension, mortgage, savings and investments, everyday people influence the global finance sector. Changing to an ethical pension is one of the most impactful things we can do to directly cut our emissions and saving on average 19 tCO₂/yr. Switching your bank can help too. Between them, 35 of the world's major banks – many of them household names – have provided [\\$2.7 trillion \(£2tn\) to fossil fuel companies](#) since the Paris Agreement, and in 2019 the UK's finance sector financed [805 million tonnes of carbon-](#) double the UK's domestic carbon emissions. Among the least ethical banks in the UK are Barclays, HSBC, Natwest, Lloyds & Santander.

WHY

Unethical banks use your savings, and the money you pay in interest on your mortgage or credit card, to fund fossil fuels, deforestation, and the arms trade. By moving money to an ethical bank, you instead help fund renewable energy and other positive enterprises- so not only are you fighting against fossil fuels, you're helping drive positive change and new technology!



3. Financial systems - Green Pensions, Banking & Investments

HOW

Sustainable investments are a high growth area as organisations seek to remove the reputational risk from being linked to polluting industries. Ethical investments are now starting to outperform traditional investments. There are some organisations that can help us in making the switch, such as Make My Money Matter- and a quick internet search brings up ethical options for credit cards and mortgage renewals.

In the UK some examples of ethical banks are:

- Triodos Bank
- Ecological Building Society
- Nationwide
- Monzo

Some helpful guides:

- [Bank.Green - Check your bank account here](#)
- [Why your banking habits matter for the climate - BBC Future](#)
- [Most Ethical Banks UK 2024 \(Plus Ones To Avoid!\) \(tinyecohomelife.com\)](#)
- [Best Ethical Banks, Current Accounts & Credit Cards In The UK - Moral Fibres](#)
- [Make My Money Matter](#)
- [Ethical banking in the UK: Which banks are most ethical? \(choose.co.uk\)](#)
- [A beginner's guide to fossil fuel divestment | The Guardian](#)
- [Ethical Pensions | a guide from Ethical Consumer](#)

ECOSYSTEM RESTORATION

Plant trees, rewilding
& conservation

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4. Ecosystems: Conservation, restoration, planting, rewilding

WHAT

There are many ways we can support local ecosystem:

- **Conservation:** Protecting existing habitats to prevent further degradation and loss of biodiversity.
- **Restoration:** Repairing damaged ecosystems, including reforestation and soil rehabilitation; to restore natural functioning and enhance biodiversity.
- **Planting:** Intentionally introducing plants, trees and shrubs to enhance biodiversity and reduce flooding.
- **Rewilding:** Large-scale restoration to protect keystone species, remove invasives and restore landscapes.



WHY

It's estimated that global wildlife populations have [declined on average by 69% in just 50 years](#). If nature were protected and restored at scale, it could provide more than [one-third](#) of the annual emissions reductions needed by 2030 to keep global temperature rise below 2°C.

Restoring ecosystems also directly helps Indigenous people and communities, many of whom rely on natural resources for their livelihoods and cultural practices. In cities, urban nature is a fast, effective and budget-friendly way to protect against heat and flooding. Nature also improves human health and wellbeing.

HOME ENERGY

Give your home an
energy retrofit (if
financially viable)

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5. Buildings - Give your home an energy retrofit (if financially viable)

WHAT

Green retrofitting is the sustainable refurbishment of an existing building to make it more efficient, better for the environment, and sustainable for the future. It's like giving an old building a fresh start by upgrading it with eco-friendly features and technologies, like insulation, solar panels, heat pumps, water saving, and energy efficient lighting.

WHY

Did you know that in the UK, around 22% of carbon emissions come from our homes? Retrofitting our homes reduces our carbon emissions by reducing the amount of energy needed to heat, light, and power our homes. It puts you in control and means a healthier, more comfortable home.



5. Buildings - Give your home an energy retrofit (if financially viable)

HOW

Retrofitting your home can have significant initial costs, but these will be offset by significant long-term savings on your energy bill, as well as increasing your home's value and improving your family's health.

Some things, like adding draft excluders to doors and upgrading light bulbs, are easy to do yourself. For a bigger impact, it's worth talking to a professional.

Here's how to get started on a refurb:

- Assess your home's current energy performance. A retrofit assessment should cost between £120 and £240.
- Identify areas for improvement (insulation, windows, heating systems, etc.). Look out for government grants to help fund improvements like heat pumps and insulation.
- Consult with professionals to create a retrofit plan.
- Explore low-carbon technologies to enhance energy efficiency.
- Choose competent contractors to carry out the works. One UK service that helps with this is Trustmark.

Some Helpful Guides:

- [Climate gap report: heating | Ethical Consumer](#)
- [Be part of a positive change for net zero - Energy Saving Trust](#)
- [Retrofitting a Home: The Definitive Guide | Homebuilding](#)
- [Retrofit your Home • TrustMark](#)

COMMUNITY BUILDING

Connect with your
community, maybe
run an event

TAKE
THE JUMP



6. Community building - join together to make a change

WHAT

Community building is forming and developing a community in which individuals are connected by common interests, goals, or values. This might mean starting a new community based on helping the planet, or it could mean helping an existing group like a local school, to realise its potential for action.

WHY

Working together with a community means you will have more resources, more people to bounce ideas back and forth with, and more support. This means you'll have a greater chance of making an impact, and can help your project gain momentum. With a community project you can encourage real change in your community, where you can see the results, fast.



6. Community building - join together to make a change

HOW

Gather a few like minded people, look out for existing groups, or start a project and announce it for others to join. Let your imaginations run wild together!

Here are some ideas:

- Joining or starting a Take the Jump local group
- Joining/ starting a community garden or woodland, planting native species
- Community fridges/ kitchens, to distribute waste food
- Organise a cleanup of local green space
- Start a community energy project- see the link below!

There are loads of ways to raise funds for your project, including:

- Crowdfunding, using sites such as Chuffed.org or crowdfunder.co.uk
- Apply for funding from your local council
- Approach local businesses and supermarkets for funding
- Look for grants from the National Lottery and similar organisations
- Hold an event, eg. a music night, upcycling workshop, flea market or cake sale

Some helpful guides and links:

[How to get started with a project in your community - MyCommunity](#)

[Start a community project - Eden Project Communities](#)

[Local JUMP groups – Take the Jump](#)

[How to start a community project in 10 steps- Youtube](#)

[What is community energy? | Community Energy England](#)

[Take a free community organising course with Trust the People](#)



POLITICAL ACTION

Campaigning for
better local or
national government
policies

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7. Political action - Pushing for better policies

Note - Take the Jump not associated with any political party

While we recognise the importance of politics in driving change, and encourage participants to engage constructively in political discourse, Take the Jump itself is not associated with any political party.

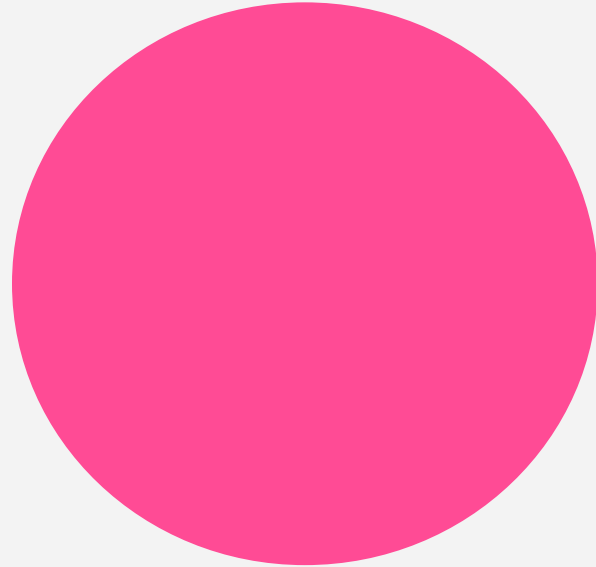
7. Political action - Pushing for better policies

WHAT

Political action is taking action that expresses your political will. It is you taking steps to influence the political system that governs society. In the UK, this is a representative democracy, which means we elect representatives that are meant to put forward our views in parliament. This should be as simple as voting, but in reality it can take citizens taking action to make their views heard. This action comes in many forms, from letter-writing and lobbying, through peaceful protest and political arts.

WHY

Political action encourages the government to make decisions and pass policies that protect the environment, and create structures that make it easier for citizens and businesses to act. For example, introducing solar panel subsidies makes it easier for the nation to retrofit their homes.



7. Political action - Pushing for better policies

HOW

1. Make It Manageable!
 - You can change the system without self-sacrifice.
 - Vote for green policies, switch banks, write to politicians and businesses, or peacefully protest.
2. Leverage Your Skills and Interests:
 - Make change by doing what you do best.
 - Whether it's writing music, conducting research, painting, caring for others, or even doing backflips, use your talents to effect change.
 - Being active matters more than conforming to a specific activist stereotype.
3. Start with What's in Front of You:
 - Begin small by influencing structures in your immediate surroundings.
 - Achievable wins build momentum.
 - Targeted actions, such as local art projects addressing specific polluters, can make a difference.
4. As your movement grows, find supportive like-minded individuals. Share, Network, and Organize:
 - You're not alone in your quest for a greener planet. Connect with millions of like-minded people worldwide.
 - Form affinity groups, arrange meetings, and combine resources to amplify your impact.
5. Think Bigger:
 - Utilize the resources from your like minded group to aim for larger targets.
 - Consider local councils, national or international change initiatives.
 - Collaborate on system-change themed arts to gain visibility.
6. Reflect, Adapt, Recharge, and Persist:
 - Avoid burnout. Take time to reflect and support each other.
 - Adapt to the changing world and maintain pressure for positive change.

STRENGTHEN DEMOCRACY

Help build
grassroots
democracy near you

TAKE
THE
JUMP



8. Strengthen democracy - New culture and tools

WHAT

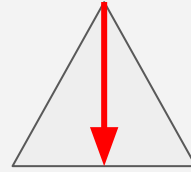
Our 'top down' western democracies have consistently failed to deliver meaningful policies to tackle the climate and ecological emergency despite all the compelling evidence.

WHY

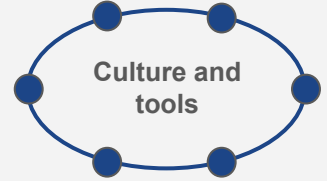
Did you know that very few (2% in UK) people belong to political parties. We hope the people we elect will serve our needs but the reality is that our democracies often don't. Lobbying by the wealthy, the influence of mainstream media (owned by billionaires), algorithm controlled social media feeds and culture wars, all contaminate what we focus on and what government decides. Short election cycles are less suited to tackling longer term systemic issues and there is very little global governance to create policy across country borders, leaving us with a 'you go first' stand-off. This malaise means crises worsen and leads to disaffection, polarisation, divide and rule and sometimes a lurch to the far right.

HOW

Can we transform the old 'top down' structures of power by introducing a new a culture and tools?



Old top down



New

[Tomas Bjorkman](#) says we should to look towards ourselves for solutions and less towards authority. The next time you go to a public meeting, see who gets to speak? Is it a select few at the front or does everyone have a chance to contribute?

The democracy we want will see informed, deliberative, fully representative, participatory decisions being made. It will be non-adversarial and be built on empathy and humility.

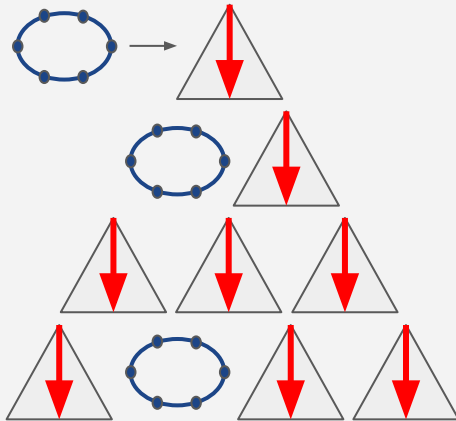
8. Strengthen democracy - Help build grassroots democracy

WHAT

There are 1000s of new democracy initiatives and processes around the world. Let's use them more.

WHY

Each one takes us a step closer towards decision making and policy that is in genuine service of the people in every part of society from local groups to national governments.



HOW

Can we transform the old 'top down' structures of power?

- Take a free local democracy course with [Trust the People](#)
- Join the [Democracy Network](#) to connect with others
- Learn about all the many different types of participatory democracy at the [Involve Knowledge Base](#)
- Lobby your local MP or councillor about [Citizens' Assemblies](#)
- Take part in an [Empathy Circle](#)
- Get your local council to use [Participatory Budgeting](#)
- Have a [Win-win Workout](#) on a polarised issue
- Take a course with [Grassroots2global](#)
- Be inspired by a video: [Talking across divides](#) (4 mins)
- [How to use personal, inner development to build strong democracies](#) (18 mins)
- Learn about [Citizens' Councils in Vorarlberg](#), Austria
- Learn how to run a local [People's Assembly](#)

3. WHY

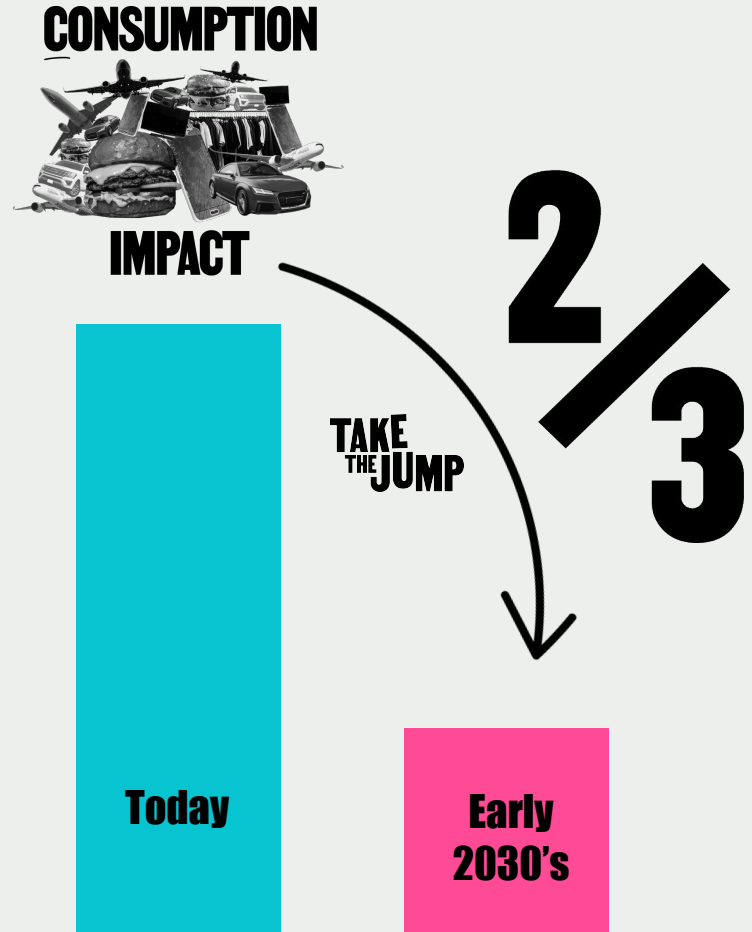
**CHANGE
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**The science is clear:
To avoid eco-breakdown we need
a two-thirds reduction in the
environmental impact of
consumption by the billions living
comfortably. In just 10 years!**

On their own, greener technology and policy can't green fast enough to keep up. Not while our mindsets, our cultures, and our economic, political, and education systems are focused on 'more stuff'. This has to change within ten years, starting with high consumption countries. Our society is hooked on stuff and it's destroying our planet. Often without even making our lives better. Another way is possible!

<https://takethejump.org/the-science>



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.

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

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

HISTORY SHOWS...

73%

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.

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.



**GOVERNMENT & INDUSTRY
FINALLY ABLE TO ACT WITH
THE NECESSARY AMBITION**

CALLING FOR SYSTEM CHANGE, WITHOUT DRIVING A PARALLEL SHIFT IN MINDSET AND CULTURE, WON'T WORK

By taking the jump at scale, we will deliver the 27% direct impact from individual and community living more sustainability. But it also is fundamental to the next.

BIG TRANSITIONS IN HUMAN SOCIETY TAKE PLACE ACROSS A MIX OF DOMAINS WITH COMPLEX INTER-RELATIONSHIPS

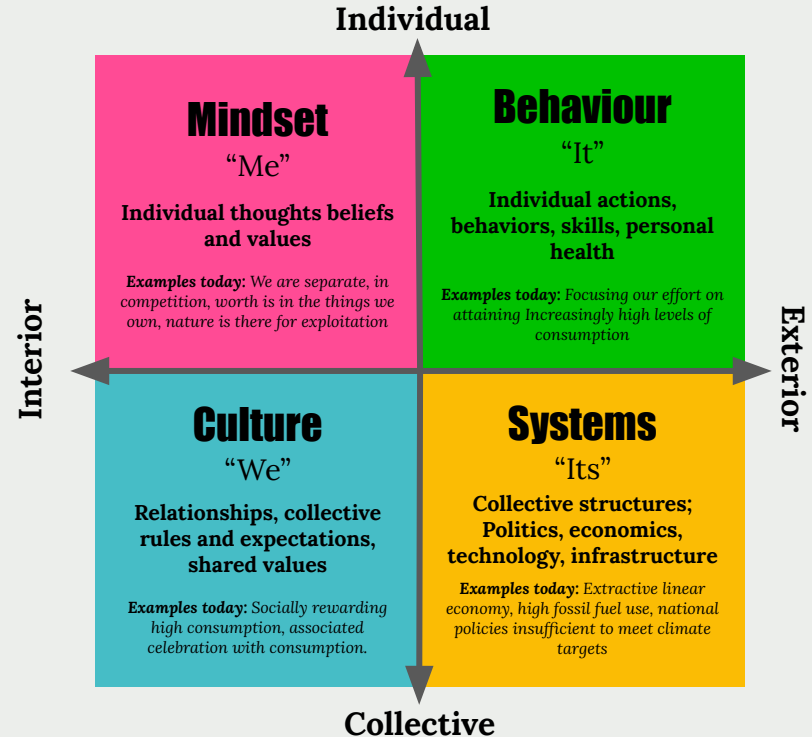
To understand how big transformations happen, it is important to consider society not just as the external shared actions and structures that make up our systems (economies, technology, infrastructure, education, policy and legislation, supply chains, governance etc). We must also consider the other domains of human experience that shape those structures. To do so, the four quadrants of mindset, behaviour, culture and system are a useful framing...

IT IS IMPORTANT TO PUSH FOR SYSTEM CHANGE, BUT WE MUST ALSO WORK ON CHANGING THE WIDER PARADIGM TO MAKE THAT SYSTEM SHIFT POSSIBLE

It is true that avoiding ecological breakdown means we need huge changes to our systems. However making these changes is not possible in a vacuum. Our values and cultures are central to the decisions we make, What we aspire to, what we value, what we want from our lives, what we work towards and prioritise. For instance working to change systems in a direction divergent from the predominant cultures, mindsets, and behaviours of a place, will come up against huge barriers. People will not be accepting or participate, won't get the vision that's being embodied, and will feel this is being forced on them. The behaviours people wish to keep will be in conflict with this system change. Great shifts happen when there is some concurrent evolution in all quadrants.

TODAY, ALL FOUR DOMAINS ARE DOMINATED BY EXTRACTIVE HIGH CONSUMPTION WORLD VIEW, WHICH MAKES FIRM ACTION DIFFICULT

For the last hundred years or more, in industrialised countries, have focused on achieving greater production and consumption at expense of all else. We feel this is why in many countries little real change happening at policy level.



TAKE THE JUMP IS WORKING TO SHIFT BEHAVIOUR, MINDSET AND CULTURE, CREATING SPACE FOR SYSTEM CHANGE

A: THE THREE PILLARS OF TAKE THE JUMP DRIVE POSITIVE SHIFTS IN BEHAVIOUR, MINDSETS AND CULTURE:

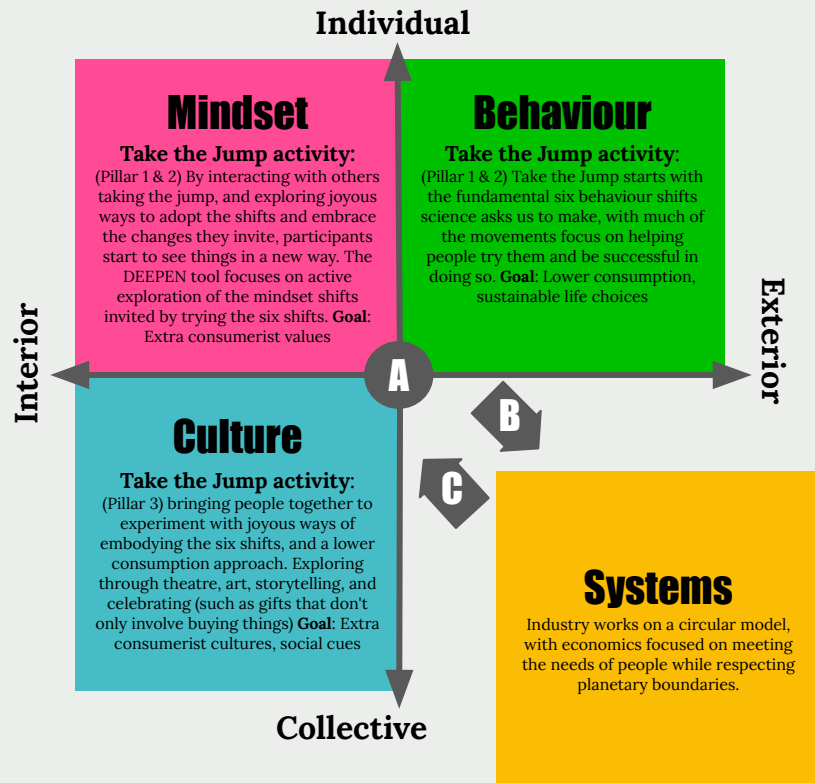
If mindsets and cultures remain focused on the idea that human freedom and empowerment are expressed by consuming more and more forever, then shifting to a balance with nature becomes effectively impossible. The science is clear on this. Take the Jump aims to contribute to an evolution in each, with examples in the diagram.

B: OVER TIME THIS CREATES THE SPACE FOR A SHIFT IN SYSTEMS: Imagine the opposite were true and people were experimenting with a wider view of human experience where consumption is an important part, but just one part, to be balanced with the other needs, like care, craft, creativity, community, collaboration, culture, comedy and so on. Then openness to, and indeed desire for, a different structure or systemic landscape would be strong. If behaviours are changing and greater readiness to make changes and prioritise non-consumption focused outcomes, indeed starting to expect them, then systemic shifts will have far greater support. As an example see the great shift towards greater plant based foods in restaurants and even fast food outlets (a system change), all in response to changing behaviour and cultures.

C: A POSITIVE FEEDBACK LOOP IS CREATED LEADING TO SOCIETAL TRANSFORMATION: Once changes to the system help further catalyse changes in the wider paradigm, for instance making the use of public transport more accessible and cheaper. So the ideal scenario is all four quadrants see a parallel transition, mutually reinforcing each other towards a wider societal shift. This is Take the Jump's goal, and why we also prioritize partnerships with industry and local authorities in Pillar 2.

UNLOCKING THIS DEPENDS ON REACHING SUFFICIENT SCALE OF ACTIVATION

This is why a mass movement of everyday people is vital to the ecological transition. The direction is clear, the next big question is how many people need to be pioneering this new way of doing things to tip the scales?



THE TIPPING POINT FOR CULTURAL SHIFT

TIPPING POINTS CAN LEAD TO SUDDEN, OR AT LEAST SELF SUSTAINING, WIDE SCALE TRANSFORMATION

How do we reach the scale needed to deliver the 27% of reduced impact from citizens and communities, and unlock the remaining 73% from governments and industry? Do we need to engage and activate everyone across society?

Happily research shows we don't need to engage everyone. Due to the collective nature of human groups, the collective view of what is important, values and priorities, changes over time. Once enough people start adopting a new approach and even world view, a tipping point is reached where this becomes if not universal, a common theme across much of the group.

TAKE THE JUMP

RESEARCH SHOWS THE TIPPING POINT CAN BE ESTIMATED...

But what number is this? We'll there's a few different numbers out there, 3%, 15%, 17%, but the most robust, and commonly accepted, seems to be research by Pennsylvania University that implies 25% of the population is the tipping point.

<http://science.sciencemag.org/content/360/6393/1116.editor-summary>

The tipping point for
unlocking society
wide shift is

1/4

of the population
trying the six shifts



SO, WHAT DOES CRITICAL MASS LOOK LIKE FOR TAKE THE JUMP?

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WHEN DOES SOMEONE COUNT AND CONTRIBUTING TOWARDS CRITICAL MASS?

A big question is 'what behaviour does someone need to show to be contributing to the ¼ of the population?

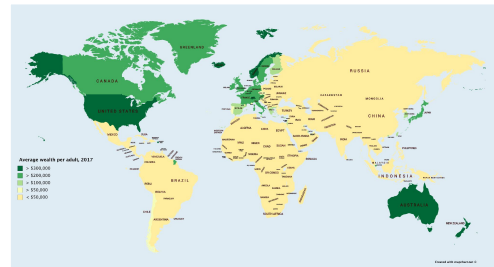
Given research is clear behaviour tends to drives mindset rather than the other way around, we consider anyone who's trying the six shifts or something similar counts towards being part of the build up of critical mass. So this includes those who've signed up, and those who are aware of the shifts and trying to adopt them, even if very far from perfect. So we are targeting to ACTIVATIONS, which is PARTICIPANTS (those signed up) + ADOPTERS (those trying the shifts in some way but not signed up).

TARGETS

Take the Jump will set as it's long term target, and scaling plan, the activation of ¼ of the population by the early 2030's, which means...

300 MILLION activations across high consuming countries (Europe + North America + high income Asia)

Given the research behind Take the Jump indicates we need ⅔ reduction in industrialised countries in particular, our overall target focuses on high consuming world



15 MILLION
for the UK



20 MILLION
for Germany



These are examples of Take the Jump's targets for the early 2030's.

REACHING SCALE WILL DELIVER THE NEEDED IMPACT

How the development trajectory outlines above drives impact - By engaging audiences in order outlined above, will lead to direct impact through people shifting behavior, and indirect impact through increasing incentive for government and industry due to wider shift in culture and expectation of population

Active movement - Take the Jump movement working to plug the 'actor gap' reaching beyond the usual suspects to getting a sufficiently scaled movement to trigger societal shift, delivering real impact along the way.

Self sustaining transition - where cultural shift has enough self sustaining momentum that Take the Jump is no longer needed

Taking the jump

Building a movement of **people who've decided to make a change (PILLAR 1)**, and are **getting the support to make the change happen (PILLAR 2)**, leading to a direct reduction in impact due to lifestyle shift of those taking part.

Changing the world around us as we go, sharing, cultural engagement, shifting mindsets (**PILLAR 3**)

Once hit tipping point cultural shift accelerates hugely, meaning increasing incentive for government and industry due to wider shift in culture and expectation of population.

People shifting naturally due to world changing around them

13% today)

Population active

25% (tipping point)

25% tipping point is best current guess, but need a target to head for 100%

2/3 reduction in consumption impact

73% impact from government and industry

Take the Jump contributing: Indirect impact of cultural shift making easier for other actors like gov and industry to deliver system change

27% direct impact from citizens & communities

Direct impact from people and communities trying six shifts in lives and places

NOTE: Diagram dimensions are indicative not to scale

TAKE THE JUMP

WHAT NEW MINDSETS AND CULTURES? THAT'S FOR PEOPLE TO DECIDE, BUT 'CONNECTEDNESS' WILL BE KEY

New cultures will be co-emergent, not top down

What new mindsets and cultures will or should emerge is too much for any one person, group, or approach, to decide and then disseminate or dictate top down. The science has dictated the necessary shifts in behaviour, how that is internalised to reshape the way we see things will be a collective effort, harnessing the creativity, energy of millions of people, and will not be one homogenous form, but likely many.

CURRENT CULTURE: **PITTING US AGAINST EACH OTHER AND NATURE**

Prioritising production and consumption has formed an important role in allowing great increases material safety of humanity. However the focus on this as our exclusive organising principle, has meant we are not meeting the breadth of human needs, and we are slowly consuming the natural world on which we depend for survival. We have entered a elevated state of confusion, which renders sensible decision making extremely difficult. Some defining narratives of the current world view:

- *We are separate from each other, that 'I am on my own, what happens in world affects me, but I'm essentially separate'*
- *That we are inherently worthless, and only achieve value and worth through our achievements and acquisitions*
- *Stuff will fix us: Make us feel like the only fix is out there, that then only way to happiness is through grasping at other things, it's nothing to do with what's in here, that consuming is the thing to make everything right*
- *We can be happy at expense of others: Because we are fundamentally separate, our wellbeing is a separate thing from their wellbeing, has not relationship to the world and people around me. I can sort myself out, without worrying about others and even at the expense of others.*

When the journey is complete, we are no longer people, we're consumers. **With sadness and distrust in our hearts, confusion in our minds, and greed and grasping in our bellies.** These stories are foundation that consumer culture, and the systems that are destroying our planet, depend on. Without seeing ourselves and the world this way, these systems cannot continue.

CONSUMING

'stuff' can make us feel good for a moment.



But what **actually** makes life worth living ???

JUMP



FUTURE CULTURE: **ACCEPTING THE REALITY OF OUR CONNECTEDNESS**

But if we start to come back to what we are, to use the six shifts as a ways to experiment with new behaviour, while incorporating the five foundations, new mindsets may start to develop. While we cannot frame now exactly what they will be, to be able to talk about this change at Take the Jump we use the term 'extra-consumerist' to denote cultures and mindsets that recognise the importance of consumption, but integrate with a more balanced concept of people and planet. New mindsets that emerge could include:

- *'I am not separate, i am connected , i depend on you and our beautiful planet, and you and the planet depend on me'*
- *'I do have worth that has nothing to do with how many houses i have'*
- *My happiness is not just in the stuff i have, but in each other, compassion, community*

Moving from consumers back to being 'people' again. **With compassion and care in our hearts, wisdom and clarity in our minds, and courage and openness in our bellies.**

What feels even better than consuming stuff?



What feels even better than consuming stuff?



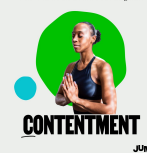
What feels even better than consuming stuff?



What feels even better than consuming stuff?



What feels even better than consuming stuff?



What feels even better than consuming stuff?



4. RESOURCES FOR

**CHANGE
THE
SYSTEM**

Resources List

R1. Great Ted Talks

R2. Films, videos and TV to watch

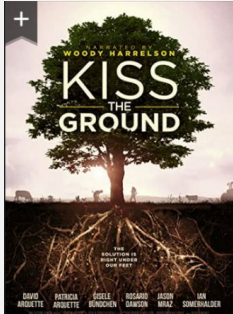
R3 Inspirational people to get ideas from

R1. Great Ted Talks



1. [Greta Thunberg: The disarming case to act right now on climate change | TED Talk](#) In this passionate call to action, 16-year-old climate activist Greta Thunberg explains why, in August 2018, she walked out of school and organized a strike to raise awareness of global warming, protesting outside the Swedish parliament and grabbing the world's attention "The climate crisis has already been solved. We already have all the facts and solutions," Thunberg says. "All we have to do is to wake up and change."
2. [What does systemic change actually look like? : TED Radio Hour : NPR](#) TED speakers share stories of taking on institutions — from schools, to medicine, to policing — so they work for everyone.
3. [Adrian Röbbke: How to create systems change together | TED Talk](#) Learn why weaving social ecosystems is the edge of leadership. Learn to bridge ancient and emergent approaches for systemic impact.
4. [Tom Rivett-Carnac: How to shift your mindset and choose your future | TED Talk](#) political strategist Tom Rivett-Carnac makes the case for adopting a mindset of "stubborn optimism" to confront climate change -- or whatever crisis may come our way -- and sustain the action needed to build a regenerative future.
5. [Per Espen Stoknes: How to transform apocalypse fatigue into action on global warming | TED Talk](#) Step away from the doomsday narratives and learn how to make caring for the earth feel personable, do-able and empowering with this fun, informative talk.
6. [Tshering Tobgay: This country isn't just carbon neutral -- it's carbon negative | TED Talk](#) Bhutan's Prime Minister Tshering Tobgay shares his country's mission to put happiness before economic growth and set a world standard for environmental preservation.
7. [Philip Colligan: 6 steps to system change, not climate change | TED Talk](#) A shift in focus is the next step. Instead of creating more energy-efficient alternatives, we should instead look at changing our behaviour and using less
8. [Systems change -- a time for unlikely leaders | Charlotte Millar | TEDxJesmondDene \(youtube.com\)-](#) Charlotte builds leadership and strategy for systems change. She is deeply dissatisfied with our current economic and political system, which has become disconnected from the needs of people and planet. She builds movements of people who are creating alternatives to these systems. Specifically, she helps leaders within these movements develop the inner strength and the strategies they need to scale their work
9. [System Change Skills | Kees Klomp | TEDxVerftet - YouTube](#) What skills are essential to have, if we are going to succeed in changing the world to the better? Kees is looking into what will be the most important human capacities we need to cultivate, to succeed with the green transition.
10. [Which consumer actions cut the most carbon? | Ethical Consumer](#)

R2. Films, videos and TV to watch



Kiss The Ground (Soil Regeneration)

Kiss the Ground reveals that, by regenerating the world's soils, we can completely and rapidly stabilise Earth's climate, restore lost ecosystems and create abundant food supplies. Using compelling graphics and visuals, along with striking NASA and NOAA footage, the film artfully illustrates how, by drawing down atmospheric carbon, soil is the missing piece of the climate puzzle.

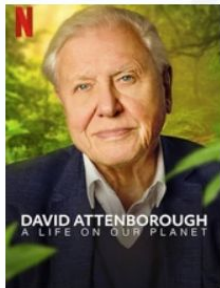
This movie is positioned to catalyse a movement to accomplish the impossible – to solve humanity's greatest challenge, to balance the climate and secure our species future.

Make A World Of Difference

Make A World of Difference | Narrated by Morgan Freeman

United Nations 2014 Climate Change Summit Video

<https://www.youtube.com/watch?v=5FAEcIpkhrM>



David Attenborough - A Life On Our Planet

One man has seen more of the natural world than any other. This unique feature documentary is his witness statement.

<https://www.imdb.com/title/tt11989890/>

R2. Films, videos and TV to watch



2040 - Practical solutions to environmental concerns are addressed with the hope that the filmmaker's daughter, 21 years old in the year 2040, will face a hopeful future.



The threat from Arctic Methane - Zoom Recording with Peter Wadhams - With 50 years of experience working on Arctic ice and related areas Prof Peter Wadhams analyses the threat from the Arctic methane and goes into the methods that can be applied for methane removal.

<https://www.youtube.com/watch?v=lyEOyjBDQY>



Biosludged - "Biosludged" documents the astonishing science fraud being carried out by the EPA to legalize the mass pollution of America's farm lands, school playgrounds and city parks with heavily contaminated industrial waste and human sewage.

<https://www.imdb.com/title/tt7949222/>

R3 Inspirational people to get ideas from

- **Bachendri Pal** – the first Indian woman to climb Mount Everest, has removed with the help of a team of volunteers 55 tons of waste from the Ganges River.
- **Margaret Mead** – Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed it is the only thing that ever has.
- **People in the community of Kwinana**, Australia came up with a way to capture waste in their water cycle. They installed 2 drainage nets in a reserve and collected 370 kg of rubbish in just 4 months.
- **Swiss Entrepreneur Hansjorg Wyss** has pledged \$1 billion to help conserve 30% of the planet's surface by 2030.
- **Afroz Shaz** in 2015 began picking up waste on a local beach in Mumbai. He's picked up 5.3 million kgs of waste with the help of a 1,000 strong army he recruited over the years.
- **Xiuhtezcatl Martinez** was just 6 when he realised the impact of human activity on the planet. Now he is spokesperson at climate change events and until 2019 was Youth Director of the Earth Guardians, who through the power of art, music, storytelling, civic engagement, and legal action, create impactful solutions to some of the most critical issues we face as a global community.
- **Yvon Chouinard**, founder of the outdoor apparel maker Patagonia, has given the company away. Rather than selling the company or taking it public, Mr. Chouinard, his wife and two adult children have transferred their ownership of Patagonia, valued at about \$3 billion, to a specially designed trust and a nonprofit organisation. They were created to preserve the company's independence and ensure that all of its profits – some \$100 million a year – are used to combat climate change and protect undeveloped land around the globe.
- **Timoci Naulusala** was just 12 when he took to the stage at the UN's annual conference on climate change, telling world leaders about a cyclone that devastated his village.
<https://www.youtube.com/watch?v=kORjr8DIDE4>
- **1million+ women** Women from every corner of the planet living climate action through everything they do -
<https://www.1millionwomen.com.au/>



"Climate change really gets 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.

JOIN THE PARTY:

@takethejumpnow



**TAKE
THE
JUMP**

TAKETHEJUMP.ORG

If you'd like to know more about how we can support you, get in touch at: team@takethejump.org



"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.



"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.

