

ACTIONISM

FROM PASSIVE CONSUMERS TO ACTIVE CITIZENS

A FILM BY TWO STEP

A HANDBOOK TO
ACCOMPANY THE FILM



HOW TO TAKE ACTION

RE-ACTION COLLECTIVE

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THE STORY CONTINUED

ACTionism has set me off on another adventure. I have properly rooted myself in our community - Re-Action has become my anchor in so many ways.

Nearly a year later, joining Re-Action is still one of the best things I've ever done. I've found my crew, a community, a true wellspring of energy where I feel like I can jump in, get my hands dirty, and actually make a difference. I'm not in this alone anymore. Plus I'm now their first and only employee as an apprentice!

Along the way, I've made friends with some of the kindest, gentlest, and most beautiful souls. Being part of our crew feels like coming home. And that feels really good.

Together, we're telling stories,
Composting a community,
Nurturing a movement,
And cultivating a better tomorrow.

To every member of Re-Action Collective, to every citizen taking action —this film is your story. Actionism belongs to all of us. Big love, always!



ELLIE MEREDITH

CITIZEN FUTURE: WHY WE NEED A NEW STORY OF SELF AND SOCIETY



“The doom-laden headlines of our times would seem to indicate there are two futures on offer.

In one, an Orwellian authoritarianism prevails. Fearful in the face of compounding crises—climate, plagues, poverty, hunger—people accept the bargain of the “Strong Man”: their leader’s protection in return for unquestioning allegiance as “subjects”. Think Orban, Xi, Putin. What follows is the abdication of personal power, choice, or responsibility.

In the other, everyone is a “consumer” and all faith is placed in economic growth and technological advance to keep humanity ahead of the game. The richest have their boltholes in New Zealand and a ticket for Mars in hand just in case. The rest of us strive to be like them, fending for ourselves as robots take jobs and as the competition for ever-scarcer resources intensifies. The benefits of technology, whether artificial intelligence, bio-, neuro- or agrotechnology, accrue to the wealthiest—as does all the power in society. This is a future shaped by the whims of Silicon Valley billionaires. While it sells itself on personal freedoms, the experience for most is exclusion: a top-heavy world of haves and haves-nots.

And if anything, as the alliance of Donald Trump and Elon Musk evolves, it is beginning to feel like these two futures are becoming one.

Yet despite the bandwidth and airwaves devoted to these dystopias, there is another trajectory: Ariane Conrad and I call it the “Citizen Future”.

In 2022, we published a book called *Citizens*, in which we propose a narrative for the 21st Century that is both more hopeful and more powerful. In this future, people are citizens, rather than subjects or consumers. With this identity, it becomes easier to see that all of us are smarter than any of us. And that the strategy for navigating difficult times is to tap into the diverse ideas, energy and resources of everyone...”

JON ALEXANDER, co-author of *Citizens* - Why the key to fixing everything is all of us

“

THE CHALLENGE IS NOT THAT THE CITIZEN FUTURE IS DIFFICULT TO FIND OR COMPLICATED TO ARTICULATE. IT IS SIMPLE, ROOTED IN DEEP TRUTH, AND EMERGING EVERYWHERE. BUT IT IS HIDDEN BECAUSE EVERY DAY PEOPLE ARE TELLING THEMSELVES OTHER STORIES OF SOCIETY, AND THEIR ROLE WITHIN IT. CRITICALLY, INSTITUTIONS REINFORCE THESE OTHER NARRATIVES, TAKING UP THE OXYGEN OF IMAGINATION, MAKING THEM SEEM LIKE THE ONLY POSSIBILITIES.

ACTIONISM

We've chosen to release ACTionism at community screenings. Rather than passively consuming the film at home, we want to help citizens 'find the others', to bring audiences together, to create.

We want ACTionism to be play a role in writing the citizen story, to demonstrate that a citizen future is emerging everywhere, and to help seed action.

“IN ORDER TO REALISE THE CITIZEN FUTURE, WE MUST NEITHER ACCEPT WHAT WE ARE GIVEN AS THE ONLY POSSIBILITY, AS SUBJECTS DO; NOR THROW OUR TOYS FROM THE PRAM WHEN WE DO NOT LIKE WHAT IS ON OFFER, AS CONSUMERS DO. AS CITIZENS, WE MUST PROPOSE, NOT JUST REJECT. WE MUST ESTABLISH A FOUNDATION OF BELIEF IN ONE ANOTHER. WE MUST START FROM WHERE WE ARE, ACCEPT RESPONSIBILITY, AND CREATE MEANINGFUL OPPORTUNITIES FOR EACH OTHER TO CONTRIBUTE AS WE DO SO. WE MUST STEP UP, AND STEP IN.” JON ALEXANDER

We are stepping up, and stepping in. Writing a new story to make our old obsolete. To truly do that we need broader participation. ACTionism launches through a series of community screenings, to inspire, connect and to encourage action.

WE need you to step up, and step in, with US.



“YOU NEVER CHANGE THINGS BY FIGHTING THE EXISTING REALITY. TO CHANGE SOMETHING, BUILD A NEW MODEL THAT MAKES THE EXISTING MODEL OBSOLETE.”

— BUCKMINSTER FULLER

INSPIRE. CONNECT. ACT

INSPIRE

“School was a tricky time for me—as a neurospicy human, I hated being stuck in four walls all day. The mounting pressure of exams and anxiety became too much, and I crawled inside myself. Add to that cocktail a rising sense of climate anxiety, and it all felt completely overwhelming. I kept thinking about what I could do. The question itself was rooted in uncertainty about my own future—a future that felt like it was being mapped out for me. But what I really wanted was to get stuck in, to find my people. To feel less alone.”

“I found myself drawn to the work of Re-Action. At a time when most of the actions I was told to take to “save the planet” felt like joyless personal sacrifices—buying a reusable coffee cup—this kind of action felt different. It meant that there might be a way for me to take action alongside others, not as if I was on some solo mission to save the world.

ACTionism is the unraveling of where that led me.”

Ellie Meredith



CONNECT

We’re launching ACTionism through community screenings, encouraging communities to host a space for conversations. To discuss the things that matter to each community. To help, we’ve partnered with our friends 99p Films, the experts of social cinema, who have created a guide titled ‘How to Social Cinema.’



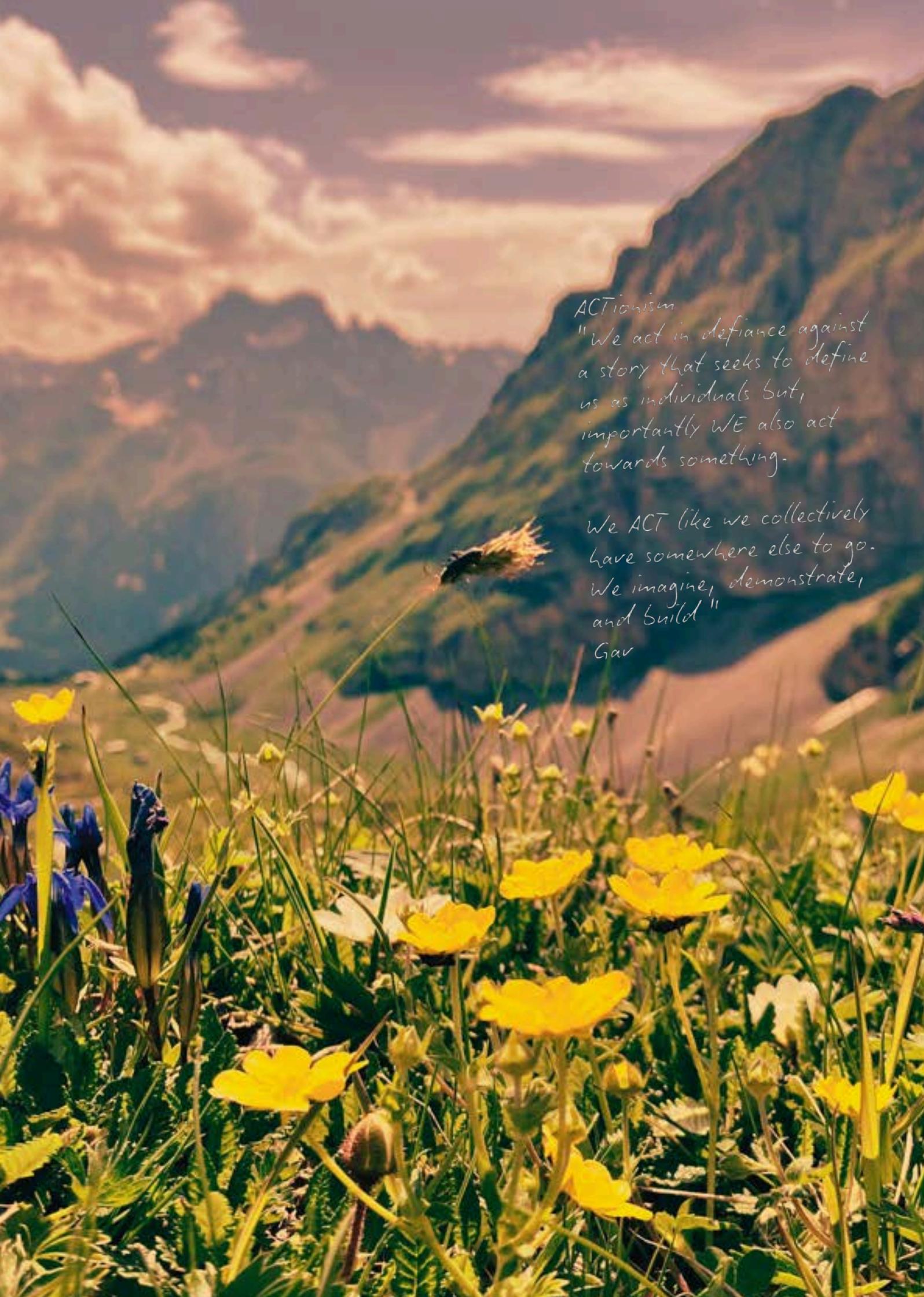
ACT

We want to be part of building communities of active citizens, not passive consumers. To share, to listen, and to learn so as to seed action.

What exactly is that action? We don’t care. Our lives are embedded in outdoor communities, in the place we live. We’re naturally drawn to working with our community of practice and place. Others might be interested in local food production, community energy, participatory governance, education and more.

We hope the film ACTionism, this handbook and our guides will provide inspiration and demonstrate that we don’t need permission to act. And that as citizens WE have power.





ACTionism

"We act in defiance against a story that seeks to define us as individuals but, importantly WE also act towards something."

We ACT like we collectively have somewhere else to go. We imagine, demonstrate, and build"

Gav

ACTIONISM - (AK-SHUN-IZ-UM)

WE act towards something. Sometimes with purpose, at other times accepting uncertainty.

Like stones skipping on a pond, we break the tension with creativity and joy. Questioning, re-imagining and getting lost in the possibilities, until the stories we've told ourselves no longer hold our weight. We sink. Drifting through the unknown to the depths, to settle amongst the shit.

Resting and letting go, as we grieve the collapse of our beliefs. Squinting through the murkiness in search of a new story. Replenishing, so we can skip again.

ACTionism is about the power of all of us acting towards something, whilst leaving no-one behind.

Some stand on the shore skimming the stones, helping citizens start a journey and carving open space. Communities skip across the tension colliding and feeding off of each others energy with joy. Others search for the deepest part of the pond to face into hard work.

All of this is done with an acceptance that each of our states is important, and valuable. We will need to skim, skip, and sink many times. Until the ACTing causes the tension of our collective stories to collapse.

Our collective actions are beginning to pierce through, underneath the tension something lurks. We can't and shouldn't try to know what that something is, we just need to give it space to rise.

Right now, I can feel the ripples of many citizens. Like, truly feel it.

Come and reimagine, create and build with our community.

There's plenty of work for us all to do.

GAVIN FERNIE-JONES
Re-Action Collective Citizen



CREATING RIPPLES



BY ISABEL

The 'Creating Ripples' toolkit is for everyone who has set up a community-led project which aims to make a positive impact for both people and the planet.

Setting up your project is a great achievement, but to be successful we need people to not just know about it, but engage with it.

Whether your project is a repair workshop, a sharing library, or a community garden, the goal remains the same: to empower those leading the project to connect with more people in the local community, inspire engagement with these initiatives, and support successful projects—creating a ripple effect of positive impact.

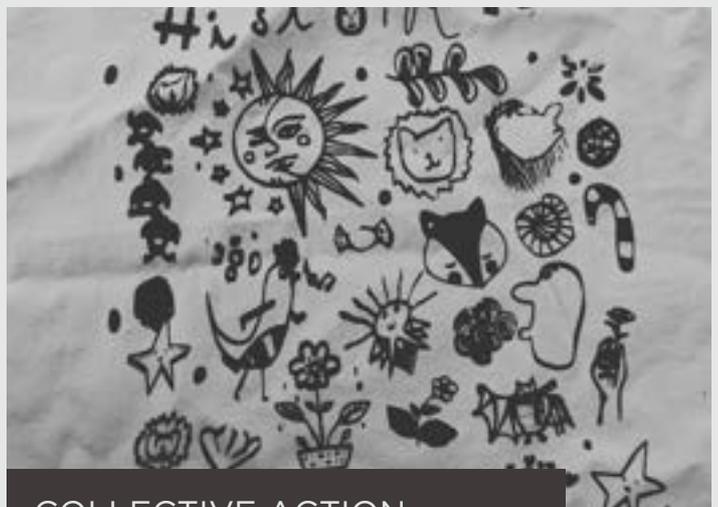
This toolkit offers practical, actionable ideas to help build community connections, spread awareness about initiatives, and inspire others to get involved and take meaningful action.



INSPIRE. CONNECT. ACT.

Scan the QR code for tips to inspire and empower you to grow your community project, so you connect with more people, and make a greater impact.

Remember, every small step helps create ripples of change. Not every idea will fit your project, and that's okay—start with what feels achievable and build from there.



COLLECTIVE ACTION

A scenic landscape featuring a snow-covered rocky slope in the upper half, a river in the middle, and a stone bridge in the foreground. The snow is white and patches of green moss or vegetation are visible on the rocks. The river is a light brown color, and the bridge is made of grey stones. In the distance, a large, dark, overhanging rock formation is visible. The overall scene is a mix of natural elements, including rocks, snow, water, and vegetation.

"The acting really starts
with finding the
others."

Jon Alexander

STORIES OF ACTION

FROM A BALLOON TO GLOBAL NETWORK

AN INTERVIEW WITH ISABEL MACK



“

FINDING THE RIGHT PEOPLE HAS BEEN KEY. JON ALEXANDER'S BOOK *CITIZENS* HELPED ME REFRAME THE CHALLENGES I WAS FACING AND ARTICULATE WHY THIS WORK CAN FEEL HARD. SUPPORTIVE SPACES LIKE THE RE-ACTION COLLECTIVE HAVE BEEN INVALUABLE, OFFERING FRESH PERSPECTIVES.



What problem did you see?

Parties are a magical time - an opportunity to step outside the everyday, try new activities, and, of course, eat lots of cake. But they've also become hugely wasteful. It's cheap and easy to buy disposable tableware and decorations, only for them to end up in the bin at the end of the celebrations.

I started my own journey to reduce waste when my son was small, so I faced the upcoming years of children's parties with a sense of trepidation. Then I stumbled across a podcast by Jen Gale, where she interviewed Tillie Mabbutt, who had set up a reusable party kit in Frome. The idea was beautifully simple: by sharing reusable tableware and decorations, we can easily avoid unnecessary waste at parties.

The solution made perfect sense to me - but how could I find out if there was a party kit near me? That one question started a journey I never could have imagined!

How did you start?

Through my interest in reducing waste at home, I came across an online directory of zero-waste initiatives. I had previously submitted new projects I'd discovered, so when I read about the party kit concept, it made sense to suggest party kit could be added to this directory. I spoke to Dian, the website founder, and we agreed I would help by putting together a spreadsheet of party kits. I set about crowdsourcing the information by posting in local plastic-free and parenting Facebook groups, asking people to help me find existing party kits. Then someone suggested we should have a Facebook group—so I set one up. As more and more people got involved, it felt like we needed our own website—so I built one. Within 5 months we had 250 party kits listed.

What did you find difficult when starting out?

It was an exciting time, but the speed of growth was overwhelming. I had worked reactively rather than following a plan. When the first lockdown began it felt devastating to pack away our party kits when we'd only just started. But it gave me an unexpected opportunity to step back, reflect on what we'd built, and consider what it should look like moving forward.

I registered the network as a community interest company, recruited a board of directors, and created a simple plan for what we wanted to achieve with the time and resources available to us. I also had the opportunity to partner with zero-waste author Erin Rhoads and together we launched the network in Australia.

What role has the community played in your journey?

The Party Kit Network wouldn't exist without our community of members. There are 600 people, united by their passion for the party kit concept, who give up their time to run local party kits. I see their dedication every day. Our community spans counties, time zones, and continents. While I may never meet most of our members, I've seen the value they gain from being part of this network - the encouragement to get started and the ongoing support they offer each other. It really is joyful.

I'm very aware that my role within the community carries a lot of responsibility. It's up to me to keep our space safe and positive. Early on, as we found our way, I spent time navigating conflict and setting the tone for how we engage with one another. Setting our core values has been really important.



It can be tough doing something new when it feels like everyone else is just carrying on as before - buying those Paw Patrol plates only to throw them away. I've noticed that people often start their party kit journey with excitement, but motivation dips when they struggle to connect with local users. I see it as my role to keep the mood upbeat, celebrate successes, and occasionally offer a dose of perspective.

Living more sustainably is a journey and not everyone is at the same stage. It's important to acknowledge that and recognise that members have joined for a variety of reasons.

Sometimes, people just need someone to step up and make a decision. I learned this during the early days of the pandemic. I didn't have all the answers, but I could share what I did know, helping to remove ambiguity for those unsure of what to do. I don't always get it right, but making a decision and adjusting as you learn is okay.

What have you learned that you wish you'd known before starting?

I wish I'd trusted my gut from the start. If something doesn't feel right for your project or align with your values, don't do it.

Working on mindset and resilience is an ongoing process. I've been fortunate to find support through programmes like Inspired Women Lead! and Accelerating Women's Enterprise, which gave me space to reflect, build confidence, and connect with others. Working on something new, especially promoting a behaviour change, can be tough. But small sparks—a chat with a new member, a shared success, or a mention in a magazine—keep me going.

Finding the right people has been key. Jon Alexander's book *Citizens* helped me reframe the challenges I was facing and articulate why this work can feel hard. Supportive spaces like the Re-Action Collective have been invaluable, offering fresh perspectives. I can't overstate how valuable it is to be in a group where people truly understand my ambitions and challenges. Networking isn't my favourite thing, but the right connections make all the difference.

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CREATING MORE COMMUNITY HUBS WILL BE SUCH AN IMPORTANT PART OF TACKLING THE CLIMATE CRISIS AND IMPROVING THE QUALITY OF PEOPLE'S LIVES AND JOYFUL CELEBRATIONS SHOULD BE PART OF THAT.



Photo Credit - [Tereza Cervenova](#)

What is your vision for the future of your project?

We have already seen how using a party kit can act as a stepping stone for people to engage more with the wider sharing economy. As sharing and reuse become more commonplace, more and more people will look to use party kits.

Reuse solutions will become more mainstream, returnable cup schemes will gain traction, and food packaging will shift away from single-use. And the Party Kit Network will be here, ready to help more people make the shift to reusables at celebrations.

With the rise of community lending libraries, I think there will be a shift in our membership from individuals running party kits from their homes to more community-driven projects. Creating more community hubs will be such an important part of tackling the climate crisis and improving the quality of people's lives and joyful celebrations should be part of that.

STORIES OF ACTION

CHANGING THE WAY WE ENGAGE WITH OUR CLOTHES - REBEL PATCH

AN INTERVIEW WITH LISA MATZI



“

NOT EVERYONE WANTS A SHORTCUT TO MENDING. THERE ARE PEOPLE WHO HAPPILY LEARN A SKILL AND SPEND TIME REFINING IT. I WISH I HAD TRUSTED MY GUT INSTINCT A BIT MORE AND NOT FOLLOWED THE CAPITALIST NOTION OF 'IF IT'S NOT EASY OR CONVENIENT PEOPLE WON'T BUY IT'.



What were the triggers for starting down this journey?

Leading up to starting Rebel Patch I had been working on expanding my knowledge around sustainability around solutions for the climate crisis.

I co-founded a community called 'And the Future?' We ran a monthly book club, focusing on books that expanded our knowledge. The books were as varied as the solutions - we dove deep into every topic from alternative economic models to regenerating land to queer ecological thinking.

The topics that always stuck with me the most were usually about fashion activism. We read 'Loved clothes last' by Orsola De Castro and it was one of the books that had the most profound impact on me. She talks a lot about how to take responsibility for your own consumption and clothing repair was one of the suggestions in it. I took a mental note, and darned one pair of socks and sewed on a loose button. It was the first time I actually mended my clothes myself. That was 2018.

The book also inspired me to spend an entire year only buying clothes second hand after I learnt about fashion (over)production.

How did you identify that there was a need for Rebel Patch?

I properly started my visible mending journey when I lived in my little van in Portugal and simply had to mend the clothes I had with me. I had so little space I didn't buy anything and I also wanted to find a simple, low equipment way to be creative. So when I stumbled across an online course for visible mending I felt like this was the perfect combination of being creative whilst also learning a useful skill that helped me maintain my wardrobe.

I got so hooked on darning that I darned things that didn't even need to be darned, just to add pops of colour or texture or simply to practice my skill.

I asked people around me if they had anything for me to fix and soon after I got asked by someone in town to host a darning workshop and this is really where it all began. A few people who attended told me afterwards how much they enjoyed working with their hands, that they felt so relaxed and focused and most of all that they experienced a deeper sense of connection to the item of clothing they had mended, a newfound love and appreciation - not just for the piece of clothing but also for their own skill, care and time that they had just dedicated to it. And that is what I wanted to see more of. This to me felt like the antidote to mindless consumerism and disconnection.

After I taught my first darning workshop I set out to find a way to make mending more accessible. Darning is an amazing skill that is considered easy to learn (if it comes easy to you) but I quickly realised that not everyone has the time, capacity or ability to learn it. To reach as many people as I could, I looked into current solutions for clothing repair and quickly landed on iron on patches.

Iron on patches are easy to use, quick to apply and you don't require being taught how to use them - the perfect solution. But the ones I came across were mostly your classic rainbows and smiley faces (nothing wrong with those btw!) and I felt there was a lack of different aesthetics and variety in sizes. On top of that, most of them were produced using plastic based materials and had travelled a long way to sit in my local haberdashery. I wanted to re-invent the iron patch. I thought of all of my talented friends who are artists, photographers, writers - surely there must be a way to get their art onto a patch?

I WANTED TO START A MOVEMENT. I WANTED AS MANY PEOPLE AS POSSIBLE TO EXPERIENCE THE JOY, THE CREATIVITY AND THE CONNECTEDNESS THAT COMES WITH MENDING. ESPECIALLY MENDING WHEN DONE IN COMMUNITY.

What did you find difficult when starting out?

You need a lot of patience in a world that tells you everything is supposed to happen quickly. We're sold this idea that if you aren't successful instantly you're doing it wrong. When the reality is so much more layered and complex. It takes time to find your audience, build community, perfect your skills and spread the word. That is in fact the natural way of change. And getting people to mend their clothing in a world that is selling them fast fashion at every corner is a huge behaviour and mindset shift that simply takes time and many many interactions before it takes root in public consciousness.

What have you now learnt that you wish you'd known before starting?

Not everyone wants a shortcut to mending. There are people who happily learn a skill and spend time refining it.

I wish I had trusted my gut instinct a bit more and not followed the capitalist notion of 'if it's not easy or convenient people won't buy it'. There is so much more to mending than making something useful again. The fact that you are giving a piece of clothing another lease of life is wonderful but also just one of the many positive things that come from it. Many people have said they felt more creatively empowered, less scared of trying things, calmer and more relaxed working with their hands and more connected to the things they own.

It turns out that the people who care don't mind giving their time and they don't mind to be 'inconvenienced' when learning a new skill. They want to spend time on their clothes, make mistakes and learn in the process.

What role has the community played in your journey?

Community has been a cornerstone of Rebel Patch and it is one of the core values I have built this project on. I wanted to start a movement. I wanted as many people as possible to experience the joy, the creativity and the connectedness that comes with mending. Especially mending when done in community. What kept me going when things got tough was the community, the people that came to my workshops, bought patches at markets and sent me pictures and messages about their mended items.

I would have never been able to even manufacture these patches had I not met Rachel Kan, founder of the Ecosystem Incubator who was my mentor for nearly a year. She helped me find my suppliers, materials and set up my entire business. Also the Bristol Textile Quarter whose community welcomed me with open arms despite having zero knowledge or experience working in textiles and that led me to finding my amazing local manufacturer.

Also, obviously, the Re-Action Collective has been an absolute anchor to everything I do - having a community around you of like minded people who just get it is so vital when starting a business. It's what gets you through the hard days and in my opinion, everything is better when done in community.

Lisa is the founder of [Rebel Patch](#), changing the way we engage with our clothes. Giving rarely worn, stained or damaged clothing deserves a second lease on life.





SOCIAL CINEMA

FACILITATION GUIDE FOR HOSTING A 99P FILMS SOCIAL CINEMA NIGHT BY ALEX FISH

Hosting a 99p Films Social Cinema Night is a powerful way to foster community connections, inspire action, and encourage meaningful discussion. Here is a step-by-step guide to facilitate a respectful thought provoking audience-led discussion.

1. Breathe

Start with a short mindful breathing exercise, such as closing your eyes and breathing through your nose for a few minutes. This will put everyone in a better frame of mindset for an open and respectful discussion.

2. Watch

Depending on the film you watch, it can be good to come up with a few slides with questions. Especially if you're wanting to achieve a certain goal or direction with the discussion. If led by the film makers this can be a good chance to hear direct feedback too!

3. Discuss

Explain how the discussion will work and the intention behind it - There is no right or wrong answer. This is a place to share ideas, thoughts and feelings with your community in a respectful way. Expect disagreement!

Establish ground rules for the discussion - No personal attacks, racism, sexism or interrupting of speakers.

Ice (cream) breaker - What are your general thoughts?

Ask the audience to look to their left or right, in front or behind, to find someone to chat to, that they ideally didn't arrive with. Starting small and encouraging everyone to chat 1-on-1 with an open question allowing the audience to share their initial thoughts and feelings, about what they have just watched in a more intimate and less intimidating way.

Useful hand signals to teach at the start - **Raising your hand** to silence the room after the ice breaker. When the audience sees this they should follow suit, raising their hand and staying silent. **Circle your hands** if someone is rambling on or hogging the conversation, use a circular hand gesture to wrap up. If they continue cut them off by using a phrase such as "Let's hear what someone else has to say."

Now open it up to the room - It's common for there to be a pause before the first hand goes up, embrace the silence. A silent room does not mean a silent mind. Allow the audience a moment to collect their thoughts and to think about what they wish to say. Once the first person begins, the discussion will naturally gain momentum.

Things to remember as a facilitator

- remain neutral and control your bias. This is not the facilitators show, it is a space where everyone has a voice with collective ownership of the space. The facilitator is a guide and the mediator to making this a smooth process.
- Refrain from giving direct views and instead turn everything into a question directed back at the audience.
- "Question everything!"
- Value audience members insight - "Thank you for sharing that"
- If someone has already spoken, ensure someone who hasn't spoken yet gets a chance to contribute.

4. Eat

Continue the conversation around a communal **FEAST!** "Let's eat part of the solution"





99p Films was born in Cornwall, taking inspiration from the Cornish coastline and kelp. Find out more [here](#).

“

COMMUNITY IS AT OUR CORE, WHICH IS WHY WE'VE INCORPORATED AS A C.I.C. OUR MISSION IS NOT ONLY TO INSPIRE AND PROVIDE A WHOLESOME EVENING FOR OUR AUDIENCES BUT TO BENEFIT SEVERAL STAKEHOLDERS: INCLUDING FILMMAKERS, STUDENTS, LOCAL FARMERS, CHEFS, WELLNESS PRACTITIONERS AND OTHERS ALL USING THEIR UNIQUE SKILLS TO CULTIVATE POSITIVE CHANGE.

"Maybe, it's time" to
trust ourselves more.
Scott



PERMISSION

AN ARTICLE BY SCOTT JOHNSON

It's a funny old thing.

From school age, we're trained to ask for permission. To conform, and to comply. To do as we're told, and not to rock the boat.

That training makes us good, obedient, easy (ish!) to control little humans. Some might say it also prepares us for entry into the workforce.

For many of us, a need to get permission before we do something stays with us as we grow up, and it can become a limiting belief.

Birds just... fly.

Before we continue, a small observation from nature.

Baby birds hang about in their nest, and shout, squawk and holler for food. Until they don't. One day they crawl to the edge of the nest, and fall out. At which point they discover they can fly!

They don't seem to lack belief - they trust their wings to work, they trust gravity and the air and their eyes. They trust themselves, their abilities, their nature.

Birds don't need permission to fly.

They just... fly.

And that's a curious lesson for us humans.

We apes with big brains, who second-guess things, have come to trust data rather than our intuition, have been taught to ask for permission to express ourselves, instead of just expressing ourselves.

We follow along with the status quo, in life and in business, so we don't rock the boat. So we don't get rejected by the tribe.

'Business as usual'

This is conformity, writ large. And many generally accepted business behaviours are damaging for people and planet.

Company directors get paid the most, despite not doing much of the actual work. Shareholders get most of the reward, despite doing very little to generate those rewards. And the pursuit of profit is the primary motivator for every activity.



We have pyramids and hierarchies, where those at the top benefit most from the efforts of those at the bottom, and where the natural world has been seen as a free resource to be exploited.

And many of us so far have generally accepted that as fact.

But it needn't be that way.

(Almost) everything is a choice

Just because those things are the established status quo, it doesn't mean we have to follow them.

Shareholders don't have to receive dividends, it's only a business convention. Directors don't have to be paid more than every other employee. Companies don't have to make profits and hoard cash.

These things are aspects of 'business as usual', but they are choices.

And when we acknowledge that, we learn that we have the power to make different choices.

Mother Teresa

Another diversion, if you don't mind?!

There's a quote attributed to Mother Teresa which says, "If you want to change the world, go home and love your family".

I love this, it's a great question. What does "loving your family" look like? And, if we zoom out a little, what does "loving your community" look like?

Then, a curious follow up question; what is the business version of "going home and loving your family"?

That's a question we at Kung Fu Accounting asked at the beginning of 2024. And our answer lies in our new mission.

We're making our home town a wonderful place to live.

That simple statement drives every decision we make. We ask ourselves how we can demonstrate a positive benefit to our home town, with every choice.

Here are a few examples;

We offer part time jobs for people who live in Stroud. We create employment for our home town, keeping money locally.

We strive to walk or take public transport as much as possible, removing ourselves from the rush hour traffic, and reducing the environmental impacts of our work journeys.

We prioritise local businesses for as much of our spending as possible, again keeping money in the town.

Better than business as usual.

Maintaining the status quo, doing what everyone else is doing, because it's always been done that way, is a choice.

Doing things differently is therefore also a choice.

That's incredibly empowering for those of us who think differently.

Companies don't have to pay dividends. Directors don't need to be paid many, many times more than the lowest paid employees. Profit needn't be the only motive in business.

So, back to the theme; permission.

Things are done the way they have always been done, until someone challenges them.

You are someone. So am I.

What are we waiting for?

Whose permission do we need to do things differently?

Maybe, it's time to trust ourselves more.

Maybe it's time to fly.

Scott is the founder of Counting change, helping bookkeepers and accountants be the change we need in the world



CONNECTION

AN ARTICLE BY ELIS PARRY

Over a year ago, I joined the Green Runners due to my concerns for the environment crossing paths with my love for running. Having ran for a couple of years, I started slowly seeing myself falling into the trap of consumerism and metrics. This pushed me away from the true reasons as to why I ran, but luckily, I began to question whether all this fancy kit, and stats, were needed.

In an attempt to find a running club that was focused on making running a greener sport, I came across the Green Runners, who's motto of 'a community making changes for a fitter planet' seemed cool! So, having looked into their mission a bit more, I decided to become a member.

When joining the Green Runners, each member is required to put forward at least one pledge that aligns with one of the four pillars, these being how you move, how you kit-up, how you fuel, and how you speak out. These pledges aim to give individuals an opportunity to help to create a fitter planet, by making small, personal changes, which help to catalyse greater systemic change. A lot of these changes are low hanging fruit - things that we can change in our day to day lives to try to create a better world. But the last pillar, how we speak out, is the most important.

I like the saying, "if you can't be part of the solution, at least don't be part of the problem". But here's the truth - I don't believe that what is needed, nor what will appear, is a story of individualism and 'solutions'. Instead, I feel an overwhelming sense of urgency for us to act together to help shift the narrative towards a more equal society. A society where people realise that material possessions and financial wealth do not constitute a fulfilling life, one in which people work together, as part of a community, to help mobilise greater change.

What we need are steps in the right direction, and to be happy accepting the unknown. It's a time for questions not answers.

For me, how I feel is not only related to the climate emergency that we currently face, but also deeply relates to showing that the outdoors are not out of reach for anyone. We do not need all this new kit to get outside and have fun. Aggressive marketing by the outdoor companies creates a sense of need, which only causes a greater discontentment and disconnect to the things that matter. Connection to nature, to ourselves, and to others.

Everything is interconnected and, without communities, individual ideas often go under the rug. This is why I love groups such as The Green Runners and the Re-Action Collective. They allow humans to connect, to share, and to co-create a better society. It's about being resourceful and responsible as a collective, appreciating the little things around us - connecting, not chasing.

This year, I pledge to increase my work with the Green Runners and wear my badge more often! People are often very busy and find excuses to push various things to the side and ignore them - myself included. However, as other Green Runners keep saying, we are running out of time. Ignore the statistics. Just picture the next generation - your children - not being able to experience the outdoors as you are. The facts are scary, however, we should not let this stop us from acting.

It is vital that we communicate and vocalise our opinions and spread the message about systemic issues that are destroying the world that we live in.

As I wrote this article, I couldn't help but realise that all of the Green Runners' pledges are strongly linked to the word 'connection'. With how I move, using my body instead of a car allows me to be more connected to nature. With how I kit up, I am becoming more connected to the gear that I use, appreciating its true origin and impact. With how I eat, I wish to be more connected to the food that I buy, I'd love to be involved in growing it. And finally, with speaking out, I wish to form a connection with others with a similar drive to create a fitter, greener, and more just world.

Community. Connection. That's where it starts.

COMMUNITY



“MOVEMENTS ARE BORN OF CRITICAL CONNECTIONS RATHER THAN CRITICAL MASS.” GRACE LEE BOGGS

THE TREE HAD FELT IT

AN ARTICLE BY TASH ACRES EARTHRUNS

The tree had felt it. She could feel the disease taking hold.

Water, once free-flowing from her roots to her shoots, was becoming harder to pump around her vast trunk. She couldn't put a word to it – she was, after all, a tree, but she felt less 'alive'. The usual zap wasn't in her sap. Cankers formed on her once proud branches.

To the humans that walked past the old Maple, it was hardly noticeable. Their lives are too busy with the mounting minutiae of life to notice the pain she masked with her golden display of autumn. Had they looked up from their phones, they'd have seen her bloom gold just a bit earlier than the other trees.

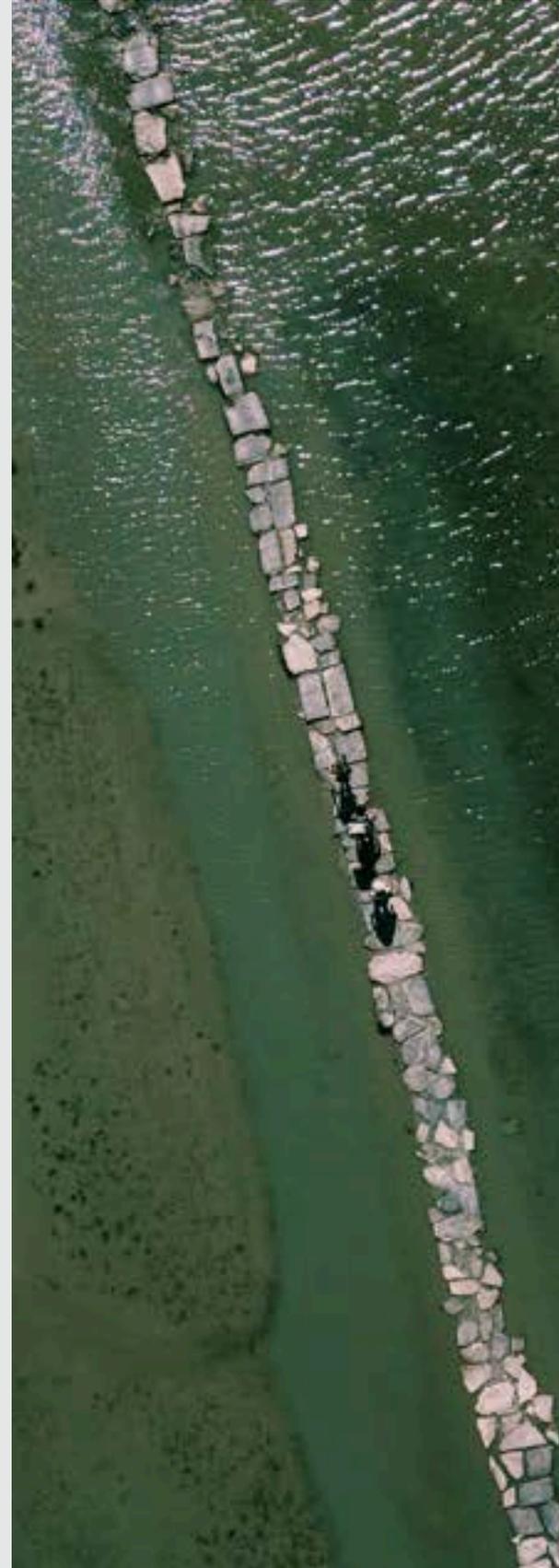
But the surrounding trees knew well. They'd seen the tell-tale signs in her abundance of samaras – the fabulous helicopter seeds the kids love to chase. So many, so early in the season, the forest knew then that she was struggling. They knew that some trees, when facing stress, would put everything they'd got into the next generation. She was living for a future she may not see.

She'd sent out distress messages warning the others of the Anthracnose, the fungal disease that was weakening her, and they, in turn, had been supporting her where they could – sharing their nutrients through the mycorrhizal network deep underground whilst shading young trees and boosting their own immune systems—a community effort to face tough times.

Whether the Maple had known through the wisdom passed down from the ancient forest fellowship or whether it was pure instinct intrinsic to survival, her efforts – from reaching out and asking for help to the early shedding of leaves she couldn't support – would not be in vain.

As winter approached, the fungus's advances slowed to a standstill – unable to withstand the cold. All the while, the rich nutrients being shared by her friends fed her soul. Slowly but surely, giving her strength. Whilst she rested. Took her time. Winter is vital to a forest's soul—a chance to recharge. Reaching for the spring, when the Maple could grow again. Create new, healthier shoots, free from the fungus, and she'd shine. Oh my, she'd shine. Stand tall. Reach for the skies.

The Maple would see another summer.





**“WHAT IS THE WORLD
WE’RE GIVING UP?”**

**ALBERT JONES, LYRICS FROM THE
SONG, REBEL RISING**

WHAT IS THE WORLD WE'RE GIVING UP?

Society is like an out of control house party, and the house is about to collapse. Many of us feel trapped inside, blaring music making it impossible for us to think, while we watch the rich dudes doing lines and pouring gasoline over everything.

The ceiling crumbles, smoke fills the air, and there are cracks in the walls.

But, if you peer out of the window, you'll see a field where campfires burn. And around those campfires are citizens drinking hot chocolate and planning how we can collectively build a multitude of new homes once this old one falls.

Carers, doers, sharers, repairers.... citizens. Moving from campfire to campfire, lending thoughts and ideas, sharing, listening and acting. Working in their communities of place, or practice, and bringing their thoughts and feelings to help build the new homes.

The air is filled with bright fiery sparks born from creativity and action, each combining with others to seed new fires.

The field is set within a deep glow of art, music, and nature, steeped in context. A context where some can sit and rest, while others play and inspire. It comes to life with bright sparks, fire tenders, communities of ember carriers, ushers, storytellers and creatures.... all the creatures.

As the new homes can not be built alone, we cannot design them from within a story of separation. We will need all wisdom, and abundance.

There are campfires for reimagining everything. We will need new foundations, doors, windows, colours, and no home need be the same. The tools we use to build, are trust, creativity, and togetherness.

Those of us round the campfires know that we might not actually get to live in the homes we collectively design.

But we also know that we'd much rather spend the time we've got sitting round the fires, planning for those who will get to live there.

At times we all have to return to the house party, the old story clings on, it pulls at our wrists, trying to consume us, dragging us back indoors. But, the longer we sit at a fire, even in silence, staring into the flames, our old story fades and our new collective story is forged.

It is time for us to leave the old house. It is time for 'US' to write 'OUR' new story.

Come sit, sing, dance, discuss, rest, drink, and feast. As 'WE' are many, yet there is room for us all.

What are we waiting for?

Olivia, Jamie and Gav
Fire tenders, Ember Carriers and Storytellers

“WE DON'T SEE THINGS AS THEY ARE, WE SEE THEM AS WE ARE.” ANAIS NIN



THE POWER OF THE CAMPFIRE

BY JAMIE PROW

REGENERATIVE STEWARD

Why are we so captivated by the campfire? Is it her warmth? Her flicker? Or perhaps it stirs a primal memory, where fire once offered protection from predators? Maybe it's the purity of her flame.

But no, I believe it's more than that. We can't view fire through such a reductionist lens, for this is not the lesson she longs for us to hear.

We cannot break this masterpiece into its individual components. To truly understand it, we must experience fire as a symphony. We must learn to listen deeply.

When we explore the systems of fire, we realise she is much more than the sum of her parts.

The light and heat we feel are simply the release of stored sunlight. Fire is not merely warmth; it is the very sunlight that sustains all life—an offering from the burning branch to those who stand to benefit from its light.

It's magic, really. When a tree absorbs sunlight, it stores that energy in its trunk. Fire, then, is simply the release of that stored energy. It is the tree's way of passing on the gift of life. This is the same energy that fuels the food we eat and everything that nourishes us. A campfire, therefore, is a miracle. Just as all of life proves to be.

It is a shining light, a manifestation of life itself. It flickers with the warmth of everything that serves life—an energy we, too, can call upon, even in the darkest of times. A gift to hold in gratitude, to honour, and to pass on. A moment of abundance and reciprocity to share with those around us.

Fire is the beating heart of life. When we gaze into its depths, we are not merely mesmerised by the hypnotic embers and sparks; we are gazing inward, reflecting on ourselves.

Fire becomes a portal into the essence of life. In this moment, we realise that we are not staring at 'fire'—we are staring at ourselves, and at all other living beings, staring right back at us.

Fire teaches us a profound lesson in balance and reciprocity. It is both a gift and a responsibility. We gather the wood, we nurture the flame, and in return, it offers us its stored warmth, light, and comfort. This exchange mirrors the larger cycles of life, where every act of giving creates the conditions for receiving, and every moment of receiving calls for an act of giving in return.

Fire helps us feel alive and connected. It brings a rich context to the world within its glow, making us feel less alone, more secure, and more at home.

I believe that a fire like this creates the conditions for us to be our best selves—and as social beings, that best self always emerges in moments of togetherness, where the acts of sharing and reciprocity are at the heart of our experience.

So, where there is fire, you'll find gatherings. Where there are campfires, you'll find people who, if they choose, can come together to be the best of themselves. To be at one with life.

“

WE DISCERN THAT THE URGE OF THE TIMES IS NOT TO FIX A BROKEN SYSTEM, BUT TO ACKNOWLEDGE OUR INHERENT POWER TO SUMMON OTHER WORLDS.

BAYO AKOMOLAFE

INTERDEPENDENT





*"There is a crack, a crack in
everything. That's how the
light gets in."
Leonard Cohen*

PARTICIPATE

Step up, and step in. A section of the handbook dedicated to ways you can participate right now. We encourage you to start citizen-ING close to home, for you to get out there so you find the others. But, we also encourage citizens to start flexing their citizen muscles. This section demonstrates a few ways to do just that. Contribute your feelings, take part in the #citizenfriday movement, and join the Citizens Collective.

OUTDOORS
2.0



Photo Credit - [Tereza Cervenova](#)



CONTRIBUTE YOUR IDEAS TO THE VISION FOR OUTDOORS 2.0 - AN OUTDOOR INDUSTRY THAT'S FUTURE-FIT FOR PEOPLE AND PLANET.

At the Re-Action Collective, we have an ambitious project to demonstrate how the outdoor industry could do better for people and planet. We're calling it Outdoors 2.0. We've made a start through the work of our members, but we'd love your input to test and hone the vision.

We're using a tool called Pol.is to test our ideas and gather your views and opinions. Pol.is is a real-time survey tool created by some generous tech geniuses. It works to analyse and understand what large groups of people are thinking. Its superpowers are that it is completely anonymous and can identify the best ideas that the majority of people agree on.

There's A LOT to think about so to get some clear consensus on different areas we're running 3 conversations. Participate below:



[Re-imagining Apparel](#)



[Re-imagining Access](#)



[Re-imagining Events](#)

POL.IS LEARNINGS

(FROM RE-ACTION'S ØOUTDOORS 2.0 PROJECT)

Pol.is is a great tool for understanding how large groups feel about a topic. It is also great at finding consensus on what should be done in response to a problem.

Set-up

Topic

- Give it a catchy subject (we used 're-imagining....')

Description

- Set your stall out with a short description. Include the fact it is anonymous (we used this sentence: Vote anonymously and submit your own relevant statements.)

Seed comments

- Add 15-20 statements to get things started.
- Make the statements varied with some polarising views in there to get engagement from people
- Use a few qualifying statements to understand which segment your audience belong to (we used ones like 'I regularly practice outdoor sports')

How to moderate

- Reject any comments that:
 - Are questions rather than statements
 - Identify a person / business
 - Are defamatory, hostile offensive or unlawful
 - Off-topic
 - Are too similar to existing statements
 - Overly targeted at an individual

Other things to do

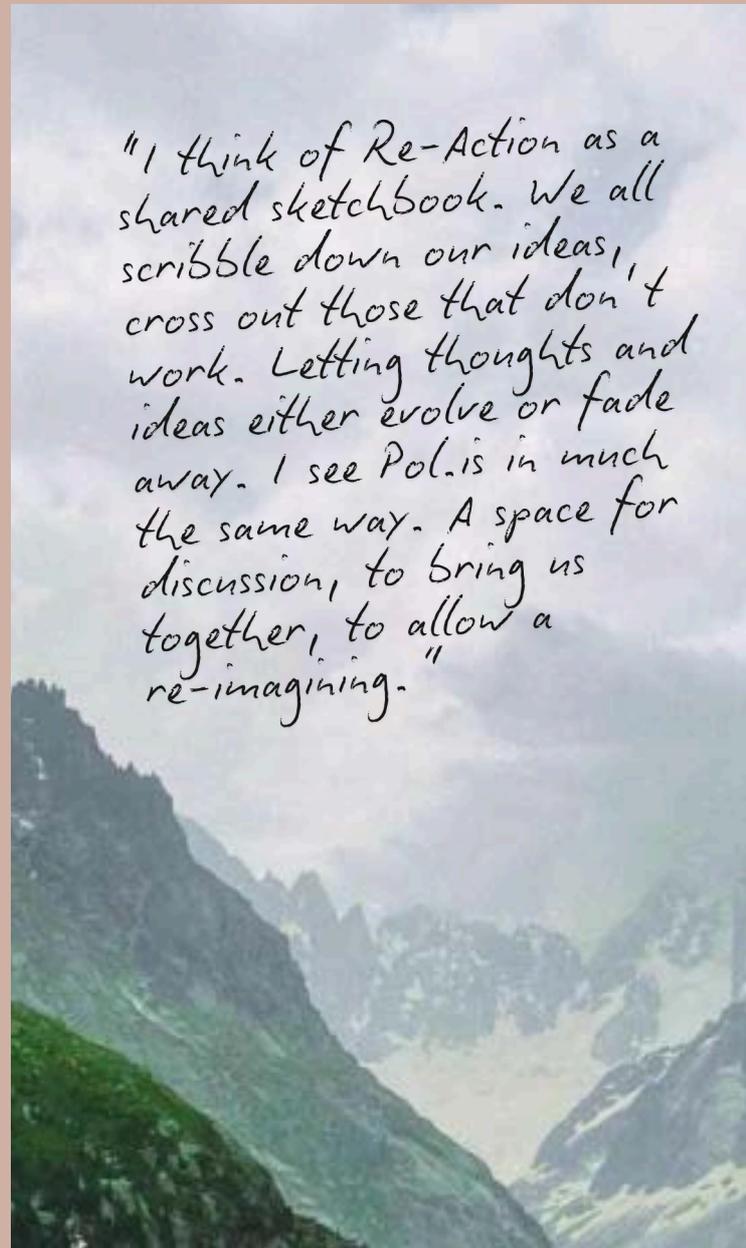
- Customise the user interface like this so people don't have to log in to participate and so you can moderate their comments

Gav's thought on Pol.is

What we create is what we become. The outdoor industry is playing a role in creating a separation from nature. That might sound like a crazy statement but, advertising products for "uncompromising adventurers" with "impenetrable barriers" to "charge up and down vertical terrain" made of "waterproof, windproof and breathable textiles that offer fully protective environmental shelter", builds a story of danger, individualism, othering, and consumption.

The result is a pitching of us against nature itself, in a story of separation and individual achievements. Valuing nature as something to consume, for our benefit. We're creating a world, where we run through nature, rather than into nature. The very place that our survival depends on, and the place from where we came.

Using Pol.is has helped take a step towards writing a new story. Which I believe can only be written from a starting place of participation. A re-imagining of our relationship with the outdoors can only happen together.





Re-Imagining Outdoor
Clothing & Equipment

96%

“Outdoor clothing and equipment companies should focus on integrating circular economy models (resale, repair, rental, repurposing).”

Øutdoors 2.0 - Preliminary findings

DON'T BUY THIS JACKET



GET INVOLVED

Join us this #CitizenFriday: Don't shop - Share, Repair & Get out in the fresh air.

It's time to re-imagine our relationship with the outdoors for both people and planet. We need to change the narrative, making it citizen-centric rather than consumer-centric. The great thing is, this vision comes with a healthy dose of joy and optimism.

Across the Re-Action collective, motivated members have been collecting pre-loved gear and repairing it, reselling it, renting it and re-purposing it in a variety of creative ways. There are sharing platforms, rental services, talented seamstresses and seamsters, creatives, community groups and more, all working their magic to keep outdoor gear in action for longer. Together we've learned A LOT about circular solutions

TO PARTICIPATE:

VISIT

re-action-collective.org/outdoors-v2

HAVE YOUR SAY

Agree with, disagree with or pass on each statement as they pop up

ADD YOUR OPINION

If you don't see any statements that represent your view, add your own statement below

SHARE

The link with the message below.

Together we can create an outdoors that flourishes, one full of joy, and life accessible to all, a space to express and learn.

Don't buy this jacket, take part and join the rebellion

and the power of citizenING and community and we think we have the beginnings of a vision for an Outdoors 2.0 - a version of the outdoor industry that's human-sized and future-fit for all.

We've had a lot of fun thanks to this process, but the even better news is that you can get involved too. We've collated a bunch of ideas into statements that we've put into a voting platform called Polis.

TAKE PART

To create this vision we need collective action which means you have the opportunity to share your opinion. We want to test and evolve Outdoors 2.0 with your ideas too because all of us are much smarter than one of us. This new vision will require a collective awakening to the situation at hand and a demonstration of what is possible.



**Re-Imagining Access to
the Outdoors**

90%

“Companies should promote & include groups that’ve been marginalised, and sponsor community initiatives involving gear, transport and means.”

Øutdoors 2.0 - Preliminary findings

**Re-Imagining Outdoor
Sports Events**

97%

“Event organisers should
facilitate access to events by
public transport.”

Øutdoors 2.0 - Preliminary findings





LET'S EAT & THRIVE TOGETHER

CanTeam: Turning School Canteens into Community Hubs

CanTeam is an after-school social dining initiative co-designed with young people to bring families and local communities together over nutritious food and engaging activities. By transforming school canteens into vibrant community hubs, CanTeam creates space for connection, wellbeing, and shared experiences.

Founded by Jonathan Harper, CEO of Future Foundations, with funding from Big Change, CanTeam is a proud winner of the Big Education Challenge and has been supported to pilot at scale across the UK. With over 3,000 diners so far, we are proving the potential of schools to become thriving community spaces. Our mission? To launch more hubs than McDonald's by 2030.

CanTeam is a founding member of the Canteen Culture Coalition, driven by a simple belief: Nobody should have to eat alone. We imagine a future where eating out, eating well, and eating together isn't a privilege, but a shared ritual—an affordable, accessible part of everyday life.



“

THE INCREDIBLE FOOD, AND AMAZING MUSIC, THE WARM AND WELCOME COMMUNITY FEELING (PLUS GAMES OUTSIDE). HAVE LIVED HERE 4 YEARS BUT NOW FEEL PART OF THE COMMUNITY. COST OF LIVING MAKES ME ANXIOUS ABOUT EATING OUT. THIS WAS SO HELPFUL. I'M GRATEFUL TO YOU FOR THIS.

ACTIONISM

"For this typemark, I wanted the letterforms to feel natural and hand-drawn, with a bit of imperfection to make them more human. I focused on putting the strongest emphasis on 'act' because it's the act of doing and making change that shifts us from passive consumers to active citizens. Framing it in a container made it punchier and gave it a vibe that connects to activism and protest signs."



"The Outdoors 2.0 graphic reimagines the classic alpine scene of mountains, trees, and waterfalls, transforming it into a bold silhouette that symbolises unity and the need for change. It's designed to inspire action and rally people to join this new rebellion for a re-imagined future.'

Courtney Flannagan, Graphic Designer

**"CREATIVITY IS OUR REAL CAPITAL."
JOSEPH BEUYS 1921-1986**



A Re-Action campfire - Community Screening of ACTionism - Photo Credit - [Michael Shaw](#)

“WE NEED EACH OTHER. I LOVE THE IDEA OF SHIFTING FROM ‘MILE WIDE INCH DEEP’ MOVEMENTS TO ‘INCH WIDE MILE DEEP’ MOVEMENTS THAT SCHISM THE EXISTING PARADIGM.”
ADRIENNE MARIE BROWN

Since we started the ACTionism Film planning in May, it has played a significant role in my growth as a person.

My perspective and my values have changed, and with that, so has the impact on people around me. It sounds like a very short length of time to be so significant, but my experience during filming introduced me to an alternative future that revolves around better connections with people. The coming together; sharing ideas, belongings and skills, all in the effort to create a more resilient community, had wonderful effects on my personal outlook on life.

I now spend more time helping others, and getting involved in my community, wherever that may be. Such as in Grantown-on-Spey, Scottish Highlands, where I have been living for the winter.

Here, there is a small shop called The Remarkery where people donate their unwanted furniture, which is then refurbished, to look new again and sold on. They employ people of all ages, and it provides skills and companionships, through learning and life experiences.

Each piece of furniture goes on to live a new life, with the stories of its past, but with a fresh lick of paint and fixed up joints so it looks bespoke and unique. I'm making genuine connections with people I usually wouldn't get to meet, especially not in the hustle and bustle lifestyle in London, where I'm from.

However, that doesn't mean London is community-less. It's just that before, I didn't know how to find community, or even what to look for. As I have gone from the planning of the film to production, editing and now the distribution, I have found myself embody the values and characteristics of a Citizen. That word shouldn't need to be capitalised, but it somehow feels like we're redefining the word Citizen to something more intentional.

The values of a Citizen are also infectious, with my sister following suit and setting up a community in North London for nature-lovers. With my help, she wants to start a business taking people from the city into green spaces to teach them about the plants, environment and mindfulness. We grew up loving the outdoors, but we didn't have the knowledge to access nature when we pleased. These barriers would explain our clear obsession, a relatively healthy obsession, with nature now.

It's safe to say, while I have been creating a film about Ellie's journey, I have also experienced a journey of my own. A deeper understand of community, a deeper sense of empathy, and a stronger will to get involved with more projects and activities.

I want to be involved with something that includes an achievement shared with others, which benefits the community and helps the planet. A treble-whammy. Yes, please.

[Michael Shaw](#) - ACTionism, filmmaker

“

KIDS ALL COVERED IN MUD AND LEAVES AND FULL OF FRESH AIR

CITIZENFRIDAY



AN INTERVIEW WITH GAV BY MIRIAM HABTE SELLASIE,
COMMUNICATIONS MANAGER, LONDON NATIONAL PARK CITY

CAN YOU REMEMBER THE MOMENT THAT THE CONCEPT OF CITIZEN FRIDAY FIRST CAME INTO YOUR MIND?

Ha, yep. In October last year Rebecca from Tentshare sent a message to our community Discord channel at the Re-Action collective. The message was about building a campaign to challenge Black Friday. My first response was that I couldn't really be bothered as I already felt Black Friday would collapse and that it is an example of consumerism in the process of eating itself. Which was the wrong reply! At first, I honestly just didn't want to give the day any headspace. It embodies everything that is wrong with our modern lives.

Later that night at around 3am I was giving a bottle of milk to my youngest boy Kai. At that moment I kind of thought, what do we have to lose running an anti Black Friday campaign? There's certainly everything to lose if we don't start demonstrating an alternative.

As one of the stewards of Re-Action my role is to help facilitate action, to connect the dots between people and organisations. I'm generally the 'YES' person, so as I sat there in a sleepless state my head started whirring.

The following day I had a chat through my ideas with Heather the co-founder of Re-Action. The ones I'd come up with for a campaign were all a bit rubbish, and Heather posed the question 'what do we want people to do?' If there is an alternative to the act of shopping, what would it look like? If not Black Friday, what else?

We knew where to go to answer those questions. The Re-Action Collective was formed after reading the book *Citizens* written by Jon Alexander.

" Today, we are living deep inside the Consumer Story, a foundational story of humans as inherently self-interested and competitive. This story has shaped not just individual behaviour but organisational design, economic theory, the role of government, morality — all of culture and society. But this is not as inevitable and inescapable as it feels, for stories do change. Indeed, the Consumer Story has been in place for less than a century. Before this, we lived inside the Subject Story — as in "subjects of the king" — which lasted centuries, casting the majority of us as infant-like and dependent, with just a superior few capable of deciding and leading.

And now? Now the Consumer Story is failing. The Subject Story is resurgent. But at the same time, a new story — the Citizen Story — is taking shape across the world, and in every aspect of society. In the Citizen Story, we see ourselves as the creative, capable, caring creatures we are. We realise that all of us are smarter than any of us. We get involved."

The answer was that we wanted to see the energy that is piled into Black Friday, used to build the Citizen Story. To help us coalesce and connect, to create spaces for creativity, routes to involvement and a way to demonstrate that we care.

So, we settled on the campaign slogan #CitizenFriday - Repair, Share and Get Some Fresh Air.

I can't put any claim to the great campaign name and slogan, that was all Heather's work, I just brought a bit of energy to the conversation.

The reason we settled on the slogan of Repair, Share and Get Some Fresh Air, is that we wanted to offer a meaningful alternative to Black Friday. Not to just call it out but to suggest that we could all get involved and try something different.

The act of repairing is a great way to slow down but also a way of rebelling. It is a conscious effort to be part of creating and repairing things in a throw-away society.

Sharing can mean many things, physically swapping things with friends and your community, sharing your time at a workshop or on a group walk, or volunteering.

And getting out in the fresh air is a great way to stimulate your body to produce dopamine. But better than that, being outdoors also makes your body produce serotonin (a hormone associated with happiness, focus and calmness), and oxytocin (the love and connection hormone). In addition to producing these lovely feelings in us, we can also increase our vitamin D levels and reduce our exposure to toxins too. All a great antidote to those urges to shop.

Repair gets the creative juices flowing, sharing is a way to turn up and care within our communities, and getting Fresh Air is not only good for us but a way to rebuild human separation from nature. A key building block towards caring for all living things.



ON YOUR WEBSITE YOU SAY THAT THE CITIZEN FRIDAY APPROACH PROMOTES AGENCY, BENEFITS BODY AND SOUL AND LIMITS OUR IMPACT ON THE ENVIRONMENT. HOW HAS THAT SHOWN UP IN YOUR OWN LIFE SINCE DOING A WEEKLY CITIZEN FRIDAY?

Hugely. For the last year each Citizen Friday I've been on a very internal and personal journey. I spend much more time outside, and I've reevaluated the things that are important to me.

It's helped me turn up refreshed to my work at Re-Action. Which is a global collective of organisations creating citizen-centred organisations within the outdoor industry. The idea of Re-Action was born out of One Tree at a Time, a community hub I founded in our local French village. Both of these organisations give agency. They provide real options for citizens in communities. Such as repair facilities, workshops for skill sharing, peer-to-peer lending, and access to affordable outdoor gear.

True agency is always collective, and Citizen Friday is playing a role in building collaboration.

Citizen Friday makes me think about what I need in my community to have real choice. It encourages me to think about what is important, and what makes me truly happy. The outcome of doing that weekly, as some kind of ritual, is that I realise that being happy has little to nothing to do with consuming. As a result I have more friends, spend more quality time with my family and community, and feel like I have a new purpose.

HOW CAN THE #CITIZENFRIDAY APPROACH APPLY TO PEOPLE WHO ARE TIME POOR/NATURE DEPRIVED?

I think being time poor is one of the main reasons we've disconnected from nature. We seem to always be rushing somewhere and even when we have the opportunity we often rush through nature. Who is more connected to the natural world, someone who sits in a small patch of city woodland listening to the birds, staring at the insect on the ground and watching the trees, or the trail running, skier, or mountaineer that is racing to the top of a peak?

Citizen Friday has made me slow down when I'm outdoors, it's made me leave my phone at home, and it's encouraged me to hug trees.

If we shed our urges to consume we're effectively buying ourselves time. In both a monetary sense and a moments sense. The game at play, which is used to trick us into consuming, is extremely effective. If we refuse to play the game, to think about a citizen led future we become less time poor. I don't search the internet for the next thing to buy, or spend my time at the shops.

You can take part in #CitizenFriday, even if you're time poor and nature deprived. To begin with, take some time to sit in a park, repair something whilst watching the TV, maybe see if there's a local shared allotment, or community space you can volunteer at for an hour. Commit to doing something each Friday for a month to start, even if it's only 10 mins of laying on a piece of grass. There's every likelihood that you'll enjoy yourself and that it will become a bit addictive.

SOME PEOPLE, MYSELF INCLUDED, FEEL THERE'S A LOT OF FOCUS ON INDIVIDUALS TO ENACT CHANGE WHEN SYSTEMS CHANGE IS REALLY WHAT'S NEEDED. WHAT ARE YOUR THOUGHTS ON THIS?

I think this system is already in collapse, and therefore the system will change. Cracks are appearing. If that is the case we should be putting energy into reimagining our future. That can begin with the individual, and I think it starts with an internal conversation. Questioning all of the things we have told ourselves, and sitting with questions rather than answers. That has probably been the most profound impact of CitizenFriday on me. Each week I think about what it means to be a citizen not a consumer.

The repair part of Citizen Friday is where I add fuel to my creativity.

Sharing is where I spend my time with my community, getting involved and building collective agency.

And being outdoors is where I find I self reflect the best.

I think system change starts with an internal awakening, building into a collective awakening. It starts with refusing to accept the stories we have told ourselves.



I THINK SYSTEM CHANGE STARTS WITH AN INTERNAL AWAKENING, BUILDING INTO A COLLECTIVE AWAKENING. IT STARTS WITH REFUSING TO ACCEPT THE STORIES WE HAVE TOLD OURSELVES.



The dominant one of the moment is that success is shown in accumulation of things like, our house, cars, clothes etc. These things don't count their externalised costs; like emissions, nature depletion and waste, this is a dead end for humanity. Some stats state that 80% of all purchases brought on Black Friday will be disposed of before, or after one use. This consumerism comes with heavy costs. We're eating away at the very things that give us life, our planetary life support systems for very short lived gratitude.

We need to find new measures of success. For me that's to do with joy, relationships, time, healthy food and community.

Citizen Friday has led me to realise that we've all collectively been living lies, we're all implicated, and entangled in this system. We are the system. Our stories of progress and the othering, of each other and of the natural world are deeply flawed.

Taking that first step in refusing to accept these stories begins with a single action. Then it builds to collective action as more of us awake.

Realising this can feel daunting. How can I play a role in changing the system if everything I do is entangled within it? To help deal with this I tend to think in stories. I'm a collection of stories, I can write stories, and I can co-write stories.

Citizen Friday helps me break those stories down through contemplation, and then it helps me begin to rewrite a different story.

Stepping out into the natural world is a great way to begin to understand complexity. I'm lucky to have a bit of land which I enjoy spending my time growing fruit and vegetables on, I also allow a chunk of it to rewild. Watching nature achieve a balance in this rewilded section has been an important learning space. Working with the land and nature to grow food is a massive eye opener to complexity.

By repairing stuff, I've come to understand more about the resources that go into making something. By not thinking of things as single use, I've written a new story about care.

And the sharing part of Citizen Friday has helped me find my people, and to begin to build that collective action. I can change my own story but that will only matter when I begin to write it with others.

Collectively we can write a new story. And that is a big part of the work we need to do at this moment.

That's why after last year's Citizen Friday, we decided that rather than act once a year in response to Black Friday, we would do it each Friday.

WHAT DO YOU HOPE CITIZEN FRIDAY WILL LOOK LIKE IN FIVE YEARS TIME?

What if Citizen Friday had replaced Black Friday? So in five years time we were all doing something with our community on what was formerly known as Black Friday. That could be spending time with friends and new connections, sharing skills or even enjoying the great outdoors.

But it's not a defined thing, it's an open debate. That's the thing about Citizen Friday and all the work we do at Re-Action Collective. It's all about about creating spaces for people to be creative and shape it in their own way. About building containers for community.

That's how I see Citizen Friday as a space for us to collectively learn and change.

Read the [full article](#) at London park city rangers

And get involved.

In our world every friday is #citizenfriday - repair, share and get some fresh air

HOW TO #CITIZENFRIDAY EVERY FRIDAY

AN ARTICLE BY HEATHER DAVIES

#CitizenFriday is Re-Action's campaign in defiance of Black Friday.

Black Friday represents everything we stand against – big business, needless consumerism, overconsumption and (as Jane Shaw outlines in her [brilliant article](#)) a retail 'race to the bottom'.

Conversely, #CitizenFriday is about us leaving the consumer story behind and using our agency as citizens to "share, repair and get out in the fresh air". Not only does this prevent the tonnes of CO2 associated with all the goods sold entering the atmosphere, but it fosters connection, community, encourages us to learn new skills, feel fit and healthy and develop our relationship with nature. We've written individual articles about all these ideas:

SHARE

Embrace the sharing economy which includes peer-to-peer lending and borrowing, buying and selling second hand items and renting items too. Sharing isn't limited to stuff either. We can share our time, our skills and experience too. [Read our 'Don't Shop, Share!' article here.](#)

REPAIR

There's more than one way to support the repair revolution. You could pick up a needle and do it yourself, find a local seamster or seamstress or buy from a business that repurposes old products into new ones. [We have loads of examples and some top tips in our 'Don't Shop, Repair!' article.](#)

GET OUT IN THE FRESH AIR

What's better – sitting in front of a computer waiting for the Black Friday sales to drop or getting outside? Science shows us that getting outside produces more happy hormones and co-benefits than shopping any day of the week. [Check out our article about the benefits of exercising outdoors and how to find the motivation to just do it!](#)

BE A CITIZEN

Jon Alexander, author of 'Citizens, Why The Key To Fixing Everything Is All Of Us', argues that the opposite of a consumer isn't a non-consumer, it's a citizen. Believe us, with the research he's done, he should know. The origins of the word citizen mean 'together people'. When he talks about citizen-ing he talks about people finding their cause, finding other people who share their cause and then together, doing something about it. [Read Jon's explanation and the steps to becoming a true citizen in this Q&A article.](#)

WHY NOT #CITIZENFRIDAY EVERY FRIDAY?

This campaign has captured more people's imagination than we could have dreamed of. But there's another great reason for us to continue this campaign. Results from the world's biggest 4-day week trial have concluded that workers who work according to the 100-80-100 model (100% of the pay for working 80% of the time whilst delivering 100% of their usual output) are happier and less stressed. That's because they used their extra day in meaningful ways, either connecting with friends, volunteering, spending it with family members and/or getting more exercise. This led to a mountain of positive outcomes. For businesses, workers were reported to be more productive, absenteeism went down, and more people applied for jobs. For the workers themselves, there was more time for socialising, volunteering and spending time with their children. They also saved money on lunches, commuting and childcare too.

An extra day off per week gave people in the trial the time to exercise their agency and more freedom to choose how they spend that time. As a result, they ended up embracing some of the ideas in the #CitizenFriday campaign such as exercise, sharing, connection.

So how about this for a call to action? Can we continue the #CitizenFriday campaign and use it to encourage more people shop less and citizen more? How about using it to convince more workplaces to adopt the 4 day week? This would allow workers the time, headspace and agency to choose how they spend more of their time. If you want to adopt the #CitizenFriday hashtag for these purposes, it's all yours.

CITIZEN COLLECTIVE

Citizen Collective is a free global community.

Together, we believe that all of us are smarter than any one of us and that the best way to tackle the challenges of our time is by harnessing the ideas, energy, and resources of everyone.

This is a community of like-minded individuals and organisations who are bringing the citizen story to life. Whether you're already "citizen-ING" in the real world or just beginning your journey, you'll find support, inspiration, and tools to take action.

Here's what you'll get as part of the Citizen Collective

- A dynamic Discord community with channels and forums for meaningful conversations.
- Regular Citizen Spotlight calls to share stories and spark new ideas.
- Engaging online workshops designed to inspire action.
- A vibrant book club diving into books that fuel our collective imagination.
- Plenty of opportunities to shape what this community becomes.
- Everyone is welcome—come with an open mind and a supportive spirit, and join us as we learn, lead, and grow together.



"It's happening in local communities all over the world, in workplaces and professional communities across sectors, even in whole national and local governments..."

What's become clear is that this energy COULD create a very different future to the default dystopias that seem most likely from the headlines of our times - if we can connect it up, learn from one another, and make the whole more than the sum of the parts.

That's what Citizen Collective is intended to make possible - for all of us who are trying to do this work, trying to build this future, to be able to see that we're not the only ones, and to be able to learn from one another as we do it.

To be very clear, the idea here is NOT to try to be the one and only place where these needs are fulfilled, to be exclusive in any way, or to brand anything or anyone in this community with the word "Citizen" (unless they find it helpful!).

Instead, it is an offer of space and support in a community of practice, where we can find inspiration, ask questions, tell stories, build community, and learn from one another." Jon Alexander

GET INVOLVED



“

IT'S THE ACTION, NOT THE FRUIT OF THE ACTION, THAT'S IMPORTANT. YOU HAVE TO DO THE RIGHT THING. IT MAY NOT BE IN YOUR POWER, MAY NOT BE IN YOUR TIME, THAT THERE'LL BE ANY FRUIT. BUT THAT DOESN'T MEAN YOU STOP DOING THE RIGHT THING. YOU MAY NEVER KNOW WHAT RESULTS COME FROM YOUR ACTION. BUT IF YOU DO NOTHING, THERE WILL BE NO RESULT.

MAHATMA GANDHI

RETHINK



RETHINK FROM PARALYSIS TO PURPOSE: THIS IS THE DAWNING OF THE AGE OF AQUARIUS.

OR WHY WE NEED TO USE THE NEXT 19 YEARS VERY WISELY.

OLIVIA STAMP



“

YOU'D PROBABLY WANT TO START STRENGTHENING YOUR LOCAL COMMUNITIES AND NOT WAITING FOR NATIONAL GOVERNMENTS TO DO IT. YOU'D BE ESTABLISHING MUTUAL AID SOCIETIES AND BUILDING COMMUNITY-LED INFRASTRUCTURE. YOU MIGHT BE WORRYING A LITTLE BIT LESS ABOUT THAT EMAIL SITTING IN YOUR INBOX THAT YOU DON'T WANT TO REPLY TO.



Anyone who knows me personally knows that I've got a complicated relationship with astrology. Please don't instantly unsubscribe - bear with me on this one.

On the one hand, my logical, rational and Westernly-educated brain thinks that it's all nonsense, and that it's embarrassing to give it the time of day.

Then there's the part of me that thinks that it might well be nonsense but if it can help you to reflect on your life, choices and relationships then maybe there's a place for it (presuming you don't let it dictate all of your decisions).

Then there's the part of me, a part which has only emerged relatively recently, that says: ultimately humans are just a bunch of atoms thrown together for a period of time. We think we understand where these atoms came from but we're not really sure and maybe, just maybe, there's more in heaven and earth than we can possibly understand. I'm not religious so I'm using heaven as a bit of a catch-all here but the point stands: I guess we'll never really know.

So maybe, if we'll never really know, we could entertain for a moment that there might be something in this whole 'Age of Aquarius' shebang.

For those whose social media algorithms aren't feeding you this information already (and I imagine that's most of you who aren't white queer women): last Thursday, Pluto moved into Aquarius for the first time in over 200 years. To understand what this means, I took to reddit, where someone helpfully explained that the Zodiac signs (i.e Aquarius in this case) are like the wallpaper of the sky, so all this means is that Pluto has moved to a new part of the wallpaper.

Supposedly, Pluto is a planet of metamorphosis and change as well as of power and truth. Aquarius is about paradigm shifts and breakthroughs and embodies communal and societal progress through a process of individual truth seeking. So when you put them together you get a powerful vision of collective liberation through the mechanism of examining our own personal relationships to what currently exists within us and around us. And questioning all of it.

Whether or not you believe in astrological ages, I think that sounds pretty fun.

And last time this happened, we had the French and American revolutions and the beginning of the Industrial revolution, so go figure (and no, I'm not going to get into all the less than ideal things that came from those events, or at least not right now).

So, whether this incoming era is defined by the stars or by our rapidly collapsing systems, one thing is becoming increasingly clear: we have about two decades to fundamentally reshape how we live on this earth.

We're in real trouble

I often say to my family, friends, acquaintances, and, let's be real, to almost anyone I meet, that I don't think most people realise quite how much trouble we are actually in (yes, I have been a real hoot at parties this year).

Sure, we like to throw around terms like "climate crisis", "societal collapse" and one I heard on a podcast last week: "late-stage capitalist hellhole", but I don't think that most of us, myself included, have truly grasped what these terms mean. Which is probably fair enough because it's quite difficult for the human brain to comprehend and when we do try, it's deeply painful and overwhelming.

WHAT I WANT TO BE ABLE TO SAY TO HIM IS, “I KNEW. AND I REALLY TRULY TRIED.”

And yet, we do have a responsibility to try. Because until we do, we won't make the necessary changes to ourselves and our societies to mitigate the worst of the oncoming collapse. Sadly, I do now think we're at a stage where collapse is inevitable and what we need to work towards is doing all we can to minimise harm to existing and future inhabitants of the planet. Some may disagree with me on this and that's great, I'd love to be shown alternative visions of the future. But for now I think we need to embrace and understand the urgency of the situation with our eyes open.

We look set to enter into catastrophic environmental collapse within the next 20-25 years [according to the IPCC](#) (the Intergovernmental Panel on Climate Change, an organisation you should definitely know about if you don't already), if we don't rapidly adapt or overhaul our existing systems.

Relatedly, in something that should have been front page news across the world, [scientists have claimed](#) that we have now breached 6 of the 9 [planetary boundaries](#) that are essential to sustain human life on earth.

We have also just witnessed the election of an authoritarian populist septuagenarian to one of the most powerful positions in the world, as well as a recent [legal amendment](#) from Russia that makes it much easier for it to deploy its nuclear weapons.

Yikes.

If we truly understood what this meant for ourselves, our children and our grandchildren I believe we'd be completely unable to continue with business as usual. I think we might be tearing down the physical manifestations of overconsumption and rampant exploitation with our bare hands.

And yet we continue in our cognitive dissonance of consuming images of the Atacama desert filled with fast fashion outcasts whilst simultaneously buying ourselves new clothes, because surely a few new coats and dresses here and there can't really hurt.

Which brings me to my real point, which is that there is so much possibility for change if we can just start to imagine and then live beyond the system that we've grown up in. But this is going to take work: it's not enough to sit there wringing our hands saying that it's all too late. There are real people and real beings that are going to bear the cost of the decisions we're all making today and it's not looking pretty for them. Or, indeed, for us: if you're alive today and under the age of about 50, it's likely that you're going to look back in 30 years and think “god I wish I could go back 30 years and do things differently”.

The pivotal moment for me was when my first nephew was born, 3 years ago now.

Let me be clear - I have infinite respect for parents today who are juggling the immense challenges of raising children within our current system. They're already doing the hardest job there is. This isn't about judgment or shame - it's about all of us, in whatever way we can, trying to create a better world for these children we love.

And for me personally, I just couldn't imagine looking my nephew in the eye in 20 years and saying “yes, I knew how bad it was but I didn't really want to know because it made me sad. So I carried on taking flights for weekend getaways multiple times a year, buying things I didn't need and sticking my fingers in my ears pretending that someone else was going to come along and fix things.”

What I want to be able to say to him is, “I knew. And I really truly tried.”

Trying does matter

In no way am I saying that I am doing a great job of trying: I am a hypocrite in many ways. I do things imperfectly. I spend a lot of days not doing many things at all. And I know that 99.99% of the world does not have the time, space and privilege that I do to try and forge a new path and imagine things differently.

However.

GIVEN THIS, FRANKLY ALARMING, TIMELINE, WHAT IF MORE OF US DECIDED TO JUST STOP PLAYING BY ‘THE RULES’? IF YOU KNEW, FOR SURE, THAT YOU WERE NOT GOING TO BE ABLE TO BUY YOUR DREAM HOUSE; THAT THE JOB YOU’RE CURRENTLY IN WON’T EVEN EXIST IN 10 YEARS; THAT MORE AND MORE OF YOUR FRIENDS WILL STOP JOKINGLY TALKING ABOUT LIVING IN COMMUNES AND WILL ACTUALLY START DOING IT: WHAT WOULD YOU DO DIFFERENTLY NOW?

You'd probably want to start strengthening your local communities and not waiting for national governments to do it. You'd be establishing mutual aid societies and building community-led infrastructure. You might be worrying a little bit less about that email sitting in your inbox that you don't want to reply to.

Maybe you'd want to start learning some key skills that might become necessary: how to grow food; how to maintain and repair what we already own; how to heal ourselves and each other by understanding and reconnecting with nature.

As I've said before, I'm not suggesting everyone needs to quit their job tomorrow or move to an eco-commune. The changes we need will look different for everyone based on circumstances, responsibilities, and resources. What I am suggesting is that we all need to start somewhere: maybe it's learning one new skill, joining one local group, or just beginning to question the assumptions we've built our lives around. The key is to start moving in a different direction, however small those first steps might be.

And to take those steps right now.

And the great news is that there are thousands and thousands, if not millions, of people all over the world who are already doing all sorts of incredible and inspiring things. We just need to amplify their voices, their projects and their knowledge so that more of us can get involved.

Look at [Re-Action Collective](#) and their mission to challenge the status quo with community-based circular solutions for the outdoor industry. For the second year running they're getting [#citizenfriday](#) trending as an antidote to the consumerist nightmare of 'Black Friday', where instead of buying things at a fake discount, they want us all to: share, repair and get out in the fresh air.

Or take the wonderful humans who created [Trust the People](#), who offer an incredible course (that I've just completed) to teach and empower community builders committed to building a real democracy from the grassroots up.

Examples like these mean that my social media and LinkedIn feeds are now full to the brim with people working for a fairer, greener and more conscious and connected world.

As well as just a teeny bit of astrology.



Photo Credit - [Tereza Cervenova](#)



“THE SINGLE BIGGEST THING I LEARNED WAS FROM AN INDIGENOUS ELDER OF CHEROKEE DESCENT, STAN RUSHWORTH, WHO REMINDED ME OF THE DIFFERENCE BETWEEN A WESTERN SETTLER MINDSET OF “I HAVE RIGHTS” AND AN INDIGENOUS MINDSET OF “I HAVE OBLIGATIONS.” INSTEAD OF THINKING THAT I AM BORN WITH RIGHTS, I CHOOSE TO THINK THAT I AM BORN WITH OBLIGATIONS TO SERVE PAST, PRESENT, AND FUTURE GENERATIONS, AND THE PLANET HERSELF.” DAHR JAMAIL

WHAT STORY DO YOU WANT TO TELL?

So I'm choosing to buy into the Age of Aquarius. Whether you'd rather be guided by stars or science, or both, we're being called to examine our individual relationships with truth and power, while simultaneously working towards collective liberation. And by the estimates I've seen, we have about 19 years to do it.

Over the next few weeks, I'll be exploring:

- How we lost our ability to imagine futures beyond our current conception of global capitalism (and how we might get it back)
- The cognitive dissonance that keeps us trapped in harmful patterns
- How different philosophical traditions might help us think beyond the Western frameworks that got us here
- The relationship between personal and collective healing as we try to exist in these transformative times

Because if Pluto in Aquarius really does herald an era of radical change - just as it did with the American, French, and Industrial revolutions - then this time we better make damn sure we're steering that change in the right direction.

For now though, I invite you to sit with these questions:

- What would you do differently if you knew for certain that everything was going to change beyond recognition within two decades?
- What skills and relationships would you want to build?
- What would truly matter to you?

And what story do you want to be able to tell that grown up baby boy when he looks at you and says: "what did you do?"

Olivia Stamp - On a learning journey to understand the complexities of the polycrisis, hoping to inspire actionable and accessible steps towards prioritising human and planetary health.



PLAY (INSPIRED BY A CALL WITH GAV)

BY JAMIE PROW

REGENERATIVE STEWARD

CAN I PLAY OUTSIDE?



In the fabric of my youth, one resounding question echoed: “Can I play outside?” Those were joyful days of boundless exploration, where even the most inconspicuous treasures—a backyard stick or drifting leaves—beckoned with the promise of adventure.

Nestled within a rural community, I was blessed by the nurturing embrace of a close-knit group. Trust flourished, birthing a band of what could aptly be described as “wild” or even “feral” children, meandering through woods, mud, grass, and oceans. Beneath starlit skies, we shared fireside tales woven together by shared experiences, overseen by watchful guardians who, in our youthful exuberance, formed a loving community around us, seeing reflections of their own bygone days of play.

Amidst the peak of my playful escapades, a tiny island, untouched by the march of time, became a cherished refuge. There, my family and I embarked on regular pilgrimages, camping, fishing, and reveling in the untamed splendor of nature. A singular memory remains etched in my mind: a trek with my father to the island’s highest point, where he ceremoniously crowned me “protector” of its realm.

Yet, as the years unfolded, the vibrant hues of play began to fade. Our adult responsibilities encroached, schooling tempered our spirits, and societal norms nudged us toward the path of conformity. The symbolic crown of childhood gradually yielded to the weight of societal expectations, its once-potent magic waning in the face of growing obligations and social pressures.

Transitioning from the unencumbered joys of youth to the roles of worker and consumer, we found ourselves ensnared by the trappings of a mechanised society. Innocent delight gave way to the relentless encumbrance of success and status. We burdened ourselves with quantifiable tasks, transforming play into toil, and sacrificing the innocent wonder of fantasy and imagination upon the altar of productivity. We turned play into work, giving ourselves mountains to climb, goals to score, tasks to tick, rules to follow, equipment to buy and questions to not ask.

But amidst the noise of adulthood, the enduring spirit of play endured—a gentle refrain in life’s grand orchestra. It nestled within the recesses of our souls, a silent testament to the enduring magic of childhood.

Let us, then, return to the sun-drenched meadows of our youth, where laughter flowed freely and creativity knew no bounds. In the unbridled whimsy of childhood play, we unearth not only fleeting moments of joy but also a pathway to our truest selves—a sanctum where dreams flourish.

In heeding the siren call of nostalgia, we can rediscover the innocence and wonder that lies dormant within us. In the embrace of play, we uncover echoes of the past and the very essence of our being—a melody as timeless as the rustle of leaves and the simple joy of a stick in the yard. Armed with these rediscovered tools, we can reclaim our narrative from the clutches of consumerism and embrace our rightful place as citizens and stewards of the natural world.



Photo Credit - Alex Fish

Rekindle the flame of play and innocence; embrace the simple pleasures that truly nourish our souls. Let us give ourselves permission to ask, **“Can I play outside?”** and answer with a resounding Yes—the kind of confident, curious Yes that our inner child knows so well! And when we do, let us play as citizens, not consumers.

Jamie Prow - A frequency far beyond business as usual.

FINDING MY SIMPLE

TEREZA ČERVEŇOVÁ

I am an artist. Today, I'm sitting in my studio in West London, facing a wall filled with images I've been creating for more than six years. The story behind them is about one woman's life—but through that one life, it speaks to the lives of us all. One day, I hope to share this story and contribute to a broader conversation about women's lives. Our lives. Our rights, our voices, our relationships, our safety, and our freedom.

Just like in nature, we are all part of a larger ecosystem, influencing one another. It doesn't make sense to close our eyes to other struggles, pretending they exist in isolation from the ones closest to us. And the fight for women's rights is intrinsically connected to the fight for climate protection and justice.

I just watched the film *ACTionism*, where 18-year-old Ellie shares her journey—from reading the book *Citizens* to finding the courage to reach out to its author, Jon Alexander. That simple act of daring, along with her honesty about fear and feeling lost, set her on a path to discovering her role in the movement. Ellie's story is yet another reminder that no matter how young, small, or ill-equipped we might feel, one simple act of reaching out can mark the beginning of another life—the life we hope and dream to lead. A life of joy, inspiration, connection, and impact.

"We don't have to do it all by ourselves," Ellie says in the final scene. Even through the screen, there's a palpable groundedness in her as she comes to understand that sharing the load doesn't just make things easier and more fun—it makes them more effective. She has found her place and her people, and with them, a clearer vision of how she wants to embody the change she hopes to see in the world. It's that 'simple'.

But what if our 'simple' doesn't come easily? What if 'our people' are still somewhere else? And what if our 'simple' isn't so simple after all?

Watching the film brought back memories of some of the best days of my 2024. Inspired by my partner—a climate educator and organiser—I lived last year differently. And I saw that living differently is not a life of loss or sacrifice. It's simply a different way of seeing. It's about rediscovering joy in places we stopped looking for it and in ways we had forgotten to. It's about a shift in perspective—where the 'simple' is actually incredibly rich, beautiful, meaningful, and life-changing.

Yet, simplicity in times of crisis is a deeply complex goal. And as we navigate a path where challenges are more interconnected than ever, we will need different routes, different solutions.

The fight for climate justice cannot exist without the fight for racial, gender, and faith equality. It cannot do without intergenerational and Indigenous wisdom. It cannot do without play and imagination. Activism cannot exist without art, nor can art exist without activism. Both bear the responsibility of reflecting the world back to us—posing important, often difficult, questions. For both artists and activists alike, the time to work is now.

"This is precisely the time when artists go to work. There is no time for despair, no place for self-pity, no need for silence, no room for fear. We speak, we write, we do language. That is how civilisations heal." — Toni Morrison





DESIGN FOR NATURE

REBECCA EVANS

UTILIFOLK

I've spent the last 20 years of my career designing functional clothing – mostly for the outdoor industry. More recently I've also been working in education; helping upcoming generations of designers get to grips with designing for function and purpose.

I've learned a lot and seen many changes in the outdoor and performance apparel world. Now, being involved with the Re-Action Collective, I've taken some time to really consider how I want to work and interact with the system, and if it is even a system I really believe in.

Designing gear for the outdoors is different to designing fashion.

But designing kit for outdoor professionals is not the same as designing gear for the general public. Most people who enjoy outdoor sports are generalists. Within that 'generalist' description, there are many ways to differentiate between different end users.

Many authentic outdoor brands began because an individual wanted to create gear to meet their own specific needs.

It's why some brands are associated with mountains, some with trails, some with travel and some with the ocean. Somewhere along the way I think 'we' have lost sight of what's important. We are caught up in chasing higher performance stats, whilst brands create impressive or novel innovations for the sake of marketing and profit. Creating product that meets genuine functional needs and really helps a person get out into nature in a safe and comfortable way has gone by the by.

There will always be a need to cater for the the experts, for those professionals who are out (often working) in extreme environments. I see that as its own sector.

But what if we address the majority user, the generalist citizen? What if we were to take a different approach to the outdoor clothing we create for them?

What if we asked...

- What motivates you to get outdoors?
- What do you want to experience?
- How do you want or hope to feel?

I wonder what garments and products we would end up with and what materials we would choose.

If you live in the UK it's pretty customary to talk about and complain about the weather, but personally, I actually quite like the weather, and I mean all the weather!

I'm not keen on days on end of howling wind and rain, or dreary grey skies, but with the exception of those conditions that tip into the extreme and the potentially life threatening, I can, for the most part appreciate all the elements.

Like most people I love to feel the warm sun on my skin.

But also I like to immerse myself in cool water.

Sometimes I even like to immerse myself in cold water – I love the tingling skin feeling it gives me and how alive that makes me feel, even better if that water is salty!

I also like to feel the breeze, to feel air moving around me.

I really enjoy that feeling of being in open space and leaning into powerful wind and the experience of a blustery coastal path and getting just a bit blown about.

I enjoy running in the rain.

Even more if it's an out-of-the-blue downpour where you literally have no hope of sheltering or staying dry.

I don't mind rain generally, at least not when I'm out in nature. I love the smell of a rain soaked forest.

I also like cold crisp air on my face.

Cold, warmth, wind, rain, snow – all of the weathers. Being able to actually experience them all makes me feel alive.

So I wonder why so much of the gear we are sold to help us 'get outdoors' is concerned with shielding us from the weather, drastically reducing our experience of it.





“BUT THINGS ARE DIFFERENT NOW, AND WE SHOULDN’T JUST DO THINGS ONE WAY BECAUSE THAT’S HOW THEY’VE ALWAYS BEEN DONE.”



Photo Credit - Gwilym Thomas

In the race to create the kit with the highest of performance and protection levels we’ve found ourselves using a myriad of synthetic materials, chemical treatments and technologies. This, despite the fact we now know them to be harmful to the environments we set out to enjoy.

We are also in a situation where people’s expectations of what their clothing can and should do for them have reached considerable heights. They are not necessarily linked with any realistic view of how they are used out in the environment or how they could, or should interact with other garments and equipment.

Obviously I don’t want to spend long periods of time being very cold or very soggy. Equally I don’t want to be out in blazing heat without protection or shade. So I’m not suggesting for a minute we should head out to climb Ben Nevis in flip flops and swim shorts in winter. Nor should we ditch all we know and have created to this point just to start again.

But things are different now, and we shouldn’t just do things one way because that’s how they’ve always been done.

We know so much more, we have access to a whole host of research and information. We are developing new technologies and have an extensive selection of materials and potential solutions to explore and use.

So perhaps, moving forward, we can adopt a more realistic view of the levels of activity we will undertake and the weather conditions we’re genuinely likely to experience. Perhaps we can consider how we want to feel in the outdoors and dress accordingly.

Perhaps that will mean that we can and will embrace some of the elements rather than just armouring up against them.

Perhaps that can be part of Øutdoors 2.0?

IDENTITY CONSUMERISM

PLUG-AND-PLAY AESTHETICS AND THE LONELINESS EPIDEMIC

BY ISABELLE DRURY

Hey guys look at this photo of me and tell me what I could change to improve my face? What surgery would make me look prettier? I'm not fishing for compliments, I really want people on the internet to tell me how to improve my physical beauty, I do not think this will end badly at all. Do you think I have a high or low face weight? Do you think I suit gold or silver jewellery better? Do you think I have doe eyes or fox eyes? What colours suit me best? Am I a soft summer or a warm autumn? Can you help me figure out what kibbe body type I am? What aesthetic would suit me best?

These are all things people have genuinely asked strangers for answers on TikTok.

We've been concerned with their looks and asking people for opinions about the way we present ourselves for a long time but to me this feels different.

In less than two decades we've jumped from reading magazine articles on the best eyeshadow for our eye colours to posting cutesy videos of ourselves welcoming strangers to give the harshest advice on our looks. Asking them to aid us in forming some of the deepest parts of our identities.

I think this goes deeper than thinking about our looks and worrying about how others perceive us. (Did people used to worry about being PERCEIVED so much before the internet?) Clearly, these minor obsessions about our looks are distractions. Whether it be a distraction we give ourselves from the major problems going on in the world, or a distraction fed to us so we don't peer too deeply into the bigger fucked-up things going on.

Now I feel the reason we're so obsessed with this is because we lack any personal identity anymore.

We don't know who we are or where we fit so we find solace and 'community' in these places, in the way we look, in our comparisons with others who look similar. In the clean girl, cottagecore, hygge, art hoe aesthetic. We crave an identity so badly that we build one around the tone of jewellery we prefer to wear and the shape of our bloody eyes.

It's not just the way we dress that is influenced by these aesthetics, they seem to spread across whole lifestyles. The classic clean girl aesthetic had a deluge of videos across TikTok and YouTube giving guidance on how to be a 'clean girl'—we seem to cling onto these identities as a guide on how to live our entire lives.

This is something I find especially interesting because in the 21st century, the majority of us lack clear guidance on how to live our lives. These aesthetics provide a compass—albeit a shallow one—for creating an identity in an increasingly lost society.

In Tyson Yunkaporta's new book *Right Story, Wrong Story* he writes about how in his Indigenous culture, they find their identity in relation to other people. "In our Aboriginal communities, when people first meet you they will often ask 'Who owns you?' That doesn't signify a property relation—it is all about what groups, pairs and lands you belong to in your relationship, which are governed collectively. Belonging and ownership mean something completely different from possession in our world. It means being in relation to family and community and place. Your belongings are not your property, but your connections."

In the Western world, it seems our identities are nothing but our belongings.

Even if we look at the types of identities we used to form around us in the 60s, 70s, and 80s, they feel different. Though these were often still based around clothing, music, and cultural moments, they were more hard-earned, taking time to build upon and grow.

Now it doesn't take months and years to build these identities up anymore, you simply fill your cart on Shein with the right clothes, find a fitting Spotify playlist, make some friends on TikTok and suddenly you are THAT person, part of this new identity group. Something some has achieved in mere days.

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IN THE WESTERN WORLD, IT SEEMS OUR IDENTITIES ARE NOTHING BUT OUR BELONGINGS.

Our clothes, jewellery, and makeup are so disposable that visual identities that meant something powerful in the past are now plug-and-play. I've come across countless punk rockers who are dressed head to toe in fast-fashion, slave labour clothing, or those who don hippy, new-age clothing but are not-so-secretly part of the alt-right.

Our identities—and how we present ourselves to the world—are so easy to buy and shift that it's almost as if we struggle to have any sort of identity at all.

I really hate criticising teenagers having fun—there is way too much of this online. I am not writing this from a place of shitting down on these people. I have been in their exact position. I have been swallowed by fandoms and aesthetics and found friendships, inside jokes, and community inside of these places. A community I struggled to find anywhere else.

But, it's not harmless fun anymore—which is where the problems begin.

These disposable, pick-and-choose, swap-in-and-out aesthetics celebrate an eye-watering amount of consumption. There are TikToks posting hundreds of dollars Shein hauls for the aesthetic of the moment, aesthetics that cycle in and out on a weekly basis.

Our consumption of clothing from fast fashion brands like Shein is choking the planet. Investigators found Shein added between 2,000 and 10,000 individual styles to its app each day between July and December of 2021.

It's well documented that fast-fashion clothing is of incredibly low quality, and most end up in landfills across the Global South, taking over 200 years for the materials to decompose. We can see mountains of textile waste from space—and it's only getting bigger.

And if we're talking fun... are those who are buying this clothing at such a rapid pace actually having fun? Because 40% of British teenagers say images on social media have caused them to worry about body image, and 61% of 10 to 17-year-old girls have low self-esteem.

Our identities form our communities, and we're clinging on because loneliness is currently a global health concern. It's hard to quantify 'loneliness' but surveys that have tried found globally 1 in 4 young people feel guilty, and in the US 52% of people regularly experience loneliness.

How can we unhook the claws that the industrial consumer society has wrapped around us?

I believe it goes beyond simply being happy in the way you look. Of course, contentment in our lives and appearances means we will consume less, but this goes a little further, we must discover different ways for people—especially young people—to find connection, identity, self-worth, and even joy in non-consumerist ways.

What does this look like? I can't tell you because I have yet to find the full answer myself. But in my experience of trying to slowly piece together a life of contentment and connection, a life of joy outside of consumption, it's about collecting little moments in the cracks of daily life.

I find a sense of self-worth in my hobbies. Identity in the things I create from my hands, in how I treat others. Community in group sports or activities with friends, in showing up when no one else is. Joy in nature and stories and laughter.

I'd love to say none of this 'identity consumption' pulls me in anymore, but it'd be far from the truth. From time to time I still find my fingers twitching towards my old Pinterest boards, I will drown in a spiral of 'find your colour season' and 'the best clothes for your body type' videos, I stare at the product page of a mascara that promising life-changing results and contemplate whether £80 is really that expensive.

These are beliefs and pressures we have to realise, understand, and unpick one day at a time.

Isabelle Drury- The world is currently a big ol' weird, scary place right now. I research, read and learn because I'm trying to make sense of it all without falling into a pit of doom and gloom. I'm trying to find some sanity and I share my thoughts so you can, too.





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I FIND A SENSE OF SELF-WORTH IN MY HOBBIES. IDENTITY IN THE THINGS I CREATE FROM MY HANDS, IN HOW I TREAT OTHERS. COMMUNITY IN GROUP SPORTS OR ACTIVITIES WITH FRIENDS, IN SHOWING UP WHEN NO ONE ELSE IS. JOY IN NATURE AND STORIES AND LAUGHTER.

REFLECTIVE QUESTIONS

BY RAMANDEEP NIJJAR

After watching or reading something, I like to take a bit of time to reflect. Often, I think this is helped by posing some questions and thinking about how I can act.

So, here's a few things that came up for me after watching the film and reading the handbook.

1. What does being a citizen mean to me?

That I am an individual but we can ALL collectively do something to make a positive impact in the world. If we start by doing something small, then collectively the impact we make will be far greater. The choices I make, and the actions I take, all make a difference but I get to decide what type of difference it makes.

2. What are three things I learnt from reading the handbook?

- That there are many dedicated, compassionate individuals making a positive difference to society in a range of ways.
- When beginning a project, try and find others to do it with. You will all have different skills and strengths, that you can bring to the table. And importantly you can support each other.
- Be innovative, be creative, do not be afraid to think outside the box as that is often when the best ideas form. And act with joy!

3. Who is the one person I can share the handbook with?

I'm going to share it with everyone I can. You just do not know who it will benefit, and what connections it might help form. I am keen to help shift the narrative from one of fear, to hope and optimism, so more people are inspired to act.

4. What is one action I can take?

I will continue to develop my skills and share resources and opportunities that align with my values so more individuals can harness their enthusiasm and potential effectively. To allow us to collectively heal our world.



Ramandeep Nijjar is a third year zoology student at the University of Reading and is currently undertaking her placement year with the Global Rewilding Alliance.

She is currently a key organiser and spokesperson for UK Youth for Nature, a trustee for the Birmingham and Black Country Wildlife Trust, a youth representative for the British Trust for Ornithology, an ambassador for Nature Positive Universities and part of the team for the youth storytelling podcast '[Generation Nature](#)'.

"And a valued citizen within the Re-Action community. Always sharing excellent ideas, support and contributions on the Re-Action Citizens Discord channel." Gav



THE POWER OF US: TRANSFORMING CITY LIFE

BY RIC CASALE

We live precariously in an unsustainable twenty-first century global economy and an unstable environment. And yet our true calling to lift these shadows is deadened by our collective fear of breaking a broken system. The antidote is to do what we can to change the immediate world around us; to create a new narrative of hope with roots in the place where we live.

Human habitat that comprises of urban neighbourhoods that aggregate into cities is every bit as important to the environment as natural habitat. Over half of the world's population is urban, and the estimation is that over two billion more people will live in cities within the next thirty years. This momentum is potentially Earth shattering; there is no sustainability without urban places that limit their environmental impacts.

Here's the good news and the paradox: the single biggest cause of our planetary overshoot – the urbanisation of humanity – is potentially the principal solution to the problem of human survival. For in truth, we never lost our connection with nature by moving into towns and cities, we just forgot about it for a while.

By sheer density, urban populations are the biggest producers of greenhouse gas emissions, pollution and waste. By virtue of compact living, they also tend to be the smallest producers per capita of all this bad stuff. They can be a hotbed for solutions too: cities exist to eliminate the transport costs for people, goods and ideas. When things are close by it's easier, not harder, to reduce and reuse things; to get around on mass transit or by foot; to generate and use renewable energy locally.

A fundamental reorganisation of the way we produce, consume and cycle resources could support our entire urbanised population, but it calls for systemic changes that include focusing on usage rather than ownership; widespread dematerialising; and remanufacturing. By its very nature, operating within a circular economy reduces the waste we produce, reduces the environmental impacts of production and consumption, and reduces the demand for new stuff – without reversing prosperity. Apparently, we can have our cake and eat it, provided we know when we are full. When we believe there is no such thing as waste. When we sacrifice glut for comfort, and choose to do more with less. As places where consumption is most concentrated, cities amplify the demands and pressures but are also uniquely placed to lead the transition. The ecological genius of the city enables us to live better – while consuming, wasting and polluting less.

Sound too improbable to be true? Take a look at the 'circular city' district of Buiksloterham; it's just one example of many, and on a path to becoming fully circular this year. This urban area in Amsterdam is a former industrial waterfront that was home to an aeroplane factory, oil refinery and shipbuilding. A group of citizens and planners took over when developers pulled out and, in the spirit of collaborative urbanism, developed a proposal for the district to become the model for a new circular economy.

These city-making locals will make you smile: fully renewable energy supply, zero-emissions for local mobility, full resource recovery from waste water. Zero-packaging food co-ops deliver fresh produce to residents twice a week through the local collection point. Residents and businesses recycle everything, from waste cooking oils to plastics to electronics. Almost half of all buildings have some form of green roof or green wall for water buffering; all of them have multi-functional roofs for both energy generation and water retention. 'Time banking' has opened up a dynamic, parallel economy where citizens trade skills in addition to exchanging money – not only providing an essential exchange of expertise but also strengthening community and civic participation.

The opportunities for regenerative urbanism are limited only by our imagination. The renewable energy of people is everywhere. The next step begins here and now with you, wherever you live, in what you think and how you find new meaning and purpose in your actions.



'Civic Revolution – A Citizen's Guide' by Ric Casale. Listen to the free audiobook on the [Carbon Copy Podcast](#), wherever you get your pods.

WORSE THINGS HAPPEN AT SEA

WHY I QUIT MY JOB TO SAVE THE WORLD

BY SIMON DONOVAN

They say “worse things happen at sea,” but watching *Seaspiracy* on Netflix in the spring of 2021 made me realise just how dire the state of the fishing industry really was. Fishing clearly had critical sustainability issues, and if fish wasn’t a viable alternative to meat then I had to question continuing to eat either. Deciding to become vegetarian was the first of several course changes along my journey into sustainability.

Roll forward a year, and ESG (Environmental, Social, and Governance) considerations seemed to become an increasingly central focus for businesses. The company I worked for introduced the opportunity for employees to become “Sustainability Champions” alongside their existing roles and I jumped at the chance. While most of my work to date had been in digital technology and e-commerce, I had been heavily involved in systems that captured product data. I knew this was becoming increasingly relevant as businesses focused more on emissions reporting and I figured I had experience and insights that could help. Around the same time, I actively started to re-engineer my LinkedIn feed to start following top sustainability voices.

Heading into the storm

I’d had a copy of *Doughnut Economics* sitting on my shelf for a while, but I never got around to reading it then, on the journey home from holiday in the summer of 2023, I listened to Kate Raworth talking about Donella Meadows ([BBC](#)) and her contribution to systems thinking and the book, *Limits to Growth*. That these concepts had been around since before I was born was enlightening and somewhat shocking at the same time..

Amongst the other unread books on my shelf, I finally got around to reading *How the World Really Works* by Vaclav Smil, which outlined the scale of the challenges we face from a resource and energy perspective. This was quickly followed by *Cascades* by Greg Satell, which presented the idea that what’s needed to drive transformational change is the power of small groups that are loosely connected but united by a common purpose.

Shortly afterwards I attended my first **People, Planet, Pint** meet up in Leeds; It was a fantastic way to connect with like-minded people from the local region in real life. The early shoots of my future network sprung from that and future meet-ups.

Then towards the end of 2023, I picked up a recommendation for Jem Bendell’s *Breaking Together* ([link](#)) which introduced me to the concept of collapse awareness—the understanding that systemic breakdowns in our environment, economy, and society are not just possible but already underway. This shift in perspective and adopting a “when, not if” worldview threw already existing problems into much sharper focus.

Deciding to jump ship

As my awareness of the world’s wider problems continued to grow, progress on sustainability in my professional career seemed to be not just at a standstill but actually sliding backwards. It became increasingly apparent that the gap between what was needed and what was actually happening in the business was becoming a chasm. By February 2024, I came to the conclusion that every additional day in the office was another day not maximising the impact I felt I could be making elsewhere.

A three-month notice period later, I jumped with both feet into the world of self-employment. I left the corporate business world on good terms, but not without some honest critiques of the “sustainability by incrementalism” approaches being adopted.

After 30 years of full-time work, I had planned a short break—but there was too much to explore. The sheer number of opportunities and the urgency of the challenges I had been exploring made it impossible to sit back. When you have full control over your working hours and are focussed only on projects you truly care about, work can quickly take on a life of its own.

Navigating New Waters

In the nine months since I left the corporate world, I’ve explored almost every avenue that presented itself. Joining the *Association of Sustainability Practitioners* has been a fantastic gateway into the wider community, leading me to attend the *Yorkshire Sustainability Festival*, which provided even more sources of inspiration.

September saw me diving headlong into a three-month accelerator program for ***Sustainability as the World Needs***, based on the excellent work of Alice Kalro and the team at ArkH3. Within an international cohort, we explored the radical transformations businesses need to undertake to become truly sustainable in light of the unfolding meta-crisis, along with strategies and tools to drive that change.

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BUT WE DON'T HAVE TO FIND ALL THE ANSWERS OR FIX ALL THE PROBLEMS ON OUR OWN. A RECURRING THEME ACROSS THE COMMUNITIES AND NETWORKS I'VE JOINED OVER THE PAST YEAR IS THE VALUE OF SAFE SPACES —PLACES WHERE PEOPLE CAN OPENLY DISCUSS THEIR FEELINGS AND FEARS.

More recently, after finally finishing *Citizens* by Jon Alexander, I joined the Citizen Collective to see where my experience and skills could best support this growing movement.

Finding safe harbour and setting sail again

I guess no journey into the unknown is complete without some periods of doubt on the direction of travel. Despite telling myself to trust that the right path would become clear in time, I still struggled with uncertainty. But if I've taken one thing away from some of the bigger projects I've worked on previously it's that you can't jump to the solution without first taking a look at the wider context. The only problem with that was the more you explore these issues, the easier it is to become overwhelmed by the scale of the challenge. Anxiety over the future for the world can also compound any personal fears of failure.

But we don't have to find all the answers or fix all the problems on our own. A recurring theme across the communities and networks I've joined over the past year is the value of safe spaces—places where people can openly discuss their feelings and fears. Through that support and the many conversations I've had, I've gone from a blank page titled “What can I do?” to defining three clear areas of personal focus where I believe I can help others:

- **Supporting Individuals:** Developing a holistic approach to help individuals assess where they are on their sustainability journey and signposting the most impactful actions they can take next.
- **Transforming Businesses:** Engaging with and supporting businesses to move beyond regulatory-led carbon accounting and Sustainability-as-Usual into adopting Sustainability as the World Needs (SWoN) principles
- **Building Connections:** Identifying and fostering active connections between individuals and networks to accelerate collective momentum toward the future we need rather than the future we are currently headed toward.

I now have a purpose and a roadmap for delivering on it, which includes actively working with individuals, businesses, and networks to drive meaningful change. By focusing on direct engagement, knowledge sharing, and strategic collaboration, I can help others take actionable steps towards sustainability and systemic transformation. In practical terms what does that look like? Well as one example I'm actively looking to make time for one-to-one chats with new connections where I can, sharing resources and exchanging insights. Building on each other's existing efforts and experiences unlocks the door to more rapid and greater collective achievements.



2025 has got off to a strong start; this week I delivered my first-ever leadership strategy workshop for a local environmental non-profit. Next week, I have a call with a Chief Sustainability Officer to explore how I can help a company go beyond just meeting its ESG compliance obligations. Beyond that where the currents and tides of self employment take me remains to be seen but I do know that adventure and self fulfilment await.



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I GUESS NO JOURNEY INTO THE UNKNOWN IS COMPLETE WITHOUT SOME PERIODS OF DOUBT ON THE DIRECTION OF TRAVEL. DESPITE TELLING MYSELF TO TRUST THAT THE RIGHT PATH WOULD BECOME CLEAR IN TIME, I STILL STRUGGLED WITH UNCERTAINTY.



“THE ACTING REALLY STARTS WITH FINDING THE OTHERS.” JON ALEXANDER

COMMUNITIES TO JOIN

To build the citizen story we don't have to start from scratch. We can just step in.

The following is intended as an ever expanding list of action to join. Do you have any suggestions to add? Please do using our virtual postcard found at the end of this handbook.

Co-created by Simon Donovan and Gav.

RE-ACTION COLLECTIVE Re-Imagining the outdoors. [Re-Action](#) is a collective of organisations and citizens challenging the status quo with community-based circular solutions for the outdoor industry.

CITIZEN COLLECTIVE This is a [community of like-minded individuals](#) and organisations who are bringing the citizen story to life. Whether you're already "citizen-ING" in the real world or just beginning your journey, you'll find support, inspiration, and tools to take action.

CARBON COPY Helping anyone and everyone find their people in the UK, by browsing a unique national [collection of a thousand climate action stories](#) and by discovering which of 25 big local actions works best for you and your community.

HARD ART [Hard Art](#) brings together artists, scientists, activists, and other experts to inspire and motivate.

CANTEAM Turning School Canteens into Community Hubs. [CanTeam](#) is an after-school social dining initiative co-designed with young people to bring families and local communities together over nutritious food and engaging activities. By transforming school canteens into vibrant community hubs, CanTeam creates space for connection, wellbeing, and shared experiences.

COUNTING CHANGE	Helping bookkeepers and accountants be the change we need in the world.
THE GREEN RUNNERS	A community making changes for a fitter planet. Help us win the race against the climate emergency.
NATIONAL PARK CITY	The grassroots movement for everyone making our city greener, healthier and wilder.
99P FILMS	99p Films C.I.C. is a revolutionary community interest cinema that goes beyond traditional film screenings. We create a transformative experience by incorporating mindful breathing, engaging discussions and communal feasts.
BECOMING CREW	Together we cultivate our individual and collective capacities to navigate mysterious times, to become active participants in co-creating emerging futures and grow life-sustaining communities and cultures.
GOOD RIPPLE	“A community of passionate changemakers who are ready to make a difference in the world and take action” led by founder Carlos Terol
CLIMATE MAJORITY PROJECT	Supporting citizen led climate action.
CITIZEN NETWORK	We believe everyone is equal and each one of us brings unique gifts to the world. In order for us to flourish and to tackle the big problems the world faces we need to act like citizens. Together we can create inclusive and welcoming communities where everyone can share their gifts. Join the global community here - membership is free.
MUSLIM YOUTH ALLIANCE	Creating a unified, stronger and more sustainable Muslim youth sector . Largest Muslim Youth Network in the U.K. empowering citizens to get outdoors and supporting over 10,000 young people.
NEOTISTS	A community of creatives in Huntingdonshire. We are Neotists — a collective, founded in 2014 of creative professionals from the St Neots, St Ives and Huntingdon area.
PEOPLE PLANET PINT	No agenda, workshops or webinars. Just chat over some drinks. Pop down to your local People Planet Pint to find more about what’s going on locally with sustainability and how you can get involved.
ASSOCIATION OF SUSTAINABILITY PRACTITIONERS	An International community of sustainability practitioners with a wide diversity of skills and practices, learning and acting together to create truly sustainable futures. We provide each other with the space to safely explore the challenges of this journey through mutual support and helpful connection.
WILDYA	Building a wilder world isn’t a solo journey. At Wildya, you’ll find a vibrant community of nature lovers, hands-on learning experiences, & the resources you need to transform your environmental passion into powerful action.
CLIMATE PSYCHOLOGY ALLIANCE	Exploring psychological responses to the climate crisis to strengthen relationships and resilience for a just future.
SUSTAINABLE PATHWAYS	Sustainability focussed workshop resources and community of support for facilitators. Led by Ciaran Armstrong
THE HUSTLE COLLECTIVE	A family of festivals and projects in Nottingham, including Hockley Hustle music festival and Green Hustle festival of community-led green action.



LISTENING LIST

What have we been listening to? Co-created by Simon Donovan and Gav.



THE SPACESHIP EARTH PODCAST

We host conversations with artists, writers, designers, activists, scientists, social entrepreneurs, adventurers, healers, storytellers, farmers, creative mavericks and more.

Their stories inspire us, to fully participate in co-creating more beautiful life-sustaining cultures, becoming crew on Spaceship Earth.

"I can't hit play fast enough when a new episode drops, this podcast was my soundtrack in 2024, it took me places I couldn't of have imagined." Gav



ACCIDENTAL GODS PODCAST

Our aim is to provide the tools we could ever need to understand the potential of this moment - and ourselves within it.

In a world where ideas grow faster than anything, we curate the cutting edge of neuroscience and psychotechnologies, connected spirituality and resilience, politics, philosophy and human creativity so that together, in all our diversity, we can choose a different future.



THE GREAT SIMPLIFICATION

The Great Simplification with Nate Hagens is a podcast that explores the systems science underpinning the human predicament. Conversation topics will span human behavior, monetary/economic systems, energy, ecology, geopolitics and the environment. The goal of the show is to inform more humans about the path ahead and inspire people to play a role in our collective future. Guests will be from a wide range of scientists, leaders, activists, thinkers, and doers.

“I Recommend Episode 100 with Kate Raworth as a good starting point” Simon



LOOKING SIDeways

Matt Barr's podcast examining the creative life through the lens of surfing, snowboarding, skateboarding and other related endeavours.

“Looking Sideways, has for several years been the catalyst for helping me rethink my place in the world. At the beginning I was naturally drawn to the conversations about outdoor sports. That changed as the stories about outdoor sports started to provide a lens to view wider issues. And for me, this has often been the starting point for some really critical thinking.

Matt is never one to skirt an issue, and approaches everything with a very healthy dose of nuance. Something I've really come to appreciate, in this world of sound bites.” Gav



When Patagonia made the 'Announcement' that 'Earth is now our only shareholder' I remember feeling underwhelmed.

Not due to the fact that Patagonia was challenging the status quo. They described this announcement as 'going purpose, instead of going public.' More to the point that an announcement of this scale and vision, is really just a starting point, and it received praise, with little information or substance.

What comes after is the hard work. And from where I'm stood Citizens across the globe have long begun reimagining a future, beyond Earth as a shareholder.

The 'Announcement' left me with many unanswered questions, some of which remain.

How does Patagonia decide what is purposeful?

Who and how many people get to make those decisions?

Is this just extractive capitalism, with 'purpose' bolted on?

What happens to 'going purpose' if they don't make a profit?

So, this Looking Sideways 3 part podcast series from Matt Barr was a must listen. It delves into the complicated areas of governance, legacy, philanthropy (can of worms), systems change, tax law, purpose, and much more. Once again excellent journalism from Matt.

My thoughts, energy and hopes are still drawn to the citizens and communities that I believe have gone 'beyond Patagonia.' Communities that don't need to talk about 'going purpose' as that is from where they're born, with a starting point that isn't extractive.

GAV



REBEL RISING - ALBERT JONES

Al's music is the soundtrack to Re-Action. From the very beginning playing live music at 'Fix It' events, to lending the track 'Carrying the Weight' to the ACTIONISM soundtrack.

Al's latest release is Rebel Rising

"It's about trusting your instincts and following your authentic self. For me, that means becoming active rather than passive. Becoming part of the conversation, rather than just observing it. If necessary, it means calling people out and creating debate. Communication, and storytelling matters and is the only real way, for us to collectively shape a future."



THE SHIP - BRIAN ENO

Fickle Sun (iii) I'm Set Free

I've been set free and I've been bound
To the memories of yesterday's clouds
I've been set free and I've been bound

And now I'm set free i'm set free
I'm set free to find a new illusion

I've been blinded but now I can see
What in the world has happened to me
The prince of stories who walk right by me

And now I'm set free i'm set free
I'm set free to find a new illusion

I've been set free and I've been bound
Let me tell you people what I found
I saw my head laughing rolling on the ground

And now I'm set free i'm set free
I'm set free to find a new illusion



WE'RE LISTENING

- Did you enjoy reading the ACTIONism handbook?**
- Have you got a story to share with us?**
- Maybe you know, or run, a community to add to our resources?**
- Should we create more editions?**

Use our virtual postcard to give us feedback, to share your stories or to improve our resources.

The Citizen story is emerging everywhere. "As Citizens, we must propose, not just reject. We must establish a foundation of belief in one another. We must start from where we are, accept responsibility, and create meaningful opportunities for each other to contribute as we do so. We must step up, and step in."

We must share, support and listen.

To let us know what you think, click on the postcard below.



POSTCARD

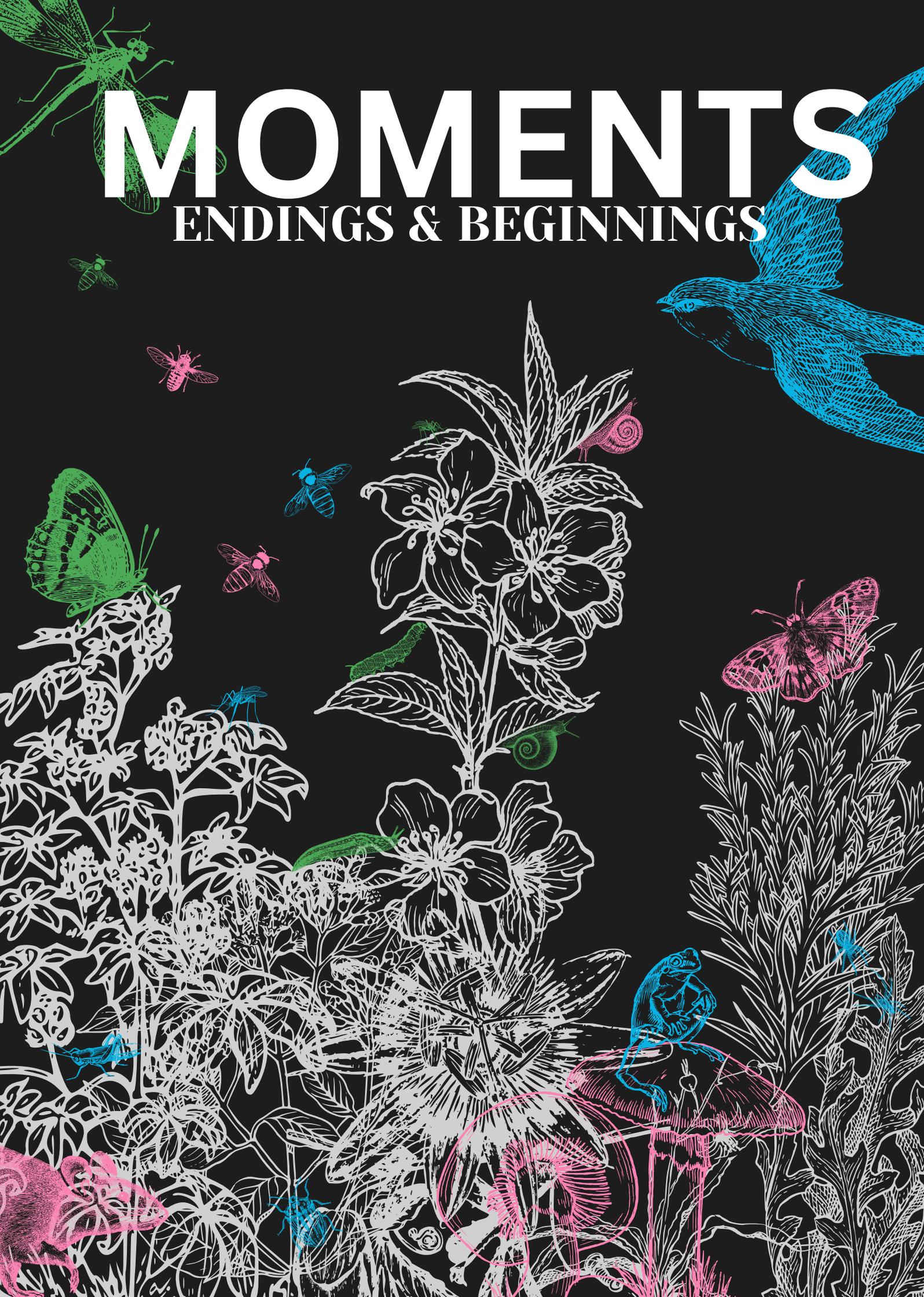
PLACE
STAMP
HERE

FROM: _____

A virtual postcard template on a light beige background. The word "POSTCARD" is centered at the top. In the top right corner, there is a dashed rectangular box containing the text "PLACE STAMP HERE". A vertical line runs down the left side of the card, separating the address area from the message area. At the bottom left, the text "FROM:" is followed by a horizontal line. On the right side, there are four horizontal lines stacked vertically, intended for the message.

MOMENTS

ENDINGS & BEGINNINGS



WHAT NEXT? ENDINGS AND BEGINNINGS

BY GAVIN FERNIE-JONES

My Dad broke his neck and entered a coma on the 14th October, my Birthday. Endings and beginnings. At the time I was on the other side of the world, about to make the longest journey of my life.

Days later, we would take the decision to switch off his life support. I cannot tell you if that was a hard, or easy decision. My Dad's body left him on the 14th, was he still there? I don't know, I couldn't sense him in that body, yet, I could feel him in mine.

The days in between those endings, a blur, like my first memories, neither true or false. Uncertain, so uncertain. It's in that space that I now recognise, my stories crumbled. From then on, nothing could ever quite be the same again.

Whole chapters of beliefs vanished. In an instant and yet somehow not. In that passage of uncertainty, the illusion of certainty disappeared. A story collapsing, itself a trauma to deal with.

Has there ever been a place with a sense of more certainty, than in the body of a white man, born in the second half of the twentieth century?

What happened next was the embodiment of my grief.

I held onto it, cared for it, learned to live around it. And began to build a new illusion, one that helped me make sense of what had become the un-sensible.

At endings the 'aha' moments come thick and fast. There's grief, lots of it. I grieved for the old self, for my old family. There will forever be a before and after.

I felt that as the certainty and illusion of my story faded, there were two ways to act. Act quickly to try and patch up the story, with a focus on my individual needs, a place of dead ends. Or, act slower with others, letting our new story emerge, a place of possibilities.

I grew up in the Peak District in an outdoor activity centre with two brothers, outside was our happy space. It was freedom, boundaryless. At uni I painted and drew on blank canvases, the limit, my imagination. In the end, it was natural for me to choose freedom, to choose possibilities. In many ways my Dad's last act was to set me free.

What manifested? Well, the Re-Action Collective. I don't have a word for grief, at times it's everything, fierce, raw, and at others numb and senseless. If there was anything that works as a metaphor, maybe, compost? It's messy, entangled, complex, interconnected with everything, and over time, when cared for, it becomes nourishing. It is both the end and the beginning.

And so I created compost. I built connections, sort commune, put my hand up and found the others. Those that are having the 'aha' moments, often gentler moments, less traumatic but still just as important. I've had many of these since my Dad's passing and if you treat them from a place of uncertainty, they can be delightful, they can take us towards freedom. When feared, the opposite happens.

One such moment was reading the book 'Citizens' by Jon Alexander. Jon put words to what I was feeling, the consumer story of acting independently, where my value and purpose showed up in ownership, and material possessions was the illusion that had vanished. I needed a new illusion to make sense, a new story. The word for that? 'Citizen' the framing? Togetherness, creation, acting with others. A story to be written collectively.

That is what I wanted. That is what 'WE' created. I put my hand up, others quickly joined, and trusted me. And from then every single connection and action we took was critical. All our contributions suddenly mattered.



I can't tell you if there is a hierarchy to compost, I have a sense that things happen when they need to, and that over time there is balance. So, it's not surprising that Re-Action is like compost, ruleless, democratic, a shared space...messy. To get involved, you turn up when you need to, and as you feel, there is no obligation to act, yet we do collectively.

The collective isn't exactly clarified. Re-imagining the Outdoors, is a vague enough purpose to keep us in a space of possibilities. I have the title of steward and citizen, also vague. Ask me what those jobs look like, and I couldn't tell you. Not because I'm trying to be awkward, but because I'm happiest in uncertainty. Give me a defined title and I see a closing of doors to my future self.

My grief shifted my perspective, and that is what we do at Re-Action. We learn to love the things that exist, we attach new stories to them, we care for them, we give them new life, new meaning. We change perspectives about our separation from nature, change perspectives around the value of art, storytelling, creating, sharing that has become our currency.

Re-Action is the embodiment of my grief, it was born from my Dad, his final act wasn't to set me free. His story carried on, through us all, he is here in everything we create.

My nephew was born a year to the day after we switched off the life support. Endings and beginnings, make of that what you will.

Why do I offer this all up now? Our stories are ending, and new ones need writing. I have been here before.

We can only arrive somewhere desirable, if we act collectively and from a place of possibility. As we each have more and more 'aha' moments, it feels right to demonstrate that there are others, acting together, figuring out what comes next. That, we have open arms, offering softer landings, where we have a need for all of us to nourish the new illusion.

What's Next? - Well, if nothing else, I had a lovely old time putting this magazine together. I met some beautiful citizens in the process. So, naturally my brain is ticking away and thinking about Edition No.2.

ACTIONISM - Moments - Endings & Beginnings



FICKLE SUN (III) I'M SET FREE, BRIAN ENO

AND NOW I'M SET FREE, I'M SET FREE
I'M SET FREE TO FIND A NEW ILLUSION
I'VE BEEN BLINDED BUT NOW I CAN SEE
WHAT IN THE WORLD HAS HAPPENED TO ME

ACTIONISM

& THE RE-ACTION COLLECTIVE
EXISTS THANKS TO OUR SPONSORS

INGHAMS
CELEBRATING 90 YEARS

&



the dixon
foundation