Re.imagining Activism

Introductory Modules – Supporting slides
Worth a second glance

Global net household wealth
% share held by:

- bottom 99%
- top 1%

Real income per person
% change between 1988–2008 for people at different levels of world income distribution at 2005 purchasing-power parity

Sources: Credit Suisse; Oxfam; “Global Income Inequality in Numbers”, by Branko Milanovic, Global Policy, May 2013
“We have won many victories, but we are losing the planet. It is important to ask why.”

*Gus Speth, 2008*
In China 64% of urban underground water is seriously polluted; in Indonesia 80% of water pollution in the capital’s main river comes from the textile industry.

“Today, we live in a world filled with hazardous chemicals. These 'Little Monsters' have been unleashed into our lives and the lives of our children, polluting our rivers, entering our bodies and causing havoc from the factory to the high street, from the north pole to our own homes.”
“10% of the global retail fashion industry is committed to eliminating toxic chemicals. But without you, this would've been zero.

This is what hundred of thousands of people can do when they are united in the belief that beautiful fashion should be made free from hazardous chemicals – and most importantly, when they have the courage to take action.

So today, Greenpeace East Asia can finally reveal the second instalment of the Detox Catwalk, an online platform charting the progress made by 18 committed companies down the runway to Detox. Is your favourite fashion label a Detox Leader?”
Detox campaigner at Greenpeace East Asia, Yixiu Wu:

“We believe this momentum is creating a new standard in sustainable fashion and sparking a transparency revolution and proving that zero discharge of hazardous chemicals is within our reach by 2020.”
Greenpeace Sustainable Clothes Campaign

Considerations for systemic activism

• Frame the elimination of toxics from fashion supply chains as an urgent **milestone** to clean up rivers in Asia.

• Find a new balance between showing that some companies are ‘cleaner’ without hiding the fact that the same companies, especially Inditex, have created *Fast Fashion*.

• Embed the detox campaign in a wider narrative that acknowledges the broader ecological and social problems stemming from Fast Fashion – only a return to slow quality clothes (not fashion!) can bring us on the right track.

• Point towards partners and other initiatives that aim to tackle the root causes of the industry’s problems.
Greenpeace Sustainable Clothes Campaign

Considerations for systemic activism

As seen in the latest catwalk update on July 5th 2016 Greenpeace is taking first steps to move into this direction:

“While we still need to work on Detoxing the textile industry - our addiction to fast fashion and the increasing rate that clothes are made, bought, used and thrown away is amplifying the environmental and human impacts of fashion. In future Greenpeace will be pushing for more profound changes on moving towards closing and slowing the loop”
SYMPTOMS

- Biodiversity loss
- Gender inequality
- Burnout
- Unemployment, social exclusion
- Stress
- Spiritual empriness
- Extremist / fascist parties / nationalism
- Too much work
- Low election turnout
- Street protest

ROOT CAUSES

- Overexploitation of nature
- Desynchronisation
- Patriarchy
- Technical and social acceleration
- Capitalism: Interest & Profit
- Culture of expansion / modernity

Social and Economic Crisis
Ecological Crisis
Democracy Crisis
Alienation
**Old culture**
Values, frames and worldviews of consumerism, marketisation, (national) self interest and growth

**New culture**
Values, frames and worldviews of wellbeing, sufficiency and (global) solidarity

**Old unsustainable economic system**
Dominant political, economic & social institutions

**New eco-solidarity economy**

**Seeds of the new economy**
Sufficiency and solidarity economy, the Commons, new democratic governance etc.
This campaign promotes the narrative that a technical fix can save the world as long as we push hard enough.

Catwalk ranking promotes fast fashion companies like Inditex, inventor of fast fashion. It omits wage dumping in Asian factories.

Single issue campaign is focused on technical fixes to river pollution. This is a pragmatic approach that allows business to fix the problem and continue expanding via shortening of the fashion cycle.

Disregarding the need to support the radical innovators in the clothing sector: Sustainable / fairly produced quality clothes. Timeless fashion.
Common Cause research on values

Two main axes of human values:

• **self-enhancement** (based on the pursuit of personal status and success) as opposed to **self-transcendence** (generally concerned with the wellbeing of others)

• **openness to change** (centred on independence and readiness for change) as opposed to **conservation** values (not related to environmental or nature conservation, but to ‘order, self-restriction, preservation of the past and resistance to change’)

From: http://valuesandframes.org/handbook/2-how-values-work/
Values axes

From: http://valuesandframes.org/handbook/2-how-values-work/
Features of values

• Each of us is motivated by all of these values, but to differing degrees.

• Values can be temporarily ‘engaged’, when brought to mind by certain communications or experiences.

• When one value is temporarily engaged, it tends to ‘bleed over’, strengthening neighbouring values and associated behaviours.

• Eg. people reminded of generosity, self-direction and family, are more likely to support pro-environmental policies than those reminded of financial success and status.

• When one value is temporarily engaged, opposing values (and behaviours associated with them) tend to be suppressed.
The earth is our home — all people of the world are a family, living in a common home. As a family we should care for each other. A home is something we all depend on, physically and emotionally.
The Rules focuses on deconstructing the narratives around capitalism and neoliberalism, introducing a powerful logic around the need for deep change into mainstream narratives.

The Rules attempts to target key leverage points in the economic system as a way to advance system change, e.g. fighting tax injustice.

The Rules connects Southern and Northern movements and creates community on system change.

It provides research and framing, funding and logistical support to grassroots movements.
The questioner operates mainly at the cultural level – trying to create deliberation and new discourse (new culture)....