

By2020WeRiseUp Core Messaging

We are rising up across countries and movements all over Europe.

This is a time of all of our struggles coming together, across countries, across movements. Not only climate justice groups are rising up, and it is happening everywhere. This is not happening by chance, we are coordinating our actions. We are standing in solidarity with each other, we are in this fight together.

[It is important to communicate this aspect. It is our unique selling point in dealing with the public and/or media. This message is at the core of framing our actions as being a part of something much bigger. While using this message, you can point to actions by/in other groups/ countries.]

The climate crisis has already begun and it's going to get worse if we don't act now.

The climate crisis and other crises are already a horrible reality and we all need to take action ourselves. It is already affecting people in Europe and even more in other countries, especially in the Global South. We may choose to take different kinds of action; but we all need to take action and act now. To limit climate change to 1.5°C we cannot afford to wait and lose just one more year. We are rising up right now.

[The above is as true for other crises than it is for the climate crisis. You can use this message to address other crises just as well.]

Nobody is coming to save us, we all need to rise up.

We're not helplessly watching how politics and businesses are destroying our future. While powerholders have failed us, we need to realise that it is each and everyone's responsibility to take action. At this point it is abundantly clear that the current powerholders will not take the necessary steps. Business as usual means inaction, which will lead to horrific consequences. We're not waiting any longer and we won't believe in false solutions. We're taking the future into our own hands.

We are rising up against a deadly and exploitative system where profits are worth more than life.

The climate crisis is the shrill alarm bell that makes clear that infinite growth and exploitation are rapidly destroying our future. We know that, while the climate crisis might be the most direct threat to life on earth, all dysfunctional aspects of this system have to be addressed. Otherwise exploitative, destructive and unsustainable systems would only become stronger.

[This message would present a possibility name responsible, if you so choose.]

We are rising up for life and justice.

We stand with people of all genders, descent, languages, physical abilities, sexual orientations, experiences, ages and faiths. We stand in solidarity with every living being. We're fighting for a better, more just future for everyone.

[Justice can and should be specified, be it climate justice, ending the patriarchy, or tackling systemic social injustice. If you're willing to point to other struggles that you'd like to support and give visibility, this message can be used.]

We are fighting for a future that leaves no one behind.

Change should not be paid for by people who are already struggling to care for themselves and each other, and it should not be based on exploitation of people and resources in the Global South or anywhere else. We cannot leave anyone behind, we need to resolve the climate crisis in a way that improves peoples lives. This can be a turning point towards a better world.

[A socially just transition has been an unanimous agreement within By2020. This message can also again be used to point to other struggles.]