

- Analyse how this leaflet's style and design might encourage readers to join the 'Third Force Collective'

THE THIRD FORCE

AN OPEN LETTER TO ECO ACTIVISTS



Hey all you wild spirits out there:

Remember when Extinction Rebellion¹ burst onto the scene in 2018? They hit like a tornado. They were **fired up and angry** ... they knew what was at stake and they were ready to do whatever it took to avert catastrophe.

After years of groundwork from groups like Greenpeace and the Sierra Club slowly filled the well, XR came along and said, "Here's a bucket. Start drawing water."

For the first time in a long time, we had some hope.

poof

Fast forward to 2023, XR UK – the largest Extinction Rebellion node – issues a statement titled simply: **WE QUIT**. XR was getting out of the rebellion game. No more blocked roads, no more smashed windows, no more arrests. No more. For most of us eco activists, this was a devastating blow. The big dog was out of the fight. Now we need a new strategy going forward.

So let's get to it.

- What are the ideas, memes, and deep-down notions that are driving our activism?
- What are the concrete demands that we're fighting for?

In other words: WHAT DO WE WANT?

Do we want world leaders to get together and declare a Global Climate Emergency? Do we want all subsidies of oil companies scrapped?

¹ Extinction Rebellion (shortened to XR): a global environmental movement, with the aim of using non-violent civil disobedience to compel government action to avoid tipping points in the breakdown of the climate system

Or do we want something deeper, more systemic: a new global marketplace in which the price of every product tells the ecological truth? Or something even deeper: a paradigm shift in the science of economics – one that measures progress differently and understands that growth cannot go on forever?

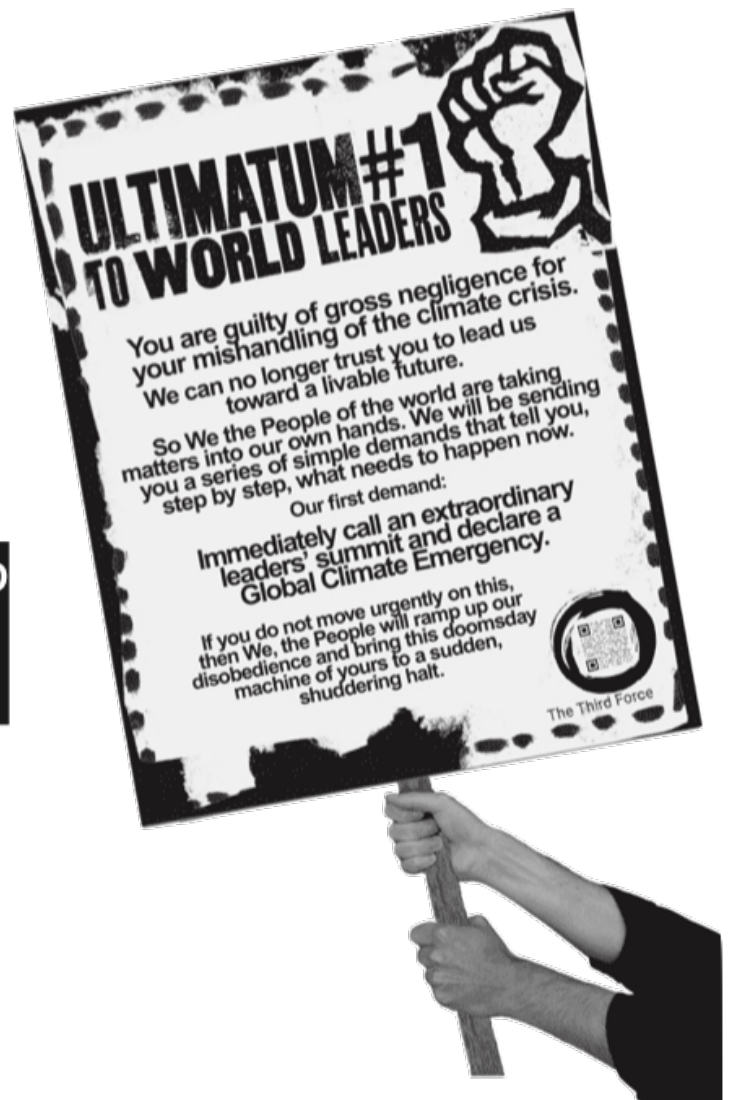
WEIGH IN² on the **THIRD FORCE** subreddit³ and let's figure this out.

In the meantime, let's shake our heads and wake up to one glaring truth about the climate crisis:

Until our world leaders get together and declare a GLOBAL CLIMATE EMERGENCY, our current stalemate will persist. Without a sense of emergency, we will keep stumbling along the way we have for fifty years. Emissions will keep growing, temperatures will keep rising, and catastrophic climate events will keep exploding.

Our planet will die. So let's not quit blocking roads – NO, NEVER... let's keep escalating our civil disobedience. But let's tweak the message. Let's put one big idea behind every one of our actions. One demand, clear and simple, roaring from our signs and banners, a big bold drumbeat to permeate the collective psyche of humanity.

Starting with this:



#ThirdForce Collective Manifesto

We're at a tipping point.

Join Now!

² Weigh in: an invitation to give an opinion or make a contribution

³ Subreddit: a web forum dedicated to a specific topic