

EXTINCTION REBELLION

Who is this story for? Climate Activists.

**SAVIOURS OF
OUR
CHILDREN'S
CHILDREN**

Everyday heroes.



**POLITICAL
INACTION**

Ordinary world.



**THE EXTINCTION
OF EVERYTHING**

Compelling villain.



NOW OR NEVER

Call to adventure.



**ACCEPT THE
INVITATION**

Crossing the threshold.



**CLIMATE
NARRATORS**

Mentor, allies and gifts.



**TELL THE
TRUTH**

Challenge.



**PLEDGE NET
ZERO 2025**

Challenge.



**EVERYDAY
CHANGE**

Challenge.



**PREVENT
EXTINCTION**

Better world.



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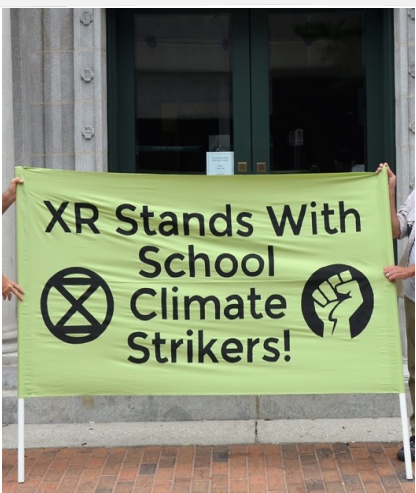
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Mentor, allies and gifts.



Challenge.



Challenge.



Challenge.



Better world.





EVERYDAY HERO

The group or individual to be inspired to do things differently

From many different backgrounds and professions but united in the admirable and relatable cause of rebelling and campaigning for the future lives of their children.



ORDINARY WORLD

The everyday world which is increasingly frustrating for our hero to live in

Climate movement is credibly established as mainstream but still not enough political action and still people who deny that climate breakdown is a priority of humanity.



BETTER WORLD

The positive change to the hero and the difference the hero has made

A tipping point of public pressure that forces the Government and businesses to act boldly to prevent extinction.



CROSSING THE THRESHOLD

The first step and point of no return

XR is a diverse movement which welcomes everybody to unite for the planet.



MENTORS AND GIFTS

Giver of wisdom and support

Greta Thunberg, David Attenborough.



CALL TO ADVENTURE

The trigger for change which could be the pull of inspiration or the push of necessity

It is now or never. We are running out of time to make a real impact.



ALLIES AND GIFTS

The people and help that is needed for change to happen

Power of successful grassroots action e.g. Fridays for Future (school climate strikers), Sunrise Movement, etc.



COMPELLING VILLAIN

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change

Mass extinction, extinction of the planet, extinction of people, extinction of animals... Extinction of the world as we know it.



THREE CHALLENGES

Three difficult but confidence-building hurdles to be overcome

1. For politicians and corporations to tell the truth. Be transparent about where they are and where they will help. Cut through fake news.
2. For governments to pledge to Carbon Net Zero by 2025.
3. For change to be made throughout the ubiquitous everyday not just in politics.