



# 2025: REBEL FOR LIFE

Long Term Strategy Extinction Rebellion NL

extinction  
rebellion

# LONG TERM STRATEGY

## EXTINCTION REBELLION NL

**“It is not enough to act. We must act now.”**  
António Guterres, Secretary General of the United Nations

*“The Earth is on fire.*

*Hundreds of years of exploitation and destruction have brought us to the brink of extinction. People all over the planet are losing their way of life, their environment and their lives. We have only a few years left to avert the worst consequences of the climate crisis, if we are not already too late. The sixth mass extinction has begun. What we do in the next few years will determine the future of life on Earth.’ [1]*

The climate and ecological crises - partly because of the actions of social movements like Extinction Rebellion - are getting more and more attention. But that's not enough. If the destruction of ecosystems does not stop now and greenhouse gas emissions do not drop dramatically, the likelihood that our Earth will become largely uninhabitable is greater than ever.

In the four years since Extinction Rebellion was founded in 2018, much has changed. The global protests following the murder of George Floyd have upended the social debate about racism. In Extinction Rebellion, we also learned a lot about the connection between the climate and ecological crisis and other systems of exploitation and oppression. The corona pandemic has turned the world upside down. On the one hand, the pandemic showed how governments can take swift and radical action; on the other, crucial time was lost in the fight for climate justice. Finally, the effects of the climate and ecological crisis have ruthlessly continued. From forest fires in the Amazon, Australia and Europe to floods in Pakistan, or closer to home in Germany, Belgium and Limburg, it can no longer be denied: the crisis is now.

This strategy runs through 2025 because we demand that the Netherlands be climate neutral by then. In addition, there are the parliamentary elections scheduled in March 2025 and our allies in the climate movement, and other social movements, are organizing towards that year.

**2025: REBEL FOR LIFE** is a realignment of our overarching movement strategy. In this strategy, we answer the question of how we are going to force our government and polluting companies to act now to protect life on Earth.

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[1] Declaration of rebellion: <https://extinctionrebellion.nl/en/about-us/>

# EXTINCTION REBELLION

'We are Extinction Rebellion Nederland. We are people from all corners of the country, of different ages and backgrounds. What binds us together is a deep concern about the climate and ecological crisis and life on Earth. We are grandparents, parents and children who are part of an international movement fighting for a liveable and just planet.'<sup>[2]</sup>

## DEMANDS

1. **TELL THE TRUTH** about the climate and ecological crisis that threatens our existence and communicate the urgency for change.
2. **ACT NOW** to halt biodiversity loss and reduce greenhouse gas emissions to net zero by 2025 in a just and fair manner.
3. **LET CITIZENS DECIDE** by establishing a Citizen's Assembly which takes the lead on climate and ecological justice.

## PROCESS

This strategy was developed by the long-term strategy working group in an extensive process . Through a survey, online sessions and physical meetings, hundreds of rebels from all over the Netherlands contributed to the strategy. This strategy is not a detailed handbook, but a framework to provide direction to circles, local groups and thematic communities. With the finalisation of the strategy, the long-term strategy working group will be disbanded. From then on, the strategy circle (PSC) is responsible for the strategy. It supports groups in implementing the strategy and ensures that there is a review and update every six months.

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[2] Declaration of rebellion: <https://extinctionrebellion.nl/en/about-us/>

[3] The long-term strategy working group was appointed by the National Coordination Circle in June

## 2025

Along with our allies, we are building a strong movement of movements towards the parliamentary elections of March 2025. The next few years are all-important in the fight for a habitable planet. Until the end of 2025, we are therefore conducting a nationwide, multi-year, disruptive and escalating campaign on our second demand: **‘ACT NOW** to halt biodiversity loss and reduce greenhouse gas emissions to net zero by 2025 in a just and fair manner.’

This campaign has two goals:

- To create a public debate about what is needed to avert irreversible climate change, and to radically shift the Overton Window - the spectrum of thought accepted by the public - on this. In this process, shifting the debate is more important than being “liked” as a movement.
- Forcing the Dutch government to radically sharpen the Dutch climate goals.

With our campaign we maintain our demand aimed at 2025. There are three reasons for this:

- **TELL THE TRUTH:** From our demands and principles, we tell the truth based not on what seems politically feasible, but on **scientific necessity**. By consistently telling the truth, we shift what is socially acceptable and politically feasible;
- **CARBON BUDGET:** To have a 66 percent chance of staying below 1.5 degrees of global heating, the Netherlands, based on its population and current emissions, would have to be climate neutral by 2026<sup>[4]</sup>;
- **CLIMATE JUSTICE:** Because of its prosperity and high emissions in the past, the Netherlands has a responsibility to be climate neutral as soon as possible, giving countries in the global South more time.



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[4] <https://www.showyourbudgets.org/?country=netherlands>

## ACTION

We are moving away from organizing separate actions - which often have little political impact - and towards more longer-term campaigns in which we increase the pressure with deliberately escalating actions. These campaigns will explicitly focus on important and winnable social tipping points. Examples already underway include campaigns on ending fossil subsidies and stopping fossil investments by financial institutions. Together, these campaigns contribute to a climate-just Netherlands in 2025. Affinity groups, local groups and XR communities (such as XR Landbouw or Scientist Rebellion) can also take action aimed at making specific companies, sectors or their municipality climate neutral by 2025. XRNL's strategy circle facilitates coordination between the various campaigns.

We use one-day mass actions to increase the impact of our campaigns and mobilize large numbers of Rebels. These may be combined with community days or weekends. No more multi-day Rebellions will be organized by XRNL. Many Rebels find these too draining. In addition, experience shows that media attention is concentrated on the first day of such an action week and multi-day action days have little impact if they are not embedded in longer-running campaigns.

Extinction Rebellion takes peaceful, and often civil disobedient, action. In doing so, we target the government and large polluters. We use our bodies in the struggle and do not engage in ecosabotage. If we hit a fence or other structural obstacle on the way to a (civil disobedience) action, we do not let this stop us. When other groups commit ecosabotage or property damage, we show solidarity by not condemning their actions.

The struggle for climate justice cannot be won alone. We are part of a movement of movements dedicated to social justice and will continue to strengthen and intensify these collaborations. As a strong and well-organized movement, it is our responsibility to reach out to marginalized groups. We recognize that the connections between climate and other issues are not immediately evident to everyone. In our actions and in our communications, we therefore look for ways to tell the story of climate justice in such a way that it appeals to the broadest possible segment of society, without compromising the content.

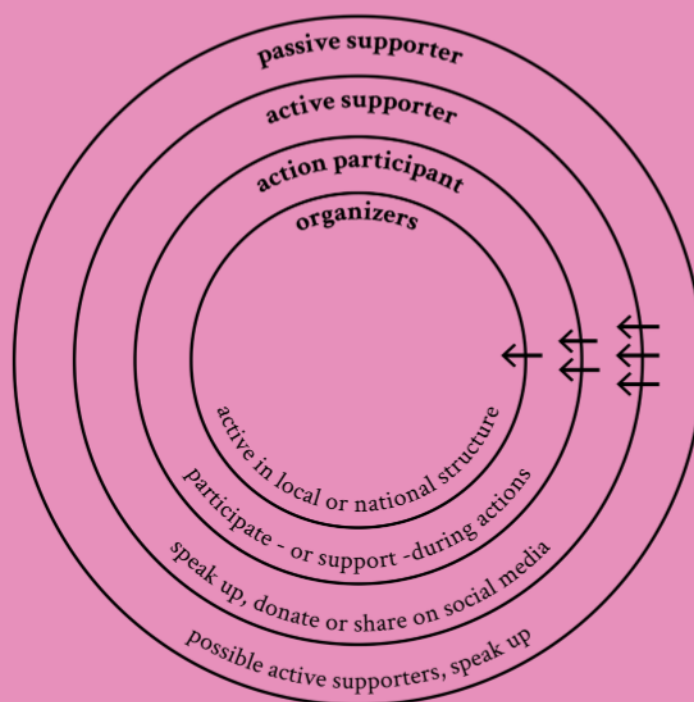
## MOBILISATION

Leading up to the 2025 elections, we are mobilizing at least ten thousand people to be actively involved in disruptive actions for climate justice. By mobilizing at least ten thousand people, we are able to run multiple major campaigns simultaneously. This will allow us to force important social tipping points and bring about a radical shift in the Dutch climate debate and policy.

We are strengthening our mobilisation capacity, focusing on action mobilisation. We want to be able to get thousands of people to participate in our actions at the same time. This means that not every rebel has to be integrated into the organisation as an **organizer** (someone that contributes actively through setting up and organizing for actions and campaigns). These levels of commitment are shown in the figure below, whereas the degree of integration between the levels is indicated with of arrows. The figure is inspired upon Aric McBay (*Full Spectrum Resistance, Volume 1, p. 157-158*)

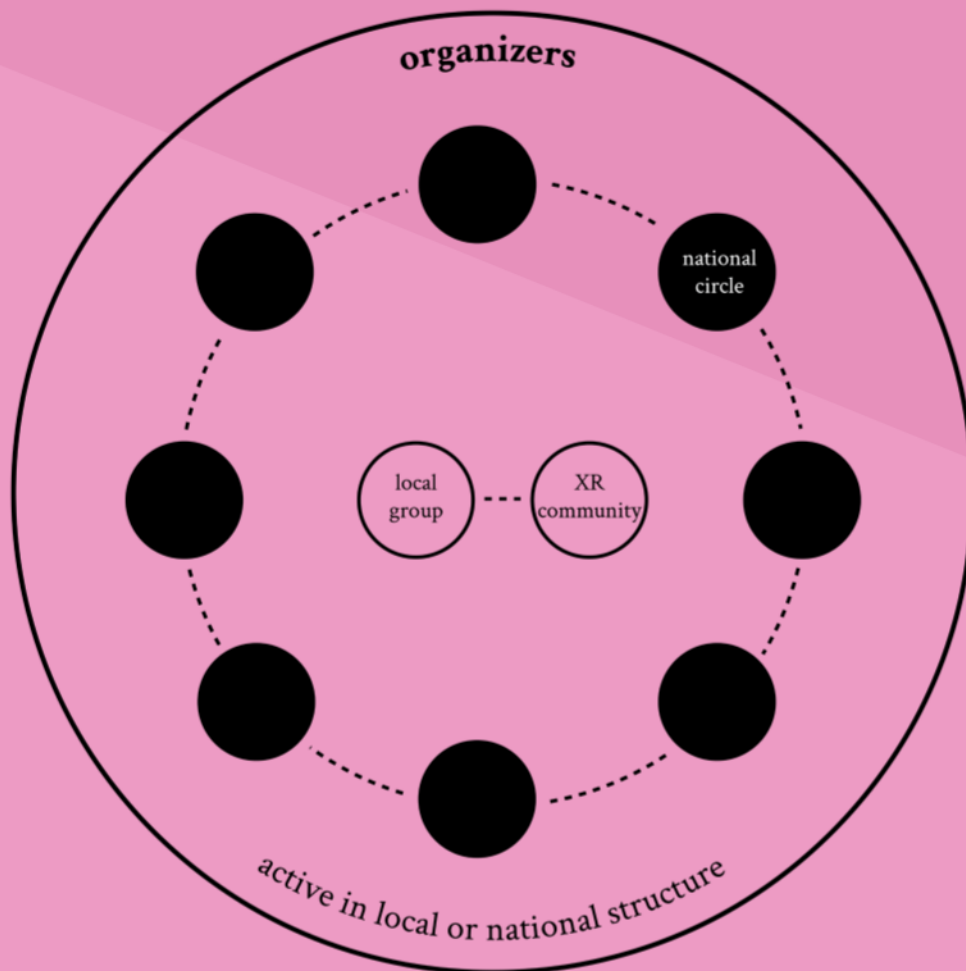
We continue to build resilient local groups and XR communities. These form the backbone of our movement. They are primarily focused on organizing campaigns and actions - we are, after all, an action movement - but also provide a space for feelings of collectivity and belonging in the common struggle for climate justice.

We focus on mobilization on an ongoing basis. We mobilize rebels not only in the run-up to, but especially after, major actions. That way, we use the media attention and momentum generated by our actions to involve more people in the movement. After major actions end, we focus on providing basic training (such as non-violent direct action, wellbeing, and legal training) by and with local and XR communities. This allows us to activate newly interested people and quickly increase the number of participants in civil disobedience actions. Initially, we mobilize people around actions, only when they are interested in this do we also involve these rebels in our organizational structure.



## ORGANISATIONAL STRUCTURE

We use the strength of the current decentralized structure. Both local groups, thematic communities and national circles can work and make decisions autonomously within their mandate. We continue to use the national structure to set up (mass) actions. The national circles further play a supporting role: they keep an overview of what is needed for the movement and offer help where necessary. If national circles aren't equipped for this supporting role we will strengthen them. Extinction Rebellion has accumulated a lot of knowledge over the years. National circles actively share this knowledge and support local groups and XR communities by exchanging lessons learned, for example by providing trainings.



This image depicts the organisational structure of XR NL and shows the inner circles of the previous picture: the organizers.

**Local groups:** base of the movement, organizes local actions and campaigns; **XR communities:** groups organise on a theme. Organize campaigns and actions on sectors and companies; **XR National circles:** knowledge base, training and coordination, supports local groups, communities and affinity groups

# LONG TERM STRATEGY

## EXTINCTION REBELLION NL

### SUMMARY

We strengthen existing local groups and XR communities and where necessary form new resilient communities. From this base we mobilize at least 10,000 people leading up to, and in, 2025 to be actively involved in disruptive actions for climate justice. In long-term, disruptive and escalating campaigns, we force the government and companies to drastically reduce Dutch greenhouse gas emissions **NOW** in a just way.

CLIMATE NEUTRAL 2025		
ACTION	MOBILISATION	STRUCTURE
<ul style="list-style-type: none"> <li>• focus on longer campaigns, fewer single actions</li> <li>• targeting government and big polluters</li> <li>• focus on winnable social tipping points</li> <li>• movement of movements</li> </ul>	<ul style="list-style-type: none"> <li>• aiming to mobilise 10.000 people to join in civil disobedience</li> <li>• building resilient local groups and thematic communities</li> <li>• continuing mobilisation, also after actions</li> </ul>	<ul style="list-style-type: none"> <li>• use and optimize strength of decentralized structure</li> <li>• facilitating role in national circles</li> <li>• work with and develop our knowledge, increase trainings</li> </ul>

