

Strategy Input: What means “strategy”?



🧐 Strategy process is somehow difficult to understand and it seems to be a complex process for a social movement.

👁️ We try to give some of the findings made so far as (➡️ reduce knowledge hierarchies).

🎈 We do not know the truth. Much of it may be unimportant, irrelevant or wrong. Therefore, please also let your thoughts and ideas run free.

🍀 Your point of view is unique and important. Let's learn from each other!

If the climate strike was a living being....



Structure: *being*

Who are we?

What are we made of?

How do we pass on information?

Which organ is responsible for what?

Strategy: *doing*

What do we do?

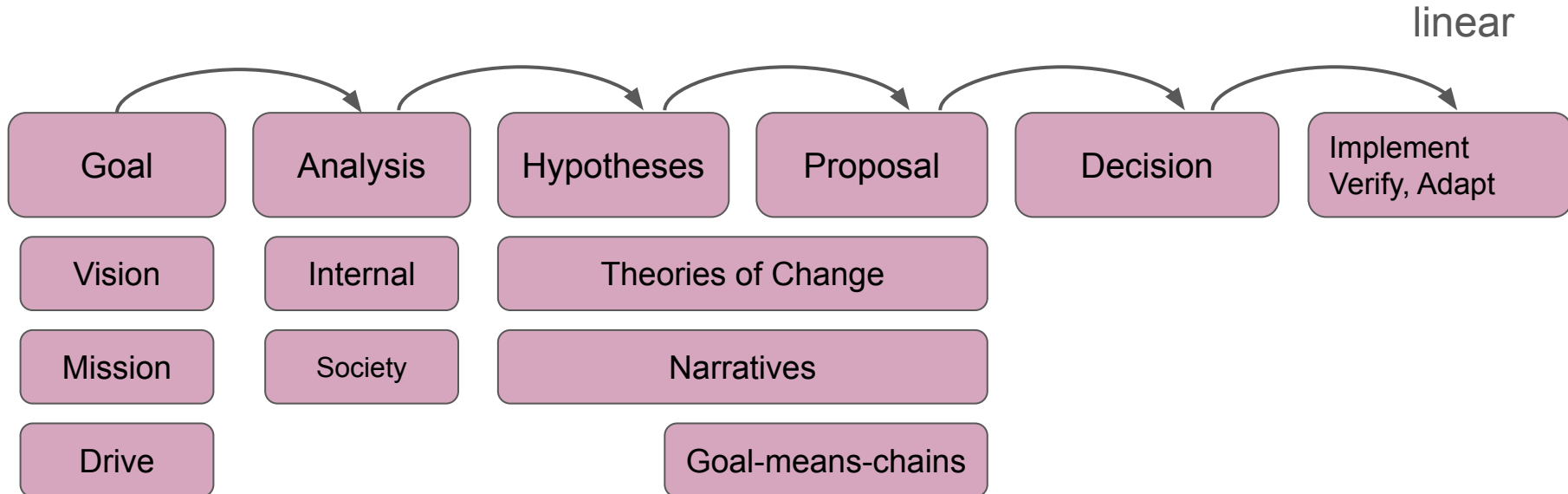
How do we act under the given circumstances?

What do we want?

Strategy Input: “Default Process” (linear)



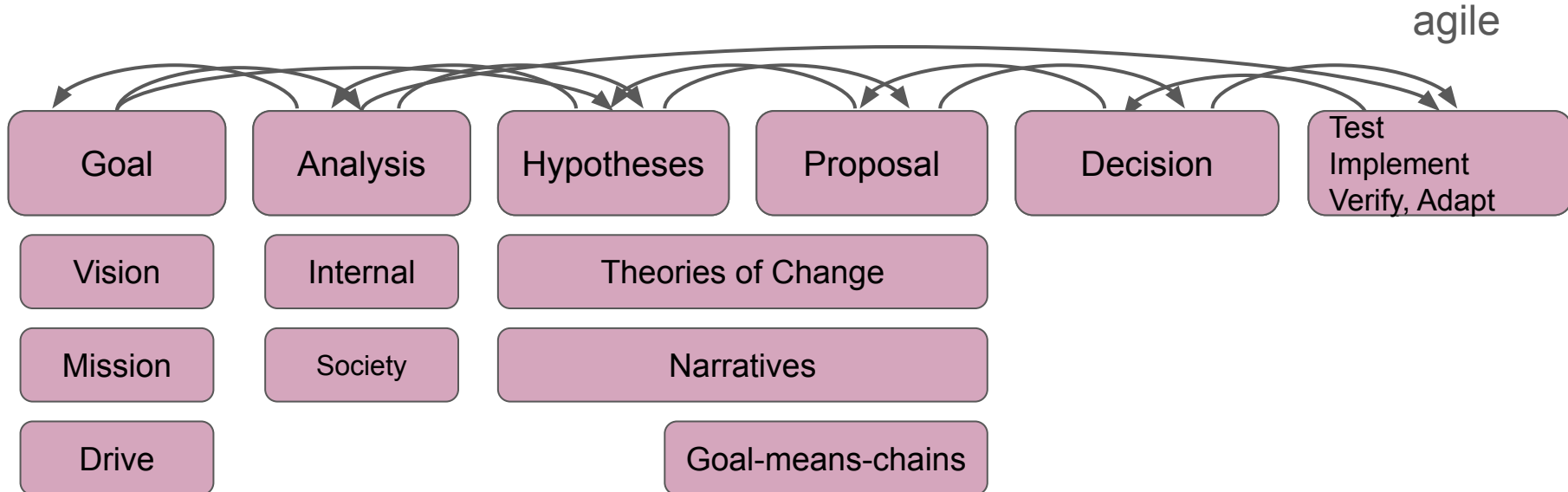
A strategy is an action plan that you will take in the future to achieve a final end goal. Strategies help to define your long-term goals and how you go about achieving them. (Further definitions in Strategy 2020, p.14)



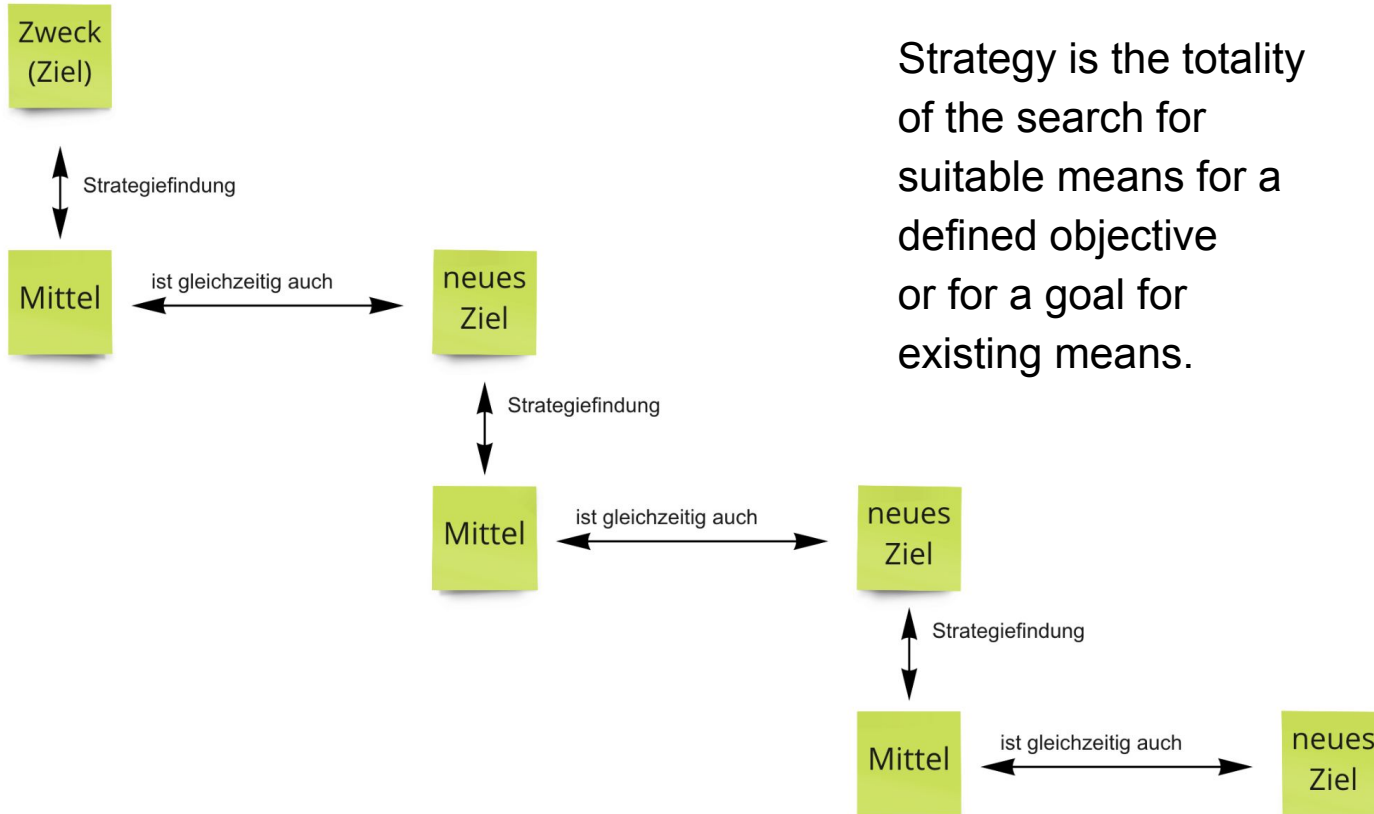
Strategy Input: “Default Process” (agile)



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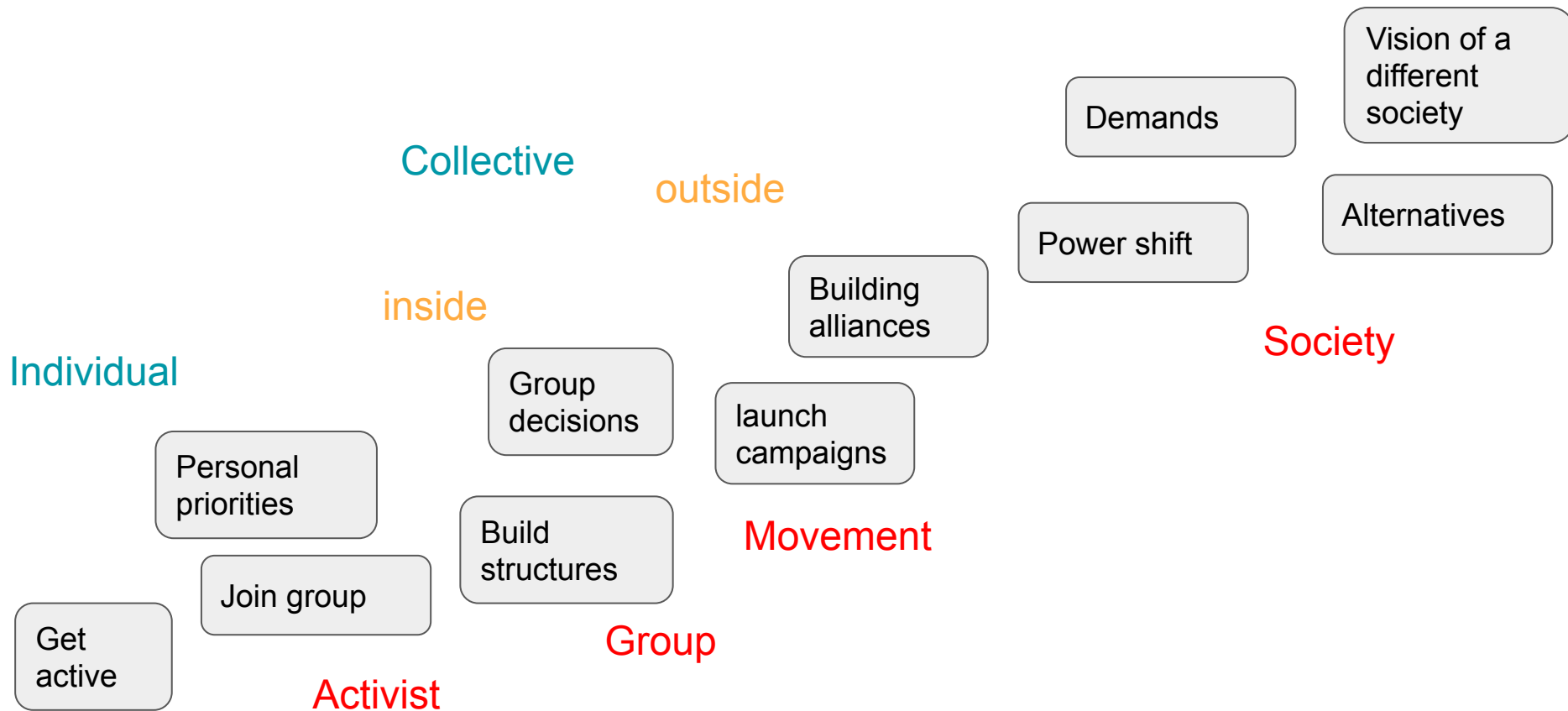
Strategy Input: Goal + Means, Tactic



Strategy is the totality of the search for suitable means for a defined objective or for a goal for existing means.

While strategy is the action plan that takes you where you want to go, the tactics are the individual steps and actions that will get you there.

Strategy Input: Layers



Strategy: Theories & Instruments of Change



Prototyping

Dual Power create affinity groups

civil society organization

Prototyping

Non-Violent
Communication

Social Ecology
Communalism

Sociocracy
Consent

Social tipping points

Green new deal

transition program

Integral theory

**Economic
Democracy**

Communitization

Community building

Doughnut Model

Spiral dynamics

**Economic
Guarantee**

Basic income

Intersectionality

People Power
Upside-Down Triangle

Spectrum of allies

Deep ecology Gaia-Theses

Dragon Dreaming

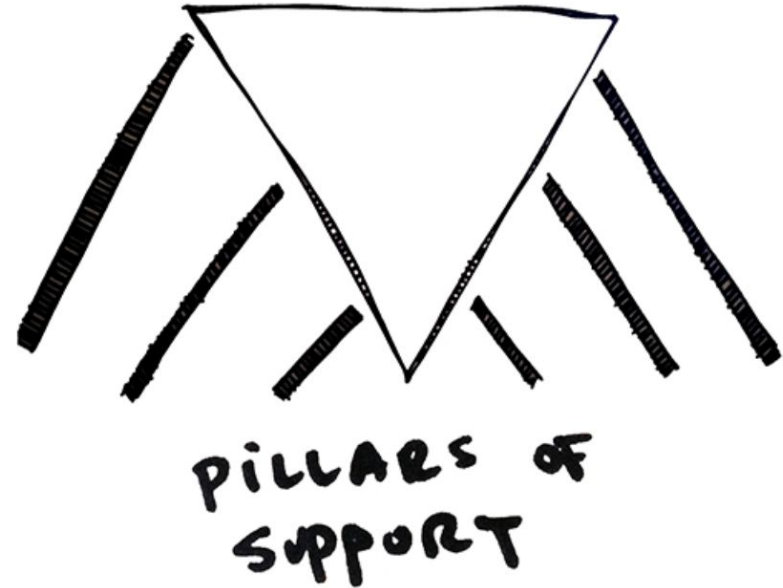
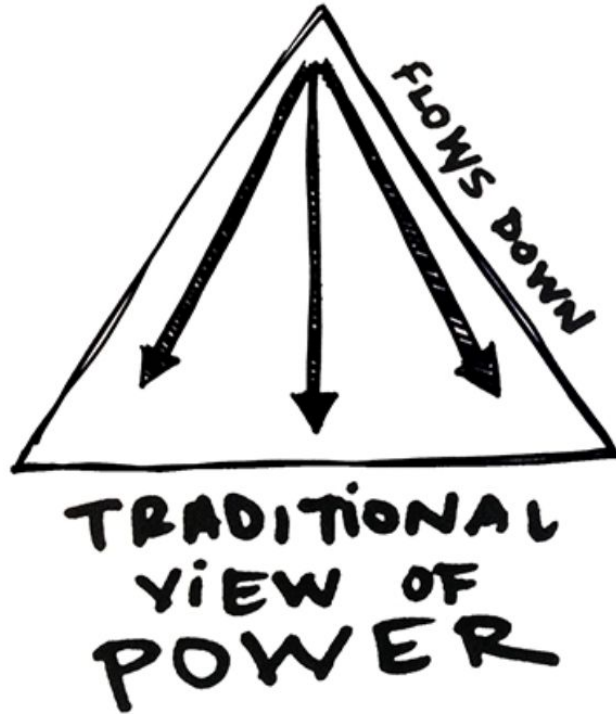
General strike

Culture Hacking
Meta-Narratives

System Thinking
System Mapping

“Listen to MAPA”

Strategy: Instruments: Bottom-up-Power-Triangle



Strategy: Challenges in climate strike



- Permanent fight against the social narratives, ways of thinking, ways of functioning, etc. of the existing system
- Complexity of social change [assumptions about theories of change]
- Lack of clarity about the mission, goal, purpose and role of the climate strike
- Decentralized and very non-homogeneous
- Difficult to find resources and people with experiences
- ...

Strategy 2020



- Relatively few people, mainly from French-speaking Switzerland, developed a strategy that polarized → narrowly passed on 6 Sept 2020
- Implementation did not so cap and rather bogged down, only split in April 22
- Still very relevant findings:
 - Goals:
 - Addressing the climate and biodiversity crisis.
 - Building a world of solidarity, justice and equity.
 - Analysis:
 - Acute crisis of capitalism, social movements gaining strength
 - Strong social myths [Mindset Factors] around democracy (not in everyday life), neutrality (colonialism), labor peace (class domination), ...
 - Financial center is the lever of Switzerland
 - System change is necessary to achieve our goals



- Factors for system change (theories of change)
 - Social tipping points
 - Organizing a mass movement
 - social movements
 - wise use of institutional instruments
 - decolonization struggle against climate crisis
 - Transitional program
 - Dual Power - connection among alternative structures



- Measures we should take
 - Develop a **holistic and comprehensible strategy** that follows the same values and principles, is radical and fair, and must necessarily be engaged at different levels.
 - **Strike for Future**: intersectional with regional strike collectives, horizon of economic strike and general strike.
 - Green New Deal → **System Change**. Degrowth, Investment and economic democracy, Jobs and economic guarantee
 - Develop **alternative structures** (climate assemblies, supply networks, alternative housing, affinity groups...) to build dual power
 - Change of the **financial center**

Strategy: Process 2022



- On the last national meeting, it was decided to elaborate a new strategy
- Also relatively few people, mainly from German-speaking Switzerland
- The process idea
 - First-strategy-meeting
 - Regional groups and national WG's
 - Regional proposals (90%)
 - Inter-region-strategy-meeting
 - 2-4 delegates out of up to 4 different regional groups and national WG's
 - One proposal (90%)
 - National-strategy-meeting (a first proposal)
 - Delegates of all regional-groups and national WG's

Strategy: Process 2022: Bern



- Starting of our process
- First steps in the process
- Where are we at the moment in our process?
- Problems during the development of the strategy
- How do we deal with these problems?

Strategy: Process 2022: Zürich



- “Auftreten im Klimakampf”
- written by a group of 3-4 people
- discussed and modified by around 15-20 people during two days with an inclusive process
- not really a strategy, rather a proposal on how to organize ourselves
- content
 - analysis of CSZH
 - structure with definitions of working groups
 - “strategy”: appearance, connections to other movements, institutional politics, relationship

→ good start, but not a strategy

→ main goal has been achieved: have a good structure to develop and implement a national strategy

Strategy: Process 2022: Zentralschweiz



Strategy: Process 2022: Chur



initial situation

- people are tired of crises and demonstrations
- actions are always the same ==> no more media attention
- +/- 2 bigger actions per year

our new strategy

- new brand: **1.5°**
- **demonstration** every 3 months
- **+ event like panel discussion** (to reach people who don't like demonstrations)
- always one concrete topic (construction sector, energy, mobility etc.)
- publication with depth of content: **1.5°-Magazine**

Strategy: Process 2022: Neuchâtel



Strategy: Process 2022: Ticino



- **Situation:** both internal structure and what we do is not working anymore
 - Problems extern: ask too many and too vague things, strikes and manifs don't work anymore
 - Problems intern: no structure = no one has responsibility; who has more info has more power
- **Change:** new method and structure
 - Structure: new working groups (media, graphics, schools, protests), each with one person coordinating and this person changes every ca 3 months
 - Method: one specific demand at the time, focus on that one until we get it
- **Why is it not working:** even though strikes/manifs are not working anymore we got stuck organizing the st4f that was not compatible with new structure/method; demotivation problems

Strategy: System Change (1)



- Who we are

- History : Born with the 2020 strategy as “Green New Deal”, 2 years of work, many texts and meetings
- One conviction : The climate movement should put forward concrete propositions to reach a truly ecological society !



- What conclusions have we reached

- 2 essential pillars
- **Economic democracy** : Against the power of banks and billionaires, democratic decisions on the economy (through regional/national votes, citizens' assemblies,...)
- **Economic guarantee** : Against the constant fear of losing one's job, a guaranteed decent life (in the form of a universal basic income, a right of employment, universal basic services)
- Yeah! New system!

Strategy: System Change Group (2)



- What we did with it
 - SNB campaign
 - Articles for Le Courier
 - Conferences



- What we could also do with it
 - Add 2 new points after the clause of the CS demands
 - Campaigns, actions around that subject



Strategy: Strike for Future



- Goal: Build a mass movement that has strike potential
- Working together with unions to mobilize workers and other movements like feminist strike to join forces
- Parallel: Build up local groups throughout Switzerland to organize and mobilize (esp. people on countryside/people that aren't already organized otherwise)
- Two action days:
 - 2021 with a broad demand for a climate-just and socially just future for everyone
 - 2022 with focus on work-time reduction

Strategy: Strike for Future



- National Manifesto with demands for a socially and climate-just society in 12 topics
- Idea to focus more on concrete workplace fights to provoke smaller strikes
- Working together with other movements and unions can be difficult
- Communication of the idea was difficult
 - 2020: “Climatestrike is becoming socialist, losing its focus...”
- Difficulty to connect directly with workers and mobilizing them
- National reflection meeting: 19th of June, online

Strategy: Strike for Future



- This year: Landesmantelvertrag (LMV) is getting re-negotiated between employers (Schweizer Baumeisterverband) and construction workers represented by the union UNIA
- 80'000 construction workers under LMV contract
- Demands: clear rules during extreme weather, shorter working days, etc.
- Big demonstration in ZH on the 25th of June (workers!)
- Possibly strikes in Autumn or later
- Meeting with UNIA to discuss idea of campaign and mobilization of climatestrike for a climate block and supportive actions for strikes in Autumn

Strategy: Mainstream Discourse



- War in Ukraine:
 - Volatile gas and oil prices → fracking becomes profitable again, sanctions lifted on Venezuela
 - Fossil fuels at the center of the debate
 - Diverse range of counter-measures by governments
 - Emerging global food crisis
- Looming global recession
 - Last recession had a terrible effect on the environment in the long-term
- Countless UN reports on the state of the environment
- Victories of the climate movement
 - New government in Australia
 - Net-zero target in Zurich
 - Car-free valley in Glarus

Climate news group chat: https://t.me/klimastreik_zh_zeitungsartikel

Strategy: direct actions



different definitions

- civil disobedience

grey zone, illegal; argument: moral obligation as citizen; often acceptance of repression; non-violence (e.g. Rise up)

- direct actions

stop something that is conceived as bad from happening; the action form shows a solution (e.g. Fossile Zerstörung Stoppen)

- occupations

activists live in a place to protect it or protest (e.g. Lobau, Lützerath, ZAD de la colline)