



# today



Intro

Check-in

Theoretical framework

Theories

Principles

Tactics

Assignment #1

Conference alignment session

Check-out

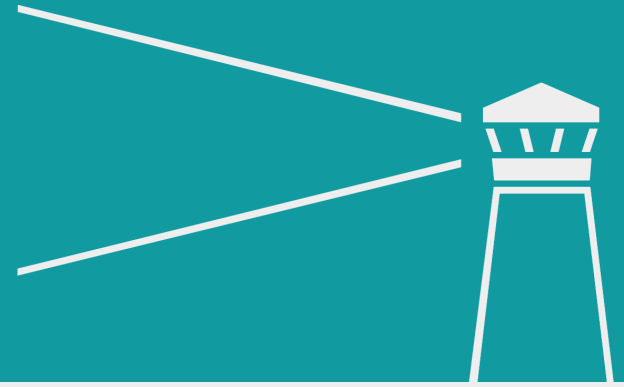
intro

Check-in:

What do you want  
to protest?

**theoretical  
framework**

# What is it?



The Yes Men & Yes Lab  
Broader collaboration  
Non-violent resistance  
Toolbox for activists



Where?



[beautifultrouble.org](https://beautifultrouble.org)

theories



theories

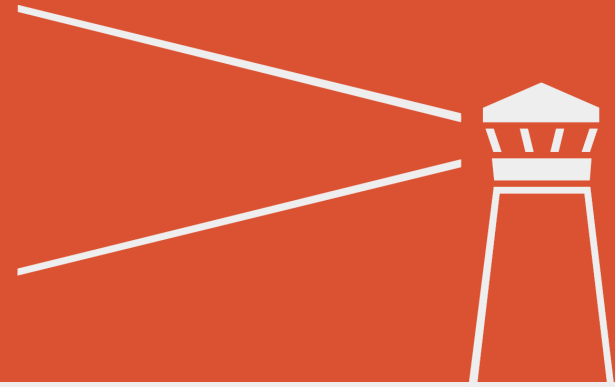


high-level concepts  
how the world works





## Theory #1: Framing



Theory #2:  
Temporary  
autonomous zone

theories

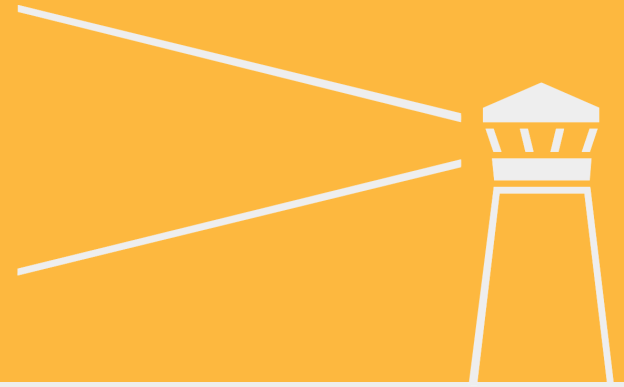


150

Theory #3:  
Dunbar's number

principles

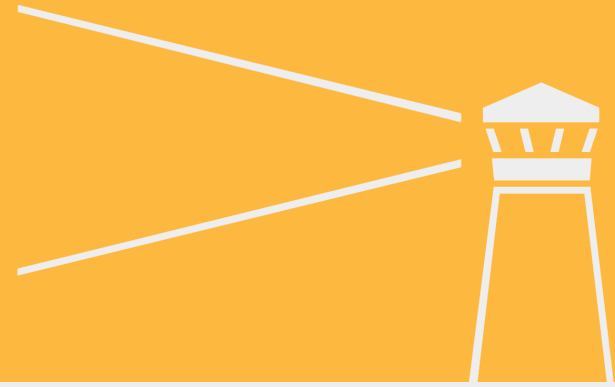
principles



# Best practices

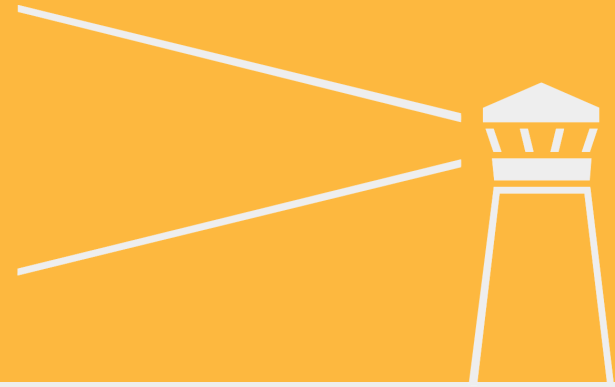
## Aggregated learning



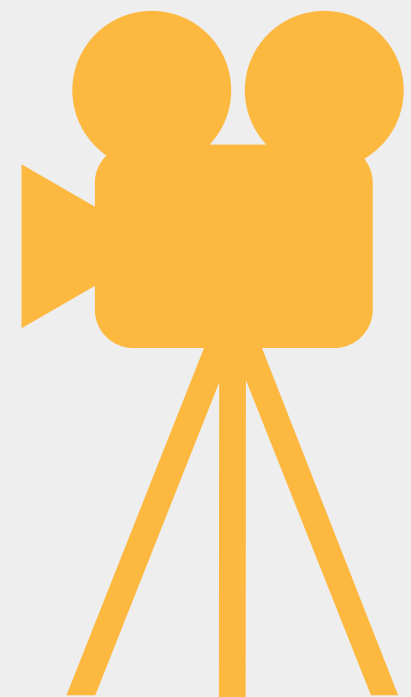


## Principle #1: Bring the issue home

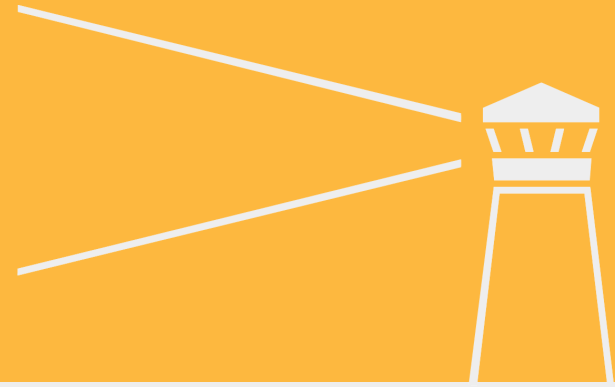




## Principle #2: Do the media's work for them







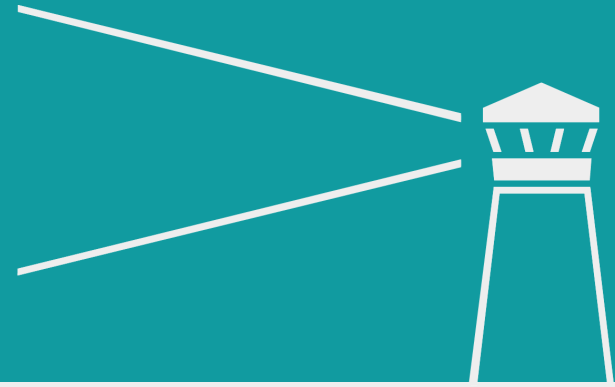
## Principle #3: Use your radical fringe to shift the Overton window



unthinkable -> fringe -> acceptable -> common sense -> policy

tactics

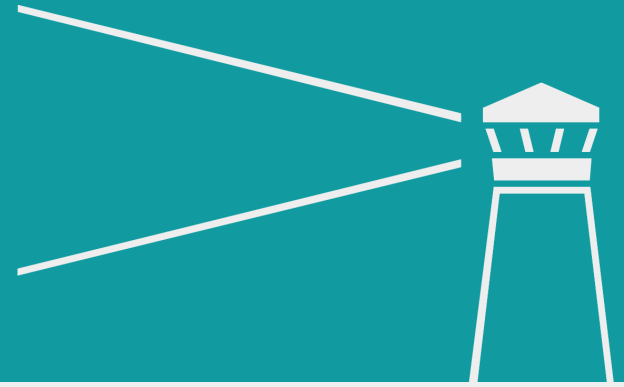
tactics



Concrete forms of action  
The stuff you do

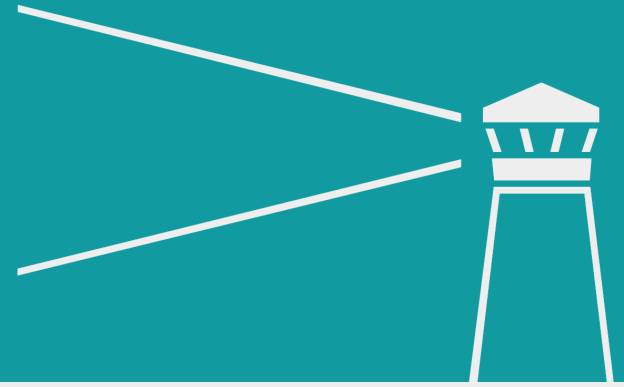


tactics

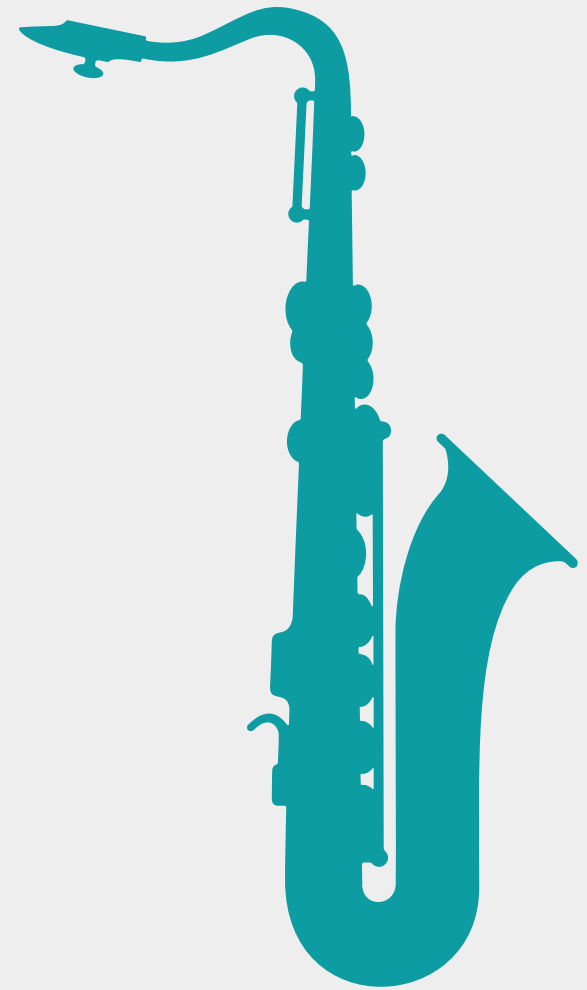


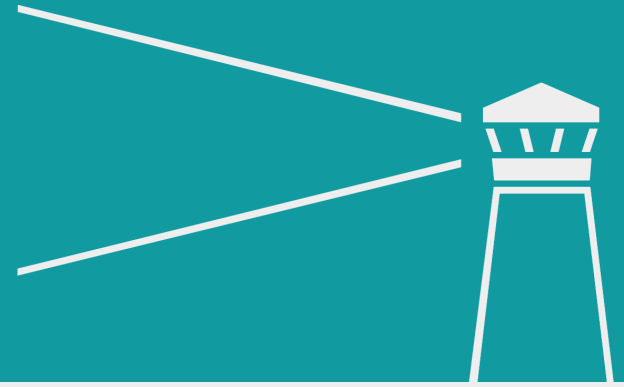
**Tactic #1:  
Blockade**

tactics



# Tactic #2: Culture jamming





## Tactic #3: Public filibuster

# assignment #1

# assignment 1



What theories, principles  
& tactics are at play here?



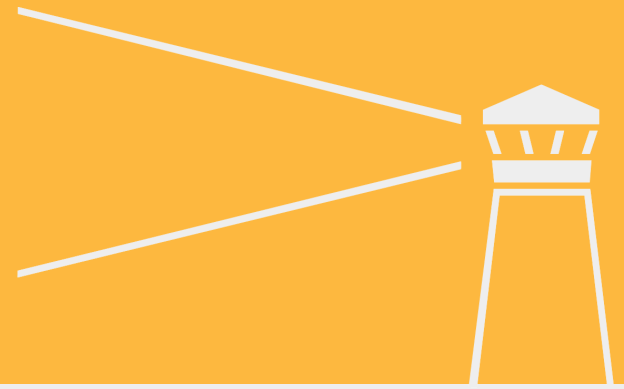


12.45

conference

alignment

# conference alignment



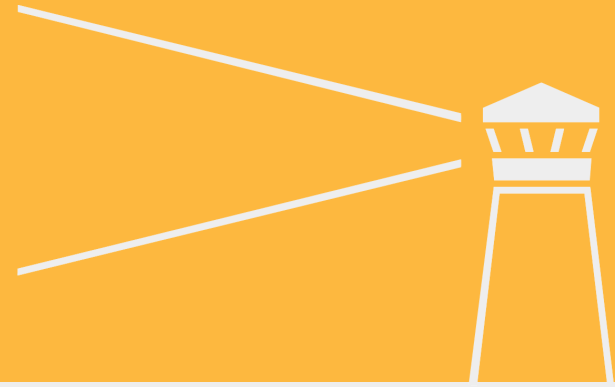
## **Rules:**

No generalisations (be specific)

No value judgment

We cannot argue with how someone feels

# conference alignment



## **Questions:**

What are your concerns?

What are your needs?

What would you like to contribute?

15.45

check-out

Check-out :

Show us your  
silly face

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