

THE POWER

OF

PEOPLE

*Climate action and the role
of citizens and communities.*

THIS REPORT

This report is published by the charity and grassroots climate movement The JUMP. The core analysis was kindly undertaken by ARUP, and consists of a new assessment of data and evidence developed by Arup, the University of Leeds and C40 in a 2019 research collaboration, The Future of Urban Consumption in a 1.5 Degree World. C40 have reviewed and commented on the work, and support its findings. No new primary data has been collected in this work, but the original evidence base has been revisited to allow new analysis and the generation of new findings and conclusions. This new analysis allowed the team to quantify the potential of individuals and communities acting to reduce our impact on climate change – and conclude that the potential influence of such action on a society-wide basis is far more significant than often thought.

The IP for the original evidence base was kindly provided by the University of Leeds for the creation of this research. Arup undertook this analysis as a pro-bono donation.

Unless clearly stated otherwise, all content and interpretive commentary is by The JUMP, and represents views of The JUMP only. Content, data, analysis and commentary provided by other partners is clearly labelled as such.

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The JUMP is a joyous, grassroots environmental movement working to inspire and empower citizens and communities to act on climate change. Specifically, to 'take The JUMP', by trying six shifts to protect our planet, live with joy and meet great people. The JUMP provides the support, tools, and community to help along the way.

www.takethejump.org

ARUP is an independent firm of designers, planners, engineers, architects, consultants and technical specialists, working across every aspect of today's built environment. We're more than 16,000 specialists, working across 90+ disciplines, with projects in over 140 countries.

www.arup.com

C40 CITIES is a network of mayors of nearly 100 world-leading cities collaborating to deliver the urgent action needed right now to confront the climate crisis. C40 mayors have been at the forefront of climate leadership for over 15 years, driving the conversation around climate action and environmental justice to place these issues front and centre in our local policies and on the international agenda.

www.c40.org

More and more people around the world are becoming concerned for the state of our planet, and are willing to act. Yet many also feel confused and powerless. Sure, there is a wealth of information out there on what changes individuals can make that will have the most impact. But so what, will this really make any difference when compared to the size of a 21st century global economy? Isn't it really just up to governments and industry to act, and the best we can hope for is to pressure them to do so? Is talk of citizen action even a dangerous distraction?

ARE INDIVIDUALS POWERLESS IN PREVENTING ECOLOGICAL BREAKDOWN, OR CAN THEY HAVE A SIGNIFICANT AND DIRECT IMPACT IN THE HERE AND NOW?

That's the urgent question this report aims to offer a simple, quantified answer to. At the request of new citizen-led climate movement The JUMP, ARUP has revisited their ground-breaking 2019 research collaboration with the University of Leeds, and C40 Cities. The original research looked at the impact of consumption on greenhouse gas emissions. It showed that to avoid ecological breakdown a 2/3 reduction in the impact of consumption is required by rich countries within 10 years. This staggering shift can be achieved through changes across key sectors such as buildings, energy, food, transport, appliances, trade and textiles.

This new analysis has considered which of those changes citizens and communities have primary influence over, allowing us to outline what action citizens can take, and how much impact that will have.

This is what is unique about this report. We are able to look at the impact of wide scale citizen action in the context of our whole economy, when compared to action by government, industry and others. The findings are profound and clearly indicate that:

CITIZENS HAVE PRIMARY INFLUENCE OVER

25-27%

OF THE SAVINGS NEEDED BY 2030

THE POWER OF PEOPLE

THIS RESEARCH SHOWS CITIZENS AND COMMUNITIES ARE NOT POWERLESS IN PROTECTING OUR PLANET!
THEIR ACTION IS MEANINGFUL, IMPACTFUL, AND ACTUALLY URGENTLY NEEDED.

THE DATA

Consumption emissions savings needed by 2030 in North American and European countries, to avoid ecological breakdown

Actions where:

**GOVERNMENT AND INDUSTRY
HAVE PRIMARY INFLUENCE**

(*Things citizens can influence indirectly)

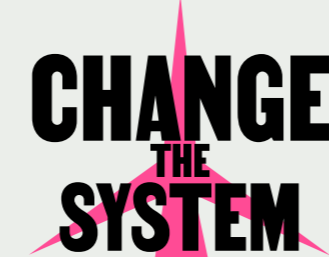
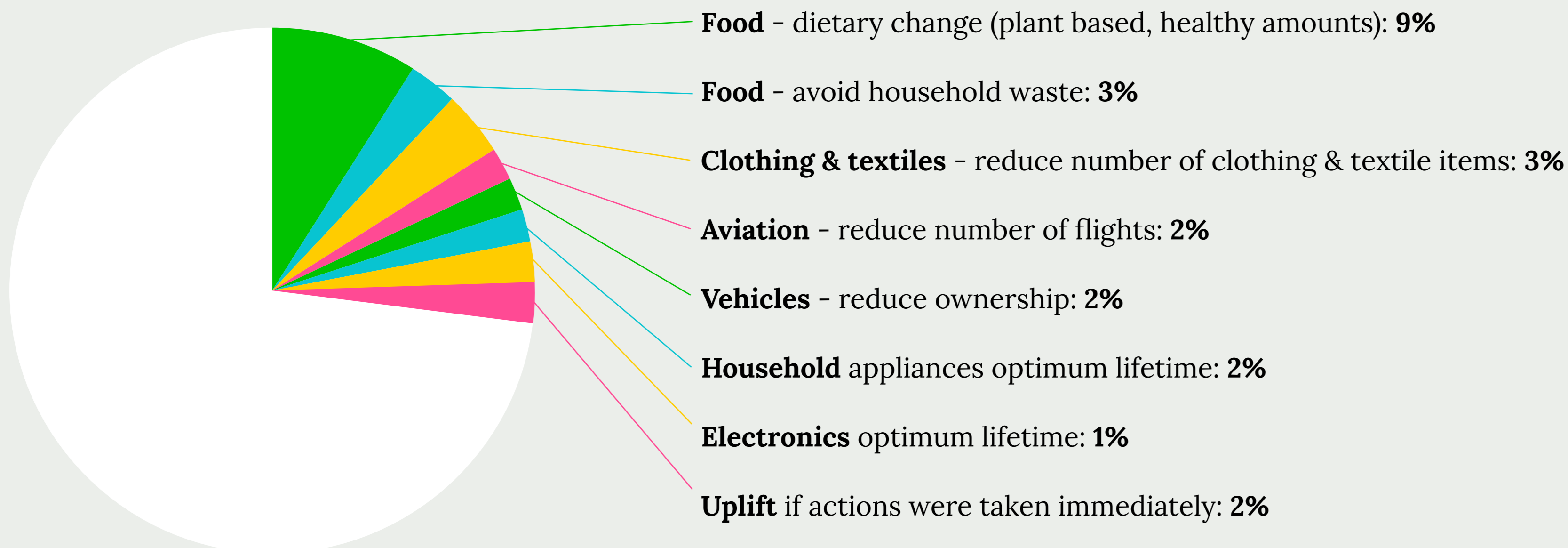
75-77%

Actions where:

**CITIZENS HAVE
PRIMARY INFLUENCE**

(*Things citizens can influence directly)

25-27%



THE CONCLUSIONS

1 Citizens have primary influence over 25-27% of the savings needed by 2030 to avoid ecological meltdown, by making key lifestyle changes!

Achieved through reducing vehicle ownership, changing eating habits, reducing flying, reducing the number of new clothes purchased, and keeping electronics and appliances for as long as possible. This is the JUMP that all citizens and communities can make, [click here](#) to get help making these changes.

2 The 25-27% is actually a minimum figure for the impact of citizens, because citizens can also have indirect influence on large portions of the remaining 73%.

Citizens can also have indirect influence over government and industry, encouraging them to make the changes needed. For instance through consumer demand or political activity to influence policy. This is the JUMP that all citizens and communities can make, [click here](#) to get help having an influence.

3 At the same time, government and industry still have most responsibility

Government and industry are still responsible for the large majority of needed emissions reductions, 73%. For example by decarbonising electricity supplies.

They also have a role in facilitating the transitions needed by individuals to ensure the 25-27%. For instance, by ensuring there are accessible, affordable low carbon transport options. There is no one lead actor: we need all a ction from all actors now!

4 Individual action is particularly relevant between now and 2030, the most important decade for climate action.

Given the time it takes for robust and urgent action by governments and industry to deliver deep reductions, it is vital that citizens take these actions by 2030.

5 For the changes led by citizens and communities, it is higher income groups that must take faster and bigger action

Lower income groups tend to exhibit lower levels of high impact behaviour such as flying and multiple vehicle households. As a result, when considering lower income groups, the responsibility for making shifts is lower than high income groups, dropping from covering 25-27% of emissions to just 9%.

TAKE THE JUMP BY TRYING SIX SHIFTS TO PROTECT OUR EARTH AND LIVE WITH JOY

SUMMARY

TRY THE SHIFTS WE CAN ALL MAKE TO DIRECTLY DELIVER UP TO A 27% SAVING BY 2030

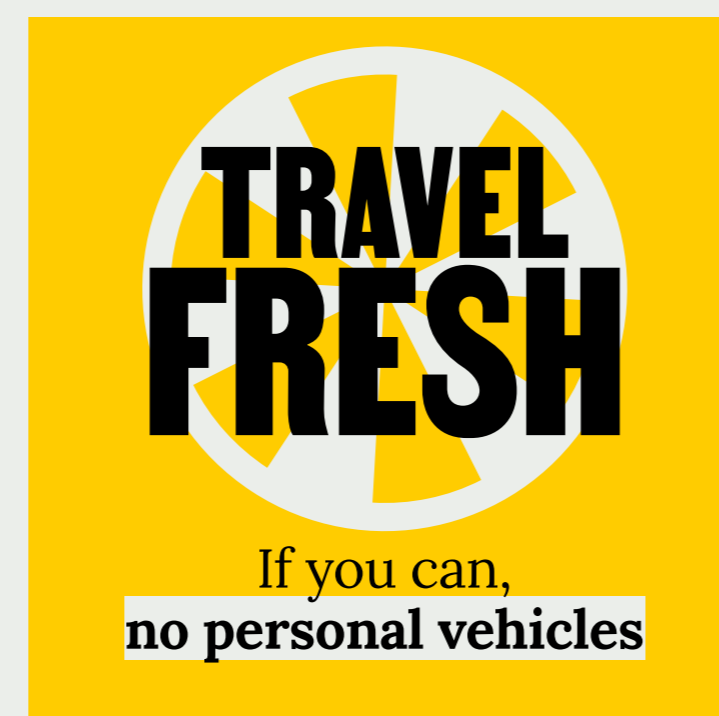
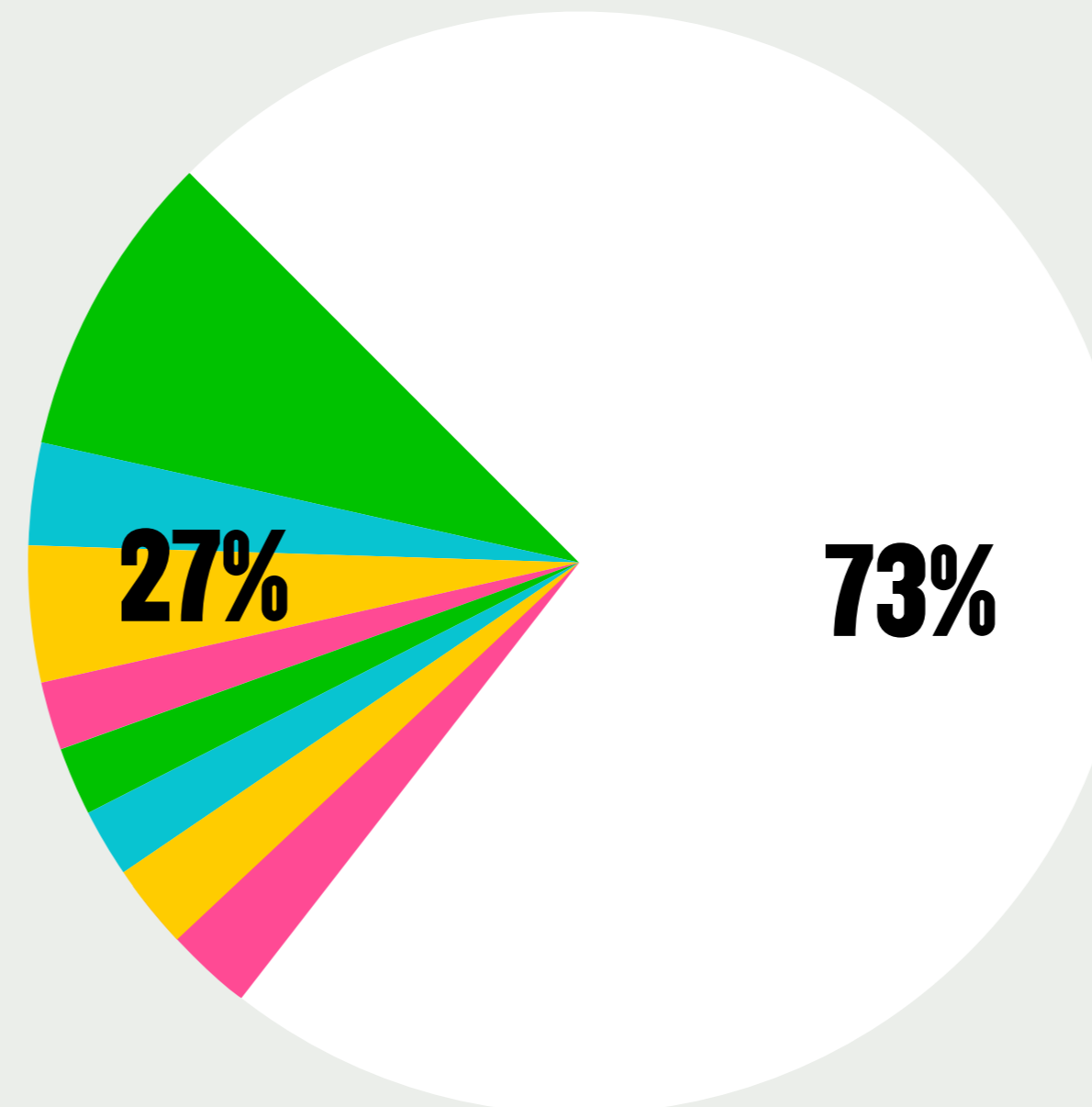
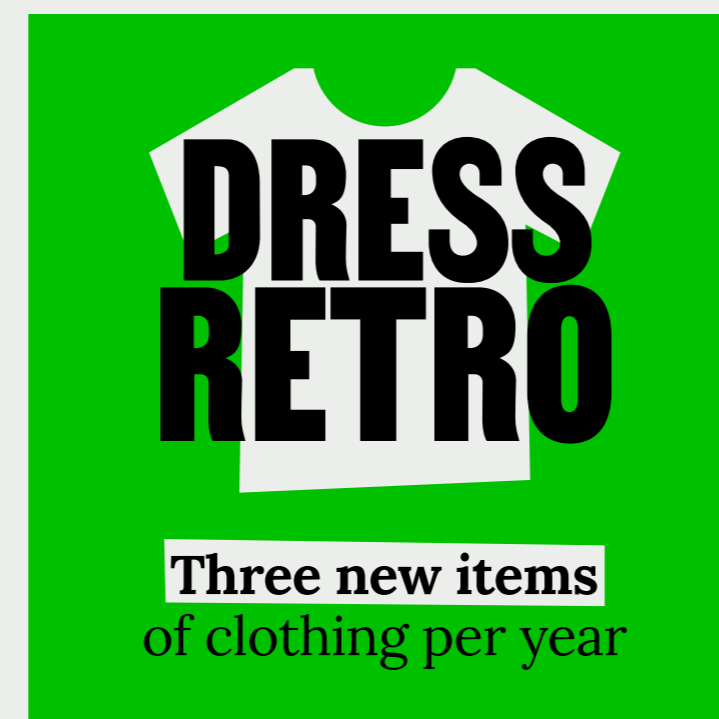
EAT GREEN: Combing reducing household food waste to zero and a shift to a mostly plant based diet, would deliver 12% of the total savings needed by North American and European countries.

DRESS RETRO: By reducing the number new items of clothing to a target of three, maximum eight, delivering 6% of the total savings needed.

HOLIDAY LOCAL: As close as is possible, reduce personal flights to one short-haul flight every three years, and one long-haul every eight years.

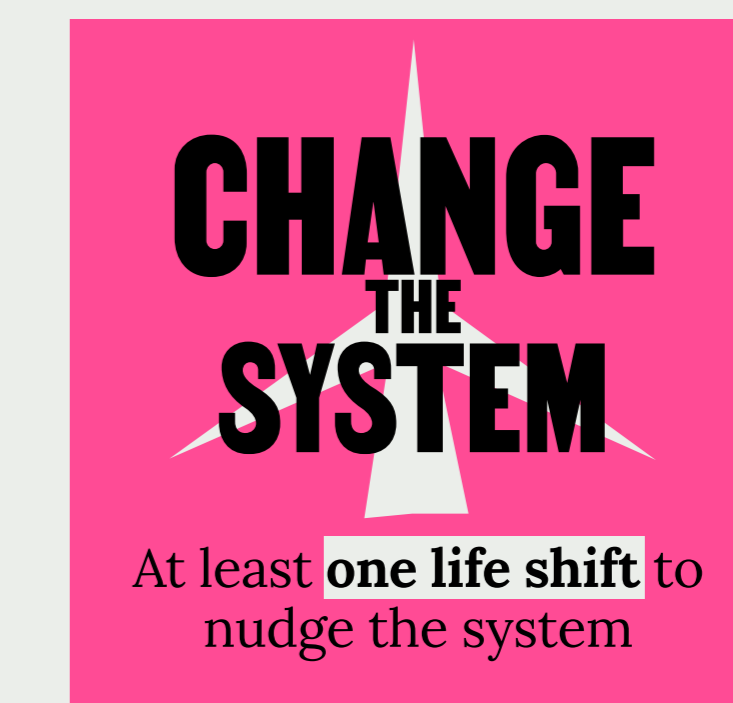
TRAVEL FRESH: For those who can, reducing vehicle ownership and if possible moving away from personal vehicle ownership, would deliver 2% of the total savings needed by 2030.

END CLUTTER: By optimising the lifetime of both electronics and appliances, keeping them for at least seven years, would deliver the 3% of the total savings needed.



ENCOURAGE CHANGE IN THE SYSTEMS AROUND US TO DELIVER THE REMAINING 73%

CHANGE THE SYSTEM: To influence the remaining 73% of emissions citizens could take action that encourages and supports industry and government to make the urgently needed, high impact changes to 'change the system', For instance swapping to a green energy supplier, changing to a green pension, retrofitting our homes, or taking political action. Taking the jump involves trying at least one of these interventions.



ARUP

Ben Smith,
Director of climate change

As the scientific evidence mounts, it's clear that we all must do more and with greater urgency, to reduce emissions and mitigate the threat of climate change. Our research shows that all of us, from politicians, city and business leaders to individual citizens, have important roles to play. We can all show leadership to inspire those around us. We are delighted that our research has catalysed The Jump. The platform, six shifts and community toolbox are informed by science, and it's exciting to see the movement growing. It's a positive movement aimed at raising awareness amongst ordinary people and providing support and encouragement to make simple lifestyle changes that can make a big difference.

C40 CITIES

Rachel Huxley, Director of knowledge and learning

This analysis shows the collective impact that individuals, and individual choices and action, can contribute to combating climate change. This is really important in showing that citizen action really does add up, and alongside government and private sector action, individuals can make a major contribution to tackling climate change. At C40 cities we see clearly the power of citizens in asking for, supporting and acting for change. And whilst we know that the climate crisis isn't a question of who should act, because we all need to act in order to achieve 1.5D, this report's focus and findings is welcome as it provides hope for all the citizens out there that they can make a difference.

THE JUMP

Tom Bailey,
co-founder

This pioneering analysis ends once and for all the debate about whether citizens can have a role in protecting our earth. We don't have time to wait for one group to act, we need 'all action from all actors now'. It is in direct response to this analysis, and the evidence that there are clear six shifts we all need to make in the next ten years, that a new movement has been born. The JUMP is a fun grassroots movement of people leading the way to less 'stuff and more joy'. Coming together to make practical changes, support and inspire each other, celebrate success and drive a shift in society's mindsets and cultures. It all starts today with citizens and communities 'taking The JUMP', by trying the 6 Shifts. We are hugely grateful to Arup, C40 and the University of Leeds for making this analysis and the work leading up to it available to all.

If you would like to know more, or would be interested in having an impact yourself, why not 'take The JUMP' and sign up to trying these 6 Shifts for 1, 3 or 6 months. We have the community and the tools to help. No more confusion, 'take The JUMP' and we can be sure we are doing what's needed to protect our earth and live with joy.



EAT GREEN

A **plant based diet** —
no waste, healthy amount

The poster features a bright green background. At the top, the words "EAT GREEN" are written in large, bold, black capital letters, centered within a white, stylized cloud shape. Below this, the text "A plant based diet — no waste, healthy amount" is written in a smaller, black, sans-serif font, with "A plant based diet" highlighted in a white rectangular box.



CHANGE THE SYSTEM

At least **one life shift** to
nudge the system

The poster has a vibrant pink background. The words "CHANGE THE SYSTEM" are in large, bold, black capital letters, with "THE" in smaller letters between "CHANGE" and "SYSTEM". A white, stylized starburst or arrow shape points upwards behind the text. Below, the text "At least one life shift to nudge the system" is in a black, sans-serif font, with "one life shift" highlighted in a white rectangular box.



HOLIDAY LOCAL

One flight every
three years

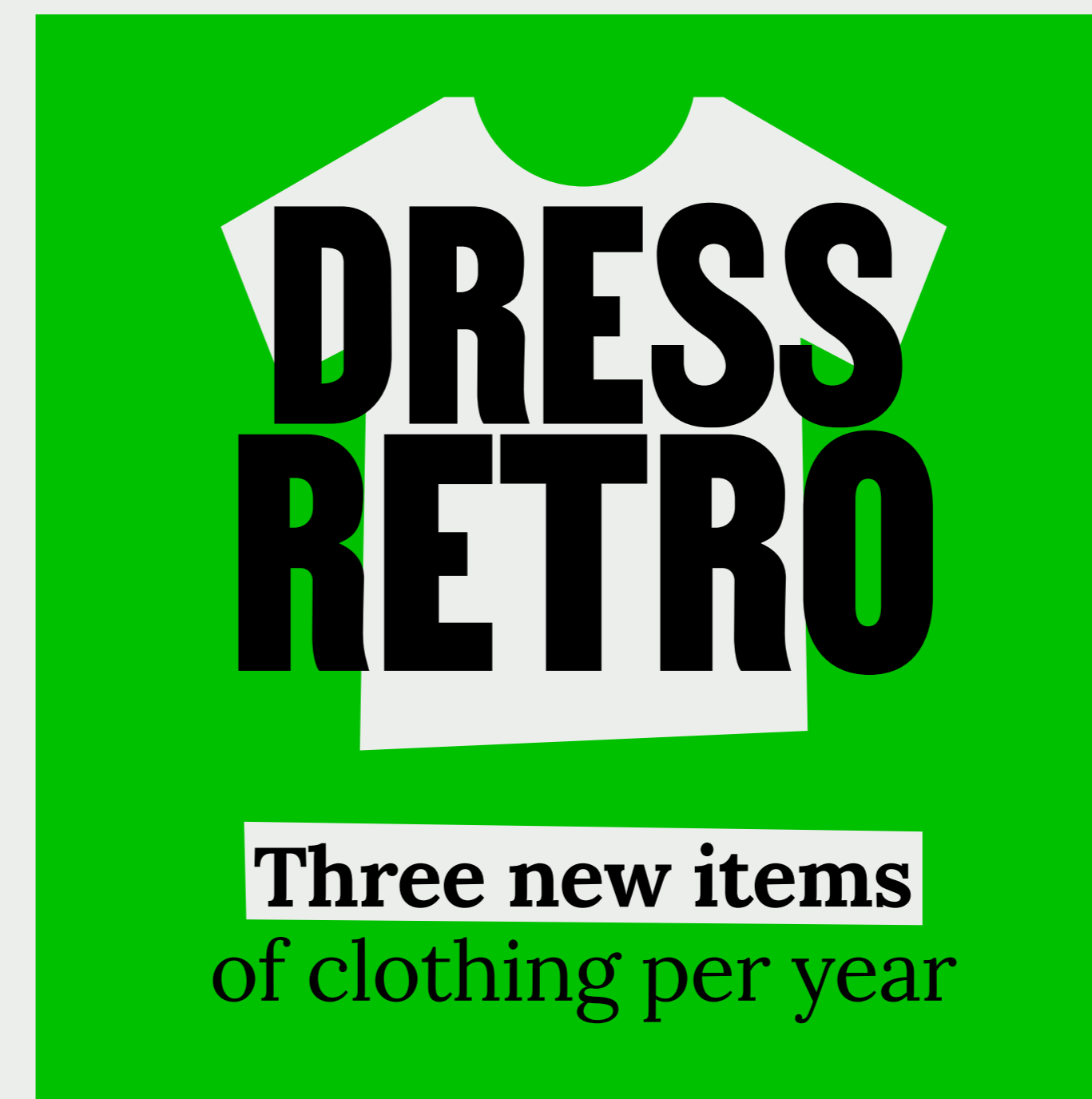
The poster is set against a bright cyan background. The words "HOLIDAY LOCAL" are in large, bold, black capital letters, centered within a white, stylized paper airplane shape. Below, the text "One flight every three years" is in a black, sans-serif font, with "One flight" highlighted in a white rectangular box.



TRAVEL FRESH

If you can,
no personal vehicles

The poster has a bright yellow background. The words "TRAVEL FRESH" are in large, bold, black capital letters, centered within a white, stylized circular shape with a yellow and white striped pattern. Below, the text "If you can, no personal vehicles" is in a black, sans-serif font, with "no personal vehicles" highlighted in a white rectangular box.



DRESS RETRO

Three new items
of clothing per year

The poster features a bright green background. The words "DRESS RETRO" are in large, bold, black capital letters, centered within a white, stylized t-shirt shape. Below, the text "Three new items of clothing per year" is in a black, sans-serif font, with "Three new items" highlighted in a white rectangular box.



END CLUTTER

Keep products for
at least **seven years**

The poster has a vibrant pink background. The words "END CLUTTER" are in large, bold, black capital letters, centered within a white, stylized rectangular shape with rounded corners. Below, the text "Keep products for at least seven years" is in a black, sans-serif font, with "seven years" highlighted in a white rectangular box.

Website

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@TAKE THE JUMP NOW

Hashtag

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