

# Paint The Streets - Info Pack

This is a live doc! To find the most up-to-date Paint The Streets (PTS) info doc please find it linked in the very first page of this book. Use the Toolkit version for ease of browsing.

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# What is Paint The Streets?

[Link to the Paint The Streets Info Pack \(live doc\)](#)

## What is Paint the Streets?

Paint the Streets is an ongoing creative campaign, breaking social norms to raise awareness about the climate & ecological emergency.

## What are the aims of Paint the Streets?

Paint The Streets creative actions use images to tell the truth about climate breakdown, ecological collapse, and the injustice of our toxic system and failing governments. Create an action pathway and build confidence for new Rebels

### **Move hearts and minds**

- Grow the movement through organic, creative, decentralised participation
- Remind the world politics is failing but there are solutions and hope.
- Break the media echo chamber by reaching new audiences
- Mystify, inspire, shock, bring hope and love to people
- Have fun!

## Who can take part?

Anyone in XR! This is an inclusive campaign and we welcome all rebels.

There are creative actions for everyone from flyposting and making stencils to mural painting, creating street sculptures to folding origami offerings. For rebels to take part we ask that you are mindful of our core principles and demands as well as strategy guidance.

# Messaging and Action Guidelines (PTS)

## What are the Paint the Streets Guide - Action Guidelines?

In April 2020 the Paint the Streets UK working group put together [these Action & Messaging Guidelines](#) which is also a book within the Rebel Toolkit here: [Action Guidelines \(PTS\)](#), along with ideas from Rebels around the UK to inspire creativity.

For any actions you take part in, including Paint The Streets, please check out these guidelines to help groups link up with art resources, consider the design ethos and get the best images and media shots from your actions: XR Arts - Action Design

## What kind of messaging should we use?

We encourage you to create work around current UK-wide action campaign messaging or agreed local messaging such as: **#Rewild** **#NoGoingBack** **#NHSnotHS2** etc

When you post pictures to social media please remember to include the relevant hashtag for your campaign with **#paintthestreets**. Please share images on the UK-wide Telegram chat, including your local group so the social media team can pick them up for our Facebook page and Instagram.

## Paint The Streets - Slogans

We suggest using slogans which have been agreed on by action campaign groups, also don't forget to use XR's three demands and original slogans. These can be found in the Paint The Streets slogans document.

## The XR logo

It is up to your local group if using the XR logo feels appropriate. Some groups have found that slowly building up imagery (such as the painted vines) can make a strong statement before adding the XR logo at a later stage.

**Note:** The logo is copyrighted and not to be used for commercial purposes. Check out the XR design guidelines, you can get more info from [xrdesignngroup@gmail.com](mailto:xrdesignngroup@gmail.com) including the latest version of the design programme.

# Action Guidelines (PTS)

## Paint The Streets

Action guidelines v.1.7 - May 2020

This is a live document that is regularly updated - If you're not viewing it from the Google Drive please [click here](#) or on the image below to make sure you have the latest version.

For the Rebel Toolkit version we have made the writing on each of the pages available in text form. The writing is below the picture of the available Action Guidelines.

[This image is the Paint the streets action guideline booklet front page](#)

# EXTINCTION REBLLION

## PAINT THE STREETS

***Action guidelines v.1.7 - May 2020***

This is a live document that is regularly updated - If you're not viewing it from the Google Drive please [click here](#) to make sure you have the latest version.

[This is a picture of the page in the booklet. All the writing is included in the section below.](#)

The current lockdown and the effects of Covid-19 have changed our lives. As human activity has headed indoors some of us find ourselves with more time to make & create.

Action Design and Planning Advice (doc linked here) is to prioritise looking after ourselves and our communities; take the space to reflect and get organised.

## MESSAGING

Let's take care to avoid messaging which can be seen as divisive or upsetting, instead focusing on the things that unite us all. We suggest avoiding the use of skulls, death motifs and slogans which are not agreed by your group and aligned with actions messaging. [These media guidelines](#) offer more details on messaging during Covid19.

## New!

Read the **FAQ document** [here on the Rebel Toolkit](#) or [here on a google doc](#)

## Legal advice

XR Arrest Welfare does not advocate arrestable actions for the time being. The increased police powers and health dangers mean that activities previously seen as low risk might not be. [Click here to read more.](#)

## Now for some fun

As the lockdown continues, this document contains some suggested activities of things to create, to be deployed when the time is right. And remember. It's great when we change our environments with creative actions, however small. It's even better when these actions combine on a grand scale.

If your group wants to create a bigger impact, connect with others by joining the [Paint The Streets Telegram chat](#) to share your ideas and links to your projects. For the XR Design Programme contact your local Art group or email [xrdesigngroup@gmail.com](mailto:xrdesigngroup@gmail.com)

[This is an image of the page Message and Timings.](#) The writing on this page is in the section

## MESSAGE AND TIMINGS

Messaging will follow three phases: PAUSE (where we are now), CONNECT and WHAT'S NEXT? How long each phase will take is unknown, we will work together with other XR Groups to make sure our messages are aligned with actions.

## PAUSE

Visual messages that emphasise regeneration over rebellion and reflect the transition we are witnessing. What are we prioritising? What really matters? These are tough times, let's try to brighten up our days with beautiful artwork

and positive messages.

## CONNECT

Messages that highlight the connections already happening in society. Messages showing that some of the responses we are seeing to Covid19 embody the values we want to see in the world (eg. Mutual Aid). We are awaiting the release of an XR messaging framing document and emergency demands. We advise treading carefully with XR branding, unless it is related to specific campaigns such as [#NHSnotHS2](#) or [#carbonlockdown](#).

## WHAT 'S NEXT?

Messages that highlight the need for a Green Recovery, inviting people to consider what future they want to see. Campaigns for the government not to bail out the big polluters. Can we be happy with less? Can we distribute income fairly? Messages that invite community into government through Citizens Assemblies.

 This is an image of the page Get Creative. The Writing on this page is in the section below

# GET CREATIVE

***Here are some ideas for actions during this phase.***

Join in or make your own!

## **GRID OF LOVE**

Print and share messages of solidarity with your neighbours, community and the wider world by putting up tiled window displays such as [these ones here](#).

## **XR STENCILS**

- Stencils are a fun way to create XR artworks for spray chalking and poster making.
- [Watch this inspiring tutorial](#) which was created by the very talented: [by Paris68Redux](#) and get creative!
  - With a scalpel, cutting board, roller and some paint you can make beautiful artwork that can be put up in your window or in the street when the moment feels right.
  - If you have blocks with XR illustrations lying around, use them! And if not, here's a link to a [dropbox folder of stencil templates and inspiration](#) from XR Print Workshop.

**Note:** If you plan to Paint The Streets please avoid any vandalism; go for chalk spray or posters and do not target private property.

## **XR FACEMASKS**

Stay safe in style! Use XR image assets, found material or draw your own. [See the tutorial for making your own facemasks here](#).

 This is an image of the page Rewilding. The writing on the page is in the section below

# REWILDING

## CHALK VALUES

While our streets are free of people and traffic, we have a chance to rewild them. Using stencils or free hand, we can paint vines, trees and other vegetation on the concrete.

This project can be completed over a series of weeks where the plants 'grow' with each visit.

- Stencils are available to get you going here:
  - Stencil one [link to image](#)
  - Stencil two [link to image](#)
- Alternatively, you can create your own designs, but whatever you do make sure to share your work [#paintthestreets](#)

[Rewilding image - the page continues below](#)

## ***REWILDING*** (continued)

### INFINITE GROWTH - NOW IS THE TIME TO PLANT WILDFLOWERS

Lots of lawns will be left unattended due to the lockdown, so we have the chance to help nature reclaim the city! Mustard seed is cheap and will grow to around 60cm in 6 weeks on any soil: [buy it here](#). The land needs to be a bit bare or disturbed for best effects. More info here in this

[Infinite Growth doc](#)

[This is an image of a page in the book called Origami the streets. The writing on this page](#)

## ***ORIGAMI THE STREETS***

Most of us have by now an extensive library of printed XR matter lying about. Now is not the best time for person-to-person outreach but we can still use the colourful bits of paper to make origami animals and

leave them (safely) outdoors on our daily walks. See [here for](#)

[example instructions](#), or the web has a multitude of other resources!

## ***STICKERS***

Animals and plants stickers are quick to put up during a walk.  
Decorate your bins!

## ***XR BIRDS - SKELETON REBELLION***

Learn new skills and focus your mind by making a skeleton model of an endangered bird, using (mainly) recycled materials from your lockdown household. You can hang it from your living room ceiling for now, and then watch it come to life when we next fly together in protest. Join the [XR Skeletons Rebellion \(links to Facebook\)](#) and read [the XR Birds brief](#) for more info. [Here's also a look 'Inside a Bird' - via a DK website](#) and an example of [how to make a paper mache crow](#).

Image is a screenshot of the page what does your hashtag paint the streets look like? The writing is in green

## ***WHAT DOES YOUR #PAINT THE STREETS LOOK LIKE?***

Join the telegram chat to discuss and share your ideas and images and share your ideas and images: [XRUK Paint The Streets Telegram Chat](#)

Paint The Streets on Social Media: Facebook: [Paint the streets](#) Instagram: [Paint The Streets](#)

Share your work! [#paintthestreets](#) [xrpaintthestreets@gmail.com](mailto:xrpaintthestreets@gmail.com)

For the full up-to-date document of ideas, please see [here](#)

## ***STAY SAFE REBELS***

[PTS FAQs on the Rebel Toolkit](#) [PTS FAQs Google Doc](#)



# Actions during Covid19

The parameters of an action have transformed with Covid19, with new rulings and restrictions.

In this space creative projects have emerged which have galvanised the movement and keep people creating and our messages getting out there! We continue to encourage rebels to safely engage in NVDA. Just keep social distancing 2m apart, wear a mask, gloves if handling materials and get clued up on the legal risks and Know Your Rights training!

## Paint the Streets:

- Make stencils for posters and painting with Spray-chalk or emulsion paint ([link to available product on cassart.co.uk online shop here](#))
- Sticker up your walks or on your bins
- Print out window posters or make your own window art
- Guerrilla gardening #Rewild
- Giving posters to friends, shops, community centres etc to put up in their windows as effective outreach
- Train Talks - stand on public transport and speak the truth to fellow passengers wearing badges and patches, for more information check out their [Train Talks Telegram group](#)
- Flyposting

- Brandalism and subvertising: replacing bus stop posters with your own work or repurposing an existing advert to change the message, postering billboards
- Subvertising: replacing adverts on train / tube carriages

# Is doing an action like chalking or flyposting going to get me arrested?

You are highly unlikely to be stopped whilst doing this type of work in the UK.

If you are, it's more likely to be by people who work in the industry rather than the police. Avoid giving your name or details to any industry worker. You're only obliged to give your details to the police, and even then, only in certain circumstances.

The situation varies depending on external factors and location, particularly in countries with different laws. Spray-chalking usually provokes the police if they see you do it. There have been incidents of rebels receiving a fixed penalty fine of £90 for chalking outside a company HQ.

In the worst case scenario, a charge is likely to be that 'criminal damage', which holds minor penalties.

**For more information check out: [Green and Black Cross website**  
([greenandblackcross.org/guides/laws/6-criminal-damage-theft/](https://greenandblackcross.org/guides/laws/6-criminal-damage-theft/))

Note: Avoid taking or posting photos of anyone doing the work as it can be used as evidence in the future.

## ***Police liaison:***

To be an XRUK action, some arrestables should stand by the action and face possible arrest. This does not necessarily mean you have to tell police exactly what you're planning; this is an action individuals or affinity groups (outside lockdown) can take alone, and as such is more easily stopped by police than a mass action. Scout your meeting location an hour or so beforehand to check for police presence.

In the UK (this advice will vary depending where you live) we don't recommend running away if police find you taking action. This could be classed as resisting arrest and may also make them think you're doing something far worse than you are. However, some members of affinity groups could calmly and quickly walk away, or even continue the action, while the police liaison negotiates with them.

## Legal advice?

Know Your Rights online training takes place every fortnight, you can sign up on the facebook page [here](#).

# Creating a Campaign and Support

## Can I create my own campaign?

XR Local groups and Regions are encouraged to create their own campaigns. Consider the messaging and targets carefully eg. the funders and profiteers of climate and ecological destruction; the government, corporations and the bank system.

Make sure you give consideration to how your campaign fits into the [XRUK Strategy for 2020\\*](#) and reflect on the impact of the messaging as well as how it will be interpreted by society as a whole.

XRUK Paint The Streets campaigns are shared or scaled up UK-wide, sometimes Internationally. It's good for new campaigns to be mindful of:

- Location
- Group capacity
- Strategy and messaging
- Working around key dates/themes - check in with the UK calendar through Action Circle if its UK-wide

Contact [xrpaintthestreets@protonmail.com](mailto:xrpaintthestreets@protonmail.com) to share your idea with actions coordinators, or run it past reps in the Telegram chat (just reach out there and someone will reply)...

This is to check in with the UK calendar of actions and also to receive support.

## Things to consider....

- Work up the messaging and logistics before sending out the campaign.
- Leave minimum 2 weeks to print and distribute materials in your area... needs a coordinator with time to manage as can take time.
- Leave a month preparation for any big campaign. Rebels need lead time to get into a project idea and see if it works alongside other actions.
- Creating a PDF and sharing the link so that people can print it off themselves is a more efficient way of sharing, but if you're able to do local distro in your city or area then it can be a real booster for groups.
- Create an action event to rally rebels round a date and purpose.
- Give time for rebels to plan for this around other actions.

## Where can we find information to support our campaigns?

The [Paint the Streets googledrive folder](#) has an array of designs and resources from past and current campaigns. All the work has been created by dedicated individuals who have volunteered to support our movement. These documents are not to be used for commercial gain.

# Where is information from previous Paint the Streets campaigns?

The [Art resources section of the Rebellion.Earth website](#) has electronic copies of Extinction Rebellion flyers, stickers, posters etc which you can download. Please contact your regional Creative / Arts coordinator or [xrdesigngroup@gmail.com](mailto:xrdesigngroup@gmail.com) for more details, or to get access to the XR Design Programme. You can then modify these to suit your local needs, provided your messaging is in keeping with strategy and aims.

The **[XRUK Paint the Streets Design Drive](#)** also has a wealth of material from previous campaigns. Don't forget to share your images, with your location, to the [XRUK Paint the Streets Telegram chat](#).

\*If the link to the strategy link is not updated please contact the Rebel Toolkit Team on Mattermost in the Communities channel XRUK. Thank you.

# Stenciling and murals

## How do I make a stencil?

Our friends at Paris68redux have created a brilliant How To video and comprehensive guide on stencil and print making. Check out [Paris68redux](#) for more information.

## How do I make a BIG bike stencil (for the road)?

[How to make a large stencil video here](#)

## Is there a list of environmentally friendly sprays and paints?

- #xrprintworkshop recommends emulsion paint for doing stencils on paper
- We also recommend chalk spray such as Montana but it's less ecologically sound. Prices do vary but you can check out [GraffCity](<https://www.graff-city.com/spray-cans-c128/chalk-spray-c150/montana-chalk-spray-p189>) and <https://www.cassart.co.uk/painting/spray-paints/montana/montana-chalk-spray.htm>) and [MontanaCans](#) for prices and information.
- There are a variety of other environmentally friendly graffiti options available to Rebels including: [Water based spray paint](#); [Sugarcane based spray paint](#); [Reverse graffiti](#); [Moss graffiti](#).

## Is it okay to chalk spray, paint or flypost local businesses?

This public art project is aimed at sparking a conversation and building the movement in line with the XRUK Strategy 2020. Rebels are asked to be mindful about where they create their art. Please don't damage private property or small and independent businesses as this can be seen as vandalism and might damage relationships within the community. Please try and use materials which give minimal damage to private property and the environment.

Some actions are potentially seen as "vandalism" and may have a high risk of arrest especially if private sector buildings are targeted. It is unclear what police reaction will be to some of these actions so take precautions.

## What about spraying over existing artwork?

As a golden rule don't tag over other posters and spray tags as this could cause conflict. Organised fly-posters and graffiti groups can be territorial and could get violent.

## How do I organise / paint a mural?

Matt from XR Brighton has launched the murals campaign. He has a growing community of artists keen to get painting and has completed several murals so far. He's making a guide on how to organise a mural - coming soon!

# Flyposting

## Flyposting - All you need to know:

### ***How do I organise a fly-posting group?***

**WARNING!** If you're flyposting during Covid19 make sure you're social distancing and staying 2m apart. The action can be riskier than usual so check out the legal advice above.

- Get together in an affinity group of 3-5 people. Here's some suggested roles:
- Coordinators and Police liaison
- Flyposters: 1 to roll on the paste, 1 to put up the posters, 1 to roll on more paste on top
- Social media Rebel to take photos and put on #paintthestreets chats

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### ***What materials do I need for fly-posting?***

Check out this amazing website that has the answer to all your questions about fly-posting: [Everything You Need to Know to Blanket the World in Posters](#)

- Buckets
- Bags
- Posters
- Flour mix poster paste - [Check out this video about How to make poster glue](#)
- Brushes
- Rollers / & pins

### ***How can I get posters printed?***

There are several ways of printing flyers, posters, stickers for outreach and actions. (Please note that the logo is strictly not to be used for any commercial purposes)

Go to [XR Arts website](#) to download electronic copies of Extinction Rebellion flyers, stickers, posters etc. You can then modify these to suit your local needs, provided your messaging is in keeping with strategy and aims. We advise working with your media & messaging and actions group closely before producing new messaging or print materials. XRUK design group [xrdesigngroup@gmail.com](mailto:xrdesigngroup@gmail.com) can also offer support and guidance on design decisions and induction into the XR Design Programme.

Check out [the list of local groups](#) to make contact with nearby existing groups and see if they have any materials you could share.

You can print the materials yourself, either with your friendly local print shop or online at [solopress.com](https://solopress.com) or [DigitalPrinting](#). We recommend bond type paper (unfinished or natural look).

How do I claim costs from Open Collective? Check if still supporting - last update no longer funding

The Open Collective supports environmental protest organisations with the cost of printing their posters, vinyl and fabric banners. You will have to pay the upfront costs for the print run. Keep your receipts for inks/fabrics and then claim back the costs from the [OpenCollective website](#) (these usually take a month).

## ***Can I order posters for my group from XRUK?***

We soon hope to offer you a range of flyers, posters, stickers and booklets. This isn't available yet.

# ***What are suggested Action Tactics for flyposting?***

## **During lockdown:**

Exercise social distancing 2m and stay safe. Some activities are designed for an affinity group but during this period of social-distancing they are not recommended by public health guidelines.

## ***In general:***

Action planners have provided some key points to consider when undertaking an action:

- Pick your key locations to paint.
- Pick some backup locations if you have to change plans.
- Travel as light as possible.
- Pick a meeting point, time and communicate these via Signal or other encrypted chats the night before, along with the arrestable end-point if this applies.
- Use emergent strategy to move: avoid planning a travel route which could be snitched on (information leaked) or messed up by delays - instead, make the route up as you go along. Change location every 20-30min depending on how discreet your action is.
- ***Always have a plan B.***

# ***What is a suitable target?***



Remember, you also don't have to flypost, you can give posters away and put them up on school/university noticeboards, in windows of cafes and on flyer tables. People often like being given things and to have a chance to share their thoughts on the climate and ecological emergency- use any available opportunity for outreach.

During lockdown: Your windows, homes, your streets, parks, local neighbourhood - please tag your local group when you post your images to the chats or social media.

### ***In general:***

- Billboards/ temporary walls
- Universities, colleges, schools
- Places with high pollution levels
- Public transport - trains, back of buses, bus stops and stations
- Busy central areas in cities: town squares, statues, pedestrian areas
- Locations with iconic backdrops for dramatic/symbolic effect, e.g. Eiffel Tower in background Government buildings
- HQ's of companies agreed as it targets in keeping with our group strategy
- Companies linked to fossil fuel industry and fracking e.g. HSBC, Barclays
- On the floor in a place where lots of people get an aerial viewpoint e.g. a square surrounded by skyscrapers
- Places people are queueing
- Replacing ferry flags

# Subvertising

## ***What is Subvertising?***

Subvertising is the practice of making spoofs or parodies of corporate and political advertisements. Crews like [Special Patrol Facebook Group](#) and [Brandalism](#) are currently very active and providing inspiration to Extinction Rebellion through their witty and cutting satire of companies who aggravate racial and climate injustice. Check out Brandalism's amazing [Subvertising Manuel](#) for an in depth guide to all things Bus Stop related.

**Note:** Brandalism and Special Patrol Group are separate organisations to XR and any reproduction of their work must be credited.

## ***How do I get into a bus top?***

There are [videos](#), [guides](#) and [websites](#) with plenty of info but the main piece of kit people use is a T30 key, high visibility jackets and non-descript worker clothes; it's best to hide in plain sight and look like they belong when they are putting up the posters.

## ***What can I print?***

It is popular with some groups to have a message that they hand paint on to the back of adverts that they have removed enabling them to keep costs down. People are able to edit existing posters as well, picking posters to remove and edit focusing specifically on companies complicit in the climate crisis. You can find designs from past campaigns and other posters to print on the [Paint the Streets google drive](#).

## ***Where can I get bus stop ads printed?***

To print bus stops sized sheets use [DigitalPrinting](#) and select [6 sheet](#) measuring 1,200mm x 1,800mm.

## ***What are the legal implications?***

There is generally a view that this kind of action is a lower level in arrestability.

[From the Brandalism Subvertising manual:](#)

"some legal advice from Green and Black Cross: The basic rule of thumb is 'No Comment'. In the worst case scenario, a charge is likely to be that 'criminal damage', which holds minor penalties." Other legal advice that has been provided warns that if caught with a removed advert there could be a charge of theft. However, at present we are unaware of anyone facing prosecution for subvertising.

# Action Groups (PTS)

## *How do I join a P.T.S. group?*

The most likely points of contact to find out if you have a local / regional Paint The Streets group are either your local group coordinators, arts coordinator or actions coordinator. You can also take action with your affinity group or by yourself. Some activities like fly-posting are easier with a small group of people, but during this period social-distancing needs to be observed.

Join the [Paint The Streets UK Telegram chat](#) to share images and be part of a supportive community. Images and videos will be picked up from the chats to share on social media platforms.

XRUK Paint The Streets Groups - links

- [Midlands Arts whatsapp](#)
- [XR Derby Paint the Streets web page](#)

## *How can I set up a Paint the Streets group?*

- When setting up a Paint the Streets group it can help to **work with your local or regional Actions and Creative / Arts coordinators**, as they will be able to support you through the process and it helps build our network for future campaigns:
- **Join the XRUK Paint the Streets chats** to stay in the loop with new campaigns and key messaging updates. We encourage you to post images of your own street art on the Telegram channel to inspire others!
- **Find some Rebels** in your local group that want to join the P.T.S. group
- Create a group chat to plan and share ideas: Signal is the recommended platform for 'spicy' actions; Telegram for broadcasting information to your group.
- **Connect with your Local Group internal coordinator** and let them know what you are planning to ensure you might have access to materials, funding and support.
- **Join a Regional P.T.S. project group** to help coordinate with other groups in your area (if your area has one, some might choose to be synced with their action network)
- **Get creative!**

## *How do we coordinate campaigns with other local groups?*

Simultaneous actions across the country can have a very powerful effect, so please connect up with your regional Action Planners group to get informed or share ideas to bring into synchronised campaigns eg. No Going Back. Join the XRUK Paint the Streets chats to stay in the loop with new campaigns and key messaging updates. We also encourage you to post all your own work on the [Telegram channel](#) to inspire other groups.

# ***Is there funding available for materials?***

XR funding for printing posters and buying materials is currently limited. Ask your Regional and Local Group coordinators if your group has any budget available.

**Please also note** that funding for printing and distribution of posters currently comes through Regional rather than Arts budgets. If there is no funding available there are some options available to you:

- Raise the money required for materials within your community.
- Check out the list of [local groups](#) to make contact with those nearby to you and see if they have any materials you can share. Pooling resources is key where possible.
- For support with printing costs visit [Open Collective](https://opencollective.com/allforclimate-uk/) (<https://opencollective.com/allforclimate-uk/>) who are a charity supporting all movements for the climate with their printing expenses. In the past, Rebels have printed stickers, flyers, fly-posters, vinyl banners, and business card sized calling cards.

# [Under Construction] Paint the Streets | The Info Pack

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**This chapter is under construction - please use the live **Paint the Streets** doc in the meantime**

## THE INFO PACK

This document contains advice for groups taking part in XR's Paint The Streets: murals, stickering, flyposting, stencilling, chalking, banner drop actions and subvertising bus stops and billboards.

If you have a question which we haven't covered, please add a comment to the relevant section. This pack is a work in progress and is updated regularly

Join the:

- [UK Paint The Streets Telegram Group](#)
- [Facebook page](#)
- [Instagram page](#)

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## **PAINT THE STREETS INTRO**

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#### **What is Paint the Streets?**

Paint the Streets is an ongoing creative campaign, breaking social norms to raise awareness about the climate & ecological emergency. Paint the Streets includes murals, stickering, flyposting, stencilling, chalking, banner drop actions and subvertising bus stops and billboards.

Join a UK-wide campaign - or launch your own local campaign around local climate issues.

#### **What are the aims of Paint the Streets?**

- Paint The Streets actions use images to tell the truth about climate breakdown, ecological collapse, and the injustice of our toxic system and failing governments
- Create an action pathway and build confidence for new rebels
- Move hearts and minds
- Grow the movement through organic, creative participation
- Remind the world that politics is failing but there are solutions and hope
- Break the media echo chamber by reaching new audiences
- Have fun!

#### **Why is Paint the Streets great for outreach and mobilisation?**

Paint The Streets is a brilliant way to get rebels motivated and connected! It also builds awareness of your communities' public spaces and the ubiquity of advertising billboards. It gives rebels a taste of nonviolent direct action - helping to build confidence - and sparks a space for affinity groups to form.

Paint the Streets actions are often relatively quick to carry out, and simple to join in; they are great for rebels who would like to be involved but don't have lots of spare time.

By bringing creative, inspiring and thought-provoking messaging in public spaces, we can reach a wider audience to highlight important climate issues and campaigns, as well as calls to action (and then spread them even further through sharing these images across social media).

#### **Who can take part?**

Anyone in XR! There are creative actions for everyone from flyposting and making stencils to mural painting, creating street sculptures to folding origami offerings. For rebels to take part we ask that you are mindful of our [core Principles & Values](#) and [Demands](#) as well as strategy guidance.

#### **What can I do?**

- **Paint The Symbol**
- **Make stencils** for posters and painting with [Spray-chalk](#) or emulsion paint
- **Sticker up** your walks or on your bins
- Print out **window posters** or make your own **window art**
- **Flyposting**
- **Brandalism** and **subvertising**: replacing bus stop posters with your own work or repurposing an existing advert to change the message, postering billboards, replacing adverts on train / tube carriages
- **Guerrilla gardening** #Rewild public spaces
- **Give posters** to friends, shops, community centres etc to put up in their windows as effective outreach
- **Train Talks** - stand on public transport and speak the truth to fellow passengers wearing badges and patches, for more information check out their [Train Talks Telegram group](#)
- **Banner drops** - there are frequent UK-wide banner drop actions, or create your own for a local climate issue



- **Murals** - create beautiful art with a climate based message on a wall/building (if you have permission to do so)
- **And much more!**

#### How do I plan it?

Use this checklist for guidance on how to plan a Paint the Streets action:

- [Paint The Streets - UK Action Checklist](#)

## CAMPAIGNS & MESSAGING

#### What Paint the Streets campaigns can I get involved in?

Join the [Paint the Streets Telegram chat](#) for updates on the latest campaigns. And for Design Packs, when they are released!

Here is the ongoing UK-wide Paint The Symbol campaign **[LINK NEEDED]**.

Or launch your own local/regional campaign about local climate issues. What kind of messaging should we use?

We advise checking the latest strategy doc, and consulting your Media & Messaging and actions group closely before producing new messaging or print materials.

#### Paint The Streets Slogans

XR's three demands and original slogans can be found in the Paint The Streets slogans document.

#### The XR logo

The logo is called the 'symbol'. Join the Paint The Symbol campaign. It up to your local group if the XR logo feels appropriate in your area. Some groups have found that building up other imagery (such as the painted vines) can make a strong statement before adding the XR logo at a later stage.

Note: The logo is copyrighted and not to be used for commercial purposes. Check out the XR design guidelines; you can get more info from [xrdesigngroup@gmail.com](mailto:xrdesigngroup@gmail.com) including the design programme.

#### Share your work!

When you post photos of your action to social media, please remember to include the relevant hashtag for your campaign, along with [#paintthestreets](#) (this helps us find them so we can share!).

Please also share your images on the UK-wide Telegram chat, and include your local XR group along with any photographer credits, so the social media team can pick them up to share on our Facebook page and Instagram.