



10. APPLAUD YOUR ADVERSARIES

ISSUING SATIRICAL AWARDS, LIKE “POLLUTER OF THE YEAR,” **DISRUPTS** CAPITALISM’S PLEA FOR CONSUMERISM WITHOUT QUESTION

THE LOWDOWN: There are rebels who spend lots of time badmouthing fat cats. What if we focused our efforts on offering them some praise and accolades instead? By issuing satirical awards, like the most effective polluter of the year, rebels have an opportunity to publicly call out nefarious practices. In doing so, we disrupt capitalism’s ability to operate in a world where consumers often fail to ask then tough questions like, “what is the impact of your environmental degradation on my health and my children’s future?”

DISRUPTING CAPITALISM’S PLEA FOR CONSUMERISM WITHOUT QUESTION

- A) REBEL:** Issuing a satirical award begins by selecting a target worthy of scrutiny. What law enforcement action, industry norm, or other injustice do you want to bring attention to? After selecting your area of focus, identify the particular organization or person that deserves to be recognized for their involvement or leadership. Next, prepare a trophy or certificate to “praise” them for their work. And make sure to have fun in the process: the flashier you make your award ceremony, the more press and consumer attention you can help to gin up.
- B) DISRUPT CAPITALISM:** If rebels use satirical awards to help awaken a consumer base that begins publicly asking tough questions, fat cats will have a real run for their money. For example, how many people do you think currently consider specific the ingredients in their hand soap or toothpaste? An often-overlooked topic, many personal care products contain tiny plastic microbeads. After use, these beads go down the drain and are so small that water treatment systems fail to catch them. They often end up in lakes or oceans – which is proving to make big health problems for the fish that eat them, and later, for the humans that eat the fish. While microbeads are just one example, they are exemplary of a bigger message to disrupt capitalism’s plea for consumerism without question. Congress passed 2015 legislation to ban microbeads in response to organized consumer questioning about microbead impacts: a testament to the consumer power that people possess.¹⁷⁴
- C) HAVE FUN:** Roll out the red carpet for a rocking awards ceremony. The more satirical and celebratory the awards ceremony is, the more press worthy it becomes. From comedic speeches to awesome trophies – enjoy the jubilee.

BONUS POINTS (A+B+C):

Using satire to advocate for consumer awareness does not have to be limited to issuing awards. For a bonus, take the conversation online by organizing campaigns to leave mock product reviews. For example, discuss how “great” a product is for issues like childhood labor or environmental degradation.

*“IF EVERYONE
DEMANDED PEACE
INSTEAD OF ANOTHER
TELEVISION SET, THEN
THERE’D BE PEACE.”*

JOHN LENNON