



PART III: GO!

REBEL REVOLUTION

**"I HOLD IT THAT A LITTLE REBELLION NOW
AND THEN IS A GOOD THING, AND AS
NECESSARY IN THE POLITICAL WORLD AS
STORMS IN THE PHYSICAL."**

THOMAS JEFFERSON



**"THE HISTORY OF THE PAST IS
BUT ONE UPWARD STRUGGLE
UPWARD TO EQUALITY."**

ELIZABETH CADY STANTON

AMERICA'S LAST REVOLUTION:

REV. HISTORY

Some readers who make it here to Part III will still be saying what they've been saying from the start, "ok...you've demonstrated capitalism can be disrupted. But what comes next?" And, "can what comes next possibly be better than what we have today?"

In response, many non-rebels will answer that nothing better can ensue. They will likely point to various episodes of social struggle throughout history and highlight what happened in the aftermath, even if the rebels won. They can point to things like dictatorships, economic instability, and violent infighting.

There will be other readers who make it here and already believe they know what comes next. They may have ideas about climate change solutions, circular economies, bartering, and the like.

These readers may want to jump right to the next chapter about solutions or perhaps skip this part entirely and leap into action.

But whether your zeal for social change compels you to spring forward or your skepticism for an improved tomorrow tempts you to tap the breaks – neither camp can effectively dialogue without giving credence to our rebel past.

Reading about America's rebel history and our ongoing struggle with capitalism is likely even more important than considering our rebel future. If nothing else, hopefully by now civilizations have learned this simple (but often unheeded) lesson: those who do not learn from the past are fated to repeat it.

SHORTCUT: IF YOU ARE ALREADY VERSED IN THE TRIALS AND TRIBULATIONS OF A PEOPLE'S HISTORY, FEEL FREE TO SKIP AHEAD TO THE NEXT CHAPTER, AMERICA'S CLIMATE REVOLUTION ON PAGE 131.

AMERICA'S WAR FOR INDEPENDENCE

We are a nation forged in revolution.

When *Common Sense* was published in 1776, Thomas Paine showed the world that words could spell revolution. The book was distributed to rebel fighters and read aloud in bars and taverns throughout the 13 colonies. By some estimates, *Common Sense* has the largest circulation of any book published in American history (in proportion to the population at the time).¹⁹⁹ And it worked: the book helped instigate the revolution that ultimately founded our nation. With our hats off to Mr. Paine, rebel handbooks course through our nation's very veins.²⁰⁰

At the time of the revolution, people reading through *Common Sense* were forced to decide if they were patriots or loyalists. Patriots were rebels willing to

fight for a better tomorrow. Like today, the rebels then did not know if their dissent would lead to a better world for their children. But frustrated with the injustices and oppressiveness of their time, they jumped into action. Loyalists were the ones who favored the status quo and did not want to ally with the side of change. They remained silent or chose to take up arms on behalf of Great Britain.²⁰¹

Paine published *Common Sense* in the summertime and it helped rev lots of rebels to life. But rebel fights are never easy. By winter of the same year, the rebels were getting crushed and people across the states were quickly losing faith in the virtues of the rebel struggle.²⁰² Between September and December of 1776, approximately 11,000 rebel volunteers threw down their weapons and gave up the rebel fight.²⁰³

General George Washington feared that more would follow as the winter cold and holiday season approached. In response, Paine published a second collection of articles in the December of '76 titled *The Crisis*.²⁰⁵ He opens with these enduring rebel words:

"These are the times that try men's souls. The summer soldier and the sunshine patriot will, in this crisis, shrink from the service of their country; but he stands now, deserves the love and thanks of man and woman."²⁰⁶

Paine's terms, the "summer soldier" and "sunshine patriot," refer to the 11,000 summer rebels who abandoned the rebel fight in the winter when the weather got cold and things got tough. Paine was asking rebels if they were simply summer soldiers or if they were courageous enough stay on with the rebel fight through the winter and standup for freedom.²⁰⁷

His words once again breathed life into the revolution: people rallied onward in the social struggle for freedom. And not just through the winter of the 1776, but for another several years. Apart from the current Afghanistan War, the American Revolution is the longest war in our country's history.²⁰⁸

As we know today, the American Revolution ultimately succeeded. Rebels eventually won the rebel fight and the British retreated back to England.

But let us not simply remember the war for being won. Arguably, an equally important part of America's last revolution was not just winning the fight, but also determining what kind of revolutionary social change would follow.

THE AFTERMATH OF AMERICA'S LAST REVOLUTION

Here's the incredible thing: the American Revolution actually worked, at least initially. And not in any small way: in a totally revolutionary way.

Following the war, Americans elected President George Washington into office and he served a four-year term as the nation's first president. At the end of his first four years in office, he was elected to a second term.

One of the most pivotal moments in our nation's democracy was not electing and reelecting George Washington into office – many military leaders gain control after being at the winning end of a war. It was what happened in our nation's third presidential election between John Adams and Thomas Jefferson that was truly revolutionary. The people elected John Adams into office in 1796, and amazingly, George Washington simply handed Adams the reins.²⁰⁹

This moment marks one of the first times in the world's history when power was peacefully ceded to a new elected leader.²¹⁰ Prior to this, power was generally passed down by royal lineage or taken with weapons and bloodshed.²¹¹ For those cynics who doubt that revolution's can lead to

winning outcomes take note: America's last revolution gave unprecedented proof that the tenets of democracy were indeed possible and, moreover, that the people could peacefully elect their peers into office.

But rebels: also take note. Despite the initial burst of success that was arguably demonstrated in the immediate aftermath of America's last revolution, it did not take long for the people to lose (or re-lose) control. And largely, we've been at the losing end ever since.

John Adams, America's second president, represented the Federalist Party. This political party (which Washington was also later labeled with) was formed by some of the biggest fat cats of the time: commercial interests in the north-east, bankers, the 1% and the like.²¹¹ The Federalist Party had a reputation for being elitist and leery of fully open elections.²¹³

Shortly after taking office, capitalist Adams began encroaching on the very civil freedoms that Americans had fought for just years before. In 1798, just one year after taking office, Adams signed the Alien and Sedition Act into law.²¹⁴ Lots of people may not be familiar with this law because it marks the start of an American history that capitalists don't let to talk about all that much.

Put simply, the Alien and Sedition Act prohibits roaring the rebel roar at the government. Under the act, rebels who "write, print, utter, or publish...any false, scandalous and malicious writing" became threatened with fines and imprisonment. The act also included censorship of the press. Shortly after the act was signed and just 15 years after the close of the American Revolution, over 20 newspaper editors were arrested for sedition or incitement.²¹⁵

AMERICA'S ONGOING REBEL STRUGGLE

Irrespective of the Alien and Sedition Acts, many people contend that the American Revolution itself was far from a crowning achievement of freedom and question if the new boss was really that different from the old boss. Rebels in this camp have a mountain of evidence on their side: all signatories of the constitution were white males, the nation still had slaves, interracial marriages were not permitted, women could not vote, and LGBT people faced persecution.²¹⁶

There are other people who argue that the American Revolution helped prove the viability of democracy and that the people can indeed take power from unjust rulers. They point to the wide range of people's protections that were established, like the First Amendment.

“RESOLVED, THAT THE WOMEN OF THIS NATION IN 1876, HAVE GREATER CAUSE FOR DISCONTENT, REBELLION AND REVOLUTION THAN THE MEN OF 1776.”

SUSAN B. ANTHONY

Whatever camp you align with, there is generally widespread rebel agreement around this: when it comes to America's history, we the people have been suffering for quite some time. To put it another way, fat cats have continued to prosper and grow richer while the people have been left fighting for progress.

With this notion in mind, what follows is a very brief history of our ongoing rebel struggle.

Despite what you may hear, rebels did not simply go away after our last revolution. In the aftermath of the war, America was far from a bed of roses in complete embrace of their new leadership that some people may prefer to remember it as. Rebels were still out there asking questions, calling out injustices, and shouting rebel words.

Even under Washington's leadership, rebel discontent was bubbling just below the surface. The rebel fight was especially acute in Massachusetts, where farmers were falling into debt due (in large part, from stringent anti-debtor laws). As a result, many of the farmers were having their farms seized and thrown into prison for failure to pay off their debt.²¹⁷

Western Massachusetts farmers, many of whom were veterans of the American Revolution, employed similar rebel tactics used during their previous rebel fight to confront what they felt was an unjust government. They used classic organizing principals to successfully close some of Massachusetts Courts in 1786. They even succeeded at freeing some indebted farmers from jail.²¹⁸

Former Continental Army Captain, Daniel Shay, built on this momentum to lead the farmers in a rebel revolt. Shay's maintained he was shouting the same rebel roar echoed in the American Revolution. But in America's first case of armed rebellion following the war, the powers that be responded with decisive and swift force. Wealthy merchants living in Eastern Massachusetts funded an imposing military force that was dispatched to Western Massachusetts. There, they subdued Shay and his rebel fighters.²¹⁹

With a capitalist-funded militia castigating America's early rebel fighters, the rebel narrative in America becomes integrally tied to fat cats snuffing out the voice of rebel fighters.^{220, 221} But without going into too much detail about each rebel fight that ensued after America's last revolution – the next monumentally decisive moment in rebel history was the American Civil War.

From the outset, we must note that revolutions and civil war are inherently different beasts. A revolution is generally characterized by people taking action to shore up power for we the people. A civil war, on the other hand, is defined as the failure of a nation – warring political factions battling to take power from one another.²²²

If the American Revolution can be considered a glorious war for how close it came to granting we the people true liberation, then the Civil War can be considered one of America's most detrimental wars because of how it cleaved the nation apart.

The Civil War resulted from an extremely divided country – split apart by various capitalist interests. Fat cats in the South were largely dependent upon slave labor to turn a profit. Slavery is a longtime favored capitalist approach. There are an estimated 30 million slaves in the world today and approximately 60,000 of them reside in the U.S.^{223, 224}

While the South's economy was fueled by slave-driven agriculture, fat cats in the North replaced cheap human labor with factory labor – largely cutting out their need for slavery.²²⁵ The North's economy was a product of America's Industrial Revolution – smoke stacks started to dot the North's horizon and it became a land of rail and steel.²²⁶ And critical for the fattest cats of all at the top, a nation needs both manufacturing and agriculture in order to prosper over other capitalist nations.

MODERN SLAVERY IS GENERALLY DEFINED BY A PERSON POSSESSING OR CONTROLLING ANOTHER PERSON IN A MANNER THAT DEPRIVES SOMEONE OF HIS OR HER PERSONAL LIBERTY. MODERN SLAVERY IS CHARACTERIZED BY THE EXPLOITATION OF A PERSON THROUGH THEIR USE, PROFIT, TRANSFER, OR DISPOSAL. THE PRACTICE TYPICALLY GOES HAND IN HAND WITH FORCED LABOR IN OCCUPATIONS SUCH AS CHILD SLAVERY AND SEX TRAFFICKING.

While fat cats counted the chips they would win and lose in a civil struggle – we the people were squarely at the losing end of this capitalist tussle. Slaves were suffering immensely. In the name of capitalism, our nation enslaved nearly four million people (3,950,528 slaves were recorded in an 1860 census).²²⁷ These slaves faced unthinkable conditions of whippings, beatings, rape and complete loss of freedom.²²⁸

During the war itself, capitalists cut apart the very underpinnings that America's last revolution was all about – people uniting together. Slavery created a vast chasm between races in America – laying the foundation for the unjust laws that would follow the war, like the Jim Crow era.²²⁹

In parallel to America's growing racial divide, brothers in the North battled with brothers in South about who had a more viable way of doing business. Yes, there are actual documented cases of siblings taking aim against each other on the battlefield.²³⁰

With American fighting against American, the Civil War was by far the most deadly war in America's history – over 620,000 Americans were killed in action. To date, roughly 1,264,000 Americans have died in all America's wars combined – which means the Civil War accounts for almost half of all American battle casualties in our nation's history.²³¹

In this war of fat cat versus fat cat, ultimately the fat cats who wanted to see one united nation of manufactures and farmers were the ones who prevailed. And even though we've "peacefully" been working for these fat cats ever since, the Civil War has imprinted a legacy of division that our nation has failed to sufficiently recover from – even over 150 years later.

First sewn by seeds of mistrust planted during the Civil War, it feels as if we the people continue to cast ourselves further apart instead of linking arms in unison. Perhaps this is the greatest and most impactful and tragic legacy of the Civil War – the story of a people divided. North and South. White and Black. Democrat and Republican. Poor and Rich. Men and Women. Pro Choice and Pro Life. Young and Old. The list of our perceived goes on and on.

With a fragmented people, it's not a tremendous surprise that our rebel history is one of ongoing struggle. Different groups of rebels have screamed out to their leaders throughout our history in the name of justice, but failing to attract the cohesive support needed for wide-scale and lasting change, our country has not witnessed truly revolutionary change since the American Revolution itself.

AMERICA'S ONGOING REBEL STRUGGLE: A VERY BRIEF SNAPSHOT

The history of our ongoing rebel struggle is a storied and episodic one. From early atrocities inflicted upon Native Americans to the militarily-subdued end of the 1969 Native America occupation at Alcatraz, to women not being able to vote in America until 1920 and still earning less than men in the workplace today, to the Civil Rights Movement of the 1960s followed by the unjust deaths of citizens like Michael Brown and Eric Garner – the list of our ongoing rebel struggles goes on and on. What follows is a brief snapshot of some of these ongoing rebel struggles:

TAXATION WARS:

Today's skepticism about taxation did not come out of thin air. American's have long refuted the notion of taxes. When the federal government attempted to levy a whiskey tax in 1791, rebel farmers rose up in anger around what they considered an unfair tax. In response, the federal government mobilized a 13,000-person militia to subdue the Whiskey Rebellion.²³² Anti-tax rebels have continued to be persecuted throughout the country's history. For example, rebel writer Henry David Thoreau was jailed in 1846 when he stopped paying taxes in opposition to the Mexican-American War.²³³

IMMIGRATION PERSECUTION:

Immigrants have been oppressed throughout America's history. Beginning with voting restrictions from the Alien and Sedition Acts of 1798 to the present day.²³⁴ Much later in 1939, the Saint Louis set sail from Germany with 938 passengers escaping Nazi prosecution. Instead of being accepted into the U.S., the boat was forced to turn around and almost half of the passengers became trapped in the Holocaust.²³⁵ And for those who don't think fashion matters in the rebel fight, take note of the Zoot Suit Riots. In 1943, Mexicans in culturally identifiable zoot suits were systematically attacked by a military mob in Los Angeles. The Los Angeles Police Department was initially unwilling to intervene.²³⁶

LABOR STRUGGLE:

The 40-hour workweek and 2-day weekend was not simply given to the American people. It was taken in the rebel labor struggle. Rebels fighting for more humane working conditions were met with brutal force during their peaceful protests. During the Pullman Strike, railroad workers were striking across the country in support of better working conditions. The federal government responded by sending troops to crush the protest – resulting in the deaths of dozens of rebels.^{237, 238}

CAPITALISM, REBELS' LONGSTANDING FOE

The story of our rebel history is not being offered simply to ruminate about our nation's past. It is discussed to help demonstrate the common denominator between each episode of our ongoing rebel struggle.

In the same spirit as *A Rebel's Handbook* central theme, each chapter in our ongoing rebel struggle always seems to have its sight on capitalism (be it by name or otherwise). For example: one could argue that capitalists seized up Native American land in their pursuit of private property. And that capitalist government's subdue anyone who fails to pay taxes. And that capitalist's systematically treat immigrants and workers unjustly in the pursuit of bottom of the barrel wages. And so on.

If we peel back the layers far enough, all the disparate movements throughout our nation's history arguably distill down to this: we the people have been buckling under the injustices of capitalism throughout America's history.

There are some people currently in power that appear apprehensive that we rebels will start connecting the dots between our shared rebel histories. And they don't seem to like this one bit because connecting dots helps to provide a platform for we the people to put aside petty differences and unite.

Fearing the chorus of a people's movement, some leaders have recently gone so far as to try and actually rewrite history. For example, in 2014 a publicly elected school board near Denver, Colorado proposed revising their school district's high school curriculum to promote patriotism and respect for authority. This rewrite included removing historically important moments that "encourage or condone civil disorder," similar to the ones outlined in the preceding call-out box. Essentially, erasing any trace of the long-standing rebel struggle from public school textbooks.²³⁹

The school board's plans were eventually scrapped amidst protests from students and teachers.²⁴⁰ The successful repudiation of rewriting our nation's textbooks is perhaps a fitting conclusion to America's last revolution. Today, we are faced with powerhouses continually encroaching on our civil rights and livelihoods. But with effective rebel dissent, as so aptly demonstrated by students and teachers in Colorado, we the people can ultimately prevail in social change.

*"I PREFER PEACE. BUT IF
TROUBLE MUST COME, LET IT
COME IN MY TIME, SO THAT MY
CHILDREN CAN LIVE IN PEACE."*

THOMAS PAINE



**"HISTORY WILL HAVE TO RECORD THAT THE
GREATEST TRAGEDY OF THIS PERIOD OF SOCIAL
TRANSITION WAS NOT THE STRIDENT CLAMOR
OF THE BAD PEOPLE, BUT THE APPALLING
SILENCE OF THE GOOD PEOPLE."**

DR. MARTIN LUTHER KING JR.

AMERICA'S CLIMATE REVOLUTION: **MAKE HISTORY**

Lots of people hear the word revolution and recoil – thinking of armed insurrection or a nation in revolt. But revolution simply means one complete turn: a marked change.

Today, revolution is in the air. Even if we rebels do succeed at reining in global greenhouse gas emissions to avert the world's temperature from rising by 3.6°F, it will be too late to stave off some climate change impacts. Fat cats have already set these revolutionary changes into motion.

The world's sea levels are projected to rise one to four feet by 2100 (and higher if action is not taken soon to control our greenhouse gas emissions).²⁴¹ Leading experts are not too optimistic about the impacts that this kind of revolutionary change will

bring. As highlighted earlier, climate impacts like reduced land areas and supply shortages are expected to increase global armed conflict by as much as 50%.²⁴²

Yes, rising sea levels will physically bring people closer together as the ocean reclaims land we once inhabited. And yes, today's global leaders would readily send us to war to redraw their borders onto new maps that maximize their natural resources in this changing landscape.²⁴³

But armed conflict projections do not really answer the questions that we rebel's are out there asking. The real million dollar question is this: do we have to let climate change further divide us and become trapped in a world of increased inequality and global strife in the first place?

Or, can we the people unite around the need for widespread social change action and spark a climate revolution that brings the world toward a better and more peaceful place? In this process, can we help avert the most injurious impacts of climate change by reducing our greenhouse gas emissions and promoting rebel precepts like equality and social justice? And can we accomplish all this by having more fun than we do in our current status quo?

BRAINSTORMING SOLUTIONS

America's early rebels were fighting at a time when the world had not yet identified the dangers of climate change. These rebel fighters drafted the constitution in a reality vastly different than the one we face today.

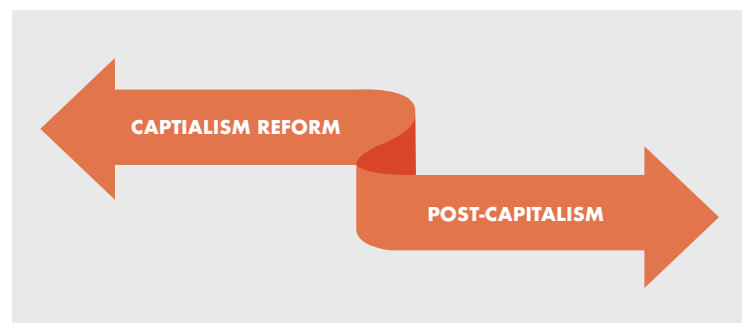
Recognizing that all signatories of the U.S. Constitution are white males and lived in a markedly different time period from ours, rebel solutions for progress should not be decided by any one group or demographic. Instead, solutions should be brainstormed by an inclusive and diverse group of people. We the people are old and young. We are republican and democrat and other parties. We are different races and genders, we are straight and LGBT. Our differences go on and on – but we rebels – we are all human.

With this in mind, lots of people should be a part of deciding what comes next and how it can be better than our status quo. Rebels should remain forever skeptical of any one person or institution that claims to have all the answers to our challenges.

With the principles of openness and inclusiveness in mind, the answer to what comes next is surely more nuanced and complicated than one handbook can offer. Ideally, what ensues is different people engaging in a collaborative brainstorming process to decide what a better tomorrow looks like.

As the brainstorm commences, some rebels will argue that capitalism in and of itself is morally reprehensible in theory and that it could never work in practice. Others will swear by it for the opportunities and innovations it can create. Lots of rebels will agree that either way, today's version of capitalism is not working all too well.

In all the conversations people have about what comes next, there are two fundamentally divergent pathways toward a solution that will likely be explored: we can either reform capitalism or transition to a post-capitalist way of doing things. Both schools of thinking have viable solutions built into them and each one deserves open-minded consideration in the rebel brainstorm.



REFORMING CAPITALISM

As discussed from the start of the handbook, capitalism doesn't sound all too bad in theory. It is sold as a level playing field where everyone has a chance to make it big.

But for all the reasons we examined earlier, today's implementation of capitalism isn't playing out quite as planned. Does it have to be this way?

Let's go back to that earlier example of the 2008 Financial Crisis when the government bailed out the big banks. Instead, they could have distributed the same amount of money to the people in the form of a loan to save people's homes. Still capitalism, but just a reformed version of it. One where leaders put the peoples' needs front and center – ahead of the fat cats. In alternative scenarios like this, capitalism can indeed stand with the people.

Based on the fundamental underpinnings of capitalism, this economic and governmental way of doing business should, in theory, be well equipped to meet the demands of climate change. Capitalists win if they can get out ahead and innovate because there is too

“WHAT DIFFERENCE DOES IT MAKE TO THE DEAD, THE ORPHANS, AND THE HOMELESS, WHETHER THE MAD DESTRUCTION IS WROUGHT UNDER THE NAME OF TOTALITARIANISM OR THE HOLY NAME OF LIBERTY OR DEMOCRACY?”

MAHATMA GANDHI

much competition to go about business any other way. With the realities of climate change before us, it seems that capitalists should be all about finding new ways to retool and prepare to meet this future. After all, according to many capitalists themselves, it is innovating for tomorrow that drives big-time profit.²⁴⁴

Today, there are some capitalists actively preparing for the realities of tomorrow. For example, think about the proliferation of renewable energy companies. Recognizing that oil is a finite resource with an expiration date, these capitalists are actively exploring new and viable ways of doing business. The good news is that emerging variations of capitalism, like a clean energy economy, are significantly more sustainable, reduce the world's greenhouse gas emission, and help to lower consumer costs. Example: harnessing free energy from the sun instead of having to pay cash for it.

From small entrepreneurs to big time companies, capitalists across the board are increasingly realizing that there is a need for imminent climate change action. Several reputable CEOs and leading industry groups have connected the need to tackle climate change not simply with good corporate stewardship, but also with their very bottom line.²⁴⁵ These capitalist frontrunners cite lower gross domestic product out-

put, higher food and commodity costs, broken supply chains and increased financial risk in their championing for climate change action.²⁴⁶

With so many capitalists seeing the imperative for climate change and social justice solutions, why then, is there so little action?

Largely, because deeply entrenched fat cats are actively working to stymie any meaningful climate change progress. These well-rooted oligarchs are not working in the people's interest (or even capitalism's broader interests). Instead, they are working in their own self interests – preferring to keep raking in their profits by operating in the same old way instead of facilitating a new way of doing business.

Several leading economists warn of the calamitous impacts that can occur when entrenched fat cats to take hold of a capitalist system and begin to regulate the regulators. These economists warn that it stunts innovation and that the consolidation of power ultimately leads to greater income inequality, corruption, and even system collapse.^{247, 248, 249}

With the peril of fat cats grasping too much power laid bare on the table, rebels can consider if today's implementation of capitalism can be reformed to reflect its true tenets, like audacious innovation and a level playing field.

In these rebel brainstorm about reforming today's version of capitalism, there are plenty of specific policies that rebels can point to for modernization, like the 2010 Supreme Court Decision, *Citizens United vs. Federal Election Commission*, which declared that corporations carry the same First Amendment rights as those afforded to individual citizens.²⁵⁰

When pinpointing areas in need of reform, like the Citizens United court case, rebels in this school of thinking will generally maintain that capitalism itself can be refined and improved to promote innovation, equality, and equal opportunity.

POST-CAPITALISM

Because many of readers will argue that capitalism itself is inherently a flawed and unjust system — even in the theoretical — we must also deliberate on solutions that propel us toward a post-capitalist society.

This brainstorm is challenging from the outset, because the notion that there is anything superior to capitalism has traditionally been a topic that alarms and startles many. The threat of post-capitalist dystopias are immortalized in novels like *Brave New World*, 1984, and *Atlas Shrugged*. Stories such as these make it easy to believe that it's impossible to live a successful post-capitalism world. But is it?

Alternative communities, like Burning Man, point to the idea that post-capitalist communities are indeed possible. Throughout Burning Man, people are able to compensate each other with gifts instead of cash. The concept of gifting is an important one because it is distinct from bartering. In bartering, goods are generally traded for as close to an equal value as possible. With gifting, accounting for someone's generosity transforms the way we think about transactions. For example, someone at Burning Man in need with a jacket could be gifted one on a chilly evening for no payment. Gifting actions like these revolutionize traditional notions of money and compensation.

While Burning Man first came into existence in 1986, other brainstorm ideas for post-capitalism ideals may invoke long-established economic and political theories. These theories include: communism, anarchism, and socialism.²⁵¹

Those older isms are often misconstrued but they likely deserve fair and impartial eyes in a rebel brainstorm about what we can learn from the past to improve our future. Communism, for example, is based on asking the theoretical question: can resources be distributed in a more equitable way than they are today? These older isms question things like peacekeepers with guns that kill innocent people like Eric Garner and Mike Brown.

CHANGING THE CLIMATE

When brainstorming post-capitalist solutions, it is important to note that the path forward need not simply be just one old ism. It could be a blending of multiple schools of thought or it might be an entirely new ism that has yet to be invented. All brainstorming should help address which way doing things is most likely to deliver virtues like: equality, social justice, and climate change action.

Whether we rebels end up pursuing capitalist reforms, post-capitalist solutions, or some blending of the two — all roads will ultimately coalesce around rebel's ultimate cannon of change: disruptive innovation (often also referred to as *disruptive technology*).

Disruptive innovation is revolutionary because it fundamentally changes the way we think about and do things. Disruptive innovation is the creation of a new idea, product or technology that shakes up the status quo in a big way. Partly fueled by the Digital Revolution, disruptive innovations are happening around us all the time with increasing frequency.

Some revolutionary example of disruptive innovation include the advent of the telephone making telegraphy obso-

*“CATCH A MAN
A FISH, AND
YOU CAN SELL
IT TO HIM.
TEACH A MAN
TO FISH, AND
YOU LOSE
OUT ON A
WONDERFUL
BUSINESS
OPPORTUNITY.”*

KARL MARX

lete, email largely replacing the traditional mailing system, online streaming roiling the VCR/DVD rental industry, and car sharing services racing ahead of the traditional taxi model.

While revolutionary change can be partly achieved by disrupting capitalism to bring attention to our problematic status quo, it will ultimately be secured from disruptive innovations that monumentally shake up today's way of doing business.

If we look once more toward our rebel past, we rebels have cause for optimism. Widely recognized as the world's most disruptive innovation to date, the printing press rocked the world in a big way when it was invented in the 1400s.

When Johannes Gutenberg created his world-changing printing press, this marked the first time in history when ideas could be widely disseminated with ease.²⁵² Gutenberg's press could print as many as 3,600 pages per day, which was unprecedented at the time. There were over 1,000 Gutenberg presses in Europe after 20 years after the invention. And by 1600, Gutenberg's presses had produced over 200 million books.²⁵³

The printing press was groundbreaking because it made books more widely available and affordable for all kinds of people — not only affluent fat cats at the top — but for we the people. The printing press is widely credited as the vehicle that ushered in the Age of Enlightenment, which was defined by the dispersed sharing of new and often-edgy ideas.²⁵⁴

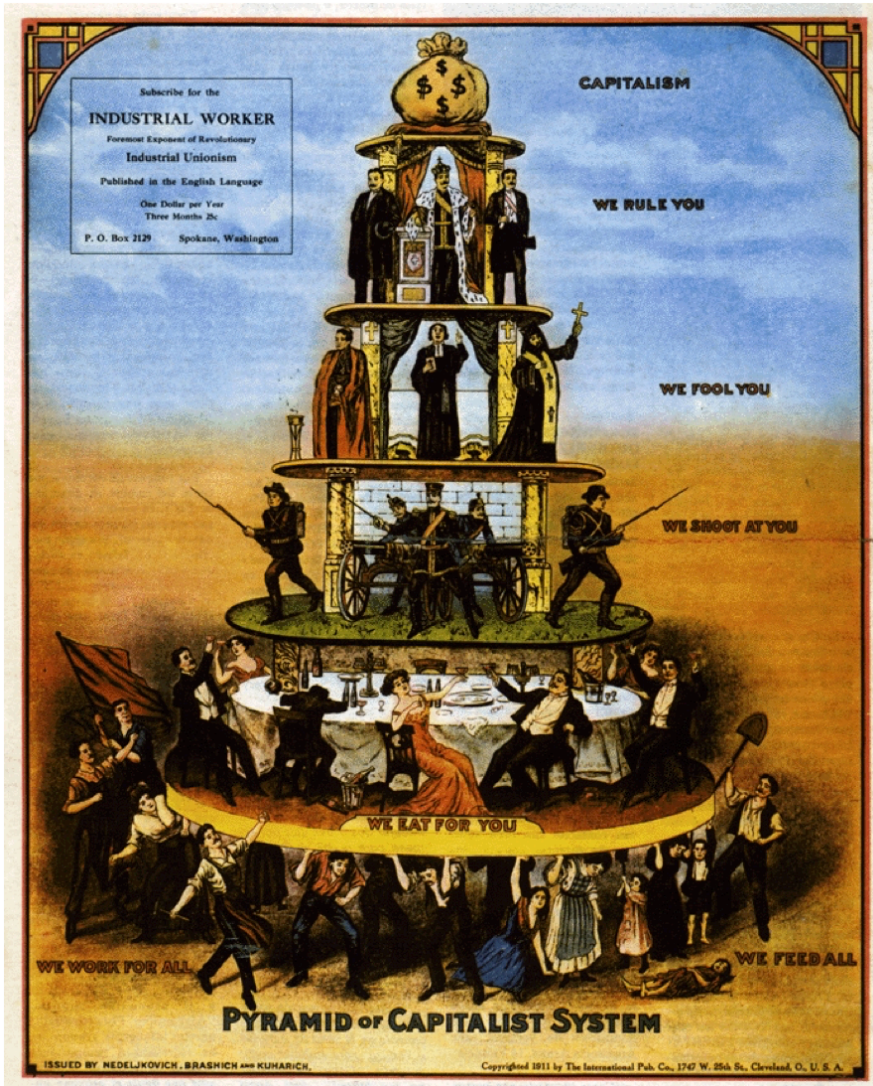
The printing press was so influential in triggering revolutions, religious shake-ups, and wildly new scientific ideas during the Age of Enlightenment that rebel writer Mark Twain said: “what the world is today, good and bad, it

owes to Gutenberg.”²⁵⁵ Later, Thomas Paine built on this same premise of widely distributing rebel words when he published *Common Sense* and helped spark the American Revolution.

With the immensity of global challenges that we face today, it's hard to believe that just one disruptive innovation can be enough to solve all our worldwide woes. But when we begin to tally the cumulative impact of disruptive innovations, like energy storage to make renewable energy more affordable and an uncensored Internet to widely disperse rebel ideas, the sum total of innovations such as these present an opportunity to create a revolutionary improved tomorrow.

*“THE WORLD HATES
CHANGE, YET IT IS THE
ONLY THING THAT HAS
BROUGHT PROGRESS.”*

CHARLES KETTERING



PYRAMID OF CAPITALIST SYSTEM

INDUSTRIAL WORKERS OF THE WORLD POSTER,
UNITED STATES, 1911.

DISRUPT CAPITALISM + HAVE FUN

Game-changing innovations, such as affordable renewable energy, are said to be on the brink of discovery. If we are so close to inventing these disruptive innovations in the ever elusive tomorrow, what is stopping us from living in a climate where these solutions can manifest themselves today?

Perhaps the biggest impediment to creating this climate of innovation springs from the lack of people out there calling for novel solutions to the challenges we face. Indeed, changing our climate begins by people saying that the climate needs changing.

Here, it is not simply through the amplification of a single megaphone, but through the sum total of many voices that our rebel roar will be heard. Doing so injects the monotonous dialogue on the airwaves today with an impetus to develop bold policies that tackles pressing problems, reforms existing areas of transgression, and spurs wildly new disruptive innovations.

The enclosed 21 tactics raise awareness about our perilous status quo. They are not rocket science – but fairly simple disruptions to poke fun at the seriousness and impenetrability that some people perceive in our current system.

By disrupting specific pillars of capitalism, we are able to hone in on particular areas of our status quo to drive change. For example, when laying off the gas pump, we are questioning the use of fossil fuels to run our world. And when bartering, we are the questioning the increasingly inequitable dollar.

The 21 rebel strategies are made up of one part disruption and one part fun. Engaging in nonviolent fun throughout the duration of our struggle arms rebels with a weapon that cannot be subdued. As *A Rebel's Handbook* notes from the start, capitalism may be able pepper spray us and force-feed us, but no action can take away our freedom to smile and make someone else laugh with a rebel joke.

As we rebels fortify ourselves with fun disruptions, aim our cannons of disruptive innovation, and engage in rebel brainstorm about our future, we do not have the luxury to do so leisurely. The immediate need to change our business-as-usual grows all the more acute as the world comes ever closer to a climatic tipping point of 3.6 degrees.

*“PEACEFUL,
LAWFUL PROTEST,
IF IT IS EFFECTIVE,
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USUAL.’ THAT IS
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EFFECTIVE.”*

NAOMI WOLF

REBEL COCKTAILS

It’s always the winners who end up writing history. If America’s first round of rebels had lost their rebel struggle, they would have surely been dubbed as traitors. But in their victory, our nation reveres these rebel fighters as heroes.

Rebels: then, like now, we live in a time when many in the world doubt the virtues of our cause. As highlighted earlier, there are people who call us liars when we say climate change is real. They call us “thugs” when we decry the needless deaths of fellow citizens like Eric Garner, Michael Brown, Freddie Gray, and Sandra Bland.

But this name-calling does not need to faze us rebels. We have already enlisted in the rebel struggle and can laugh off these insults with ease. But how about you, the non-rebels? With the mountain of our shared challenges laid bare before you, what side of the issues do you want to say you stood on when your children or grandchildren ask you about this period of change 50 years from now?

Do you want to join us rebels and stand with 97% of scientists who are urging for climate change action? With 99% of the American population who have earned the right to question our current economic structure?^{256, 257} Or do you want to stand with the dwindling minority of those who threaten our very survival?

Despite the mountain of challenges we face, we rebels can assuredly march forward with ease in our pathway to progress. Because even if you non-rebels stand against us, there’s a 99% chance you’re with us.

So for all you rebels and inquisitive readers, for all you troublemakers and dissidents and agitators, for all you dreamers and optimists and visionaries – for anyone possessing the inkling of a spark to help improve our world – the future of our planet depends upon you. But don’t worry. The climate revolution does not require much of you if you don’t wish to give much to it.

All we ask is that, at the very least, you help shake up the status quo with a Rebel Cocktail. If handed out correctly, the aim of the Rebel Cocktail is to raise awareness about the problems we face and to serve as a kick-off innovation that can help fuel the advent of other disruptive innovations.

Rebels: ultimately, the ability to improve our climate does not rest with any one particular moment or faraway person. It lies squarely with each of you. By taking one simple action, as minute as placing a note inside a bottle, you yourself become a catalyst for change. You offer your voice in the call for a better and more just tomorrow. You help to spread the rebel words of progress and change.

So to all you rebels and soon-to-be rebels – I) get ready to have some fun. Write a little joke to put in your Rebel Cocktail. Next, II) get set to change the climate: stuff your note into bottle and prepare to pass your bottle to a friend or stranger. And then, III)...go!