

Authentic activism

The future of protesting is personal

We wrote last year about Gen Alpha engaging in digital protests on Roblox because they were too young to attend in person, and it seems this new form of activism is gaining momentum.

The **Virtual March to Retire Big Oil**, a protest that happened online, raised awareness about the lack of retirement plans that don't include investing in oil and gas companies. To join, you submit a well-lit selfie and the organisation's AI will then generate several images of you in the crowd of a protest march, allowing anyone, anywhere, to protest.

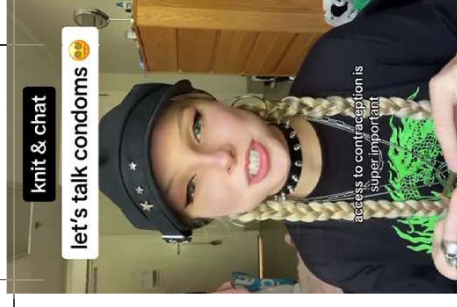
Different forms of activism appeal to different personality types. "**Craftivism**", coined by Betsy Greer in 2003, has become a way for confrontation-hating introverts to use crafts as a powerful tool for starting conversations. Since then, we've become familiar with tactics like "**yarn bombing**" public spaces and 2017's iconic **Pussyhat Project**. Today, the movement is bigger than ever, and has gone online. On TikTok, "**knit and chat**" videos tackle controversial subjects and embroiderers **use their craft** as an outlet for fear, frustration and injustice.

In France, a **parcour group** combines the fun and active pastime with peaceful activism, using its skills to jump and turn off the outside switches of shop signs that are lit up past 1am. They are part of a new wave of creative activism groups that aim to draw attention to problems that are not always on the public agenda.

Weber Forecast insight

Decreased interest in performative activism could indicate a shift towards authentic, personally meaningful forms of activism. However, some experts believe that the impact could be limited. A digital protest, for example, "could have massive reach and engagement, but the lack of disruptive, real-world impact may make it a better recruitment tool than headline-grabber".

In any case, getting more people into activism in an engaging and safe way can be a powerful step towards long term change.



yarn + politics = craftivism 🧶 access to contraception is a powerful tool in combatting gender-based violence and promoting gender equality 🌐 when women can decide if and when to become mothers, they gain greater control over their lives and bodies 🌍 this autonomy helps protect them from