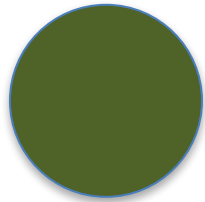
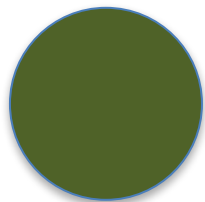


Movements Change Systems

SIX Presentation Istanbul May 15th





Movements with a mission can change social norms, make markets and flip systems

Prophets in the wilderness

Your mission is to make the system respond quickly and effectively. Hundreds of thousands of lives are at stake. You have no resources, no skills and little knowledge. You represent people at the bottom of the pile.

What do you do?

An epidemic has broken out which is killing hundreds of people each week. But politicians want to ignore it or blame the victims. The health funding, research and drug development system is very slow to respond and it wants to make money from the process.

WINNER OF THE BAILLIE GIFFORD PRIZE

HOW TO SURVIVE A PLAGUE

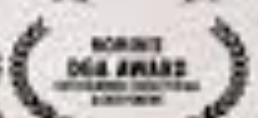
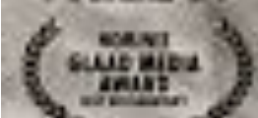
THE STORY OF HOW ACTIVISTS
AND SCIENTISTS TAMED AIDS



'INSPIRING, UPLIFTING AND NECESSARY READING'
FINANCIAL TIMES

DAVID FRANCE

ACADEMY AWARD NOMINEE
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"EXTRAORDINARY"
One of the most important
documentaries in years or decades."
- Andrew O'Hehir SALON

A FILM BY DAVID FRANCE

HOW TO SURVIVE A PLAGUE



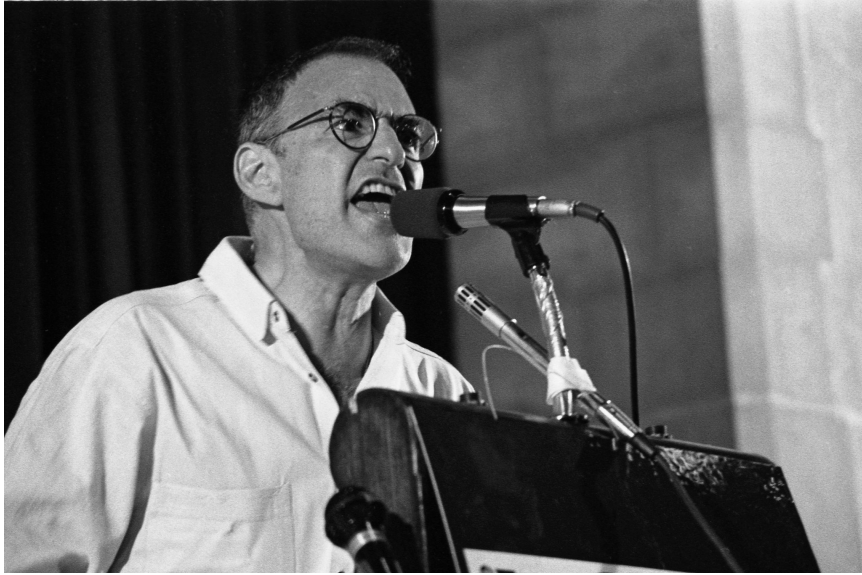


Win the battle for the frame.
Create a frame that moves.



SILENCE=DEATH

Prophets in the wilderness: the
movement's moral conscience



Places for faithful to gather:
what is your church

AIDS

TAKE DIRECT ACTION

MONDAYS @ 8:00
208 W. 13TH STREET



People enact change: give
them tools to do so

Fluid hierarchies, distributed
leadership, shared ownership





Engage the enemy to win
them over

From opposition to proposition

Know your routes to impact:
change social norms, shift
systems, make the market

How many lives did ACT UP
save?

1. Create a moving frame

2. Prophets in wilderness

3. Places for the faithful to gather

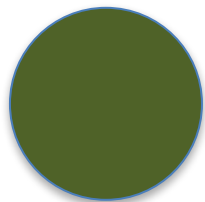
4. Give people tools to enact change

5. Fluid hierarchy, distribute leadership, share ownership

6. Engage the enemy to win them over

7. From opposition to proposition

8. Know your routes to impact:
change social norms, make markets, flip systems





Movements, meaning and money



Remain Staros Staropoli



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For small to become big the
big needs to be contained in
the small