



AGENDA 21 ROLLBACK MANUAL

The John Birch Society
JBS.org

Agenda 21 Rollback Manual

Introduction

The purpose of this manual is to provide you with the guidance and necessary tools to effectively defeat Agenda 21 and its so-called “sustainable development” measures in your local community.

This tool will equip you to effectively organize and withdraw your community, town or city from the International Council for Local Environmental Initiatives (ICLEI), if it is a member, or prevent it from joining as a first step. The second step and most crucial step will be to eliminate “sustainable development” ordinances from your local government books.

We will teach you how to identify whether or not your community is a member of ICLEI or if it is enacting the sustainability protocols, as set forth by Agenda 21, and what you can do to stop it.

The steps and information you are about to read are based on the efforts of other groups and individuals that have been successful. We hope that you will be too!

Email

Compose an email to send your friends, family and opinion leaders that live in your community informing them about Agenda 21 and “sustainable development.” When composing your message, it is helpful if possible to link it to a current event, such as news of a pertinent, recently passed local ordinance, recent announcement of your town’s membership in ICLEI, the implementation of some new sustainability measure, etc. Local news helps bridge the gap between the United Nations’ Agenda 21 and your local hometown community.

Be sure to avoid using unfamiliar words in your email. Remember your target audience is anybody and everybody that will receive your email and you want them to be able to both read and understand it. Cite what you say; hyperlink to appropriate sources and websites to backup and prove that what your email says is correct. Have a friend or family member read through your message before you send it. Avoid grammatical and spelling errors. Send your email out. Ask others to forward it to their contacts.

Your email should read like an informative article; easy to read and understand. For a sample email sent out by The John Birch Society, see Appendix I.

Create a local committee

Next, organize the core membership of people who will work with you to stop Agenda 21. Network through your local JBS leadership to have a representative from each chapter incorporated in this group. The organized minority will always defeat the unorganized majority. It is this tactic that has proved most effective.

Organization is the key, it is essential to educating the majority and getting the ball rolling toward undoing the actions undertaken by your local public officials and the sustainable development facilitators from ICLEI and other stakeholders.

Give your committee a name. Tie the name to something local in order to give it a local flavor.

Then, amongst yourselves, decide who will represent your group as its leader or spokesman. This person will serve as the leader for your group and will be expected to act on its behalf when needed. He or she should be knowledgeable in the subject material on Agenda 21 and sustainable development. He or she does not need to be an experienced organizer, although such experience does help; this person will learn and develop such skills through time and experience, but knowledge on the origins of Agenda 21 and issues at hand will be key.

When recruiting a new person to your committee give them a job or position, make sure they have a friend on the committee and educate them more on both the problems and solutions to Agenda 21. Your committee should consist of no more than 15-20 individuals.

Call small meeting of leaders

Now that your email has been sent and committee formed, setup a meeting of community leaders or opinion molders – those that have influence over others in the community. Examples of opinion molders may include: community board supervisor, the president of your local PTA, a police officer or sheriff, town milkman, local high school football coach, small business owners, professionals, pastors or other members of the local clergy, leaders of the local Boy Scouts, Eagle Scouts, Girl Scouts, or other service organizations.

These individuals are respected people in your community, and their support can prove valuable in garnering credibility in your efforts to educate others and stop the implementation of Agenda 21 or sustainable development in your community.

Your objective in calling for this meeting is to convince them of the threat posed by ICLEI and sustainable development measures and their affiliation with the United Nations (i.e. Agenda 21). Once they are convinced they can join and assist in your efforts to effectively organize against the implementation of such measures. Once you have assembled a handful of these individuals, you will want to do the following:

- Develop a list of steps toward withdrawing from ICLEI
- Engage leaders in approving/altering those steps
- Set up larger meetings to encourage involvement

Formulate strategy for the larger numbers

When you hold your meetings to foster involvement, you will want to develop a strategy for them to utilize to combat and stop sustainable development and ICLEI. Make a presentation or PowerPoint demonstration highlighting the problem of Agenda 21 or sustainable development as it pertains to your local area. Use the JBS Agenda 21 DVD for a general overview of the subject.

Bring, show or give any materials that you can spare on what Agenda 21 and sustainable development entails. Your strategy should also include a list of steps toward withdrawing from ICLEI and a means by which to carry it out. As part of your strategy, you will want to develop a list of activities, such as creating a local committee and producing relevant literature/ materials.

Create Local Support

There are a number of things you can do to broaden your support and build your committee. Always think in terms of reaching out to new people and new layers of support – particularly opinion molders and public officials, which will be discussed further ahead in this manual.

While we reiterate the following points throughout the manual, these are some outreach techniques you should consider:

1. Outreach to other organizations; approach new or older established organizations, public community centers or professional private clubs. By reaching out to these groups and perhaps even being given the opportunity to speak to them, either with an in-person presentation, DVD showing or just allowing you to pass out literature, you will be broadening additional support for your committee and its goals.
2. Organize door-to-door knocking and doorbelling in the community. Approach each door in teams of no less and no more than two people. You do not want to intimidate the person at the door with a large crowd at their doorstep nor do you want a person going alone. Of the two, at least one should be able to articulate the problem and answer questions. Dress business casual, comfortable but still professional and presentable. Be cordial and respectful of other's opinion. Avoid arguments, if the person seems uninterested or argumentative kindly move on and make yourself to the next door. In other words, do not waste your time.
3. Reach out to the general public. Organize public forums to host speakers or DVD showings to those that are not yet aware of the problem. The purpose is not to educate "the choir" but rather those still uninformed. Your goal is to create local support, which requires reaching out and educating the public. When outreaching to the general public produce flyers or advertisements in your local community newspaper informing the reader with the time, date and location of your meeting. Be mindful of your target audience. Make sure your flyer or ad has a brief message addressing Agenda 21 as a local problem, avoid over the top statements warning of UN troop invasions – such accusations hurt your cause more than help it. Try to hold your meeting at a location that is easy for the general public to get to and that will both attract and retain opinion molders.

Produce educational materials

Obtain materials that will enhance your ability to inform both members and non-members of your committee about the problem at hand. In addition to this manual, The John Birch Society has produced an array of materials (i.e. articles, booklets, pamphlets, petitions and a DVD) for this very purpose. You can obtain these materials online at www.jbs.org, over the phone at 1-800-JBS-USA1, or by mail-in catalog (please see back of this booklet for more information).

These materials will educate you and others on the details, origins, and implementation of sustainable development, UN Agenda 21, and ICLEI. As good as these materials are, they are not specific to your community. This is where some ingenuity and creativity on the part of your committee comes in. Within the means of your committee's budget, make your own materials customized to the specific situation your town or city faces with the implementation of

sustainable development. Unless it is produced or you receive permission to do so from the headquarters of The John Birch Society, the name of The John Birch Society should not appear on your literature.

Assign someone, or two, to research and investigate the current status of sustainable development in your community. Is there a department or board on “sustainable development” or “redevelopment”? Who are the privately funded “stakeholders”? Are there any sustainability facilitators working with these departments? Who are the members and directors of these agencies? Where are they from? Have they held similar positions in other communities? If so find out where and what they accomplished there? Are the members of these agencies also members of, or affiliated with, other organizations (such as the Council on Foreign Relations, Sierra Club, World Conservation Union, World Resources Institute, Zero Population)?

This research can range from visiting your local government’s website, searching for your community’s local redevelopment board or sustainable development department’s websites to going in person to your town or city hall and attending some public forums. When at these city council meetings listen to what is being discussed. Are the councilmen or government representatives discussing land use and development of “open space”? Are they using such terms as “smart growth” and “sustainable”?

Once you find the answers to these questions, put them to good use; let others know by creating your own material such as your own booklet, pamphlets, flyers and or newsletters. The purpose of your committee’s materials will be to identify the issue as a local problem. Ask them to attend your meetings. Procure every piece of material you can from local development agencies – they will be a goldmine of information.

If your committee cannot obtain materials, use a person who is unknown as a member of your committee to obtain them. What you will be asking for is public information – or should be. There will be some communities where officials will do all they can to deprive you of “public” information. Use your imagination to gain the information in an ethical manner.

At some point, you will likely want to use a letterhead. This should contain the name of your committee in a legible and professional font as well as any logo your committee may have created. Such a letterhead will prove helpful especially if your campaign develops into a protracted fight. Your letterhead should include the name of your key committee members and sponsors. Make an effort to garner sponsors. This will help generate credibility for your committee in the community.

Upon receiving your letterhead with listed sponsors people will become impressed and more likely to believe you and join your cause. Your committee may also find it helpful to produce additional documentation to opinion molders. If possible, list your officers and sponsors on these documents making sure that all information is accurate.

As stated before, opinion molders are those individuals that have influence over others in the community. Examples of opinion molders can include elected officials, assemblymen, U.S. Congressman, community board supervisors, county commissioners, county judge, and local law

enforcement such as a police officer or sheriff. Other opinion molders may include the president of your local school PTA, local high school football coach, town milkman, small business owners, professionals, pastors or other members of the local clergy, the leaders of the local Boy Scouts, Eagle Scouts, Girl Scouts, or other service organizations.

The JBS materials will complement those of your own, by giving you the basic need-to-know information on sustainable development, Agenda 21, and ICLEI, while your committee's materials will provide the additional specifics as to how it relates to or is being implemented in your community.

As discussed earlier, organize teams of two people to knock on doors in residential neighborhoods, handing out your literature and respectfully telling others about the problem.

You could also use these materials, and other first-hand sources that you are able to obtain, to not only educate each other, but also to educate your elected public officials.

Contacting public officials

Your elected public officials are not your enemy. Your committee is not here to attack them, including any local officials or town mayors that may have initially supported sustainable development in the past.

Do not automatically denounce them as “traitors” or assume that they are “on the other side.” Those immersed or dedicated to sustainable development may not know what you know, lacking an understanding of its dangers. Even if they are ardent supporters of sustainable development, at the very least they will become aware of your opposition to it, and may be willing to sit down with you and listen to your concerns or even forgo full rapid implementation of these measures. If they sense a drop in constituent support, putting their seat at risk, they may be more cooperative and willing to listen.

You and your committee are there to teach and help your elected officials understand the ramifications of these sustainable measures and hopefully win them over as allies to your cause. Reach out to your public officials and elected representatives. Approach them as a friend with information they may not be aware of. Their addition to your cause will prove a valuable victory in both the short and long run.

An ally in government can provide you with useful information that you would not be aware until it is too late, such as documents or reports you may not be aware of, little to last minute changes of the date for public meetings or intelligence on any unpublicized agreements made by your local government and a private sustainability non-government organization, such as ICLEI. An ally can also inform you of any new proposed ordinances or redevelopment plans for your community. The timing of knowing this information can be the difference between prevention and discovering it is too late.

Allies in elected office may even seek your consultation or guidance on related issues. They may even request you to speak at an upcoming meeting.

Network with other organizations

Another way you may be able to reach public officials and other opinion molders in your community is through networking with other organizations. Identify what organizations are in your community and reach out to them. These groups may range from more established organizations, such as the local Chamber of Commerce, Kiwanis Club, Lions Club, Rotary Club or newer groups like Tea Party groups, Oath Keepers, and 912 groups.

Send an ambassador or member from your committee to attend one of their meetings. Be cordial and respectful. At the conclusion of their meeting or event make a pointed effort to reach out and speak to the leaders of the organization. Get to know them, tell them who you are and the name of your committee. Most of these organizations have a program chairman or group president. You will have to work through them. Ask them if you could speak, give a PowerPoint presentation or DVD showing on Agenda 21 and how it affects on the community at one of the group's future meetings.

If given the opportunity to address the group, pass out JBS literature and materials such as the booklet *Agenda 21 and You*, the 3-click challenge pamphlet, and Agenda 21 DVD. Also, pass out literature and material produced by your committee. If possible, see if you can get the organization to agree on passing a resolution to the local government opposing sustainable development.

In addition to the many members of these groups that you would be educating, you might also come across community leaders or public officials present at one or several of these organizations. These other organizations and its members may well become valuable allies in your committee's effort to withdraw from ICLEI and overturn the preexisting sustainable development ordinances on the books. Keep in contact with these groups and make opportunities to bring them on board the battle to free your community from Agenda 21 and its sustainability ordinances and codes.

Plan for and attend the meetings

Before attending the meetings sponsored by your local government, city council, or sustainability facilitators, have an estimated headcount as to how many people from your committee plan to attend (as many as can go).

For those that plan on going, be sure that they familiarize themselves with the general procedures of the town meeting.

Dress appropriately; business or business casual. You do not want people to draw attention to your appearance but rather to what you have to say in an intelligent, polite and non-accusatory manner. Remember, as stated before, you and your committee is there to teach and help your elected officials understand the ramifications of these sustainable measures and hopefully convince them to stop their implementation.

When at the meeting do not all sit in one area, so as to reveal the strength of your group. Instead, fan out and make full use of the seating area with people on both ends of the room, as well as front and back. This will make the opposition seem less concentrated and more diverse, giving

your group the image of consensus, which the sustainability facilitators will likely attempt to claim they have on their side.

Have one or two people outside the meeting hall area dispensing both your JBS and locally produced materials warning your community about sustainable development, Agenda 21, ICLEI and the stakeholders involved.

Tom DeWeese, in his article “How to Fight Back Against Sustainable Development,” explains that “Most public meetings are now run by trained and highly paid facilitators whose job is to control the meeting and bring it to a preplanned conclusion.” This was the case at the You Choose Contra Costa County Forum, in the Bay Area, in California. During the initial forum, the facilitators were not to take questions, but rather to encourage the attendees to participate in their activities and surveys, which were designed to result in a preplanned outcome that would be used as proof of “consensus” and thus justification for its implementation. Tom DeWeese put it best when he said, “There is nothing free or open about the consensus process. It is designed to eliminate debate and close discussion.”

Instead, refuse to participate in any of their programs. Do not give in to them, therefore giving credibility to their agenda.

When the opportunity to speak, give testimonies, comments or questions arises, have a predetermined set of questions and follow-ups to be asked by your committee members. For example:

- Under this policy, what rights do I have as a property owner?
- How does this policy or program affect my home or property?
- Under this policy, what am I allowed to do with my house or property?
- What do you mean by “open space” and how does that relate me?
- How will the implementation of this affect my cost of living?
- What is the total cost to the town/city for the implementation of program?
- Will my property or sales taxes go up as a result?

“By asking these questions, you are putting his legitimacy in question, building suspicions among the rest of the audience, destroying his authority,” DeWeese writes.

Do not just ask these questions once, but rather ask them again and again until they reveal the truth or the extent of what they know.

Regardless whether they ignore you or not, it is important that you and your committee be heard. Regardless of what happens, or what is said, do not leave the forum early. By doing so, you are giving credibility to the facilitator to say, do, and act as he/she pleases. Your backing away is a victory to the other side that you cannot afford to let them have. This is why it is important that you make the time to stay through the whole forum and take notes. Learn all that you can.

In some cases, the forum you are attending may not have an allotted Question & Answer session. If this is the case, respectfully raise your hand and ask your questions anyway. How they choose

to answer or not answer your question will determine your committee's next course of action. For example, if they refuse to take questions or avoid answering them, call them out on it and make it public through your committee's email newsletter, the local paper's editorial section or local talk radio.

Write a short piece on how they ignored free speech and refused to take and answer questions. In most cases, your questions will likely be taken and answered. Take notes (in writing or audio/video recording if allowed) as to what they say.

Your questions may lead your local government officials, sustainability coordinator, or private stakeholders/ facilitators to divulge information that you could further use to advance your cause.

When possible, use a camcorder, digital camera, cell phone or other video recording device to video the proceedings and activities. Post your video on the internet, on such popular video sites as Youtube.com. Make use of additional social networking sites such as Facebook, Twitter and Google+ to share your video with your family, friends and neighbors.

After the meeting and beyond

After the meeting it is possible that your town hall or sustainability facilitators will set a date to hold a follow-up meeting. Be on the lookout for this. Sign-up to receive any free emails, newsletters, or materials they may have to offer to keep up to date about their latest developments.

With regard to future meetings, this is where an ally in government can come in handy to provide you with important data or any nuanced last-minute changes. So if you have not already done so before the first meeting, make sure to reach out to your elected officials, councilmen and mayors (former and current) before the second meeting.

Take what you have learned and make good use of it for future meetings and events. Continue to spread awareness of the problems posed by ICLEI and the implementation of sustainable development. Expand your committee's operations by sending out a new updated email. Hold regular committee meetings either once a month, or more often if possible. Show documentaries and presentations at your meetings. Invite speakers. Bring in and read articles from The John Birch Society and its publication *The New American*. Also, be sure to check out Tom DeWeese's literature from the American Policy Center and *The DeWeese Report*. Education is the key. It is important that you and your committee be well-informed and up-to-date on the latest news and information.

If you are unable to put together a "Cadillac" of a committee, do not be discouraged from taking action. A "Ford" will get you to your destination too – just make sure that it is polished. Even walking will get you to where you need to go. It will just take you longer.

Appendix I

On June 9, 2011 President Obama signed [Executive Order 13575](#), which established the White House Rural Council (WHRC). The purpose of the WHRC is to facilitate the federal coordination and implementation of sustainable development at the local community level.

President Obama's EO 13575 reads in part:

Section 1. Policy. Sixteen percent of the American population lives in rural counties. Strong, sustainable rural communities are essential to winning the future and ensuring American competitiveness in the years ahead. These communities supply our food, fiber, and energy, safeguard our natural resources, and are essential in the development of science and innovation. Though rural communities face numerous challenges, they also present enormous economic potential. The Federal Government has an important role to play in order to expand access to the capital necessary for economic growth, promote innovation, improve access to health care and education, and expand outdoor recreational activities on public lands.

The Executive Order references “sustainable rural communities,” which is a reference to “sustainable development” – the nomenclature for the United Nations’ Agenda 21 program.

The term “sustainable development” was popularized in the now often-cited 1987 United Nations report, entitled *Our Common Future*, released by the Brundtland Commission. Chaired by its namesake, Gro Harlem Brundtland, the former Director-General of the World Health Organization and the Vice-President of the Socialist International, the Brundtland Commission defined “sustainable development” as:

...development that meets the needs of the present without compromising the ability of future generations to meet their own needs.



This became the central theme of the United Nations’ 1992 Earth Summit, in Rio de Janeiro, Brazil, where the UN unveiled its program on sustainable development: Agenda 21, signed on to by 178 world leaders including then-President George H. W. Bush.

Sustainable Development is the United Nations’ Agenda 21 program, which calls for the government to curtail your freedom to travel as you please, own a gas-powered car, or live in suburban or rural areas as well as determine the number of children you may have, determine the “rates of harvest” of farms and fisheries, eliminate your private property rights through eminent domain, and increase the price on goods and services through artificial shortages and new consumer taxes.

Maurice Strong, the Secretary-General of the United Nations 1992 Earth Summit had this to say about sustainable development:

Current lifestyles and consumption patterns of the affluent middle class — involving high meat intake, use of fossil fuels, appliances, home and work air conditioning, and suburban housing — are not sustainable.

Since Agenda 21 was not an official treaty it did not require ratification by the U.S. Senate and has instead penetrated the American heartland and coastal regions through the International Council for Local Environmental Initiatives (ICLEI), which now prefers to be known as Local Governments for Sustainability.

ICLEI was founded in 1990, as the ‘International Council for Local Environmental Initiatives,’ at the World Congress of Local Governments for a Sustainable Future, held at the United Nations in New York City. According to its website, ICLEI describes itself as “an association of over 1220 local government Members who are committed to sustainable development.” Spanning over “70 different countries and representing more than 569,885,000 people,” ICLEI facilitates local governments in the implementation of UN Local Agenda 21.

You can find out if your local government is member by taking the following three-click challenge:

- Type WWW.ICLEI.ORG on your web browser & click go
- On the top bar menu of the website click on “Members”
- On the left side column click on “Global Members”

Scroll down to the United States of America, or other country of your choosing, and see if your local town or city is listed. If listed then you will know you're a member, but if not, do not celebrate just yet; your local government may already be implementing Agenda 21 and sustainable development.

Some buzzwords to look out for in your local community are mentions of “smart equity,” “smart codes,” “smart growth,” “sustainable consumption,” “sustainable development,” “sustainable land use,” and “open space.” These terms are normally associated with your local government’s board, committee, or department of “sustainability” or “redevelopment.”

These agencies are usually comprised of their own staff and governing board, appointed by your local government. You might not be aware of this because the establishment of such an agency would have likely occurred without your vote or consent and is now passing ordinances and regulations affecting your livelihood, family, home, and property.

Using ICLEI computer software and smart growth models, a host of new regulations and new zoning laws are implemented by these agencies. One such commonly used model lays out the following new law:

...Government may enter upon the land and act to put it in compliance.

In the publication, *Building a More Sustainable Future in Wisconsin*, published by the University of Wisconsin-Extension Sustainability Team, it recommends and promotes:

...the importance of state and federal training and education programs to generate educators, facilitators and motivators who would be capable of going into individual homes and helping people develop their own personalized sustainability action plans.

The reason for this disregard for private property rights is due to the United Nation's view on private property. According to "Section 11.2.3.1.3 Property rights and the use of biological resources" of *Global Biodiversity Assessment* (1996), published for the United Nations Environment Programme:

Property rights are not absolute and unchanging, but rather a complex, dynamic and shifting relationship between two or more parties, over space and time.

This interpretation of property rights is a far cry from the Founding Fathers. President George Washington said, "Private property and freedom are inseparable." His successor, President John Adams said that "Property must be secured, or liberty cannot exist."

The forefathers of this nation understood that without property rights there could not be freedom and individual liberty; the state can control the people so long as the people are on government-controlled land. The United Nations' Universal Declaration of Human Rights makes no recognition or mention of this fundamental right.

If Agenda 21 is fully implemented it will eventually terminate your right to own property, and once that fundamental right is lost tyranny is able to flourish. Your ability to live the lifestyle you desire, your freedom to pursue and reach the American dream of owning a large home and raising a family, and the means to travel as you see fit are all at jeopardy so long as your local government adheres to the principles and protocols of Agenda 21 and sustainable development.

You can help put a halt to this United Nations' environmental juggernaut by contacting your state government officials and encouraging them to cease funding and oppose all measures for sustainable development. You should also work with your local officials to withdraw from ICLEI, if your local government is a member, and to cease implementation of sustainable development measures.

Thank You.

Your Friends at The John Birch Society