

TACTIC

CONSUMER BOYCOTT

An organized, mass refusal to purchase products of a company, industry or country in order to economically pressure your target.

CONTRIBUTED BY

Beautiful Trouble

Beautiful Trouble is a globally dispersed group of activists whose mission is to make nonviolent revolution irresistible by providing strategic tools and trainings to inspire movements for a more just, healthy, and equitable world.

RELATED TOOLS

Stories

- Dump Veolia Campaign
- No vote, no sex
- Schools of Struggle
- Sign Language Sit-in
- Stolen Beauty
- Taco Bell Boycott
- Taxi drivers strike against taxation

Tactics

- Autonomous servers
- Divestment

Principles

- Choose your target wisely
- Follow the lead of the most impacted

Theories

- Decolonization
- Neoliberalism
- The Global South

Methodologies

- Points of intervention
- Power mapping
- Theory of change

TAGS

