



HACKING THE LAND OWNERSHIP NARRATIVE

 CULTURE HACK
LABS





TRANSLATION

Activate simultaneous translation during our bilingual calls.

TRADUCCIÓN

Activa la traducción simultánea durante nuestras llamadas bilingües.



LAND BACK TO RIGHT RELATIONS

01

CONTEXT

Exposing the Problem of Land Ownership

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ANTIDOTE & RESEARCH

Embodying Indigeneity

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ALTERNATIVES

Living alternatives and speakers

04

MANIFESTO + ACTIONS

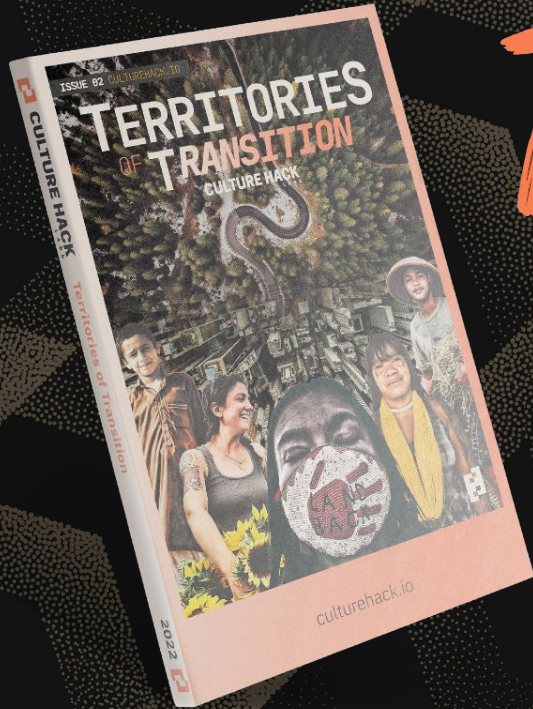
Join now



CULTURE HACK

L A B S

Culture Hack Labs is a not-for-profit consultancy that supports organizations, social movements and activists to create cultural interventions for systems change. **Our mission is to change narratives that create and justify ecological breakdown, extraction and inequality.**



TERRITORIES OF TRANSITION

CHL partnered with Schumacher Center and conducted a **narrative research report on hacking the land ownership narrative**. Our goal in this report was to assess the narrative space around land and the commons, and to propose key frames that can be used in unity and solidarity by communities around the world working toward social and ecological justice.

See full report [here](#). See Issue [here](#).

THE HACK

CHL convened land activists from Alaska to Central America **to engage in a collective 'hack' on the land ownership narrative.**

30 LAND DEFENDERS, NARRATIVE HACKERS AND ORGANIZERS

4 MONTHS OF CO-CREATION

1 COLLECTIVE ACTION





THEY OWE US



RECIPES
FOR REVOLUTION

BACK TO THE LAND



ANCESTRAL
PATHS



WE ARE FROM THE EARTH

Visit the hack at:
culturehack.io/backtotheland



CONTEXT

Exposing the problem
of **Land Ownership**

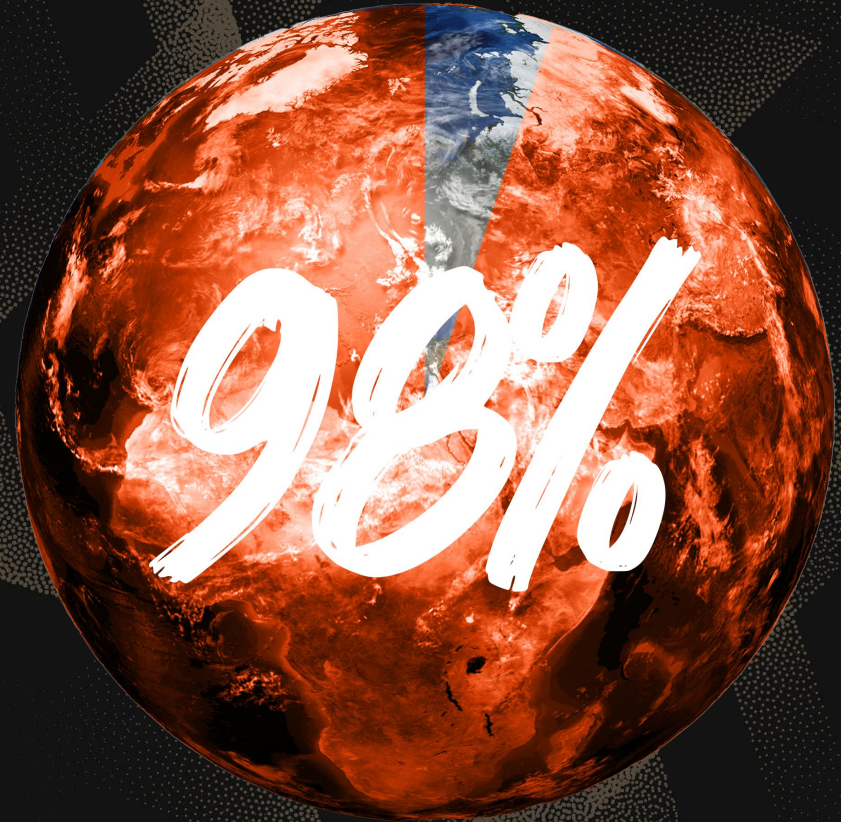


**LAND OWNERSHIP SITS AT THE HEART OF
THE EXTRACTION – BASED GLOBAL
OPERATING SYSTEM.**

To address the issue of land ownership is to address
the root causes of the polycrisis: the interlinked
systems of capitalism and colonialism.

**THE VAST MAJORITY OF
LAND IS CONCENTRATED IN
THE HANDS OF A FEW,
JUST AS GLOBAL WEALTH.**

The poorest half of the world population owns just 2% of total net wealth, whereas the richest half owns 98% of all the wealth on Earth.





**The biggest landowners of today are
yesterday's colonizers.**

A black and white historical photograph showing a group of men on the deck of a ship. In the foreground, a man is kneeling on the deck, looking towards the camera. To his right, another man stands with his back to the camera, holding a large flag. In the background, several other men are visible, some standing and some sitting. The ship's rigging and masts are visible against a bright sky. The entire image has a halftone or dithered texture.

**THE BIGGEST LANDOWNERS OF TODAY ARE
YESTERDAY'S COLONIZERS.**



OWNS 10,762,730 SQUARE KM GLOBALLY



SECOND BIGGEST LANDOWNER IN THE WORLD



**LAND GRABBING IS A MODERN FORM OF
COLONIZATION BY GLOBAL NORTH COUNTRIES,
MILITARIES, COMPANIES AND BILLIONAIRES.**



1/3 OF GUAM IS OCCUPIED BY THE U.S. MILITARY

**SHELL OPERATES 14,000 FRACKING SITES
ON INDIGENOUS LAND IN CALIFORNIA**



**45.1 MILLION HECTARES OF DEFORESTATION
FROM MONOCULTURE, WORLDWIDE**



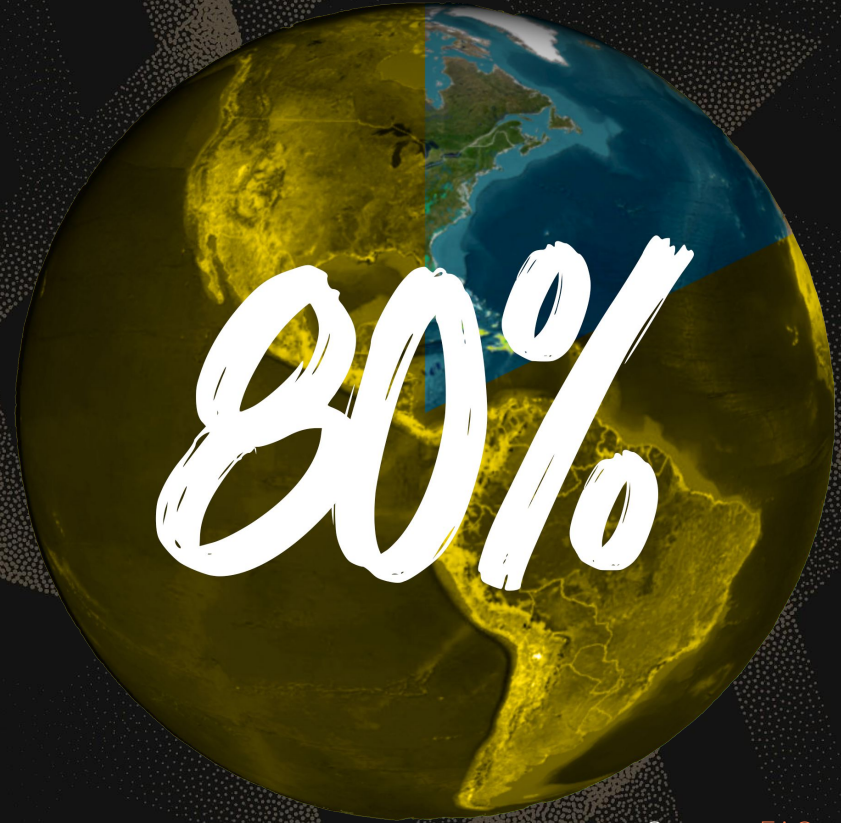


EMBODYING INDIGENETTY

Antidote Logic

80% OF THE REMAINING BIODIVERSITY IN THE WORLD LIVES IN INDIGENOUS TERRITORIES

Comprising less than 6% of the world's population and in stewardship of 23% of terrestrial territories, **indigenous peoples protect 80% of the remaining global biodiversity.**



Source: [FAO](#)



INDIGENOUS LAND DEFENDERS ARE LIVING SOLUTIONS

Indigenous ways of thinking and knowing provide inspiration for the ontological shift needed **to move beyond the idea of land ownership** and its upstream values of separation, extraction, exploitation.

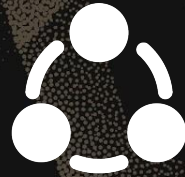
EMBODYING INDIGENEITY

Embodying Indigeneity challenges dominant narratives that often view humans as separate and superior to nature.



THE EARTH IS ALIVE

A way of relating to the world that attributes life to human and non-human beings, such as the environment, animals, plants, spirits, and forces of nature like the sun, moon, winds or oceans.



THE WORLD IS INTERRELATED

Highlight the importance of interconnectedness, relationality, mutual care, stewardship, and a sense of duty towards all life forms.



IN RELATION WITH THE LAND

Indigeneity is embodied, not just a fixed identity or a label; it's an active engagement, a continuous act of reaffirming one's relationship with the world, the community, and oneself.



WESTERN ONTOLOGY

Land = Possession
Property



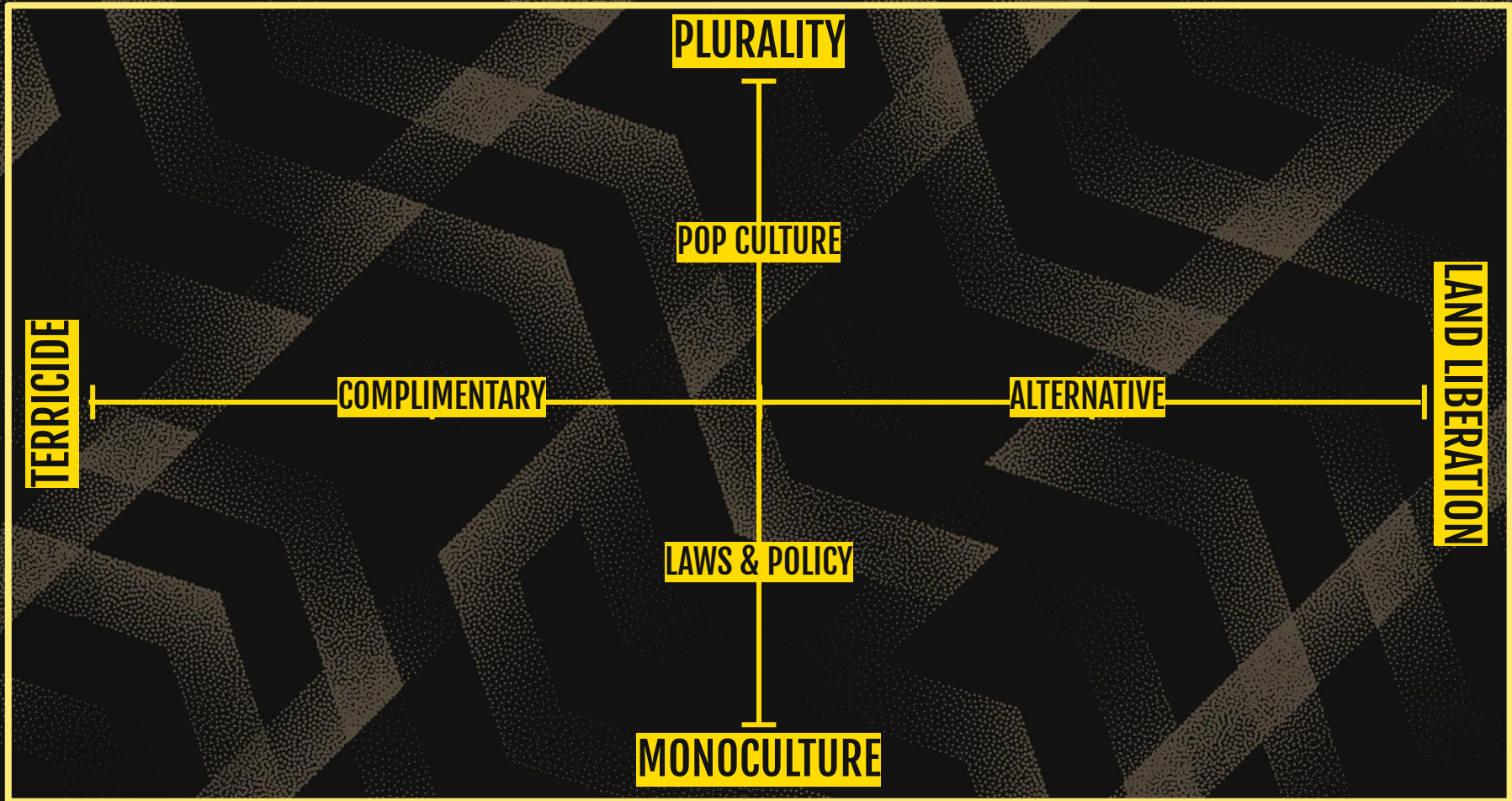
INDIGENOUS ONTOLOGIES

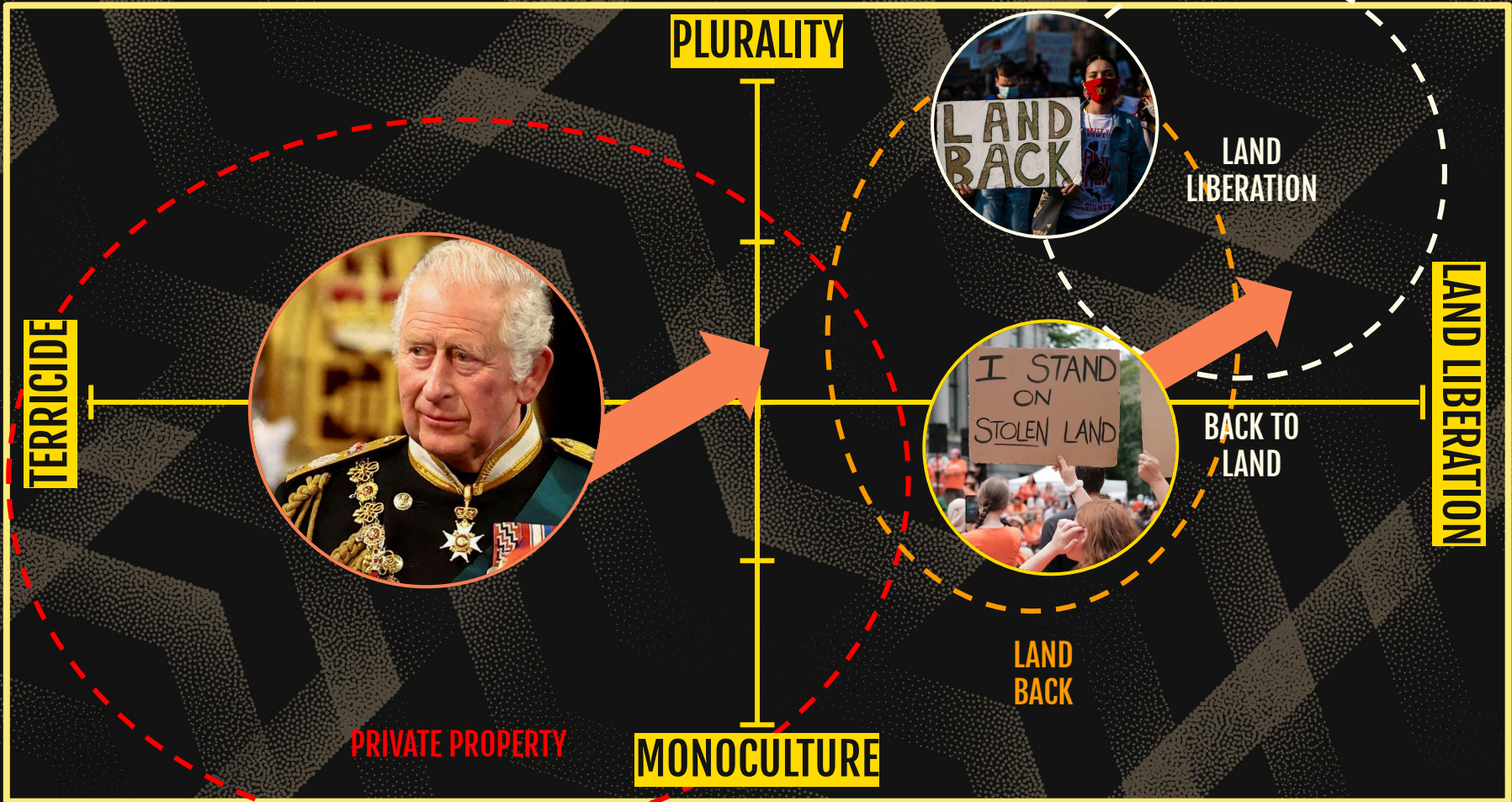
Land = Kin
Relation

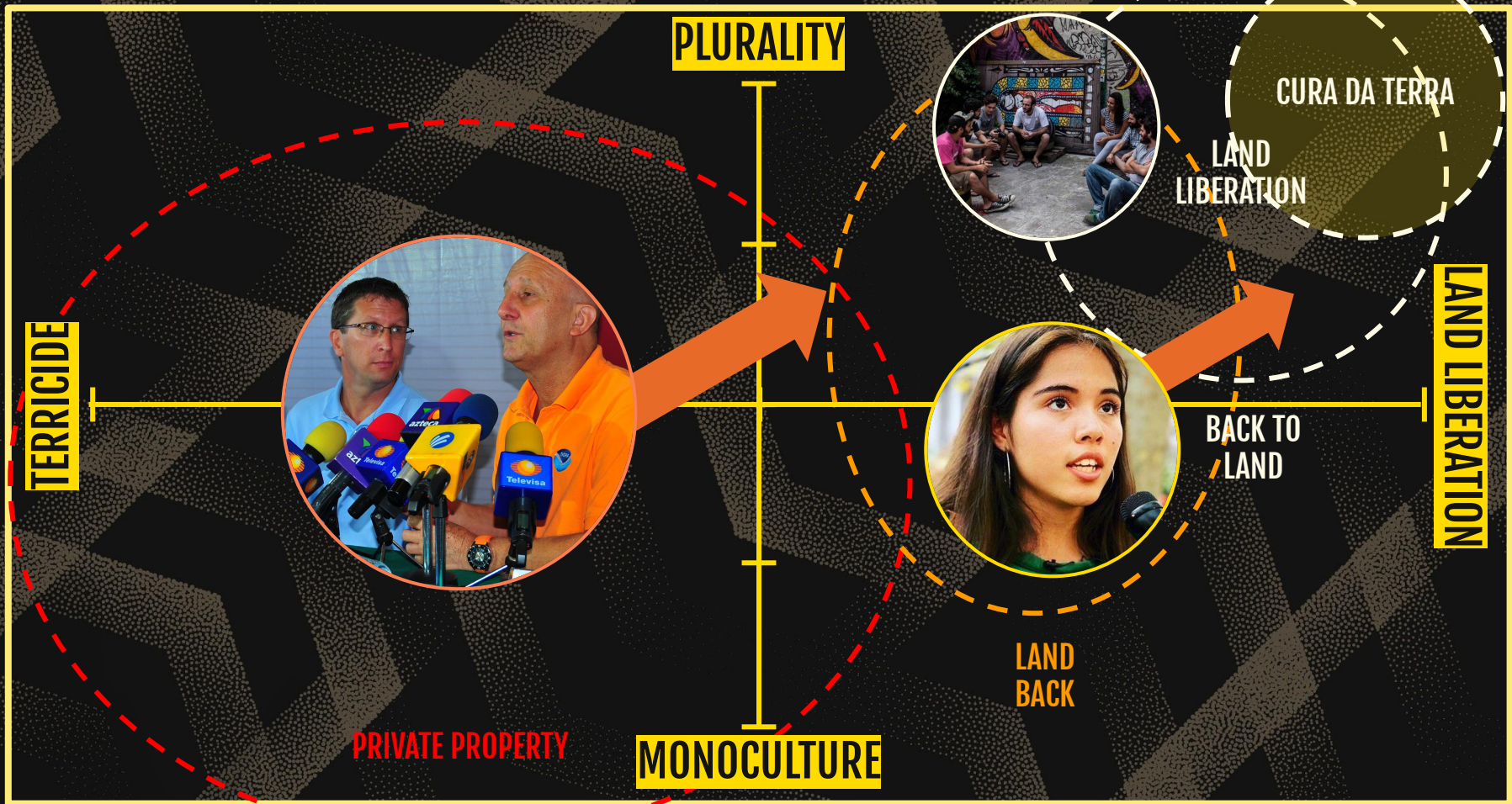


NARRATIVE RESEARCH

**Evolution of Land
Back**







TRANSITION PATHWAYS



LAND OWNERSHIP → LAND BACK → LAND BACK TO RIGHT RELATIONS

Transition pathway refers to a pathway of narrative evolution that can act to transition from anthropocentric cultural modes towards beautiful alternatives through **'deep adaptation'** to the conditions of the polycrisis.

REFRAME

“JUSTICE + ONTOSHIFT” FRAME



Justice
Land Back

Ontoshift
Right Relations

“LAND BACK TO RIGHT RELATIONS”

BEAUTIFUL ALTERNATIVES



**LAND AND AGRICULTURAL
RELATED ALTERNATIVES**



**RESISTANCE
MOVEMENTS**



**LIFE CENTRED
ALTERNATIVES**



**EMBODYING
INDIGENEITY**

MEHANA

BLAICH VAUGHAN

Hawaii



RAS K'DEE

California



MARINA FLORES CRUZ

Isthmus of
Tehuantepec



LAND BACK is the strategy, **BACK TO LAND** is the ceremony. There is a path to return to the land that was stolen, a path for the people who were stolen from their land. There is a path of justice for the heirs of the violence against peoples and territories. All of them are paths for the land itself to return to us, and us to the land.

BACK TO LAND PRINCIPLES



- 1 - We return to the land and the land returns to us.
- 2 - The Earth does not belong to us, we belong to the Earth.
- 3 - Privilege is proportional to uprooting.
- 4 - Responsibility is proportional to privilege.
- 5 - Colonialism is a +500 year old disease.
- 6 - Capitalism is a *terrific* algorithm.
- 7 - Radical diversity over Western monoculture.
- 8 - Sow ancestral narratives to harvest the future.
- 9 - The cure of the *territory-body-spirit* is the Cure of the Earth.
- 10 - The fight for Mother Earth is the mother of all fights.

Read the full Manifesto:
culturehack.io/backtotheland

KNOW MORE:

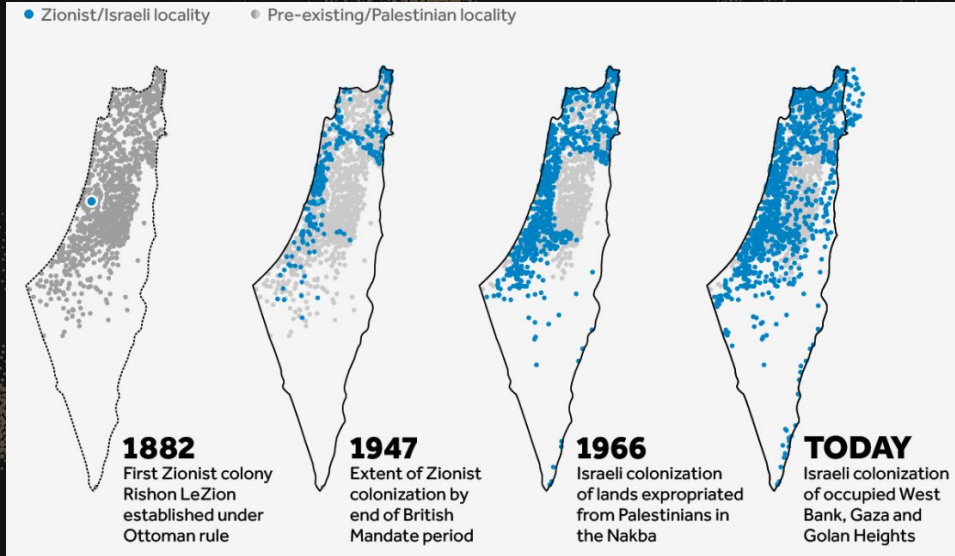
Mehana - <https://www.kipukakuleana.org>

Marina - <https://futurosindigenas.org>

Ras - <https://www.audiopharmacy.com/>



LAND GRAB IN PALESTINE



Israel has appropriated over 100,000 hectares of land from Palestinians since 1967 and demolished around 50,000 homes and structures in the Occupied Palestinian Territories.

We cannot talk about land back without bringing about justice to the Palestinian territory.

THE KING AT COP28



King Charles will give the opening address at COP 28, belying the deep paradoxes and contradictions of the event - not to name its impotency.

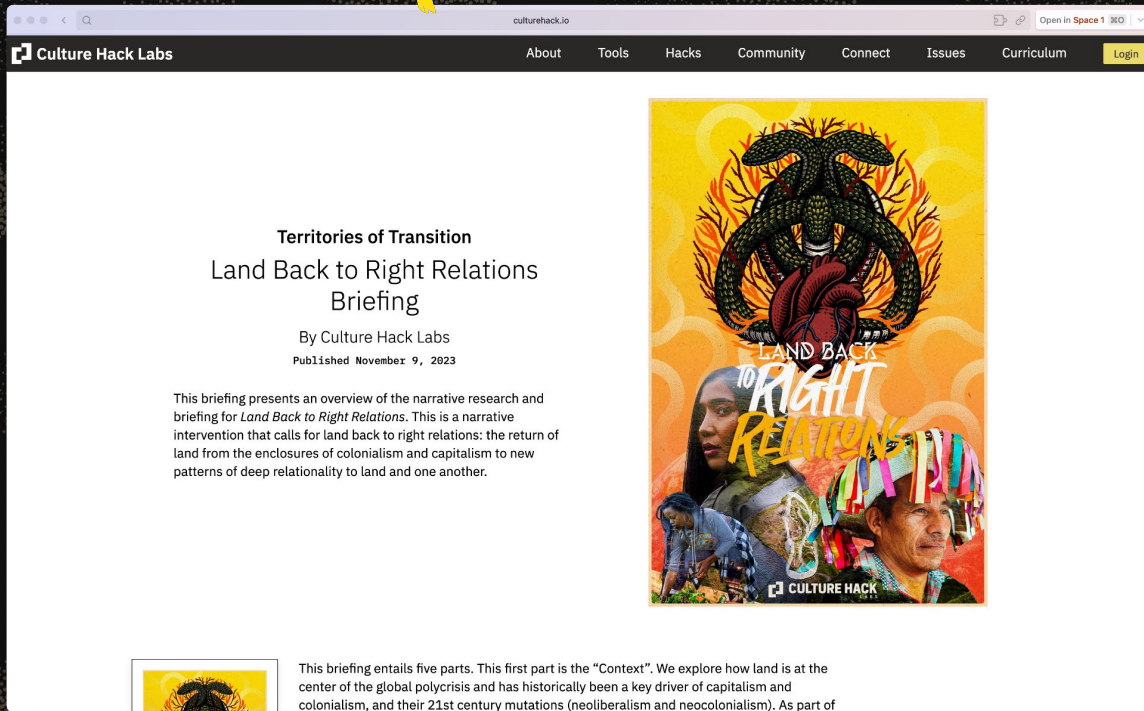
The crown owns 10,762,730 square kilometers of land globally - 89% of Canada, 23% of Australia and 40% of New Zealand land areas.

It is obvious that the connection between land ownership and climate disaster has not been made.

JOIN THE ACTIONS

- 1. CALL OUT THE PROBLEM** exposing the biggest land grabbers and the history of colonization.
- 2. CALL FOR 'LAND BACK TO RIGHT RELATIONS'** using this reframe to evoke justice and radical relationality.
- 3. SHARE BEAUTIFUL ALTERNATIVES** of living examples that are demonstrating right relationship to land.
- 4. AMPLIFY THE MANIFESTO** describing principles of what it means to be in right relationship to land.
- 5. BRING ATTENTION TO PALESTINE** as being the largest land grab in the last 50 years.
- 6. CALL OUT KING CHARLES AT COP28** as one of the largest landowners in the world complicit in the climate crisis.

EXPLORE THE RESEARCH




The screenshot shows a web browser window with the URL culturehack.io. The navigation bar includes links for About, Tools, Hacks, Community, Connect, Issues, Curriculum, and a Login button. The main content area features the following text:

Territories of Transition
Land Back to Right Relations
Briefing

By Culture Hack Labs
Published November 9, 2023

This briefing presents an overview of the narrative research and briefing for *Land Back to Right Relations*. This is a narrative intervention that calls for land back to right relations: the return of land from the enclosures of colonialism and capitalism to new patterns of deep relationality to land and one another.

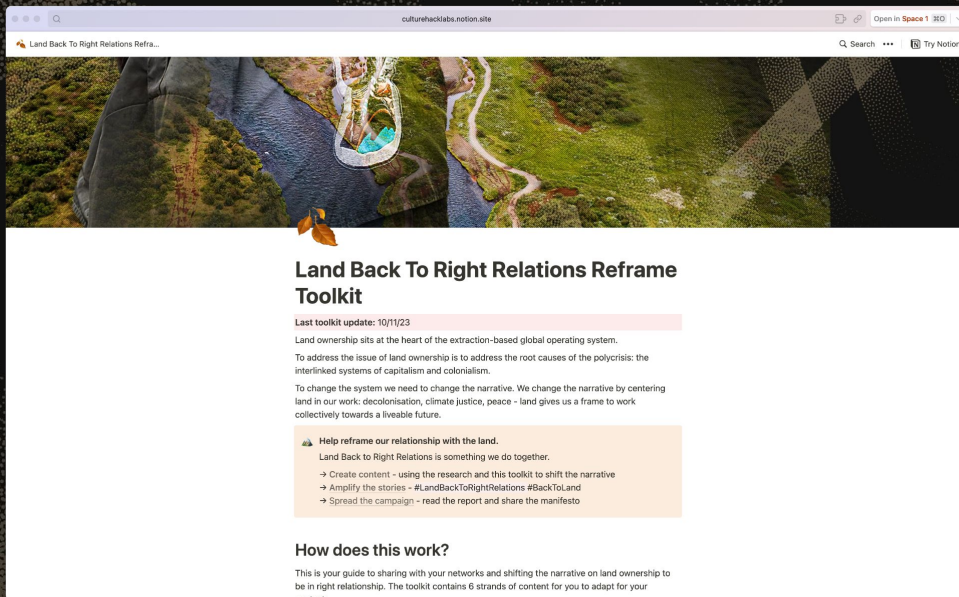


The book cover for 'Land Back to Right Relations' features a central illustration of a green dragon-like creature with a red heart, set against a yellow background with orange flames. Below the illustration, the title 'LAND BACK TO RIGHT RELATIONS' is written in a stylized font. The cover also includes a photograph of a woman and a man, and the Culture Hack Labs logo at the bottom.

CULTURE HACK

This briefing entails five parts. This first part is the "Context". We explore how land is at the center of the global polycrisis and has historically been a key driver of capitalism and colonialism, and their 21st century mutations (neoliberalism and neocolonialism). As part of

TAKE PART IN THE CAMPAIGN



The screenshot shows a Notion page with a header image of a person in a boat on a river. The page title is 'Land Back To Right Relations Reframe Toolkit'. Below the title, it states 'Last toolkit update: 10/1/23'. The main text discusses land ownership and the need to change the narrative. A call to action box contains the text 'Help reframe our relationship with the land.' and a list of actions: 'Create content - using the research and this toolkit to shift the narrative', 'Amplify the stories - #LandBackToRightRelations #BackToLand', and 'Spread the campaign - read the report and share the manifesto'. The page ends with the heading 'How does this work?' and a brief introductory sentence.

culturehacklabs.notion.site

Open in Space 1 360

Land Back To Right Relations Refra... Search Try Notion

Land Back To Right Relations Reframe Toolkit

Last toolkit update: 10/1/23

Land ownership sits at the heart of the extraction-based global operating system. To address the issue of land ownership is to address the root causes of the polycrisis: the interlinked systems of capitalism and colonialism.

To change the system we need to change the narrative. We change the narrative by centering land in our work: decolonisation, climate justice, peace - land gives us a frame to work collectively towards a liveable future.

Help reframe our relationship with the land.

Land Back to Right Relations is something we do together.

- Create content - using the research and this toolkit to shift the narrative
- Amplify the stories - #LandBackToRightRelations #BackToLand
- Spread the campaign - read the report and share the manifesto

How does this work?

This is your guide to sharing with your networks and shifting the narrative on land ownership to be in right relationship. The toolkit contains 6 strands of content for you to adapt for your context.

culturehacklabs.notion.site

Q&A





LAND BACK TO THE FUTURE

CHL 2023 - Creative Commons [Share Alike 4.0](#)

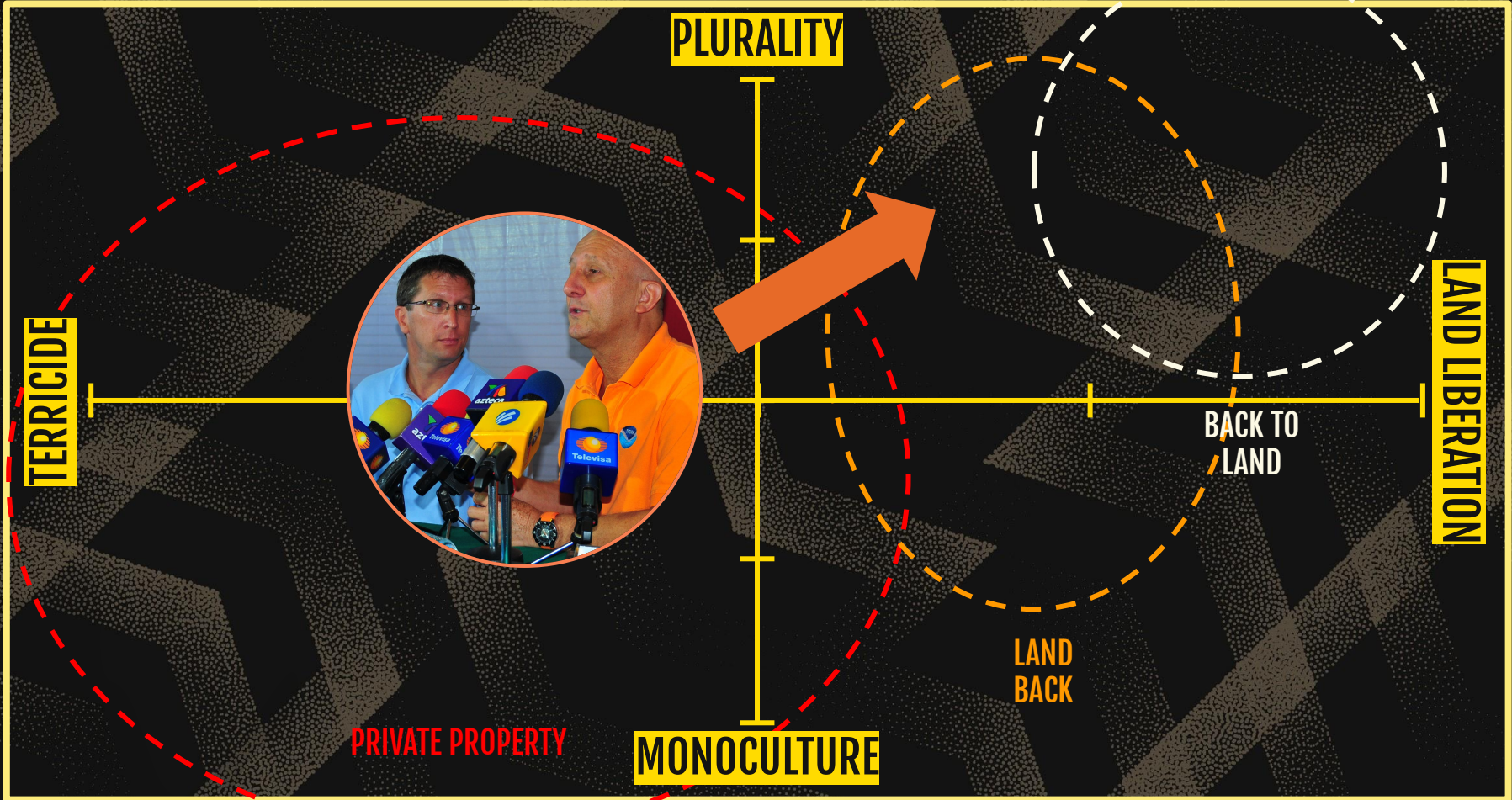
 **CULTURE HACK**
LABS

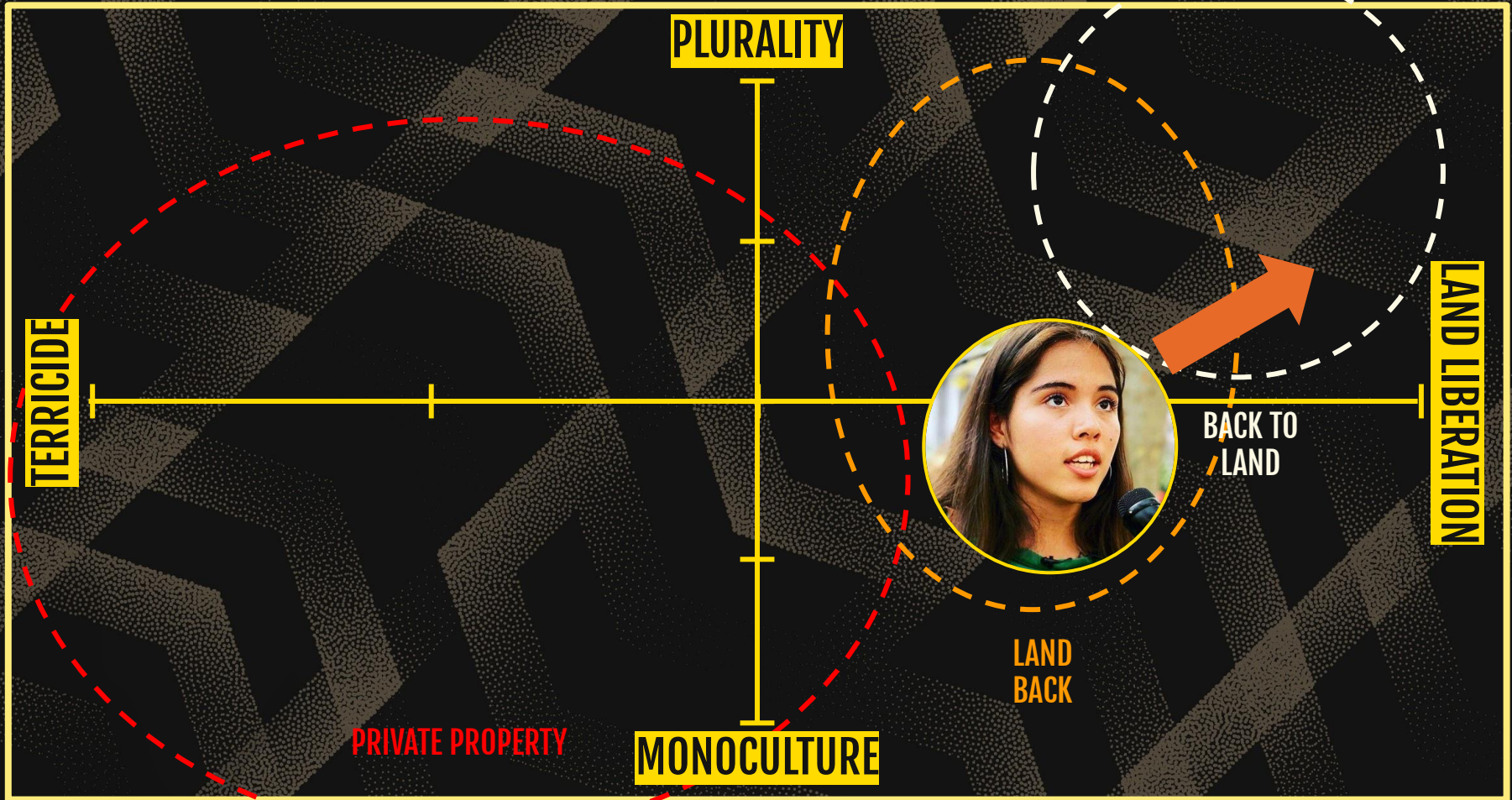
OBJECTIVE

Discover narratives around land that could connect (self-defined) Indigenous communities with non-Indigenous communities

KEY INSIGHTS

1. Growing need to relate to the land in new ways among non-Indigenous and Indigenous communities.
2. Healing and mental health are key narrative connectors.
3. Notions of “ancestors” or “ancestral knowledge” have become a substitute for land.
4. Cross movement solidarity is increasing, and land has become central to most movements.





PLURALITY

TERRICIDE

LAND LIBERATION

BACK TO LAND

LAND BACK

MONOCULTURE

PRIVATE PROPERTY



PLURALITY

POP CULTURE

COMPLIMENTARY

LAWS & P

MONOCULTURE

TERRICIDE

LAND LIBERATION

- A. Community Land Trusts
- B. Land Back
- C. Rights of Nature
- D. Comunalidad
- E. Food sovereignty
- F. Ecocidio
- G. Bioregionalism

PRIVATE PROPERTY



BACK TO LAND

LAND BACK



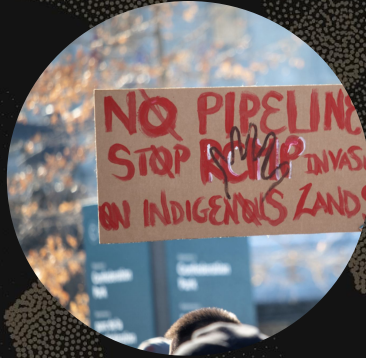
CONTEXT

**EXPOSING THE PROBLEM
OF LAND OWNERSHIP**

CALL OUT THE PROBLEM



SHARE THE STORIES



NARRATIVE COMMUNITIES



A

Community
Land Trusts



B

Land Back



C

Rights of
Nature



D

Comunalidad



E

Food
sovereignty



F

Ecocidio

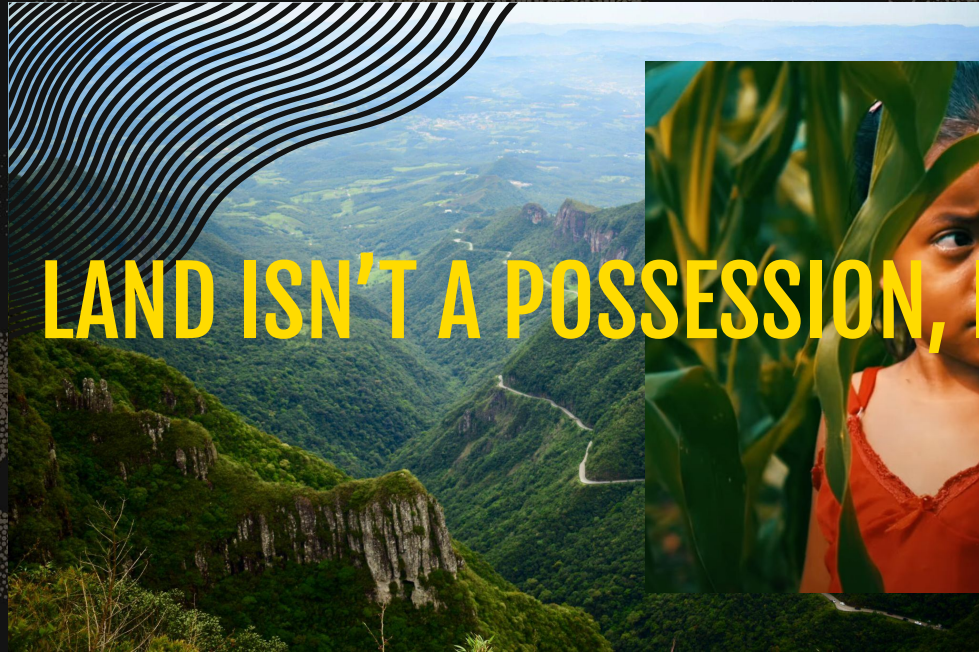


G

Bioregionalism

WHAT DOES INDIGINEITY MEAN?





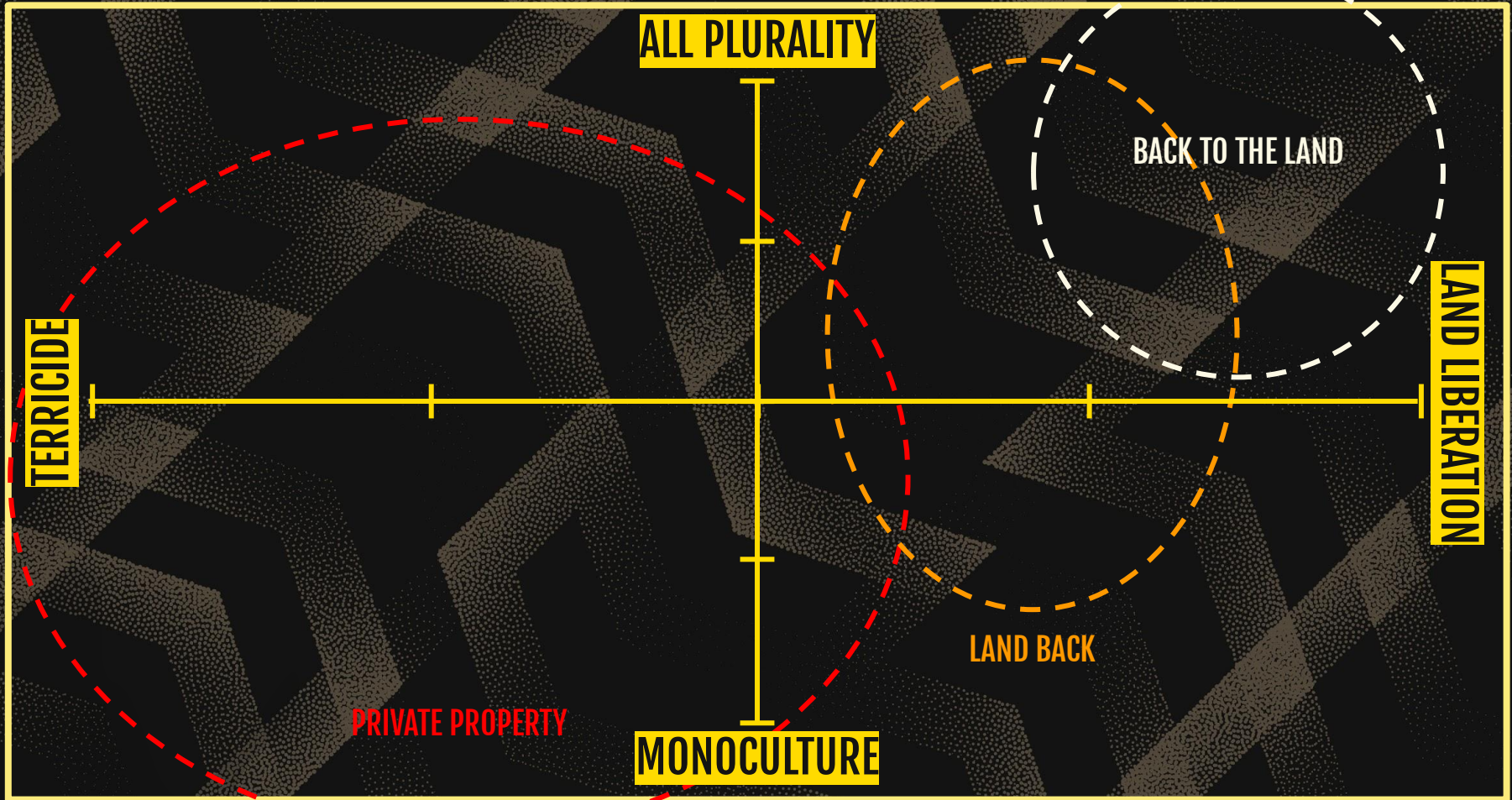
LAND ISN'T A POSSESSION, IT'S A RELATION

KEY INSIGHTS



ONTO-SHIFT





ALL PLURALITY

BACK TO THE LAND

TERRICIDE

LAND LIBERATION

PRIVATE PROPERTY

MONOCULTURE

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PRIVATE PROPERTY



LAND BACK

BACK TO THE LAND

