

together FOR THE **climate** CAMPAIGN

A VISION FOR OUR FUTURE





WHAT IS CLIMATE JUSTICE?

Systemic racism and economic inequality make BIPOC (Black, Indigenous, people of color) and low income communities more vulnerable to the adverse effects of the climate crisis. These impacts will only worsen unless action is taken.

350 Wisconsin follows the lead of BIPOC and frontline groups, and advocates for equitable policies and programs that center these communities in their design and outcomes.

HOW ARE COMMUNITIES AFFECTED?

- » **Health impacts.** BIPOC and low income communities are often exposed to higher levels of pollution from oil refineries, coal plants, and other facilities that have historically been placed in their neighborhoods. This contributes to worsening asthma, elevated cancer rates, and other health conditions in those neighborhoods.
- » **Forced migration and property loss.** Low-income and BIPOC communities are more likely to live in areas vulnerable to flooding or extreme weather. Rising sea levels and other consequences of the climate crisis are making many areas uninhabitable, with millions forced from their homes.
- » **Urban heat islands.** Low income and BIPOC neighborhoods are more prone to localized extreme heat caused by dark pavement and a lack of trees and green spaces.
- » **Unequal access to resources.** As climate change threatens agriculture and supply chains, the accessibility and affordability of necessities become much more challenging to underserved communities.
- » **Lack of investment.** Wealthier communities are much more likely to have access to climate solutions such as public transit, rooftop solar, updated electrical grids and green infrastructure.
- » **Energy burden.** Low-income housing is far less likely to be energy-efficient, and energy accounts for a much higher share of household expenses.



"We worked with 350 Wisconsin on their Solidarity Saturday session on Environmental Racism. I really appreciated their commitment to learning and sharing, and their understanding of the importance of centering the wisdom of people most impacted. Their dedication to justice is inspiring."

ALLISON BELL, ALLIES FOR BLACK LIVES

WORKING IN COALITION

350 Wisconsin works to establish meaningful relationships, trust, and collaborations with a diverse range of communities and organizations throughout Wisconsin and beyond. We amplify the concerns of our BIPOC allies and incorporate their goals into our own work, recognizing the importance of learning from those disproportionately impacted by the climate crisis. For example, we work closely with the Line 5 coalition in northern Wisconsin and follow the lead of Indigenous allies to build statewide opposition to dangerous oil pipelines.

CLIMATE JUSTICE IN OUR CAMPAIGNS

Our Climate Justice team includes 50+ committed activists who highlight issues of climate and racial justice to our general membership and build solidarity with BIPOC, frontline, and low-income communities.

350 Wisconsin's campaigns keep climate justice as a central aspect of all of our work. Some examples of how climate justice is reflected in our campaigns:

- » **Engaging** with Madison's alders to ensure that climate justice remains central to all city policies and practices.
- » **Publishing** studies on environmental justice, including a report on the disproportionate energy burden on disadvantaged households in Madison.
- » **Advocating** for the Wisconsin Housing and Economic Development Authority (WHEDA) to consider energy efficiency when awarding federal tax credits for low income housing.
- » **Pressing** the Public Service Commission to prioritize support for low income communities via Focus on Energy (WI's energy efficiency and renewable resource program).
- » **Collaborating** with the Bad River Band of the Lake Superior Chippewa to protect their land rights and water resources from oil pipeline threats.



350 Wisconsin's Climate Justice Organizer works with the Climate Justice team to ensure that we dedicate appropriate resources and effort toward building and supporting multi-racial coalitions, along with supporting diversity, equity, and inclusion within our organization.

LEARN MORE AT 350WISCONSIN.ORG/TFC-CAMPAIGN



THE POWER OF 'ARTIVISM'

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Art has the power to engage people's emotions and inspire action in a way that facts and statistics do not. Artivism — the union of art with activism — is a powerful tool for movement building.

350 Wisconsin's Art Collective uses art, music, dance, humor, and street theater to engage with the public and motivate people to get involved in climate activism. Our actions are attention-grabbing, memorable, and — most importantly — inspiring. We bring the power of "artivism" to events of all kinds, including coalition events with student groups at UW-Madison.

Bringing Creativity to Our Actions

The Art Collective energizes and encourages us to rethink what climate activism can be, promoting creativity in all of our work. Our talented volunteer team includes professional photographers and videographers who create highly-impactful compilations of our events to maximize their impact on social media.



CLIMATE DESPAIR? TRY ACTIVISM

NOTABLE EVENTS INCLUDE:

2020 nonpartisan Get Out The Vote "Green Wave" campaign — featuring a wide variety of visual art and videos

Love Song to the Earth — music video, with footage of 350 Wisconsin dancers interspersed with images of Indigenous water protectors provided by Honor the Earth

Let the River Run — dance flash mob highlighting threats to water resources from polluting industries

Civil DISCObedience — an Earth Day flash mob in 70s- and nature-themed costumes dancing to Stayin' Alive to draw attention to the climate emergency

We Object! — a satirical skit portraying the wedding of Miss "Silly Spilly" Tar Sands Oil to Mr. JP Morgan Chase

Billionaires for Big Oil — a mock soiree for billionaires profiting from fossil fuels and the climate crisis

OPPORTUNITIES FOR EVERYONE

The Art Collective is highly collaborative and believes that art is for everyone, regardless of experience or expertise.

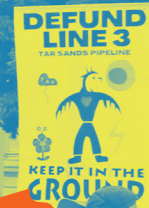
The Art Collective attracts volunteers with skills and interests in multiple creative fields, including traditional and digital art, photography and videography, choreography, costume design, kite-making, music, and more. The Collective hosts art builds that offer great opportunities for participation both for those who prefer some guidance and for those who want to be free to express their own creative vision.



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DIVEST & DEFUND



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THE MONEY PIPELINE

Wall Street's biggest banks — Chase, Wells Fargo, and Bank of America — continue to pump money into the fossil fuel industry, perpetuating and profiting from the climate crisis. Since the Paris Climate Accords, the world's largest 60 banks have provided \$4.6 trillion in funding to the fossil fuel industry.

Grassroots fossil fuel campaigns have a history of success. According to the Global Fossil Fuel Divestment Commitments Database, 1500 institutions have pledged to divest more than \$40 trillion. These include pension funds, and governmental, philanthropic, faith-based, and educational institutions.

How Does This Impact Wisconsin?

Massive fossil fuel infrastructure projects like Enbridge's Line 5 tar sands oil pipeline expansion would be impossible without extensive lending and investment from banks and other financial institutions. Why should these entities reap massive profits while Wisconsin is threatened with catastrophic oil spills and the effects of the climate crisis?

Goals

In the long term, we aim to end the financing of all fossil fuel projects, including exploration, extraction, transportation, and processing. We are demanding that banks, investment firms, pension funds, and other institutions align their investment and lending policies with the Paris Climate Accords.





STRATEGIES

350 Wisconsin's Divest & Defund Team (D&D) uses the power of nonviolent direct action and grassroots mobilization to pressure financial institutions to divest from all fossil fuel-related activities and to invest in renewable energy and other sustainable solutions.

We are part of a much larger movement. We work with other groups — the national Stop the Money Pipeline (STMP) coalition and student-led University of Wisconsin organizations — to maximize our impact. D&D also coordinates with 350 Wisconsin's Pipeline Resistance campaign to end all fossil fuel pipeline infrastructure in Wisconsin and the Midwest.

Our efforts are focused mainly on Chase Bank, the world's largest funder of fossil fuel projects, including oil pipelines. We call for change from other institutions, including:

- » Commercial banks (e.g., Wells Fargo)
- » Insurance firms (e.g., Liberty Mutual)
- » Pension and endowment funds (e.g., University of Wisconsin)
- » Regulatory agencies (e.g., the US Federal Reserve System)

D&D's actions highlight the clear link between fossil fuel investment and the climate crisis, to motivate people to act. Our actions and messaging also target financial institutions and their leadership, amplifying the climate crisis as a financial threat in addition to an issue of environmental and social justice.

Tactics

- » Petitions calling for immediate climate action from financial institutions.
- » Calls for the public to close accounts with Chase and other offenders.
- » Highly-visible public actions engaging the public via satire, music, art, dance, and humor.
- » Civil disobedience, such as sit-ins at various Chase Bank locations.



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OIL PIPELINE RESISTANCE

DEFUND
LINE 3
TAR SANDS PIPELINE
KEEP IT IN THE
GROUND

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OIL PIPELINES IN WISCONSIN

350 Wisconsin works tirelessly to end fossil fuel infrastructure in the Midwest — particularly pipelines carrying tar sands oil. Many of the oil pipelines in Wisconsin and neighboring states are operated by Enbridge, a Canadian company with a history of catastrophic spills and damage to local communities.

For over six years, we've organized for the cancellation and/or shutdown of Enbridge pipelines, including:

- » Line 5 (Wisconsin and Michigan)
- » Line 3 (Minnesota and Wisconsin)
- » Line 61 and its proposed "twin" Line 66 (Wisconsin and Illinois)

A Matter of Justice

Opposing oil pipelines in Wisconsin and throughout the Midwest is a matter of justice. Many of these pipelines threaten the health and well-being of Indigenous communities. For example, the Line 5 reroute would place the pipeline immediately upstream of the reservation of the Bad River Band of Lake Superior Chippewa, and would pose a direct hazard to the tribe's water, lands, and cultural resources. The world-renowned Kakagon Sloughs and its culturally-significant pristine wild rice beds adjacent to Lake Superior would be devastated by any spill from Line 5.

Indigenous groups like the Bad River Band have been outspoken against these pipelines. Our pipeline resistance campaign supports Indigenous rights and sovereignty by working closely with local communities and taking its cues from their actions.

IN 2010, 1M+ GALLONS OF TAR SANDS OIL SPILLED FROM AN ENBRIDGE PIPELINE INTO MICHIGAN'S KALAMAZOO RIVER, CLOSING A 35-MILE STRETCH OF THE RIVER FOR 2 YEARS. CLEANUP COSTS WERE ~ \$1.2 BILLION

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GOALS

Currently, we are focusing on the cancellation of Enbridge's proposed Line 5 reroute, which would remove the pipeline from the Bad River Band's reservation but would reroute the pipeline directly upstream, where it would continue to threaten tribal resources. In addition, the continuation of Line 5 in Michigan runs under the Mackinac Straits, posing a major threat to Lake Michigan and the entire Great Lakes ecosystem.

Ultimately, we are seeking a total shutdown of Line 5 and an end to oil pipeline infrastructure in the region. Any investment in new or re-routed fossil fuel pipelines will lock-in the use of tar sands and other fossil fuels into the foreseeable future—a prospect that will spell disaster for the climate.

STRATEGIES

Working in both urban and rural communities, we bring together tribal members, Enbridge easement-holders, environmentalists, youth activists, and other concerned individuals to learn how to protect our land and water.

Key strategies for fighting oil pipelines in the Midwest include:

- » **In-person community action.** We stage eye-catching and exciting events to inform the public of the dangers of oil pipelines in the Midwest, and to demand that policymakers put an end to fossil fuel infrastructure in our state.
- » **Regulatory engagement.** We reach out to community members to participate in public hearings and to generate thousands of comments, petitions, and letters to agencies such as the WI Department of Natural Resources and the U.S. Army Corps of Engineers, in opposition to Midwest oil pipelines.
- » **Coalition-building and partnerships.** As part of the Line 5 Coalition, we coordinate and participate in actions, events, campaigns, media amplification, and more. We work with Indigenous groups, local communities, and environmental organizations. We coordinate closely with the Upper Midwest Pipeline Coalition to amplify our impact in the fight against Line 3, Line 5 and other regional pipelines.
- » **Legal action.** With coalition partners, we file legal complaints to stall or halt oil pipeline infrastructure activity.

"350 Wisconsin has created new networks for our work of protecting the earth from dirty fossil fuel, polluters, and extractive industries. Honor The Earth is dedicated to green energy and community self-sufficiency, and speaks for the earth and those who don't have a voice - that can be heard by many human beings. We all bring effective tools, perspectives and hopes for our future generations to the table."

PAUL DEMAINE, HONOR THE EARTH



STATE POLICY



States play an important role in establishing policies to combat climate change. Unfortunately, Wisconsin has very weak climate policies compared to other Midwestern states. Executive branch efforts to strengthen state-level policy have been stymied by the Legislature. To make the changes needed will require unrelenting pressure from climate advocates.

CLIMATE-FORWARD POLICY FOR WISCONSIN

350 Wisconsin's State Policy Group promotes strong, progressive state climate policy. This state-level work complements our rapidly expanding efforts to support local governments in renewable energy and sustainability initiatives.

Particular areas of focus for the group include:

- » **Building code reform.** Commercial and residential buildings are a major source of carbon emissions. We work in coalition to advocate for modernization of Wisconsin's outdated building codes.
- » **Renewable energy infrastructure.** We promote statewide efforts to increase solar, wind, and other renewable energy production and to develop a strong and resilient electric grid. We also promote the development of Wisconsin's network of electric vehicle charging stations.
- » **Climate justice.** BIPOC and frontline communities experience the worst impacts of the climate crisis. We demand that the design and implementation of state climate policies center justice, and that resources and funding for climate-related programs be directed to those hit hardest.
- » **Green workforce development.** Wisconsin's transition to renewable energy and low-emission technology will depend on a large, highly skilled workforce. It is essential that we move now to develop this workforce in a just manner. Training and job opportunities must be provided to support traditionally underserved communities and workers previously employed in the fossil fuel industry.

"350 Wisconsin has been an amazing partner with RENEW Wisconsin in our efforts to advance clean energy. They are a dedicated group of people that are willing to do the grassroots work that it takes to make changes in State and local energy policy."

JIM BOULLION, RENEW WISCONSIN



STRATEGIES

We bring about change through multiple approaches, including:

- » Engaging with elected officials in both the executive and legislative branches to push for strong climate policies.
- » Mobilizing Wisconsin residents to contact their elected representatives and state agencies on key elements of climate policy.
- » Intervening with the Wisconsin Public Service Commission and other state agencies, encouraging them to take bold climate action within the scope of their authority.
- » Collaborating with communities, industry groups, and other environmental groups to push for strong state climate policy.

350 Wisconsin is a valuable organization working to bring about climate action and influence energy policy, whether through the legislative and executive branches of state government or interacting with administrative bodies such as the Public Service Commission, Department of Natural Resources, or state building code council.

DR. JED DOWNS, WISCONSIN HEALTH PROFESSIONALS FOR CLIMATE ACTION



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COMMUNITY CLIMATE SOLUTIONS

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“THINK GLOBALLY, ACT LOCALLY”

In order to achieve the wide-scale change that we need for a sustainable future, action has to come at every level – from the individual to the global. 350 Wisconsin’s Community Climate Solutions Team (CCST) engages with individuals, businesses and community leaders at the municipal and county levels, encouraging them to bring about local change in service of the larger, global goal of a livable planet for all.

Centering Equity and Climate Justice

CCST promotes climate solutions tailored to the needs of individual communities. We work on issues such as building electrification, renewable energy, public transportation, sustainable agriculture, electric vehicle (EV) charging stations, and more. We advocate for solutions that center equity and build resilience in the neighborhoods and communities hardest hit by climate impacts such as extreme heat and flooding. The team recently published “Low-income Energy Burden in Madison, Wisconsin: A Climate Justice Challenge,” to highlight strategies for alleviating the disproportionate share of their income that low income households spend on energy.

Recognized for Effective Community Engagement

As a result of CCST’s dedication and hard work, 350 Wisconsin was named a Dane County Climate Champion in 2021! Our advocacy has been key in gaining approval for vital projects and programs like the Koshkonong Solar Energy Center, and the City of Madison’s stormwater and EV charging ordinances.

Active Members of Local Leadership

Many of CCST’s members are recognized as leaders in climate advocacy, playing a role in various stakeholder groups and organizations, such as the Madison and Middleton Sustainability Committees. One of our team leaders received a 2021 Clean Energy Trailblazer Award from RENEW Wisconsin for converting their home to run entirely on electricity, including solar power, rather than using fossil gas.



70% OF WISCONSINITES BELIEVE GLOBAL WARMING WILL HARM FUTURE GENERATIONS, BUT ONLY 33% DISCUSS GLOBAL WARMING AT LEAST OCCASIONALLY.

YALE CLIMATE COMMUNICATIONS CLIMATE OPINION FACTSHEETS

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GOALS & STRATEGIES

350 Wisconsin's Community Climate Solutions Team helps local governments and institutions to set and achieve just, equitable climate goals on the urgent timeline that is needed to prevent the worst effects of the climate crisis.

CCST members regularly meet with elected officials, give presentations at public meetings, participate in key committees and task forces, and publish research reports on local climate issues.

The team engages with the public via community events, conferences and forums, social media, podcasts, and op-eds/blog posts. Additionally, CCST leaders actively work with local journalists and radio shows to keep climate in the public conversation.

Activating individuals to move from concern to action is a key strategy behind CCST's success. The team encourages participation at various levels, including: calling for public comments and letters to public officials; facilitating letters-to-the-editor; sponsoring field trips and citizen science projects; and, offering internships to help students develop professional skills in climate advocacy.

COMMUNITY WORKING GROUPS

CCST keeps the focus of its work local. Established Community Working Groups (CWGs) include: Dane County, Fitchburg, Madison, Middleton, Monona, Oregon, and UW-Madison. Members of the working groups from different communities learn from and support each other.

The team is working to grow its network across Wisconsin, using their unique model of volunteer-led local groups that have a big impact on their communities – adding up to a healthier, more sustainable climate for everyone.



"I love working with 350 Wisconsin because I'm able to act, rather than fret and grieve about the climate crisis. The Community Climate Solutions Team enables me to think globally, but act locally. Our teams focus on what's going on in our communities. The collaboration is exciting and meaningful, and I wouldn't trade it for anything."

SUSAN MILLAR, COMMUNITY CLIMATE SOLUTIONS TEAM CO-LEAD



