

October Action Update

Billionaire Bankers for Big Oil Demonstration, Clean Building Incentive Program, 350 Madison's New Executive Director, Benefit Night at Hidden Cave Cidery, Wisconsin's First Net-Zero School, 350 Madison Volunteer Opportunities, Enbridge Fined for Breaching Aquifer, Madison Alder Liaison Project, Giving Tuesday, Skilling Up for Climate Action, Stop Line 5 Newspaper Ads



Image Credit: 350 Madison

Billionaire Bankers for Big Oil

"You may want a 'Just Transition,' but we want fiscal acquisition!" That was the tone of the satirical event held Oct. 2 in front of the Chase Bank on the Capitol Square during the Farmers Market. Calling themselves "Billionaire Bankers for Big Oil," 24 people dressed as billionaires (and 2 servers) captivated the Saturday shoppers with chants, speeches, a flash mob dance to the song "For the Love of Money" and even a "money pipeline" that shot out fake \$100 bills.

Organized by the 350 Madison Art Collective, and supported by the Divest and Defund Team and the Tar Sands Team, this was one of the 500 events nationwide that are targeting financial institutions who lend to fossil fuel infrastructure projects, in the lead-up to the COP 26 (international

climate change summit) in Glasgow, Scotland, on Nov. 1. The nationwide effort is organized by StopTheMoneyPipeline.org.

[View Our Photo Album](#)



Image Credit: Julia DePalma

Clean Building Incentive Program

Our Community Climate Solutions Team has just released a document called "Green Building Incentive Programs" - a 12-page case-study report about how US cities are using Green Building Incentives (GBI) to reduce the amount of carbon dioxide emitted by new buildings.

While urging the City of Madison's Plan Commission to require developers to include "green" elements in their building proposals, we learned that **in 2013, the state legislature made it illegal for local governments to require standards that exceed the state's seriously outdated building codes.** As a result, our cities can only offer incentives to encourage developers to use building standards that will reduce emissions from buildings that will operate for some 50+ years (ex. in return for meeting certain green building standards, you get expedited permitting).

We also learned that such incentives are not in use by the City of Madison's Planning Department, so we decided to learn how other US cities are using GBIs. We then put our findings in this case study report to encourage our city to make good use of the "incentives" strategy.

Please peruse this report and give us suggestions as to whom we should send it to. Contact Susan.Millar@350madison.org if you have any questions or feedback!

[Read the Report](#)



Image Credit: John Greenler

Meet 350 Madison's New Executive Director

350 Madison has selected John Greenler to serve as its first Executive Director!

350 Madison has grown substantially, in terms of both the number of volunteers and the scope and complexity of its work. Having an Executive Director will be very important for our continuing growth and progress, and we're excited for John to help us achieve our goals.

His work has focused on climate science, outreach, education and advocacy. Racial, environmental and climate justice are also important concerns for John, and he has been involved in related work through local, regional, and national Quaker organizations.

John's experiences include engaging business executives, government leaders and nonprofit representatives to collaborate on the issue of climate. He has also taught several undergraduate courses related to climate and clean energy, led development efforts, and managed teams that work at the intersection of science and action. Recently, he directed the Climate and Clean Energy Initiative at the Wisconsin Academy of Sciences, Arts, and Letters and was the Director of Outreach at the Wisconsin Energy Institute of UW–Madison. He also served as a faculty member in the Biology Department at Beloit College.

John began working with us on October 1 and spoke at our October 4th Monthly Meeting. We're excited to see what he can do with 350 Madison next!



Image Credit: Hidden Cave Cidery

Benefit Night at Hidden Cave Cidery (Oct. 14)

Join us on October 14th from 5-9pm for a benefit night at Hidden Cave Cidery in Middleton! Mention 350 Madison and Hidden Cave will donate 20% of your order for climate action. You'll also meet our new Executive Director John Greenler as well as fellow activists, staff, and board members while we celebrate the conclusion of *Car Free for the Climate*.

Check out Hidden Cave's website and awesome menu [here](#). Roman Candle pizza will also be on offer.



Image Credit: J. H Findorff and Son Inc.

Wisconsin's First Net Zero School

Oregon School District's Forest Edge Elementary is the First Net Zero School in Wisconsin!

Completed in 2020, the facility is able to achieve net zero emissions through a number of strategies:

- The school uses 90 **geothermal wells** to feed electric water-source heat pumps that heat and cool the building very efficiently.
- The roof boasts 1,704 **solar panels** that produce 646 kW of energy.

- Windows are tinted with **electrochromic glass**, decreasing the amount of heat that reaches the interior.
- Energy is stored in a 125kW **battery** when the solar panels produce more than the school needs.
- All **natural gas** has been eliminated.

Forest Elementary shows us that a combination of renewables can meet our energy needs, and a little bit of smart building design can go a long way!

[Read More](#)

We Need Volunteers!

Are you interested in volunteering but aren't sure what to do? Below are some specific needs within 350 Madison!

Instagram Volunteer:

If you are spending time on Instagram already, why not join our Communication Action Team? We need volunteers to help us engage with people on social media and maintain our content on Instagram. We have a respectable amount of followers who are interested in the climate related posts and we need help creating more.

Giving Tuesday Event Planning:

Giving Tuesday is our largest fundraiser of the year and we need volunteers who love diving into event planning. Not only is this a good opportunity for someone who has event planning experience, but also for people who would like to gain that experience. Help decide what fun activities will be planned for our Giving Tuesday Celebration, take part in creating our silent auction, and more!

Legislation Tracker - State Policy:

Are you interested in what the rules and regulations are for the state of Wisconsin regarding climate? Join our state policy group and help us keep track of what needs fixing!

If any of these positions sound like a good fit, contact our volunteer coordinator at nikki.darga@350madison.org.



Image Credit: Clint Austin for the Duluth News

Enbridge Fined \$3.3M for Breaching Aquifer During Line 3 Construction

The MN Department of Natural Resources ([MN DNR](#)) has fined Enbridge \$3.3 million for breaking through the top of an aquifer, resulting in the loss of (as of Sept. 5) an estimated 24.2 million gallons during a severe drought.

This was no accident. It was a willful, criminal act by Enbridge, who broke its permit agreement with the MN DNR. Told that they could dig an 8-to-10 ft.-deep trench under a wetland, Enbridge instead dug it 18 feet deep, and then installed a sheet piling to a depth of 28 ft. When, predictably, they breached the aquifer in January 2021, Enbridge did not notify the MN DNR.

Activists are asking:

- While it's great to check the entire line for more such breaches, why is the MN DNR asking Enbridge to do that checking, when the company didn't report the January breach?
- Why did the MN DNR hire monitors who didn't know enough to report a trench filling with water in January?
- Why should anyone trust Enbridge to put a pipeline full of toxic, climate-damaging oil anywhere, especially through a water-rich landscape that drains into the Great Lakes?

To help with the fight to stop oil pipelines throughout the Midwest, contact phyllis.hasbrouck@350Madison.org.



Image Credit: Julia DePalma

Join the Madison Alder Liaison Project

Looking to get hands-on experience advocating for climate policy in local politics? Join the Madison Alder Liaison Project! We need at least one 350 Madison member for each Madison alder district to connect with local alders and advocate for Madison's climate goals. The Liaison role is well-defined: during successive 3-month periods across the year, you will meet once with your alder (via Zoom, phone, or in-person) and attend a couple of Zoom meetings with the other liaisons to coordinate next steps.

If you live in Madison and can allocate up to two hours per month for this project, please email Susan.Millar@350madison.org.



Image Credit: givingtuesday.org

Save the Date: Giving Tuesday

On November 30th people all around the world are coming together to tap into the power of human connection and change our world. Following Black Friday and Cyber Monday, #GivingTuesday is an opportunity to make a difference in our community as we kick off the charitable season.

350 Madison is proud to once again participate in #GivingTuesday. Our theme this year is **"We're All In"** and we have some great plans in the works. Stay tuned!

In the meantime, here is how you can get ready to give:

- **Mark** your calendar for Nov. 30
- **Contribute** an item or **Share** an experience, lesson, or skill for our auction - click [here](#) for inspiration
- **Give** by visiting 350madison.org on Nov. 30 to make a donation. You can also support us by contributing your time or joining one of our campaign teams.
- **Spread** the word! Encourage your friends and family to join you in creating a real impact by sharing what our mission statement means to you and why you support 350 Madison. You may even be featured on our social media!

Let's rally together to strengthen our community and protect our beautiful planet.



SKILLING UP FOR CLIMATE ACTION

Fall 2021 Trainings for the 350 Network

- Oct 16:** Climate Justice
- Oct 30:** Strategic Messaging
- Nov 20:** Organizing & Movement Building
- Dec 4:** Strategic Campaigning
- Dec 18:** Policy Advocacy

Sign up: bit.ly/350-training-F2021

Organized by the 350 Network Council 

Image Credit: 350 Network Council

Skilling Up for Climate Action

Interested in honing your climate activism skills? Join our FREE "Skilling Up" for Climate Action training series! This 5-part series runs October 16 – December 18 and provides guidance on topics such as strategic messaging, organizing, and advocacy - core skills useful for anyone who's new to the work, has not been trained, or just wants a refresher. All sessions are led by experienced 350 leaders and offer a chance to connect with climate activists across the country.

Click the button below to register and access the training schedule. We look forward to seeing you!

Register Here

Read Our Flyer

Reject Enbridge Line 5

No oil in the Great Lakes
What's at risk in Wisconsin?

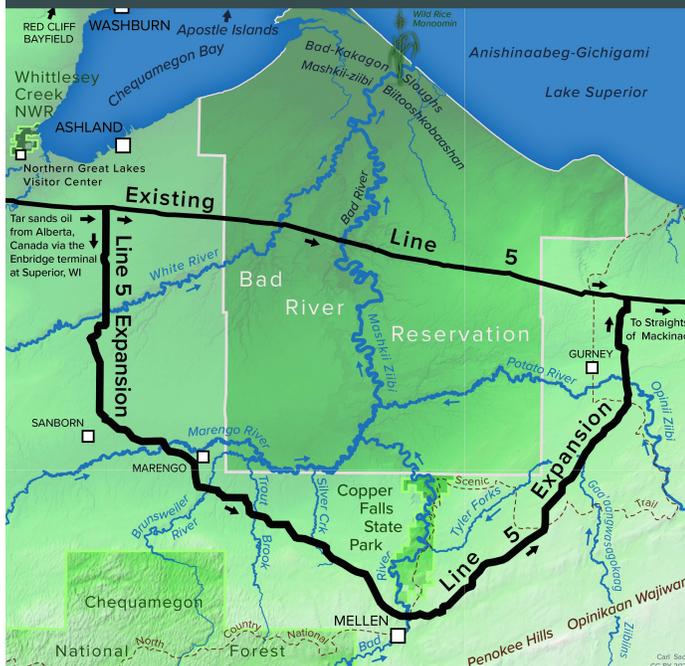


Image Credit: Ashland Daily Press

Using Ads to #StopLine5

On Sept. 28, the Line 5 Coalition, of which the 350 Madison and Sierra Club joint Tar Sands Team is a member, placed two large ads in Wisconsin newspapers, urging the Evers Administration to reject Enbridge's permit application to create a Line 5 expansion in Ashland and Iron Counties, upstream of Lake Superior.

The half page ad in the Wisconsin State Journal describes the dangers to WI's economy, environment, and climate.

The half page ad in the Ashland Daily Press contains a detailed map showing the many beloved parks, trails, refuges and water bodies that a Line 5 spill would devastate.

Want to get involved in the #StopLine5 movement? Contact

phyllis.hasbrouck@350Madison.org.

DONATE

VOLUNTEER

350 Wisconsin

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