

# POLITICAL AND MARKET MOBILIZATION FOR RENEWABLE ENERGY AND ENERGY EFFICIENCY IN RELIGIOUS, EDUCATIONAL, AND COMMUNITY-BASED ORGANIZATIONS

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Prepared for “The Road to a 100% Renewable Energy System” workshop.

# Outline

- Assess the dominant thinking behind mainstream energy efficiency programs
- Explore alternative rationales for social action with insights from economic sociology
- Examine efforts to diffuse energy efficiency and renewables through social institutions such as churches, schools, and community based organizations

# Beyond the self-interested, utility-maximizing individual

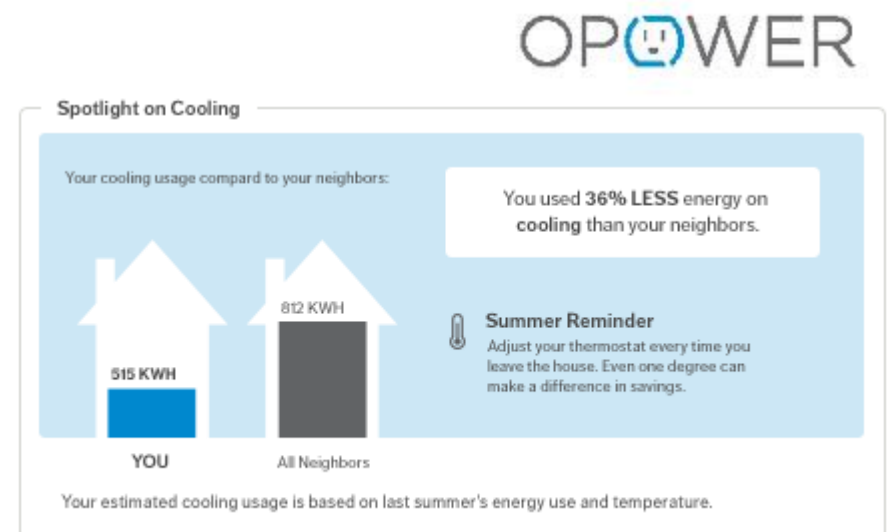
## Behavioral economics

Rebates and incentives

Emphasizes cost-savings associated with energy efficiency technology adoption and behavior change

## Social psychology

Detailed (but anonymous) utility bills comparing your energy usage with that of your neighbors



# Direct Selling Organizations: Leveraging Social Relationships



Biggart, 1989



AMWAY | A WORLD CLASS BUSINESS

## Amway & Success

Ben Physick and Jani Evans  
Kellyville Ridge, New South Wales

Ben, who still enjoys working part-time as a personal trainer, says that Amway has taught him things about business that even his university degree didn't. For him, Amway represents a cash flow and a future plan for the couple's financial security. For Jani, who's been able to earn a part-time income while studying for her degree in occupational therapy, the business has integrated into her lifestyle.

"We now have options," she says. "And that can range from the sort of part-time income we're both now enjoying, all the way to the equivalent of a couple of very impressive full-time salaries. Amway is a great way to start your own business."

"Amway products just keep getting better and better."

Best moment: Receiving our \$25,000 bonus cheque Next goal: Quality to travel to Hamilton Island in 2010



# Systems of Exchange Typology

		Structure of social relations	
		Universalistic (act toward all the same)	Particularistic (act toward outsiders differently)
Basis of action	Instrumental rationality (means calculus)	<i>Price system</i>	<i>Associative system</i>
	Substantive rationality (calculus in relation to an end)	<i>Moral system</i>	<i>Communal system</i>

# The Moral System of Exchange



**Interfaith Power & Light**  
**A Religious Response to Global Warming**

# C IPL members by faith tradition

African Methodist Episcopal  
American Baptist Churches USA  
The Association of Unity Churches  
Baptist  
Buddhist  
Christian  
Christian Church (Disciples of Christ)  
Christian Science  
Church of God in Christ (C.O.G.I.C.)  
Church of the Brethren  
The Episcopal Church, USA  
Evangelical Lutheran Church in  
America  
Full Gospel  
Humanist  
Independent  
Independent Catholic Churches  
International

Interfaith/Interdenominational  
Muslim  
Jewish  
Latvian Lutheran Church in America  
Non-Denominational  
The Presbyterian Church (USA)  
Quaker  
Roman Catholic  
Seventh-Day Adventist  
Shamanism  
Spiritualist  
Swedenborgian  
Sufi  
Unitarian Universalist Association  
United Church of Christ  
The United Methodist Church  
Universal Fellowship of Metropolitan  
Community Churches

# A Greener Calling: The Gospel of Green



"O" Magazine, July 2010



# Faith communities in action



## U.S. Catholic

### OUR LADY OF WASTE MANAGEMENT

How polluters are cleaning up the earth



with Johnson on the cosmic Christ

Large life, cosmic name, to root

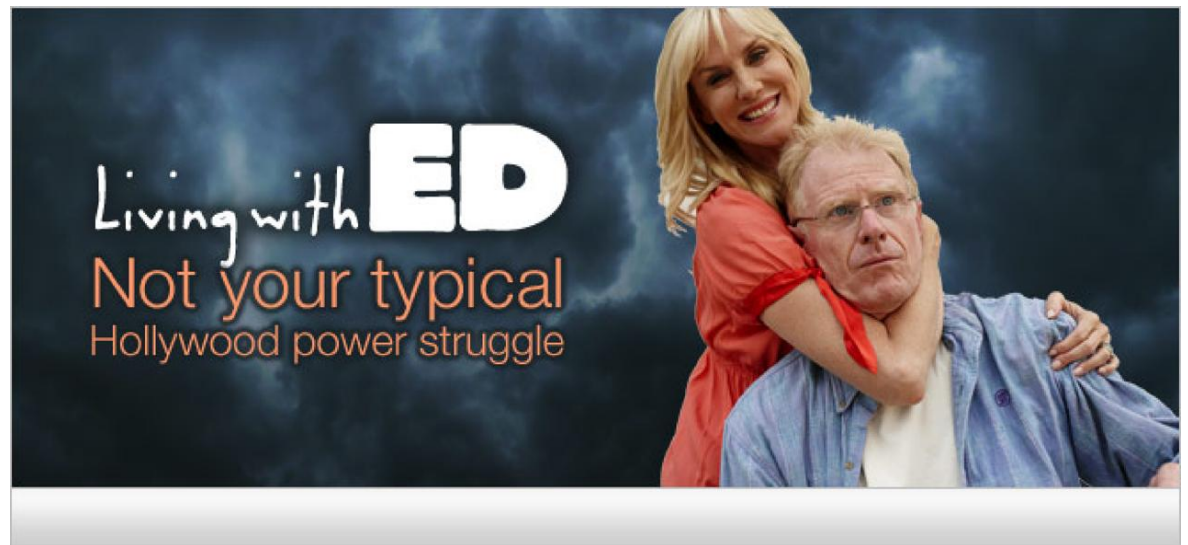
In this issue



# Faith communities in action



# 4<sup>th</sup> annual CIPL Energy Oscars



# Financing Your Solar (PV) System: A Guide for Congregations

- How Solar Works
- Member Testimonials
  - Church of St. Martin, Davis
  - Congregation Shir Hades, Los Gatos
  - San Francisco Zen Center, San Francisco
- Tax Incentives for Installing a Solar Energy System
- Financing Models for Congregations
- Solar Installation Companies and Solar Leasing
- Solar Job Growth: Pathways out of Poverty



# SOLAR RICHMOND

Promoting Solar, Energy Efficiency & Green Jobs

[Our Services](#)

[Why Solar Richmond](#)

[Support](#)

[About](#)

[News](#)

[Contact Us](#)

[SIGN UP FOR UPDATES »](#)



Get a free solar estimate and learn how you can create job opportunities in the community [Learn More »](#)



[Get Your Free Solar Analysis »](#)



[Support Our Work »](#)



[Solar Richmond Services »](#)



## Solar for your home, business, or nonprofit rooftop.

Your home, nonprofit or business can go solar and secure years of energy-cost savings while creating green pathways out of poverty.

[Learn More »](#)



## Financing your solar project

Financial incentives in the form of tax credits and rebates have dramatically reduced the cost of going solar.

[Learn More »](#)

## Spotlight



City of Richmond unanimously approves solar and green-jobs resolution in support of Solar Richmond!

[CLICK HERE](#)

[Learn More »](#)

# Take Action! Tell Your Senators: be a Climate Convert!

*“Religious leaders representing a wide spectrum of faiths and regions across California announced they are joining forces to defeat **Proposition 23**, the November ballot initiative that aims to overturn California clean air and clean energy law.”*

“As a person of faith with a strong concern that global warming disproportionately affects the poor and vulnerable in our country and abroad, I urge you to oppose all riders to the **FY11 Interior Appropriations bill** that block or delay enforcement of the **Clean Air Act** . . . . .  
. . . . . I believe we all have a moral responsibility to protect Creation and to protect our neighbors.”



# Direct Selling?



Welcome! Inside these pages we've hand-selected some of the best ENERGY STAR products and worked with Sears to provide special pricing on them for you as an Interfaith Power and Light member.

Just look for the ENERGY STAR logo and the Kenmore name, America's Number One Choice for Appliances. Enjoy!

# Great holiday gifts from Interfaith Power & Light

ShopIPL.org



Instant Discounts Available for Faith Organizations through This Online Store



## Energy efficient LED holiday lights





# More energy efficiency-related products



Chimney Air Sealing



Window air sealing



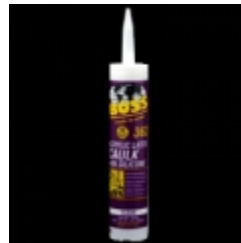
Ceiling fans



Refrigerator thermometer



Water heater blanket



Caulk



Smart Powerstrips

## Support Renewable Energy and Support Oregon Interfaith Power & Light



### Sign up for Pacific Powers Blue Sky Renewable energy program through Oregon Interfaith Power & Light (OIPL), and OIPL will receive a \$20 donation!

Did you know that you have the opportunity to purchase 100 percent renewable energy through Pacific Power's Blue Sky program? When you make a choice for Blue Sky renewable energy, you help create a clean energy future by simply paying your monthly electricity bill, AND signing up for Pacific Power Blue Sky will also help OIPL raise money. That's because OIPL will receive a \$20 donation for each household or small business that signs up for renewable energy on behalf of OIPL. For congregations that undertake a concerted sign-up campaign, OIPL will split the donation. (The customer must stay enrolled in the program for a minimum of three months for the donation to OIPL to apply.)

To enroll, simply choose one Blue Sky option and e-mail your choice (Usage, Habitat or Block), as well as your name, address and phone number to [oipl@emoregon.org](mailto:oipl@emoregon.org). Each Blue Sky option is described below.

### Blue Sky Options for Pacific Power's Residential and Small Business Customers

Please choose **one** of the following:

**Blue Sky Usage option:** Choose 100 percent renewable energy equal to your monthly usage from wind, biomass and solar projects located primarily in the Northwest. This option costs \$0.78 per kilowatt hour more than Basic Service, which equals about 10 percent extra on your monthly bill. Plus, OIPL receives a \$20 contribution (from Blue Sky) for each enrollment in Blue Sky Usage.

**Blue Sky Habitat option:** This option works just like Blue Sky Usage, except you also pay an additional \$2.50 per month that goes to The Nature Conservancy for local salmon habitat restoration, which is tax deductible. Plus, OIPL receives a \$20 contribution (from Blue Sky) for each enrollment in Blue Sky Usage.

# ENERGY STAR for Congregations

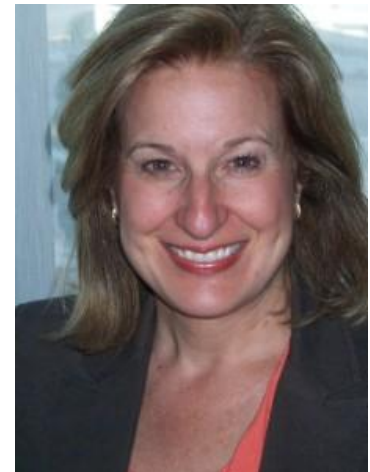


Most congregations can cut energy costs by up to 30% by investing strategically in efficient equipment, facility upgrades and maintenance. With free, unbiased information and technical support from ENERGY STAR, your congregation can more easily improve stewardship of your budget's energy dollars, and of the earth by reducing energy waste and energy costs, while protecting the environment.



*Youth Energizing Communities*

**GEA helps youth groups earn money, save energy and raise awareness by selling home efficiency products in their community.**



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# Resource Action Programs



- **Energy Wise® Kit**
- Through the Energy Wise Program, students learn about conservation in a classroom setting. The new knowledge is then taken home and shared with their families and friends, reinforcing the lessons learned.
- Energy Wise provides students and their families with the tools needed to audit and retrofit their homes, generating immediate, lasting resource savings. Each family participating in the Program has the potential to save more than 300 kWh annually. Over the life of the devices, each household can be expected to save more than 2,300 kWhs of electricity.
- For more than 17 years, Resource Action Programs has been designing and implementing measure-based energy efficiency and water conservation programs for utilities, government agencies and community based organizations. Are you a utility? Corporation? Community Service Agency? State Agency? Contact us today to learn more how we can create a customized energy efficiency program for you.





- Energy savings is a social movement, built on decisions made at an individual, community, state and national level. Every Watt Matters believes in working collaboratively with communities and governments to build partnerships that educate and inspire others to do their part toward this mission.
- We partner with existing building and remodeling contractors to facilitate entry to the home performance space as a profitable addition to an existing business.

# PILGRIM PLACE

*A senior community for those serving in religious or charitable organizations*





# One Change



ONE CHANGE  
CATALYST  
AWARDS  
2 0 0 9





## One Simple Act

It's easy to be environmentally friendly. In fact, it's simple.

The choices we make at home, at work and at school all add up to make a big difference. Together we can have a big impact on Alberta's environment. Whether you're making a pledge to start a new green routine at home or installing eco-friendly technology at your office, we invite you to share your commitment with us. [Make your One Simple Act count!](#)

### About One Simple Act

One Simple Act is a Government of Alberta public information and education program that supports and inspires Albertans to lead more environmentally friendly lifestyles. One Simple Act helps Albertans save energy, reduce waste and conserve water. The One Simple Act program offers information and resources to help inspire actions [at home](#), [at work](#), [in communities](#) and [at school](#).



**CANADIAN TIRE®**

## Business Sustainability

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- ▶ Learn more about our strategy



## Energy Saving Solutions

Up to **60%** off\*



\* Selected items only.

\*\* Some exceptions apply. See store for details.

SEE SALE FLYER >

# Conclusion

- Multiple logics inform human action
- People are socialized within institutions
- Social relationships and social institutions can be leveraged to drive behavior change
- Efforts to promote energy efficiency and the adoption of renewables need to expand beyond their focus on self-interested, utility-maximizing individuals