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
## Systems of Exchange Typology

<table>
<thead>
<tr>
<th>Basis of action</th>
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The Moral System of Exchange

Interfaith Power & Light
A Religious Response to Global Warming
CIPL 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

“If you love your neighbor, you don’t pollute their air,” says Bingham.

“The Climate Cleric
Rev. Canon Sally Bingham

“O” Magazine, July 2010
Faith communities in action
Faith communities in action
4th 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 Hadesh, 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 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!
“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.”
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

Energy efficient LED holiday lights

Instant Discounts Available for Faith Organizations through This Online Store
More energy efficiency-related products

- Chimney Air Sealing
- Window air sealing
- Ceiling fans
- Water heater blanket
- Caulk
- Refrigerator thermometer
- 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. 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.
GEA helps youth groups earn money, save energy and raise awareness by selling home efficiency products in their community.
# Systems of Exchange Typology

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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

Light up your neighborhood

ONE CHANGE
CATALYST AWARDS
2009

Simple actions matter in New Jersey!
If you can change a light bulb, you can make a difference.

Project Porchlight

Porchlight is sponsored by

sustainability

Volunteer today
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.
Energy Saving Solutions

Up to 60% off*

* Selected items only.
** Some exceptions apply. See store for details.
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