



Lucas Gutterman
Students
Kyra Woytek
WASHPIRG Students

OSPIRG

Agenda

1. National Context & Theory of Change
2. Anatomy of a Victory: University of California
3. Case Study: University of Washington
4. Green Direct
5. Training: How to Develop a Strategic Campaign on Your Campus



National Context: 100 Percent is Accelerating

- **State action:** California, the world's 6th largest economy, committed to 100%. Hawaii did the same in 2015.
- Massachusetts and other states have 100% renewable energy bills moving through their legislatures. Washington has a 100% clean electric bill.
- **Local action:** Over 80 cities across the country are committed to 100 percent renewable electricity or energy

Theory of Change: Colleges and Universities are Key

- Big energy users
- Influential examples of innovation
- Leaders in communities, state
- Already leading the way:
 - UC commitment
 - BU, Cornell, Harvard
- Young people are our climate leaders

100 Percent Renewable Campuses Campaign

- Working to launch student-led campaigns at campuses across the country for commitments to 100%
- Organizing students, faculty, staff and alumni to show broad support for renewable energy on campus



Campaign Highlights

- Collected over 60,000 petitions
- Engaged over 15,000 people to join our Alumni Team
- Over 500 faculty endorsed campaign
- Cornell University declared a goal of 100% renewable energy
- Boston University to meet 100% of electricity needs thru renewables
- University of California system committed to 100% renewable electricity by 2025, no fossil fuels in new buildings

University of California commits to using 100 percent clean energy by 2025

BY MELISSA MORRIS

CAMPUS NEWS, SCIENCE & HEALTH, UC

Posted September 8, 2020 at 10 pm



All 20 UC campuses and health care centers have committed to using only safely constructed and responsibly generated electricity within a decade. (Photo from the photo)



California Campaign for 100 Percent

Goals:

1. Pass SB100 for 100% clean energy in CA by 2045
2. Get UC's to commit to 100% clean energy
3. Strategy: Hero opportunity for CA Senate Pro Tem Kevin De Leon and UC Office of President
 - Demonstrate immense student excitement and support



Tactics

Inside game: Meeting with faculty, administrators, and sustainability offices, energy managers, UC Regents, Chancellors

To convince them to work with us, we built tons of grassroots support showing that students wanted this and would love them for doing this!



Outside Game: Our Work on Campus

We mobilized thousands of students and dozens of faculty members and university staff at UC campuses to campaign for clean energy.

- Grassroots:
 - Collected 20,000 petition signatures and signed up members from 8 UC campuses
 - Made hundreds of educational announcements in classes on campus
- Grasstops
 - Got 8 student governments to pass resolutions
 - Signed on faculty
 - Signed on 200 student group leaders







- Visibility
 - Held fun events on campus like solar-powered concerts
 - Got in the campus and city newspapers
 - Had press conferences with legislators
- Meetings
 - Brought hundreds of students to 3 different Lobby Days in Sacramento for SB100
 - Brought student leaders to give public comments at every Regents meeting thanking them for supporting clean energy and asking them to go 100%

Victory!

Passed SB100!

UC commitment to 100% clean electricity!

"UC's system-wide commitment to carbon neutrality and sustainability originated from students asking the University to practice what it teaches. Our students have been great partners, and their leadership has encouraged us to take a major step by committing to buy 100 percent clean electricity by 2025." - David Phillips, Associate Vice President for Energy and Sustainability for the UC system



Case Study: WASHPIRG Students Campaign

Kyra Woytek, Biology

100% Renewables Campaign
Coordinator

University of Washington

WASHPIRG Students



Seth Vidaña: Green Direct

- Director of Sustainability, Western Washington University
- Phone: (360) 650-2491
- Email: Seth.Vidana@wwu.edu



Training: Develop a Strategic Campaign on Your Campus

- Strategy vs Tactics?
- What's our theory for how we are going to get the decision maker to act, to make the decision we want?
- What's the Chancellor's self interest?

Four Broad Types of Strategy

	<i>Target Supportive</i>	<i>Target Against</i>
<i>Students Supportive</i>	Hero	Pressure
<i>Students Against</i>	Cover	Education / Rethink Campaign

Strategy Statement

Given that [TARGET] cares about [SELF-INTEREST], if we [IMPLEMENT STRATEGY] by doing [TACTICS], they will commit to [GOAL].

1. **Given that the** *chancellor* **cares about** *the reputation of the school, enrollment, funding from the state and private donors, attracting prestigious faculty, having supportive alumni—and has increased sustainability but hasn't committed to 100% because they're worried about cost*
2. **if we** *show them that making a commitment to 100% would get them media attention for being a top school in sustainability and attract environmentally minded donors*
3. **by** *collecting student and faculty petitions and hosting events to get media on the issue*
4. **they will commit to** *100% renewables by 2050.*

Researching Your Target

Initial Steps

1. Get the basics down
 - a. Biography info: name, contact info, office
 - b. How long have they've held their position?
 - c. What other organization are they are a part of?
2. Gather info on their self-interest – find out enough to make a theory on whether they would support or oppose 100% renewable energy
 - a. What is their record on similar issues?
 - b. Have they championed other policy before?
 - c. What are their professional aspirations? Are they planning to move up the ladder to go to a bigger school?
3. Create opportunities to meet with the targets to learn more
 - a. Scheduling a meeting can be pretty simple at a small school – call their office and ask politely for a meeting by telling them who you are and the issue you want to talk about. Follow up as needed. Larger schools will require working your way up the hierarchy, start with student activities director or sustainability director.
 - b. Show up at events that they attend – homecoming games, welcome week, community forums/breakfasts can be a great place to get some one-on-one time with your target so they are more likely to take a meeting with you or work with you in the future.

Name	
Biography How old are they? Where were they born? Where did they go to college? Profession: Family details: Where do they live? Other information (personal interests, organizations they belong to...):	
School Enrollment (is it trending up or	