



# 100% RENEWABLE ENERGY CAMPAIGN-STARTER GUIDE

# 1. 100% RENEWABLE ENERGY CAMPAIGNING AND THIS GUIDE



Do you want to tackle climate change?  
Do you want a world free from dirty fossil fuels and nuclear  
with control over clean, renewable sources of energy for all?  
Are you ready to campaign?

**If so...this guide is for you!**

This campaign-starter guide provides ideas and inspiration for people considering joining the global movement helping to achieve a world powered by 100% renewable energy. It is designed to help you run your own campaigns to that ensure that more and more businesses and public institutions are adopting 100% renewable energy targets by getting you started with ideas, case studies and arguments about the co-benefits of taking action.

The more 100% renewable energy pledges we get from businesses, cities, churches and faiths, universities, regions, unions, communities and of course governments, the faster the just transition to a healthier, cleaner and more prosperous world will be. We have to keep demonstrating to the public and our decision-makers how more and more people around the world are joining the transition and how this is providing cleaner jobs, improved public health, with increased energy access and prosperity for all. The more 100% renewable energy champions we create, the more our governments and political leaders will be forced to take notice and speed up the on-going process of severing ties with fossil fuels and nuclear. This spiral up approach, driven by people power, is what will drive the change we need for safeguarding the future.

## JOIN THE GLOBAL 100% RENEWABLE ENERGY MOVEMENT

Campaigning to make the vision of a just transition to renewable energy a reality means you are part of a global movement and you will work alongside institutions, businesses, cities, and others to go 100% renewable. Together we will make a bigger impact!

Therefore Climate Action Network (CAN) wants to support you with running your campaigns.

Some of the ways we can help are:

- **Strategy!** We can provide advice on building a coherent campaign strategy and provide you with examples of best practices and strategies on how to engage your specific target audience.
- **Mentoring on campaigning!** We can provide continuous support on how to develop the campaign further.
- **Technical advice!** Our in-house energy and finance experts can help you with technical input if you are looking for specific content or are looking for comparable cases.
- **Sharing experience!** Our Campaigners and Network Development Officers can share with you a broad range of experience from CAN member organisations,



such as Greenpeace and Sierra Club, who have been campaigning on 100% renewable energy with different audiences such as local governments, businesses, community energy projects.

- **Campaign resources!** We can provide the material in the online toolkit, as well as other campaign resources such as the templates for banners and t-shirts.
- **Contacts!** If strategic, we can put you in touch with 100% renewable energy spokespeople and champions in your region.

In order to access this support, if you are viewing this document as a PDF, fill in [this form](#)<sup>1</sup>. It will let us know who you are, what your initial ideas are and how we can help. If you have any queries, or don't know where to begin, just drop an e-mail to '[100re-support@climatenetwork.org](mailto:100re-support@climatenetwork.org)' and we will get back to you. Let's work together to make the 100% renewable energy vision a reality!

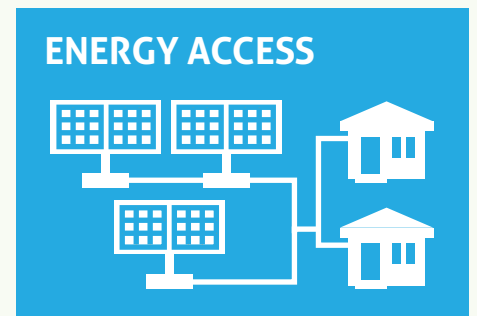
## 2. CO-BENEFITS OF GOING 100% RENEWABLE



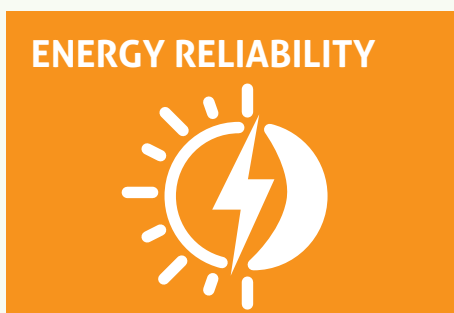
Wind and solar alone will provide about 4 million jobs worldwide.



In many regions, without subsidies, wind and solar power is between 5% and 40% cheaper over projected lifetime than fossil fuels and nuclear.



It is projected that 655 million people in Africa by 2030 will have little to no access to electricity. Solar panel technology can be erected in the most remote locations, getting electricity to remote communities faster than fossil fuels.



Businesses need reliable electricity. Business owners will benefit from having their own electricity source, like solar panels, or from renewable energy and storage producing more reliable electricity for the grid.



Burning coal and oil causes air pollution, which can cause breathing problems. Renewable energy decreases environmental pollution and thus benefits health.

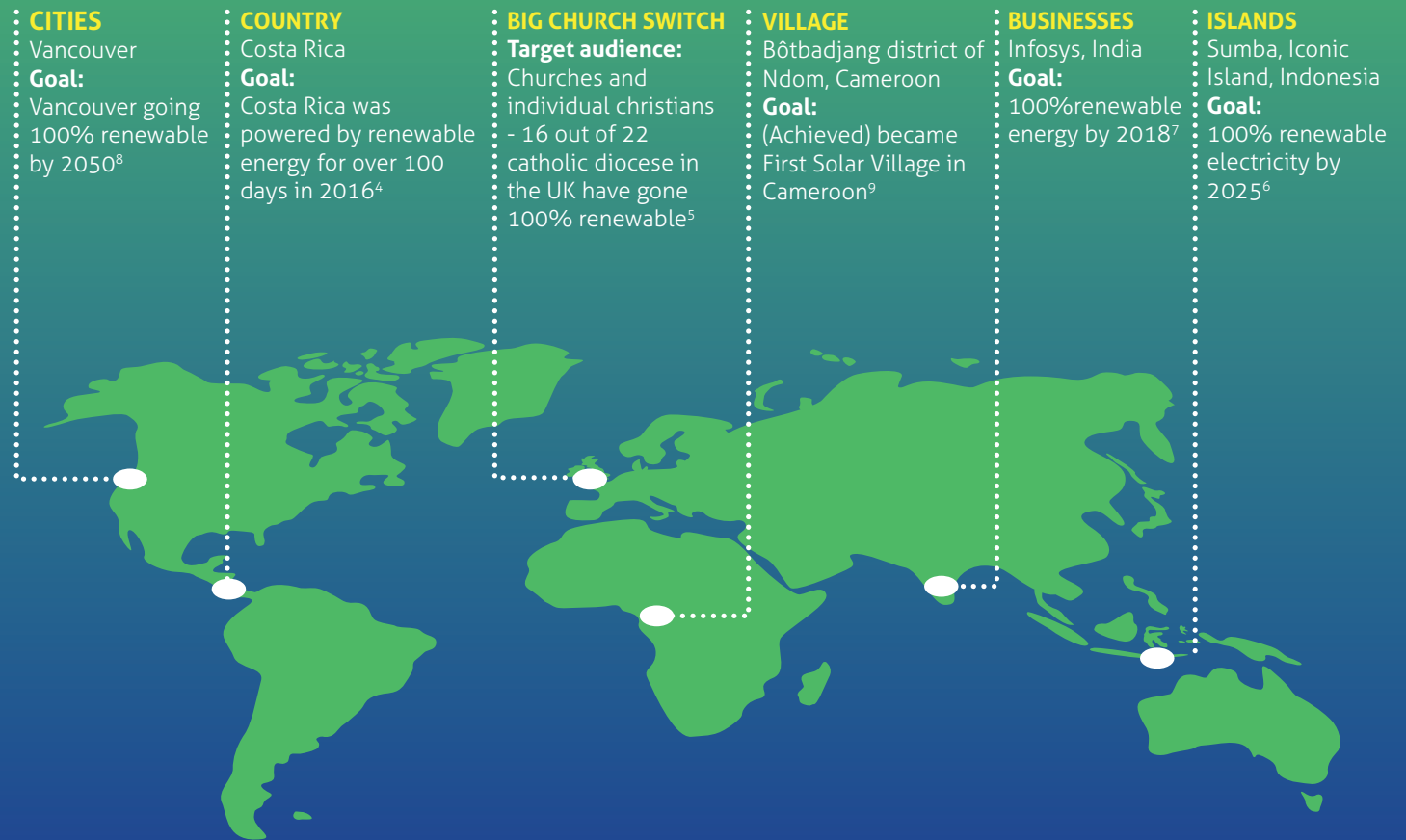
<sup>1</sup> [https://docs.google.com/forms/d/1v5RqoD13KQMUaXfLBornaQ5y0CYu\\_EwW4jas5LOeXIU/viewform?edit\\_requested=true](https://docs.google.com/forms/d/1v5RqoD13KQMUaXfLBornaQ5y0CYu_EwW4jas5LOeXIU/viewform?edit_requested=true)

# 3. CAMPAIGN IDEAS

The great thing about 100% renewable energy campaigning is you can use similar methods to target many different types of organisations and institutions - from churches, to small businesses, to shopping malls. Using our [campaign toolkit \(coming December 2016 on transitioninaction.org\)](#)<sup>2</sup> and our [campaign planning template](#)<sup>3</sup>, you can create a very ambitious campaign targeting a city, or a smaller campaign targeting a village.

Whoever you target you would be contributing to the growing momentum around the renewable energy revolution. Here are some examples of 100% renewable energy campaigns our members are running.

## MAP OF 100% RENEWABLE ENERGY CAMPAIGNS



<sup>2</sup> <http://transitioninaction.org/>

<sup>3</sup> <https://drive.google.com/file/d/0BxXfUfc7uvXCelpGeXdCOXNOQ0E/view>

<sup>4</sup> <http://www.independent.co.uk/news/world/americas/costa-rica-renewable-energy-100-days-power-climate-change-a7217441.html9377c44c7a>

<sup>5</sup> <https://www.bigchurchswitch.org.uk/>

<sup>6</sup> [http://www.go100percent.org/cms/index.php?id=80&tx\\_ttnews%5Btt\\_news%5D=206&cHash=01c0cfef09639c369b6d1bc10055c27a](http://www.go100percent.org/cms/index.php?id=80&tx_ttnews%5Btt_news%5D=206&cHash=01c0cfef09639c369b6d1bc10055c27a)

<sup>7</sup> <http://there100.org/infosys>

<sup>8</sup> <http://www.renewablecities.ca/dialogues-projects/supporting-vancouver-100-re-strategy>

<sup>9</sup> [http://www.go100percent.org/cms/index.php?id=21&id=80&tx\\_ttnews%5Btt\\_news%5D=55&tx\\_locator\\_pi1%5BstartLat%5D=1.9311165&tx\\_locator\\_pi1%5BstartLon%5D=15.0573835&cHash=84fb349849b6393066db689377c44c7a](http://www.go100percent.org/cms/index.php?id=21&id=80&tx_ttnews%5Btt_news%5D=55&tx_locator_pi1%5BstartLat%5D=1.9311165&tx_locator_pi1%5BstartLon%5D=15.0573835&cHash=84fb349849b6393066db689377c44c7a)

Here are some ideas gathered from existing organisations campaigning to ensure that a range of different businesses, cities, municipalities and universities around the world get on track to go 100% renewable.

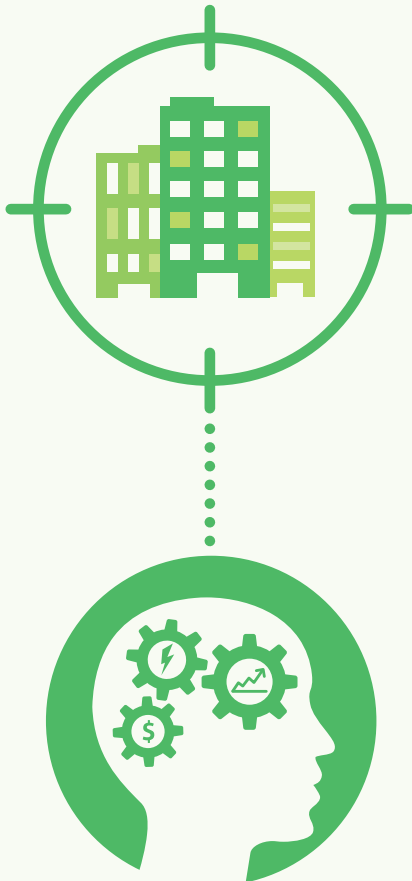
## CAMPAIGNS TARGETING BUSINESSES

### Why target businesses?

- Convincing businesses to willingly invest in cutting their emissions and to lead on renewable energy development helps to ensure that governments can strengthen and deliver on climate commitments. Governments cannot do this alone - they need the active support and innovation of the private sector.
- Getting businesses to recognise the viability and benefits of going 100% renewable energy is very important for reducing carbon emissions. Businesses can help drive the new zero-carbon economy and can demonstrate that economic growth and innovation does not have to entail rising emissions.
- Already, businesses across the world are making headway on going 100% renewable energy. **Microsoft** has operated on 100% renewable energy since 2014 and the multinational consumer goods company **Unilever** has pledged to go renewable energy by 2030. Networks of businesses working towards going 100% renewable, like **RE100** exist to share best practice and encourage businesses to commit to the transition.

### Ideas to target a business

- **Get to know a business:** Would their clients take notice if they went 100% renewable, would the public? How much do they care about their reputation? Do they have social corporate responsibility commitments? Shareholders/AGMs? Would the media find it newsworthy if they made a 100% renewable energy commitment? You may find it most strategic to focus on businesses that have strong reputational sensitivity (such as retailers or producers of consumer products), or that mostly buy electricity from a utility company which can be switched.
- Prepare arguments that show the co-benefits of a transition to 100% renewable energy for a specific organisation and present this to them or key stakeholders, demonstrating substantial benefits like the potential for greater financial returns and better energy reliability.
- If your target is a large company, share information about the [RE100 network](http://there100.org/)<sup>10</sup> with them. The RE100 network links high profile businesses with other companies striving to achieve 100% renewable energy-electricity, allows companies to gain a better understanding of the advantages of being 100% renewable electricity, and benefit from peer-to-peer learning as well as greater public recognition of their ambitions and achievements as they work toward their goals.
- Make relevant comparisons between the company you are targeting and high-profile companies that have committed to go 100% renewable energy. See the list [here](http://there100.org/companies)<sup>11</sup>.
- Show how civil society can amplify and support a 100% renewable energy commitment, for example by writing opinion pieces by significant authors in the press, demonstrating the potential positive impact on their reputation.
- Brief the business/organisation on the renewable energy suppliers that exist in their area, including their respective prices and other organisations that are currently using those suppliers.



<sup>10</sup><http://there100.org/>

<sup>11</sup><http://there100.org/companies>



## CAMPAIGNS TARGETING UNIVERSITIES

### Why target universities?

- Universities have a large, politically active population that can be mobilised into action to support your campaign. Universities often have established **student societies** focusing on climate change, divestment, sustainable development and more. **Use them!**
- Universities have a moral imperative to educate students about climate change and the ways to tackle it as these future generations are the ones likely to experience the severe impacts of climate change in the future.

### How to target universities

- Plan a **meeting** inviting all relevant groups - including students, academic staff, non-academic staff, and administrators to talk about the feasibility and benefits of going 100% renewable.
- Train students to plan actions that convince university officials to pledge to go 100% renewable and divest from fossil fuels.
- Produce **briefings** on why universities - places of innovation, creating a better future - are not compatible with supporting fossil fuels.
- **Organise activities** to demonstrate the positive vision of 100% renewable e.g. an exhibition of solar panels or lights, a film screening - **get creative!**



## CITIES

### Why target cities?

- Cities are the economic power houses of countries generating on average around 75% of a country's GDP and consuming 75% of the world's total primary energy supply annually.
- Cities are traditionally drivers of change and networks like **Renewable Cities** along with e.g. **Sierra Club** and **World Future Council** are already working on connecting and encouraging cities such as **Vancouver, Canada** or **Copenhagen, Denmark** to go 100% renewable by 2025.
- By convincing cities to pledge to go 100% renewable you create pressure on national governments to commit to more ambitious targets. If cities, with their large populations can transition to renewable energy, you could make the argument that the rest of the country can too.

### How to target cities and municipalities

- Utilise **local / city elections**, by pressing candidates to include a commitment to working towards 100% renewable energy in their manifestos. Get public support behind this via petitions or speaking up at election hustings.
- Organise **meetings with local officials** from your city/town to make the case for how 100% renewable energy is feasible and beneficial. You can use the [case study of Vancouver](http://www.go100re.net/properties/vancouver/)<sup>12</sup> to showcase the relevance of stakeholder participation and the [example of Copenhagen](http://www.go100re.net/properties/copenhagen-2/)<sup>13</sup> which utilised civil society.
- Connect civil society and international initiatives such as the global [Go 100%RE](http://www.go100re.net/)<sup>14</sup> Campaign in order to get international support for your campaign.
- Include all relevant stakeholders (including small-medium business owners, trade unions etc.) in the decision-making process and hold regular meetings. This will allow you to build powerful coalitions and speak with one voice to decision makers. This was key to winning a pledge on renewable energy in **San Diego, US**.



<sup>12</sup> <http://www.go100re.net/properties/vancouver/>

<sup>13</sup> <http://www.go100re.net/properties/copenhagen-2/>

<sup>14</sup> <http://www.go100re.net/>

# 4. JOIN THE 100% RENEWABLE ENERGY MOVEMENT

**+**  
Many more organisations including international, local and grass-roots initiatives.

**RE 100**  
BROUGHT TO YOU BY THE CLIMATE GROUP  
IN PARTNERSHIP WITH **CDP**

**100% RENEWABLES**

**CITIES**  
Green Sun Cities

**World Future Council**

**ENGAJAMUNDO**

**GREENPEACE**

**CAN**  
CLIMATE ACTION NETWORK

**I.C.L.E.I**  
Local Governments for Sustainability



**350.org**

**SIERRA CLUB**  
FOUNDED 1892

**WWF**

**AVAAZ**

**christian aid**

**beyond ZERO emissions**

**RENEWABLE CITIES**

**indyACT**

# 5. OUR TOOLKIT

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We have built a campaign toolkit which can help you identify, conceptualise and plan your campaign. This is available at [www.transitioninaction.org](http://www.transitioninaction.org) (coming December 2016). The contents of the toolkit are explained below:

## INTRODUCTION

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This section provides an overview of terms, arguments and examples of transitions to 100% renewable energy.

## STEP 1 SITUATIONAL ANALYSIS

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This section outlines how to address the socioeconomic and political context of the situation and therefore the campaign you will run.

## STEP 2 IDENTIFYING PROBLEMS

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This section helps you think through the blockers and problems that prevent your target from pledging to go 100% renewable energy, and plot them on a 'problem tree' which will help you identify potential solutions.

## STEP 3 POWER ANALYSIS

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This section helps you to think about all actors relevant to your campaign and its target, both your allies and potential blockers/adversaries, and anyone else with a stake in your issue.

## STEP 4 SETTING YOUR CAMPAIGN PLAN

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This section helps you to start drafting your campaign plan, looking at how to set achievable goals and objectives and plan effective tactics.

## STEP 5 COMMUNICATING 100% RENEWABLE ENERGY

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This section of the toolkit will introduce you to some of the basics of communication strategy on 100% renewable energy.

## STEP 6 BUILDING ALLIES AND CHAMPIONS TO PUSH YOUR TARGET TO PLEDGE TO GO 100% RENEWABLE ENERGY

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This section takes a short look at why we build allies and champions in other organisations, and how.

## STEP 7 RESOURCE PLANNING

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This section helps you identify and align the resources you have to the tactics that you can implement as part of your campaign.

## STEP 8 MONITORING AND EVALUATION

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This section gives tips on how and what you should monitor in order to know that you are on track in pushing your target to make a 100% renewable energy commitment, and can help you evaluate your success.

# Happy Campaigning!<sup>15</sup>

<sup>15</sup> <https://drive.google.com/open?id=0BxXfUfc7uvXCQ1gzUDR6ZE94SVU>