

A national 100% Renewable Campaign: what does it mean for you?



Right now Australia faces a choice: we can continue our dependence on fossil fuels, mining and burning coal, polluting our air and water, damaging our farmland and health, and creating an unstable climate for all, or we can make the switch to 100% clean renewable energy, which will create new jobs, new industries and safe climate.

It's time for community groups to come together to collectively say "we are tired of excuses, stalling and inaction on renewable energy. We don't want Australia to be left behind. We have a vision of a low carbon, job-rich, 100% renewable energy Australia which will create new opportunities and a safe climate for all. Australia is a land of abundant solar, wind and wave energy resources meaning 100% renewable energy is 100% possible. Let's get on with it!"

It's time for local community groups to build massive, unstoppable campaign to get Australia on board with the transition to 100% renewable energy!

So what is this campaign all about – and more importantly how will we win it?

We know undertaking an urgent transition to 100% renewable energy represents a monumental task, and will require a wide range of actors undertaking different activities to make it happen.

We know demonstrating how we do it from the bottom up is essential. We know making the case that it's possible will be important. We also know that the government will not act based on rational argument alone – we need to build power and support for our demands.



As such the campaign has two short terms objectives to start us on the path towards 100% renewable energy:

- To win the policy demand of a feed-in tariff for all renewable technologies at all scales as the first step towards 100% renewables
- To build the power, size and influence of the community movement for clean energy

To do this the campaign will:

- communicate a motivating, positive vision of a low carbon future to get all Australians on board with the campaign
- increase the number, size, effectiveness and visibility of local groups in their community and nationally
- go out on the front foot to show the missed opportunities in developing the clean energy sector in Australia– and the opportunities that are still waiting for us!

- help groups hold their own local member of parliament to account for action on renewable energy in an election year and beyond
- gain significant local and national media attention
- build local alliances with groups in communities across the country, as well as with key national allies
- promote the great work local groups are doing across the country to increase the uptake of localised renewable energy
- provide a forum to share ideas and lessons on the campaign with other local groups through the campaign website
- provide significant skills development and training opportunities to community campaigners



Ok, so that all sounds great, but what would we be doing in our community?

While specific activities that your group would undertake for the campaign would be selected by you depending on your capacity and interest, we will provide support for activities we think will have most impact under three key areas:

1. Growing profile (of our groups and the campaign in the community)
2. Building numbers (and gaining more active support for the campaign)
3. Holding our decision makers to account (to ensure that government starts making it happen!)

While we will be developing and sharing more ideas in the coming months (and would love to hear yours!), initial ideas for activities could undertake include:

- gaining local media coverage in a creative, fun, local campaign launch
- running street stalls to talk to people about renewable energy, share materials and get them to sign up your group and the campaign
- asking your neighbours, friends, family to put stickers or signs in their windows
- gaining regular appearances in your local paper promoting your group and 100% renewables by using articles, letters to the editor, regular columns and more



- visiting other local community groups, talking about the campaign and asking them to join
- joining in on a national doorknock day to talk to your neighbours about renewable energy
- joining national days of action like a 'national renewables installation day' where we all gather at a local sites around the country to highlight the potential of local renewable energy generation
- visiting your local member of parliament to share information about the campaign and the key feed-in tariff demand
- increase pressure on your local MP by having people on your stalls call and leave a message on their phone, showing up at their events with signs, petitions, letters etc

- hold a candidates forum before the 2010 election to ask your MP what they are doing to represent your concerns on renewable energy and climate
- getting new people involved with your group to help you roll-out all of the above!
- blogging about all your activities in our flash new campaign website to build the buzz about the campaign!

Yikes! That all sounds like a lot to be doing!

Yes, it is a lot but the 100% renewable campaign gains it's strength through multiple groups undertaking a wide range of activities – much as we have been doing already – but in a more coordinated and strategic way!

The campaign will support your group to set local campaign goals and then starting to think about which of the above ideas for tactics will best help you achieve those goals.

What are the benefits to our group?

Main benefits include:

- Resources to help communicate why we want 100% renewables, how we do it, and much more!
- Linking with and sharing ideas and experiences about campaigning on renewable energy with other groups through the campaign website
- Once the campaign is up and running a regional campaign coordinator will keep you in the loop, and provide advice and support when needed
- Training opportunities to help you build your group
- Being part of an exciting nation-wide campaign to really shift the debate on renewable energy in Australia – and get those projects happening!

Ok, you've convinced us! So what do we need to join?

Joining the campaign is very simple:

1. Discuss the campaign at your next meeting (using discussion question sheet on the back of this page)
2. Allocate a '100% rep' in your group to be the key contact person for the campaign
3. 100% rep to contact us (details below) and we will get back to you with next steps
4. Start planning your local launch for Sunday 2nd of May!

For more information or to join the campaign contact:

Lindsay Soutar – lindsay@100percent.org.au – 0411 098 853

Jenny Curtis – jenny@100percent.org.au – 0405 031 781



Discussing the 100% Renewable Campaign at your next meeting



Background

Thanks for making the time to discuss the 100% renewable campaign at your meeting – it's exciting to know that over 50 local groups across the country are having similar discussions in their groups right now!

These notes have been prepared to help your group talk through whether and how you might be part of this campaign.

Preparation and discussion

Please ensure members of your group have read the 'A national 100% renewable campaign: what does it mean for you?' document before the meeting. If they haven't had a chance to read this document please give them 5 minutes before you start this discussion.

Once you have all read the campaign document please take some time to talk through the following questions, noting down the key points:

- Do you think this campaign is important? Why/why not?
- We have outlined some ideas of how we think we can win this campaign (for a feed-in tariff initially – and a move to 100% renewables more generally) - does your group agree with these?
- Does your group want to join this campaign? How do you think you could be involved?
- If you have decided you want to join the campaign, will someone in the group act as a '100% rep' to be the contact person* for the campaign? If so, who will this be?

*Note: the 100% rep will be the person we get in touch with initially to talk to about how to set up and launch the campaign in your area and its launch. It would be great if they could also take on some responsibility for coordination of the campaign beyond then – but how the group arranges this will of course be up to you.

Following up

If you have decided your group wants to join the campaign, it is now up to the 100% rep to contact us to let us know. We can be contacted at:

Lindsay Soutar - lindsay@100percent.org.au - 0411 098 853; or

Jenny Curtis - jenny@100percent.org.au - 0405 031 781

We will then talk you through next steps to getting started with the campaign in your area!