

## 2023 Campaign

### Organization Guide to Reduce Fossil Fuel Climate Emissions and Air Pollution



Your organization can play an important leadership role in the New Haven area by taking concrete steps in 2023 and communicating with your members and supporters about the need to act on the climate emergency. By reducing fossil fuel (gas, oil, gasoline, etc) use and related climate and air pollution, we can help create healthier and more just communities. Organizations, acting as trusted leaders, serve as vital actors, setting good examples for climate stewardship and encouraging others to act.

**Why Act?** Nonprofit organizations are under pressure with their existing work and limited funds, but we can address climate change and air pollution by making changes that support our overall mission. The costs of climate change are already significant (higher food prices, storm damage, missed work, reconstruction costs) and are increasingly putting pressure on individuals, government budgets, and foundation resources. We have an opportunity - through the actions suggested below - to create healthier organizations and communities and a more sustainable future for us all.

#### Consider the Psychology of Change

- We often continue with unsustainable practices simply out of habit.
- People feel more comfortable trying out new things when done together with co-workers and as part of a larger group like an organization.
- Peer pressure can have a great impact either to maintain the status quo or make change. And that means people don't act because they don't see others acting.
- We must focus on the big fossil fuel users – transportation and building heating/cooling. People can be overwhelmed with a lot of detail actions.
- Organizations can encourage people to speak up and support clean energy, cleaner air, and climate change policies.
- Organizations can take steps; don't do everything at once. But get moving!



#### Make a Plan to Move Ahead

- Have discussions with the Board/staff.
- Form Green Team or choose an individual to lead the effort.
- Identify where you use fossil fuels now.
- Develop a plan to reduce the burning of fossil fuels both in the organization and for members.
- Commit the time/resources necessary to implement the plan.
- Set goals with a timeline
- Track and support ongoing efforts, move ahead step by step
- Examine the benefits of actions both in terms of impact on GHG reductions *and* on communicating smart options to the broader community

#### STEPS:

##### 1. Support Active, Healthy Transportation

Transportation probably has the biggest potential for short-term positive individual and public health impacts, including benefits such as more active transit and less local air pollution. Organizations can impact employee/member/community transportation choices by doing the following:

- Change website/communications to add or put first walking/biking/transit directions before driving directions. Promote [goNHgo](#) and [CTrides](#) as active transportation resources.
- Adopt 1 Mile Radius - Commit to not use cars to go less than one mile from office. Walk, bike, and make info available in the office for other transportation options (public buses, shuttles, etc.).
- Organization Car-Free Days - builds energy/solidarity if all (staff and/or Board, etc.) trying to do together.



- Work from home when possible if car dependent.
- Organize carpooling for events and meeting by posting a google doc which people can use to coordinate rides.
- Adjust work schedule to support active commuting - when it's light out it's safer to travel.
- Create organization perks for clean transportation - Provide/subsidize bus passes, time off, showers, bike storage, gift certificates, competition with prizes for most clean miles/days car free. (Organizations often pay for parking spaces - rental or construction - so how can they also help with active transit?)
- Change organization meeting/event locations to good transit locations and times.
- Air travel: Do as little as possible. Big GHG impact! Consider Skype/Zoom..

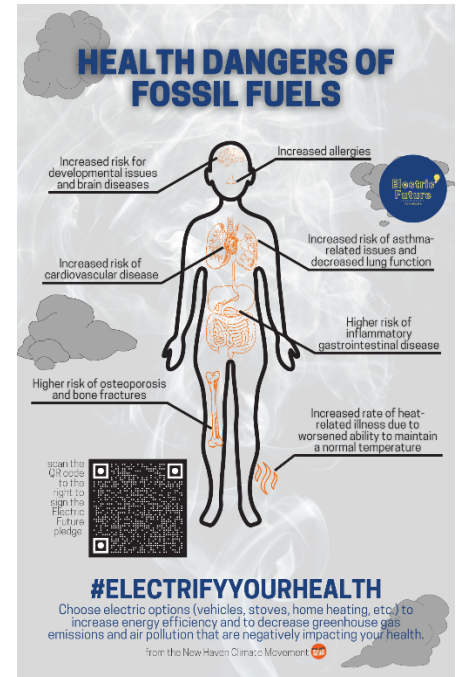
## 2. Electric Everything

Connecticut utility electricity is over 60% carbon free (nuclear, other sources) now, and will be over 90% carbon free (with additional wind power) in 2025 ([more info](#)). Using electricity produces no on-site air pollution and much less noise, and electric equipment is much more efficient than fossil fuel equipment. So switching appliances, tools, cars, and heating to electric can be a great way to have a quick impact! [More information here](#) at NHCM Electric Future campaign.

## 3. Energy Efficiency Savings

Get building energy audit. [C-Pace](#) offers no-upfront-cost energy rehabs that are paid back through energy savings! And/or talk with your landlord about energy efficiency options. [IHeartMyHomeCT](#) will walk you through the process step by step.

- Look at thermostat changes and other energy efficiency steps.
- Change electric to clean supplier (wind or solar). Info at [EnergizeCT](#).
- Weatherize extensively. The goal is to use as little energy as possible long term and save funds for other work.
- Think Big. Could your organization install solar or wind on site?
- Unplug and use power strips. Your workspace should not be using energy when you're not around. According to the EPA, idle electronics consume enough energy to equal the annual output of twelve power plants. Many chargers and appliances (printers, computers, TVs, etc.) use energy when they're plugged in, even if they're not turned on.



## 4. Support Climate Change Advocacy

Join monthly actions - vigils, public education, protests, Connect your organization's members with email/phone advocacy on GHG/clean energy. Public policy can have a BIG impact, but we need to support changes. ([New Haven Climate Movement](#), [CT Fund for the Environment](#)). Better policy and public investments will also make other choices – a better clean transportation system for example – easier, and have positive public health benefits (clean air, active transit). Public policy can have a BIG impact and we need to advocate together to achieve long needed substantial change.

## 5. Outreach to Your Members

Use your organization's website, newsletter, or Facebook/Instagram pages to encourage others to learn/take action  
 Brag about your efforts/successes in the media and in your own network.  
 Organize celebrations of achievements.



*The New Haven Climate Movement (a project of [New Haven/Leon Sister City Project](#)) is a response to the urgent crisis created by increasing greenhouse gas emissions to human well-being globally and in New Haven. This project educates the public and elected leaders about specific threats climate change presents to food security, local ecosystems and economic stability, and advocates for policies and actions that cut carbon emissions and improve local public health.*