

STOPPING ETHANE CRACKER PLANTS

Campaign Toolkit



The Climate
Reality Project®

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INTRODUCTION



The trend couldn't be clearer. The White House is doing everything it can to reverse the economic, social, and environmental progress bringing the age of fossil fuels to an end. From subsidies for the dying coal industry to gutting regulations on air pollution, recent actions by the president and his cabinet show every intention of turning the dial on our energy policy back a full 30 years.¹

Now, the fossil fuel industry is turning to a new strategy: building ethane cracker plants. These facilities turn fracked gas into plastics and – just as important – create more infrastructure for fossil fuels. All in places like the Ohio River Basin where communities are fighting hard to leave natural gas and dirty energy behind.

The good news is that more and more communities see these plants for what they are: a wrong turn back to the dark days of dirty energy driving climate change and polluting the air, water, and soil we share.

With our planet's future and the health of their families all on the line, everyday activists in communities throughout the Ohio River Basin are now banding together to fight back. If you're ready to join them, read on.

¹ <https://www.npr.org/2017/12/22/570548757/trumps-busy-year-on-energy-and-environment>

ETHANE CRACKERS: A DANGER TO COMMUNITIES AND CLIMATE



Building ethane cracker plants means more natural gas in our lives. Which means more dangerous pipelines and polluting facilities in our communities. And more greenhouse gas emissions driving climate change.

It's got to stop, and across the US, communities are banding together to fight back against ethane cracker plants and other fossil fuel infrastructure putting the health of their families and the planet we share at risk.

So, what is an ethane cracker?

Ethane is a liquid hydrocarbon separated from raw natural gas – like the gas fracked from the Marcellus and Utica Shale in the Ohio River Valley. It's primarily used in the production of ethylene to make plastics and other industrial products.

An ethane cracker plant is the first step in a process that converts fracked gas products into plastics, resins, and adhesives. This process involves “cracking” the molecular bonds of ethane, which produces olefins like ethylene, a primary ingredient in plastic products and other consumer and industrial goods.

² <https://thinkprogress.org/nasa-study-fracking-global-warming-ofa0c5b5f5c7/>; https://www.edf.org/methane-other-important-greenhouse-gas?utm_source=google&utm_campaign=ggad_climate_pd_dmt&utm_medium=cpc&utm_id=1485442949&gclid=EAlaIQobChMIg76VvtDf2QIVAkwnCh1uhwGNEAAYASAAEgIYI_D_BwE

What does that have to do with climate change?

Because ethane cracker plants take fracked gas and break down its molecules, building more of these plants will increase production, which is likely to increase the already growing demand for fracked gas around the United States.

Study after study from around the world has made it clear that fracked gas is not a “bridge fuel” to a clean energy economy. Burning natural gas from fracking wells still releases CO₂ into the atmosphere, fueling global warming.

In addition, fracked gas emits methane, a greenhouse gas 84 times more potent at trapping heat than CO₂ over 20 years, making it a major contributor to the climate crisis.²

It gets worse with fracking. Fracked wells leak 40 to 60 percent more methane than conventional natural gas wells – it’s estimated that around 67 percent of all natural gas extraction in the US is done by hydraulic fracturing.³

On top of the direct dangers of natural gas, studies have shown that it often competes with renewables as a replacement for coal. When utilities close coal plants but turn to natural gas facilities instead of renewables like wind and solar, it delays the clean energy revolution and fails to substantially reduce greenhouse gas emissions in the US.⁴

Alarming, use of natural gas is on the rise – thanks in part to cracker plants. The Energy Information Administration’s (EIA) 2018 Energy Outlook predicts that petrochemical facilities like cracker plants will help drive growing use of natural gas into the 2050s.

That’s not all. EIA’s short-term energy outlook predicts that ethane consumption in the petrochemical industry will only grow, due to increases in natural gas production.⁵ Moreover, the International Energy Agency predicts the US is on course to become the world’s undisputed oil and gas growth story because of fracking.⁶

² <https://thinkprogress.org/nasa-study-fracking-global-warming-ofa0c5b5f5c7/>; https://www.edf.org/methane-other-important-greenhouse-gas?utm_source=google&utm_campaign=ggad_climate_pd_dmt&utm_medium=cpc&utm_id=1485442949&gclid=EAIaIQobChMIg76VvtDf2QIVAKwNCh1uhwGNEAAYASAAEgIYI_D_BwE

³ <https://www.eia.gov/todayinenergy/detail.php?id=26112>

⁴ <https://thinkprogress.org/stunning-new-research-finds-fracking-a-major-source-of-carbon-pollution-in-pennsylvania-9d2bdb63f2ec/>

⁵ <https://www.eia.gov/todayinenergy/detail.php?id=35012>

⁶ <https://www.theguardian.com/news/2018/feb/26/fracking-the-reality-the-risks-and-what-the-future-holds>



In its full life-cycle, ethane cracking emits 840 kg of CO₂ per ton of ethylene.⁷ The Shell plant is expected to produce 1.6 million tons of ethylene, resulting in 1.34 MMTCO₂ emissions.⁸ This is equivalent to introducing over 290,000 cars on the road.⁹ This projected growth in the natural gas industry means dangerous methane emissions will continue to grow. According to the Environmental Defense Fund's calculations, about 25 percent of the manmade global warming we're experiencing today is caused by methane emissions.¹⁰ Which is why we have to stop the expansion of natural gas infrastructure like ethane cracker plants.

What other impacts do cracker plants have?

Besides the climate impacts, building and operating cracker plants is incredibly dangerous for the health and well-being of nearby communities.

The danger comes from many directions. Large petrochemical facilities like cracker plants produce sizable unplanned releases of carcinogens like benzene and other toxic pollutants. Emergencies at ethane cracker plants have included fires, explosions, and evacuations, leading to injuries and even deaths.¹¹

⁷ <https://www.eia.gov/todayinenergy/detail.php?id=26112>

⁸ <http://www.timesonline.com/news/20171108/shell-officially-starts-construction-on-6-billion-ethane-cracker-plant>

⁹ <https://www.epa.gov/greenvehicles/greenhouse-gas-emissions-typical-passenger-vehicle>

¹⁰ https://www.edf.org/methane-other-important-greenhouse-gas?utm_source=google&utm_campaign=ggad_climate_pd_dmt&utm_medium=cpc&utm_id=1485442949&gclid=EAIaIQobChMIg76VvtDf2QIVAkWnCh1uhwGNEAAYASAAEgIYI_D_BwE

¹¹ <https://www.fractracker.org/2017/02/formula-disaster-ethane-cracker/>

It only takes one example to bring this home. In 2013, a ruptured boiler at a Williams Company ethane cracker plant caused an explosion that released over 30,000 lbs. of flammable and poisonous pollutants, including ethylene, propylene, benzene, 1-3 butadiene, and other volatile organic chemicals, according to the Louisiana Department of Environmental Quality.¹²

Fracking waste and byproducts that leak into the water, evaporate into the air, and leech into the soil are linked to a number of health impacts which have recently gotten the attention of not only public health officials and scientists, but also the media, including *Forbes* magazine.¹³

Some of these are well understood and planned for as part of the air pollution permits that Shell will have in hand if they open the doors on the cracker plant in Beaver County. In particular those living in the vicinity of a cracker plant can expect to face¹⁴:

- Emissions released from the plant itself, the diesel from trucks and other supporting infrastructure put people at risk of asthma.
- Volatile organic compounds (VOC) like benzene that will be released from the plant can contribute to childhood cancers and leukemia.
- Toluene, another VOC released by fossil fuel plants, is known to contribute to brain, liver, and kidney issues as well as to cause spontaneous abortion and birth defects.
- Formaldehyde (another VOC also released by fossil fuel plants), is a major source of cancer linked to air pollution.
- Plants also release PM_{2.5}, particulate matter that can pass directly from the lungs into the bloodstream, causing cardiovascular and respiratory disease, as well as lung and bladder cancers.

The plastics industry is planning to site their manufacturing plants close to the cracker plants so that they have easy access to the raw materials needed to produce. Each of those plants will create their own emissions. Additional cracker plant locations and the increased fracking and pipeline activity could lead to a ‘cancer alley’ in the Ohio River Valley similar to the so-called cancer allies down south.

¹² <https://www.fracktracker.org/2017/02/formula-disaster-ethane-cracker/>

¹³ <https://www.forbes.com/sites/judystone/2017/02/23/fracking-is-dangerous-to-your-health-heres-why/>

¹⁴ <http://www.post-gazette.com/opinion/Op-Ed/2017/04/06/Your-health-vs-cracker-plant-jobs/stories/201704300020>



These are just planned emissions. However, pipeline leaks, earthquakes caused by fracking, and other industrial accidents will happen. This makes for the very real potential of an unmitigated ecological and human health disaster that will forever change the region for the worse.

How can we stop this?

Construction of fossil fuel infrastructure like ethane cracker plants and pipelines require a variety of permits from local, state, and federal governments. Typically, these permitting processes have multiple opportunities for public input and can be influenced by pressure from activists, politicians, and concerned citizens.

You can take action to better educate yourself on these issues by joining your local Climate Reality Chapter. You can also educate others by taking local action such as talking to your community, giving presentations, and writing letters to the editor. In order to stop these dangerous climate-polluting facilities, you need to understand the lay of the land and you need to take local action. Then, you'll build your campaign plan, recruit volunteers or chapter members, and get to work.

HOW TO BUILD YOUR CAMPAIGN



Image: © 2018 Mark Dixon/Flickr CC BY 2.0

All the information you need to start, plan, launch, and celebrate your campaign to stop an ethane cracker plant in your community can be found in this Ethane Cracker Campaign Toolkit.

Please let us know if you and your chapter are interested in starting an ethane cracker campaign in your area so we can give you guidance on your campaign plan, facilitate connections with other leaders, and answer any questions you may have. We want to help!

There are a number of resources that will be useful to you as you run your campaign. Before you begin, we recommend that you familiarize yourself with the following:

- [Campaign Planning Chapter Training Series Webinar](#)

Be sure to follow the steps detailed in this kit and let Climate Reality know when you start planning and running your campaign. Please reach out to the Climate Reality Campaigns Team with any questions and to keep us up-to-date with how you are doing at chapters@climatereality.com.

KNOW THE LAY OF THE LAND

This section focuses on researching the history of heavy industry and fossil fuels in your state, the political and regulatory framework involved in approving facilities like ethane cracker plants, and the public perception of climate action and industry in your community.

Your State and Climate Science

When you're doing your research, start with the big picture:

- How does your [state](#) or [local area](#) experience the impacts of climate change? How do its citizens feel about climate change and climate action? (The [Yale Climate Opinion Maps](#) are a great resource for this.)

Setting the Scene

When you're planning your campaign, you'll first want to find out if your state or local community are historically friendly to fossil fuel development.

Where are We Now?

Once you know the context of fossil fuel infrastructure in your area, you'll want to learn about what active campaigns are going on to stop the construction of this facility. You'll also want to find out who is leading and involved in those campaigns. After you've done your preliminary research, familiarize yourself with the opportunities to take local action and educate others, whether it is giving a presentation, tabling at a festival or farmers market. or writing a letter to the editor.

Map It Out

What is the problem? For your campaign, the problem is most likely that a company is trying to build an ethane cracker plant or related infrastructure, such as a pipeline or well pad, in or near your community.

Learn about your community. People in the community are more likely to respond positively if they understand what the plant means for them. Consider who you're targeting and their interests by asking yourself questions like:

- Who in the community will your campaign focus on?
- Who will be the most impacted by this ethane cracker plant?



- Which communities' livelihoods and homes will be directly impacted? (Communities of color and low-income communities are often both overlooked and among the most heavily impacted communities.)
- Are there constituents that you haven't interacted with before that you need to be sure to loop in?

Identify why the problem is urgent. Why is this an urgent problem your community needs to address now? What is the timeline during which the permits allowing this ethane cracker plant will be approved or denied? You will need to get the word out about why this is bad deal for the region before the permits are issued.

Discover the solution to the problem. Your goal is to prevent increased fracked gas infrastructure and resultant air and water pollution from a newly constructed ethane cracker plant. Your solution is to prevent the plant from being built. Consider:

- How can you do that?
- What can the public do to express their disinterest in having this new infrastructure in their backyard?
- What opportunities are there for public input?

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<u>What is the problem?</u>	<u>Who is the community?</u>
<u>Why is this urgent?</u>	<u>What is the solution?</u>

IDENTIFY YOUR GOAL

Now that you know the lay of the land in your state, you need to set your campaign goal. This goal needs to be specific, measurable, achievable, and time-bound.

Specific: What exactly is the victory you want to achieve? Not just to solve the climate crisis, but to prevent the construction of your local Ethane Cracker Plant infrastructure by drumming up public opposition that causes a necessary permit to be denied, for example.

Make sure to also define the specific short-term and intermediate goals that you need to hit in order to reach your overall campaign goal.

Measurable: You should know up front what success will look like and what metrics you'll use to measure it. For your campaign goal of preventing the construction of a cracker plant or related gas infrastructure, you'll know you've succeeded if the plant's construction is prevented.

For your short-term and intermediate goals, success may look different. Maybe you can measure short-term success by bringing 30 chapter members to a town hall on the cracker plant build out or maybe it's having 20 chapter members present on the implications of ethane cracker plants. Maybe you can measure intermediate success if you delay the permit process by demanding that an environmental impact statement be conducted.

Achievable: Your goals shouldn't be so easy to achieve that it doesn't take any work to get done, but they should be things that can, given your campaign plan and strategy, be achieved within a time frame you determine.

Time-bound: Your goal needs an achievable timeline. This may change as regulatory context shifts, but you want to start out with an ambitious-but-realistic, set period of time to reach your goal. (For example, you may want to stop the construction of the cracker plant before the end of 2019 when the county air board is set to decide on permits.)

SCENARIO: A large fossil fuel company is proposing the construction of a \$6 billion ethane cracker facility in your county. The facility has supporters and opponents throughout every level of government in the state, and no major political party has been outspoken in opposition to the plant. Between June and August, the air quality control board (AQCB) will be holding three public hearings to get input before they decide whether to grant emissions permits for the facility.

CAMPAIGN GOAL: To have the AQCB deny the plant's pollution permits by the end of the year.

INTERMEDIATE GOAL: To educate local communities about the health and climate impacts of the proposed ethane cracker facility.

SHORT-TERM GOAL: To have chapter members hold 50 presentations with various community groups and/or hold an event that includes a press briefing on the potential health impacts and/or conduct outreach to frontline communities who might need assistance getting their stories told.

IDENTIFY YOUR AUDIENCE

In this section, you'll learn how to choose your audience based on who will be impacted the most.

Research the people and places that are likely to be impacted the most, who can influence them and how can you best reach them?

So, in the case of your campaign to prevent the construction of an ethane cracker plant, your audience will likely be members of a frontline community in close proximity to facility.

Community members of frontline communities can be unique targets. There is a chance there may be barriers connecting with the community. In some instances, the potential economic opportunity promised is so great that the health impacts are overlooked. It's important to make a compelling case and tie it to personal stories, try to be empathetic to their situation.

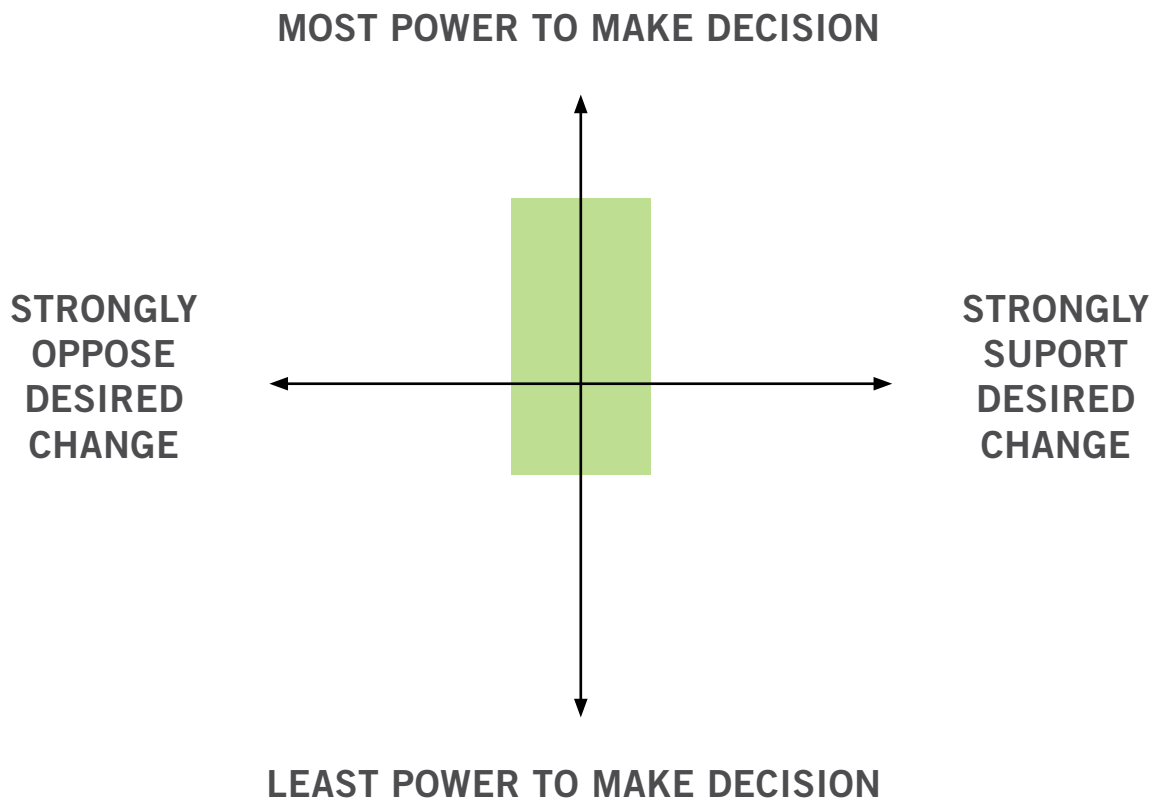


Image: © 2012 greensefa/Flickr CC BY 2.0

While these communities are in need of education on these issues and greater advocacy for their stories it's important to be mindful of existing organizations or groups working in the area on other issues. These groups could be strong allies. We do not want to go into these vulnerable communities and alienate anyone.

Who is your audience? _____

Your audience will be a critical factor in conveying the region's disinterest in the proposed build out. Identifying who this is will take a bit of research. Keep your goal in mind, and make sure to map out the best route to stop this facility, be it through increased education or public outreach, advocacy, or delaying the permitting processes.



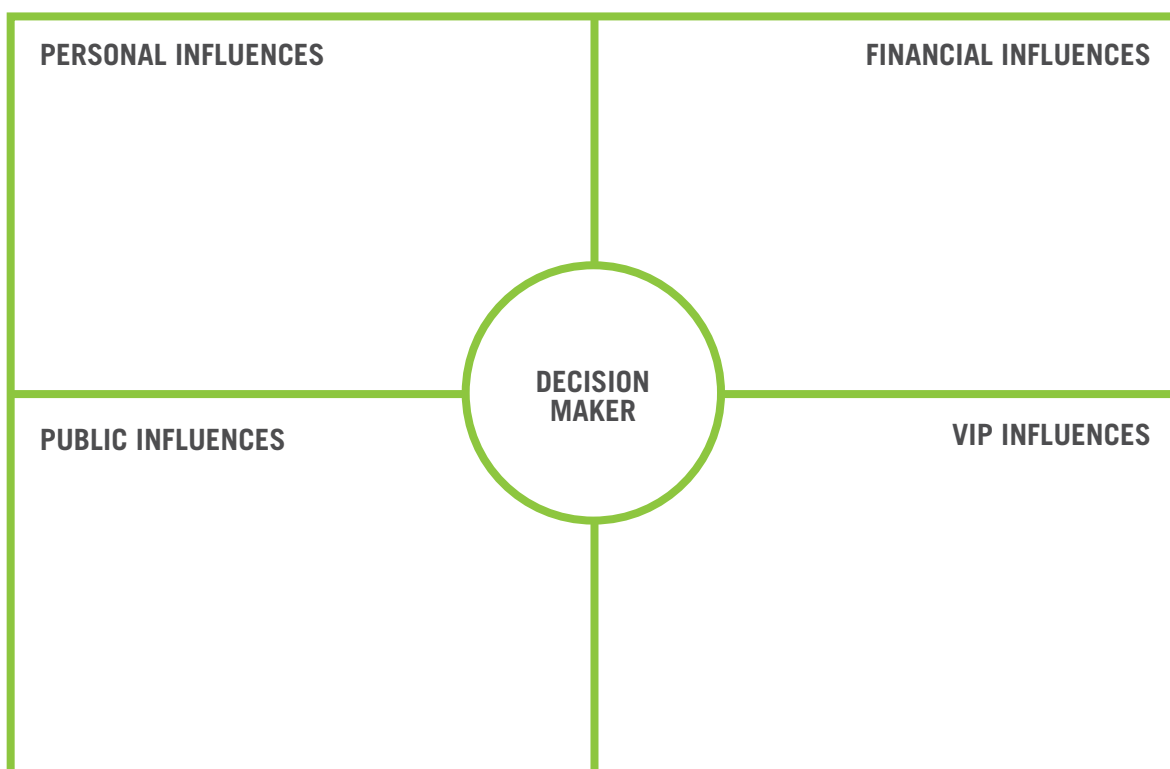
CREATE YOUR POWER MAP

In this section, you'll learn about how to work with other people who have relationships with or influence on your audience to advance your goal.

Power mapping is a way to visually understand the relationships in your community and how they can influence your audience. Then, you can start moving those relationships in favor of your goal.

There are several ways to power map. The first is a box in which you can categorize each of these people into four types of influences: public, VIP, personal, and financial.

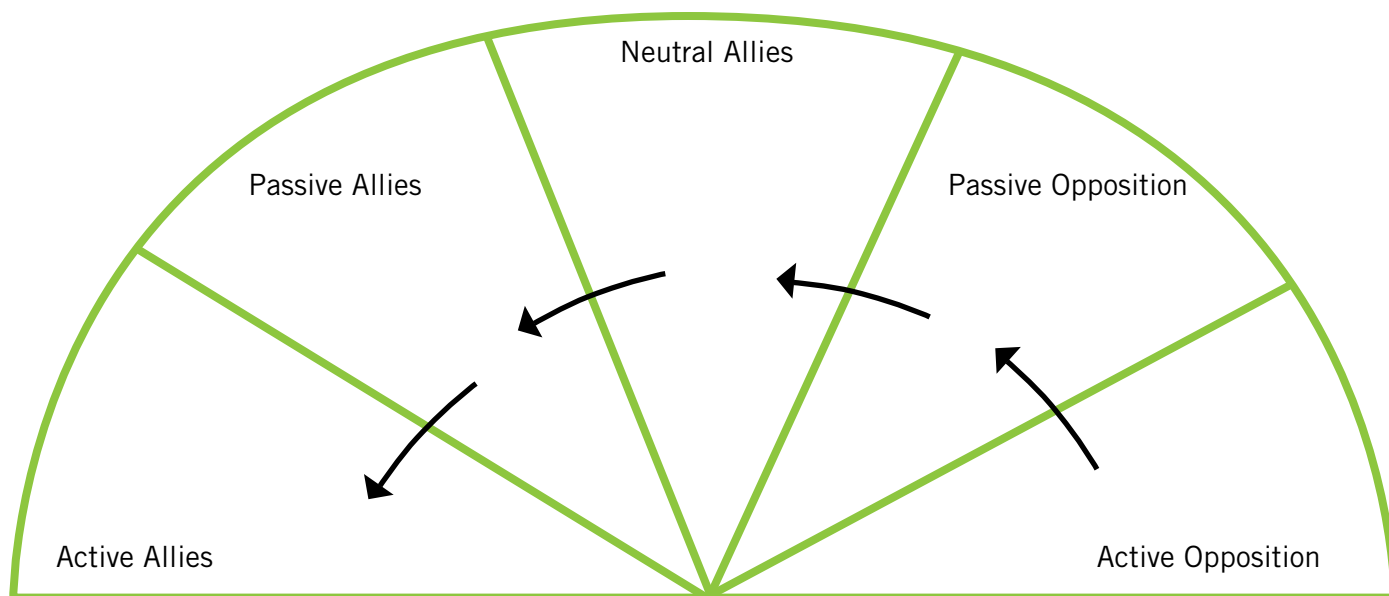
- Public influences: media, majority of community members, and powerful regional organizations.
- VIP influences: experts, respected businesses, respected faculty, established organizations, athletes, and celebrities.
- Personal influences: family, friends, community, and churches.
- Financial influences: community investors, prominent businesses or industries, community leadership members, and patrons.



Another tool that is helpful is the Spectrum of Allies. While running a campaign, sometimes we speak of people in two groups: those who are with us on the issue and those who are not.

The fact is, people often lay along a spectrum between support and opposition. We can break down our communities or specific groups of people into categories along this spectrum. We can visualize the community as a range from active allies and passive allies to passive opposition and active opposition.

The Spectrum of Allies also provides insight into how we can move people (our audience included) along the spectrum, with the goal of making them active allies. We know it is unlikely that we will be able to move someone who is in active opposition to our goal all the way to active ally in one jump. However, we could move someone who is neutral to passive ally through strategic tactics and actions. Eventually, they may become a very active ally.



Use this campaign research worksheet to make sure you've done all your homework and are ready to get started building your campaign plan.

GET TO KNOW YOUR OPPONENTS

This section will explore how to identify your opponents' strengths, weaknesses, arguments, and constituencies. This is especially critical in campaigns addressing large-scale fossil fuel construction projects because we need to ensure that our messaging is respectful of the livelihoods of people dependent on these facilities, so we can advocate for a just transition that supports all of us.

When constructing your campaign plan, it's easy to view the people and groups actively or passively opposing your goal as the enemy. We'll likely never be on the same side as the large multinational fossil fuel companies advocating for profit over people and planet, but it's crucial that we don't see the people who support these facilities as the enemy. You will want to understand their goals, motivations, and arguments. To do that, find out:

- Who will rely on the construction of this facility for short- or long-term employment? (Do not belittle this. People need to work to pay the rent, support their families, and prosper. Short-term and permanent employment with these facilities is a viable way to do that, but there is a useful distinction between the two.)
- What other employment opportunities are available for them in the area? How does the current economic system adversely affect these workers?
- What motivates them to do this job?

BUILD YOUR CAMPAIGN PLAN

This section takes a look at building a campaign from the ground up. Once you've identified your goal, chosen your audience, and learned about that audience, you're ready to build your campaign plan and move forward to victory!

We build campaign plans to make our objectives clear, create an ideal timeline, and assess the resources we need to make it happen. By having a written plan, you can make sure the tactics you're using will influence your audience and help you achieve your goal.

How to Build Your Campaign Plan

Set a clear goal. What measurable objective are you trying to accomplish and by what date? What short- and medium-term goals do you need to achieve in order to get to your ultimate campaign goal?

Determine your strategy. Now that you have a clearly defined audience (or audiences) and know where they're situated in the region, choose the right strategy that will help convince your audience to commit to your goal.

Determine your tactics. What are the actions you will take to win over your audience? These actions – known as “tactics” – will ultimately help you achieve your goal.

Tactics need to flow directly from your strategy and need to be thought of in terms of your audience's interests. Consider why do they care and how will an action move them to the outcome you want? You might...

- Turn out 30 people to deliver presentations to diverse audiences. Education is essential, it allows for everyone to be on the same page on complicated issues such as this.
- Use the media:
 - Hold a press conference before a permitting hearing or during other important campaign moments.
 - Write a letter to the editor (LTE) urging your fellow community members to take local action.
 - Write an opinion editorial (op-ed) in opposition to the plant or recruit stakeholders to do that same.
- Recruit communities to publicly denounce cracker plants.
- Host a day of action in coalition with other groups in the community to conduct outreach to as many communities as possible.

Plug tactics and actions into a timeline and assign roles. By creating a timeline, you can break down when you should perform each tactic to influence your audience. Remember to mark down important dates like local decision maker meetings, votes, and local events where you can gather to educate and advocate against the proposed build out.

Tips:

- Write your campaign plan in pencil. Things will change! The plan is your best guess of what it will take to win, and you'll learn more as you go that may result in a change in timeline or tactic – and that's okay.
- Set clear goals for each tactic. How many people do you need present or conduct outreach to show broad public support? How many businesses or communities should you have sign denouncing the ethane cracker plant? By when do you want to collect all of that support? Keeping a timeline for goals is critical.
- Recruit people to help you. Campaign plans should be bigger than what one person can do. Recruit friends, family, neighbors, and other issue supporters to take on parts of the campaign to make it a true success.

RECRUIT AND ORGANIZE VOLUNTEERS

Now that you've built your campaign plan, you might be feeling overwhelmed about how you're going to get all of this done. Never fear! This section looks at how to recruit and organize your chapter and other volunteers to reach your goal.

Some Best Practices:

- Reach out to as many different groups as possible, including environmental, religious, and student groups. You want to recruit as diverse a set of volunteers as possible.
- Have a clear campaign story and ask. When talking about cracker plants, it can get complicated fast. Focus on the problem (the climate crisis and health impacts), the solution (preventing or delaying the construction of a climate-polluting facility), and what individuals can do to help.
- Follow up with interested volunteers as soon as possible and plug them into the campaign.
- Give people real leadership. As you find volunteers who want to take on more responsibility, give it to them. Have different volunteers act as leads on different tactics of the campaign. Use The Climate Reality Project's tools to help keep them organized and tracking their progress.
- Continue to recruit new volunteers – the more the merrier! Never stop recruiting. There is always more to do and plenty of work for all.

Where Can I Find Volunteers?

You can find potential volunteers wherever there are people. Start with your friends, neighbors, classmates, and maybe coworkers. Here are a few additional places that are great for recruiting:

- Local farmers' markets or fairs.
- Community group meetings.
- Church groups.
- Community events.
- Local grocery stores.
- Campuses.
- Social media.

Keeping Volunteers Engaged for the Long Run

Move up the leadership ladder. Your top volunteers should be running their own piece of the campaign. They could run petitioning or coalition building, media outreach, etc. Take time to help them coordinate their section by setting clear goals, training them on the tactics, and following up to make sure they're doing it well.

Determine communication moving forward. Will the group meet once a week? Hop on a conference call every other week? Determine the means of communication and stick to it.

Build in short-term wins for the campaign. Blocking the construction of an ethane cracker plant can take time, and the wait can be discouraging for new volunteers. Set short-term goals and celebrate them. (Ex. Getting 40 people to a town hall is a big win.)

BEST PRACTICES TO HELP YOU WIN

BUILDING A COALITION OF SUPPORT

What is a Coalition?

A coalition can be simply defined as the people and/or organizations that are working together for a common goal. Coalitions come in different shapes and sizes with a variety of different outcomes or goals. One of the main purposes of building a coalition is creating intentional relationships that can strengthen your campaign and community through collaboration.

Building a coalition can increase your message's reach and connection across other issues facing your community. In this case, you'll discover that other groups are already working on a similar campaign or have some expertise that could add value to the work you're doing. Additionally, other organizations can give you a new perspective on your campaign and issue. Coalitions can be made up of unlikely partners and include civic organization, farmers, sportsmen, and religious groups for instance.

Why are Coalitions Important?

When you are campaigning to block construction of fossil fuel infrastructure, you want buy-in from diverse groups from across your community and region. Bringing together voices from all parts of the community will help you make sure you are addressing everyone's needs.

Sometimes, environmental issues and campaigns silo each other and operate without collaboration or communication. This is not only an inefficient use of resources like time, volunteers, and funding – it also doesn't lead to meaningful and long-lasting change.

Winning your campaign and creating meaningful change can take time and be frustrating. But in the end, your community will be stronger for it. The same concept applies to coalition building. It can be time-consuming and might be challenging due to competing goals and conflicting personalities, but it also can be one of the most effective tools for organizing your community.

Four Types of Coalitions

Endorsement Coalitions: This type of coalition is born when different organizations or businesses endorse your campaign. It can demonstrate broad support for your campaign and lend credibility to your cause. The groups you bring together can be used effectively when they are able to bring in other influential members and show public support.

Though endorsement coalitions can be made quickly, they are not easy to turn into long-term relationships. Endorsement coalitions are given a specific ask, and nothing more, typically.

Nominal Coalitions: This type of coalition is made of different groups working on similar issues, communicating regularly about similar campaigns. The primary goal of this coalition is to serve as a network of communication about ongoing activities, events, and mobilization. Consider putting your events or announcements into another organization's email lists or on their website.

Campaign Coalitions: This type of coalition forms when groups working on similar issues adopt specific goals to work on together. Campaign coalitions are good for sharing resources and can address issues of competition between campaigns on similar issues.

These coalitions set strategies, timelines, and targets together. Campaign coalitions can create deeply rooted, meaningful bonds as they come together on a shared and common goal.

Solidarity Coalitions: When groups working on different issues are united by shared analysis of the problem and vision, they form a solidarity coalition. These groups are in it for the long haul together, as building solidarity is inherently transformational and can create long-term, lasting change within the community. Solidarity must be built on intentional relationships with space and time for relationship-building. These relationships are transformational over transactional. An example of this type of coalition is when an organization focused on labor issues partners with a renewable energy campaign since building onsite generation projects can create local sustainable jobs.

WORKING WITH DECISION-MAKERS

If you are starting a campaign to prevent construction of an ethane cracker plant in your state, you will likely need to meet with a government official. These meetings give you a chance to introduce yourself, your chapter, and your campaign. You'll also be able to make the strong ask for the decision-maker's support for keeping the cracker plant out of your shared community.

Meeting One-on-One with Government Officials and Decision-Maker

Step One: Research

Do your research. Learn everything you can about what your community has already done – and what they haven't and why. You will want to be fully informed about existing climate action efforts. Consider questions like:

- Is there a current committee on energy or environment?
- Who might be sympathetic to the campaign?
- What is the government official passionate about?
- Can you find something out about what they do in their free time?
- Are their families impacted?
- Where do they work?

Step Two: Meeting Preparation

Preparing for the meeting is one of the most important steps. This is where you combine your research and the campaign goal to plan for expected outcomes and set a draft agenda.

You must also look into your local/state lobbying laws (which can include contacting administrative agency officials) and determine whether your activities are regulated under these state or local laws. It doesn't take much effort, but it is critical to know the rules on lobbying in your area. Each state has some form of lobbying disclosure and registration requirements.

As part of your preparation, ask yourself:

- What is the purpose of the meeting?
- Why are you meeting with this particular person?
- Why is this meeting important?

Step Three: Identify Desired Outcomes

What should be the outcome of this meeting?

Sample outcomes:

- To get communities to denounce the construction of the cracker plants.
- To increase awareness to the potential health, climate, and economic costs associated with the long-term impacts of ethane cracker plants.
- To get the state DEP to agree to require further environmental studies about the plant.

Note: In pursuit of these outcomes, be sure to make your asks strong and direct. If your first ask does not get a “yes,” make sure to have a backup ask. What is the next thing you can ask to move your campaign forward?

Testifying or Giving Public Comment

During the regulatory process of preventing fossil fuel infrastructure, there are often opportunities for public input through public testimony at hearings.

Write out and practice what you are going to say at the meeting. We suggest...

- Introduce yourself and what you are there to talk about.
- Define the problem in your community. How will this affect your life and the lives of the people around you? This is a good opportunity to highlight and lead with your personal story and then re-emphasize the facts.
- Discuss solutions. This is the opportunity to talk about why the plant is not the best interest of the region, propose any alternative paths forward, and to infuse some economic and health facts that support your case.
- Highlight the urgency of preventing this facility by answering the question “Why now?”

- Make your ask. Close your testimony or comment with a direct ask for the board you're testifying before to oppose the ethane cracker plant.

Step Two: Before the Hearing

- Practice your testimony. (You could host a potluck with your chapter so everyone has a chance to practice and give feedback.)
- Do research on the other people who will be giving, or hearing, testimony. Who are they? What does social media tell you about them? Have they made speeches or been quoted in the media in a way that gives you insight into where they stand on this issue?
- Invite your coalition partners, volunteers, and supporters to pack the room to show public support. Think about creative ways they can show solidarity, like wearing the same color or carrying signs (if that's allowed).

Step Three: At the Hearing

- Dress professionally.
- Be there early to introduce yourself to the council or board members.
- Do not let yourself get flustered or angry; even if you are heckled or face an unresponsive or hostile audience.
- Have materials to leave behind with facts and figures referenced in your testimony, as well as contact information for further questions.

DEALING WITH SETBACKS

Meaningful social change almost always faces initial resistance and setbacks. These changes can be uncomfortable and involve upending the status quo.

Typical barriers to change can include:

- Social barriers: lack of community support, social norms, and group conformity.
- Cultural barriers: tradition, culture, customs, and religion.
- Economic barriers: lack of property rights, corruption, and fiscal infrastructure.
- Political barriers: ideology and values.

Overcoming these obstacles isn't always easy and may require creative solutions. Here are a few ways you can overcome barriers you may meet during your campaign.

Name the Challenge

Be transparent with the people working with you on the campaign about the nature of the setback or challenge you're facing. Acknowledge that it exists and the impact it's having.

Regroup

Reach out to all of your coalition partners. Try to set up a time you can meet to talk about your next steps.

Include the entire community in the process. Be sure to include constituents from diverse communities, including communities of color, low-income communities, and even people whose economic security relies on plants like these, to be sure their possible solutions are reflected.

Go out and solicit feedback from a range of community groups and people with a stake in the issue. Have coffee with community leaders and actively listen to their feedback.

Revisit the plan

Return to your campaign plan and see what needs to change. Review each part of the plan to keep what's still relevant, and scrap or rework what doesn't fit the new context of your campaign.

WINNING!

GETTING THE WIN

How to Get Across the Finish Line

- This process will vary depending on how you've won. If you have advance notice that you're going to win, coordinate with your coalition to build buzz around the decision.
- You may not know until after the decision has been made. As soon as you get word of the victory, rally the coalition for an announcement event with high-visibility public figures like supportive elected officials and business owners.
- Make sure that you acknowledge everyone who played a part in the win. It took a team and the whole team should be celebrated.

Celebrating the Win

If construction of the cracker plant is stymied (either permanently or indefinitely), we want to celebrate that victory in a way that doesn't gloat to the people who were hoping this plant would mean a job.

Have your volunteers send thank you emails, post about it on social media, and host a press event to celebrate, but be sure your messaging includes language about a just transition for fossil fuel employees. Here are tips to help you get started on planning your press conference and media outreach.

How to Organize a Press Conference

- **Set the logistics** – time, day, and location.
- **Line up speakers** – have them speak for two to five minutes.
- **Prep your materials** – press advisory, press release, run of show, and any handouts for the media.
- **Make sure the media turns out by sending your advisory as far in advance as possible and again the day before the vote** – make pitch calls and follow up with reporters.

- **Be prepared for the event** – arrive early and have a greeter and sign-in sheet for reporters (this helps you remember who to follow-up with later to ensure your story gets published). Don't start more than five minutes late.
- **Follow up with reporters after the event** – send the press release to everyone on your media list, both those who showed and those who didn't, and call all reporters to make sure they have all the information they need.

YOU WON! NOW WHAT?

Congratulations! You've not only won your campaign, but you've sent a signal that climate polluting fossil fuel infrastructure is a thing of the past. You're standing up for the values you believe in and the planet we share. Be sure to share not just that you won, but what the human health and environmental impacts are that you prevented.

Spread the Word

- **Get loud** – share the news far and wide, pitching to statewide and national media sources.
- **Celebrate your commitment to climate action in your social media and marketing** – because when word gets out, more and more people will want to be part of your success.
- **We can help** – talk to us at Climate Reality about how we can help spread the word about your great work preventing dangerous and dirty fossil fuel infrastructure in your community.





Founded and chaired by former US Vice President and Nobel Laureate Al Gore, The Climate Reality Project is dedicated to catalyzing a global solution to the climate crisis by making urgent action a necessity across every level of society.

Today, climate change is standing in the way of a healthy tomorrow for all of us. But we know that practical solutions are right in front of us. We can create a healthy, sustainable, and prosperous future by making a planet-wide shift from dirty fossil fuels to clean, reliable, and affordable renewable energy. At Climate Reality, we combine digital media initiatives, global organizing events, and peer-to-peer outreach programs to share this good news with citizens everywhere and build overwhelming popular support for policies that accelerate the global transition to a clean energy economy.

To learn more, visit www.climaterealityproject.org