



Powerful Together

2030 Strategic Framework Executive Summary

The 2030 Strategic Framework provides a vision for the world Sierra Club wants to conserve, protect, and create. A vision that is firmly rooted in our [Core Values](#) of anti-racism, balance, collaboration, justice, and transformation. The Framework identifies 2030 goals to address systemic challenges that are accelerating the climate and extinction crises and deepening oppression.

The World Today and What Must Change

The cascading crises of climate disruptions, species extinctions, a nature equity gap, the pandemic, racial injustice, destruction of democratic institutions, and economic inequality combine to make today a “now or never” moment. We have a once-in-a-generation opportunity to advance a bold and transformational agenda that ensures everyone can exercise their human right to have clean air, fresh water, public access to nature, and a stable climate. As millions of people elevate demands for climate action and racial justice, the fossil fuel industry and other polluters increasingly bankroll politicians to sabotage our democracy, destroy wild lands, and gut environmental protections. We must transform our exploitative economy built on fossil fuels to a regenerative society built on sustainability, ecosystem protection, democracy, and interdependence. Sierra Club is committed to a future built on environmental, racial, economic, and gender justice; A world where humans treat each other, the Earth, and all species with humility, care, and respect.

2030 Goals

Sierra Club advocates beyond the leading edge of what’s probable to achieve what is possible. We [build long-term power](#) by addressing the climate crisis to achieve 100% clean energy for all. We push for vastly increased protections of public green spaces, waters, and wildlife. We partner with impacted communities to ensure all people benefit from clean air, fresh water, a stable climate, and a direct connection to nature. We don’t advance false solutions that push negative impacts forward in time, outside of the United States, or further stress frontline communities.

Working with our Chapters, Groups, and Outings Leaders and partnering with BIPOC-led organizations and First Nations we will by 2030:

- **Protect 30% of U.S. lands and water** by protecting priority lands critical to climate solutions, and provide connected wildlands and waters where wildlife, plants, and people thrive.
- **Cut the nature equity gap in half** by ensuring an additional 50 million people can exercise their human right to equitable and public access to nature outdoors.
- **Restore access to clean air and water, provide affordable clean energy, support family-sustaining jobs, and address inequities in our response to climate disruptions** by winning racial justice-centered environmental victories that transform the current extractive and exploitative economy to one that is restorative and just for all.

- **Transform our Energy System by:**
 - (1) **Stopping the expansion of the oil and gas industry:** Gas and oil production is at (or below) 2019 levels, industry internalizes the costs of pollution, and new markets for fossil fuels are blocked including oil exports, gas exports and petrochemical expansion.
 - (2) **Replacing fossil fuels with clean energy:** We will continue to eliminate coal and gas in the power sector and achieve 80% carbon pollution-free electricity by 2030; 60% of all new light-duty vehicles and 30% of all new heavy-duty vehicles will be electric, contributing to an 18% decrease in transportation sector oil use from 2019; and we will end the sale of gas appliances by 2030 while ensuring that electrification of homes is the most affordable and accessible option for all families and communities.
 - (3) **Shifting trillions of public and private dollars from the fossil fuel economy** to restore clean air and water, provide affordable clean energy, support good paying jobs, and increase the ability of communities to be resilient to climate disruptions.
- **Build power** by diversifying and expanding our base of millions of members and supporters—through our Chapters, Groups and Outings—to restore accountability to our democracy and economic system so that decision makers address the climate crisis, protect ecosystems, and dismantle systemic racism.

A Resilient Sierra Club to Meet the Challenges

Goal: Sierra Club becomes an interdependent organization that supports all Staff and Volunteers to take risks, learn, and live our values to advance our shared mission and vision.

At Sierra Club, we are a ‘power-ful’ collective of millions of changemakers dedicated to making a better tomorrow for our families, our communities, and our planet. United by a shared commitment to environmental, racial, economic, and gender justice, we fight for a future where all people benefit from a healthy, thriving planet and a direct connection to nature. As the climate crisis, habitat loss, and deeply entrenched systemic racism fuel inequity, we continue to advance a bold, transformational agenda that recognizes the interconnectedness between our planet, our humanity, and our democracy.

We live our Core Values of **balance, collaboration, transformation, anti-racism, and justice**. We are powerful together when we collaborate based on just relationships of mutual trust, respect, and solidarity. We believe in equal access and opportunity for everyone—especially those who suffer the most from pollution, environmental degradation, and systemic oppression. We share power, influence, resources, and commit to advancing fair and equitable processes, policies, and compensation. We hold ourselves accountable to continuously improve and innovate in order to create a welcoming and inclusive Sierra Club. Our success will depend upon our collective creativity, imagination, commitment, and optimism. As we work for a healthy and thriving people, organization, and planet, we also care for ourselves and each other by ensuring we rest, rejuvenate, and create a healthy work-life balance.