

Ready for 100% Renewable Energy

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Ready for 100% - Vision & Values

VISION

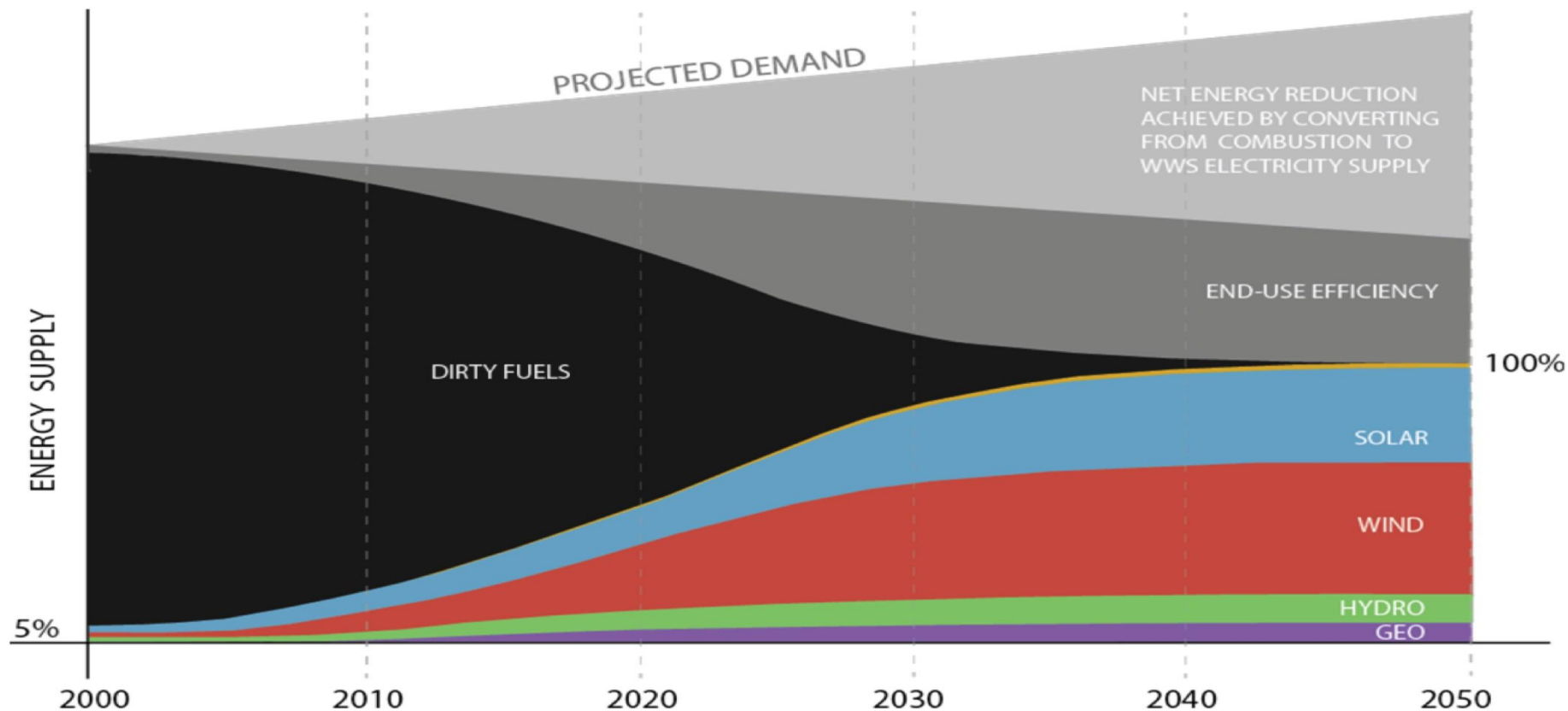
We envision a world powered by clean, renewable energy, like solar and wind, where all electricity, buildings and transportation are efficient and pollution-free; where people live in a healthy, clean environment; where communities most threatened by fossil fuels benefit first and most from a transition to clean and renewable energy; where individuals and communities have control over energy produced and consumed; where energy planning and decision making is local and democratic; and where hundreds of thousands of good clean energy jobs are helping families and communities to thrive.

VALUES

- Our energy systems need to be rooted in equity, democracy, and local control.
- Anyone can join us; everyone can contribute.
- We are powering this movement together.
- We prioritize relationships.
- We prioritize leadership from the local community.
- How we get there is as important as getting there.



100% by 2050 across the U.S. is possible



Working towards 100% Commitment

Committed to 100%

Powered by 100%



Powered by 100% Renewable Energy: These communities have fully transitioned to 100% clean, renewable energy sources to power the community's electricity needs.

Committed to 100% Renewable Energy: These communities have made city-wide commitments to transition to 100% clean, renewable energy no later than 2050.

Working towards 100% Renewable Energy: In these communities, Sierra Club and our allies are working to inspire city leadership to take ambitious steps forward by both committing their communities to 100% clean, renewable energy and pursuing near term steps to implement this vision.

Ready for 100% - Commitment Guidelines

A commitment to 100% renewable energy should include the following core elements:

- **All Electricity:** A full transition of at least the electricity sector to clean, renewable energy;
- **By 2035:** A target year for when this commitment will be achieved no later than 2035 for electricity and 2050 for all energy sectors;
- **Ensuring Equity, Affordability, and Access:** A commitment to achieving equity, affordability, and access for all members of the community in the transition to 100% renewable energy;
- **Clean and Renewable Resources Only:** A clear definition of clean and renewable resources; and
- **A Transparent and Inclusive Process:** A commitment to a transparent and inclusive process for planning and implementation, ensuring that all members of the community have an opportunity to participate.



Our Ready for 100 Campaign in the Upper Valley



Our Campaign in the Upper Valley



Initial interest in joining this campaign grew out of our local effort to stop a fracked gas pipeline. We wanted to be working toward solutions while we were continuing to fight the development of new fossil fuel infrastructure.

Our Campaign in the Upper Valley

Our Core Team of Volunteers:

- Joanna Sharf, Cornish Energy Committee
- Judith Colla, Sierra Club
- Allyson Samuell, Organizer
- Yolanda Baumgartner, Sustainable Hanover
- Barbara Duncan, Sierra Club
- Denis Rydjeski & Betsy Eldredge, Sierra Club
- Ariel Arwen, Lebanon Energy Committee
- Barbara & Alan Callaway, Sierra Club
- Karl Kemnitzer, Sierra Club
- Michael Hillinger, Sierra Club



Hanover, NH



- We officially launched our campaign in the Upper Valley with an aerial art photo on the Dartmouth College Green in August 2016.
- Over 125 people from over 20 towns throughout the Upper Valley participated in this action.
- Great way to build support, attract media attention, and raise community awareness.

Hanover, NH



- We developed a close relationship with the Sustainable Hanover Town Committee.
- In December 2016 the Sustainable Hanover Town Committee voted to officially endorse a transition to 100% renewable energy in Hanover, NH for all sectors by 2050.
- Our team presented to the Hanover Selectboard in January 2017 - and the Selectboard endorsed our goal.
- We worked with the Town Manager, the Sustainable Hanover Town Committee, and the Selectboard to draft an article which would be voted on during the Town Meeting.



Visibility in the Community:

- We created high profile events to reach a wide audience:
 - Group photo on Dartmouth Green
 - Executive Director of the Sierra Club at Town Hall
- We also attended many community events:
 - Hanover 4th of July parade
 - Tabled at the co-op and farmers markets

Our Campaign in the Upper Valley



Community Events:

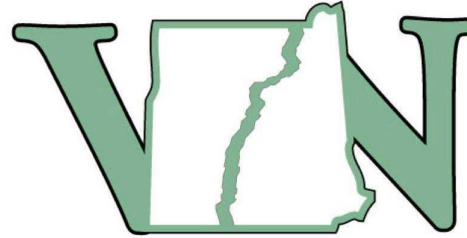
- We hosted monthly study groups so that we could learn more about how to successfully transition to 100% renewable energy.
- Potluck dinners with energy committee members
- Neighborhood gatherings
- Educational Events

Our Campaign in the Upper Valley



Media:

- We published op-eds and many letters to the editor
- We were able to get news coverage for most of our events.
- We were active on social media (Facebook, Twitter)



Hanover, NH



- On May 9th, 2017 at the annual Town Meeting, Hanover residents voted unanimously to commit to a goal of 100% renewable electricity by 2030 and 100% renewable heating/cooling and transportation by 2050.
- Hanover is the first town in New Hampshire to commit to a goal of 100% renewable energy and the first in the country to do so by popular vote.

Want to be Involved?



What happens next?

- Email Allyson!
- Attend orientation webinar
- Agreement on guiding principles
- Follow up conversation
- Join network and gain access to support on strategy and tactics, trainings, digital resources and toolbox, and the campaign network.

Questions?

Allyson Samuell, Associate Organizing Representative, Ready for 100

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Questions?

