Integrating Social Equity

[Lab team member name here]  
Climate Advocacy Lab
Overview

Lay a strong foundation:
- Identify why this matter to you
- Disrupt misperceptions that could hold you back

Address 4 Aspects of Integrating Equity:
- Ensure organizational/coalitional commitment
- Clarify specific actions you can take
- Get honest about the ways you may need to change
- Develop a culture change strategy

Ensure clear outcomes:
- Adopt “equity primes” like double-loop learning
- Practice rigorous evaluation
What we hope you carry forward:

**Lay a strong foundation:**
- Renewed clarity about what you have to gain, lose
- An expanded sense of who is “us”

**Address 4 Aspects of Integrating Equity:**
- A 4-quadrant framework
- Specific changes you can make
- Understanding personal <> political
- Several sets of principles

**Ensure clear outcomes:**
- Capacity to use equity primes
- Models for evaluation
Integrating Equity is...

Moral
• “The right thing to do.”

Strategic
• “How we build political power in response to shifting demographics.”

Imperative
• “Necessary, because those most impacted also hold lived and material expertise for how best to address intersectional issues and for demonstrating resilience.”
What this is… and is not

Is:

• The Lab’s offering on integrating “evidence-based” equity & justice work – including where we need more evidence
• A set of resources to support you

Is not:

• A replacement for trainings
• An argument for why this matters – we assume you’re here because it matters to you
• Sufficient; consider this a starting point, not an endpoint
Laying Strong Foundations
Recall why this matters to you

• Take a few moments to reflect
• Jot down your answer in a place where you can easily come back to it
Disrupt misperceptions that could hold you back

Many people **incorrectly** assume that only white people care about environmental issues, including climate change.

*High-school students in Denver march in observance of Earth Day, April 22, 1970.*

*Supporters of the Portland Clean Energy Fund celebrate turning in petition signatures, 2018.*
Disrupt misperceptions that could hold you back

Half of Latinos Would Participate
In a Campaign to Convince Elected Officials
to Take Action to Reduce Global Warming
- Including six in ten Spanish-language Latinos -
Research helps us flip the script

- Most research on Latinx communities
- More research needed on other non-white communities
- …but current evidence indicates that people of color disproportionately support climate action (case studies, public opinion polling)
4 Aspects of Integrating Equity

1. Ensure organizational/coalitional commitment
2. Develop individual workplans
3. Commit to your own transformation
4. Create a cultural strategy
**Bonus: a worksheet for you!**

### 4 Aspects of Integrating Equity

**WORKSHEET: 4 Aspects of Integrating Equity**  
*A holistic approach to advancing equitable outcomes*

Each quadrant addresses a different aspect of our experience, so interventions in each domain won’t necessarily be additive. Rather, they complement one another, so progress made in one dimension will facilitate and further progress in other quadrants.

<table>
<thead>
<tr>
<th>INTERIOR</th>
<th>EXTERIOR</th>
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</thead>
<tbody>
<tr>
<td><strong>Personal Transformation</strong></td>
<td><strong>Individual Workplans</strong></td>
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<tr>
<td>How might you need to change?</td>
<td>What specific actions can you take?</td>
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<td><strong>Cultural Strategy</strong></td>
<td><strong>Organizational (Coalitional) Commitment</strong></td>
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<tr>
<td>Which ground rules or principles for engagement can support your collective work?</td>
<td>What commitments need to be made by the bigger collective(s) you are a part of?</td>
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This framework draws from Ken Wilber’s “Four Quadrant” map, a basic component of Wilber’s Integral Model, which enables us to engage four important dimensions of human knowledge & experience: the physical, the systemic, the cultural, and the conscious (Integral Theory).
I. Organizational (or coalition) strategy

Ensure commitment

As you begin developing a climate campaign or initiative, consider…

• Are values of justice, equity, inclusion and diversity integral to your work?

• Does your organization or coalition support the (often tough) work of making these values real at each step of the way?
“Before delving into the policy ‘weeds’, we decided to first focus on some foundational goals…” These included:

• “…formalize the coalition into a sustainable alliance between advocacy groups focused on racial and social justice, climate justice, and local/sustainable food systems that can more effectively advance our shared goals and values…”

• “Develop this effort in a manner that is transparent and honestly identifies and addresses historical conflicts, biases and other obstacles to collaboration…” (page 11)
II. Individual Workplans
Clarify specific actions you can take

“...One of the biggest struggles we faced was helping community members see this as relevant to their lives... We worked with our affiliate leaders, primarily low-income people and people of color, to develop a racial and economic justice centered campaign narrative that described the situation around energy and the bill in terms of what was happening in our communities... Just as importantly, we developed and ran ongoing popular education sessions with our leaders on basically every facet of the bill...”

– from Winning on Climate Action in Trump’s America, a case study of the Future Energy Jobs Act
II. Individual Workplans
Clarify specific actions you can take

1. Identify a Choice Point
What is one of your points of opportunity to make or influence a decision that may affect equitable outcomes?

2. Assess Impacts
What are the impacts of current decisions and actions that may be unintentionally reinforcing bias, barriers or inequities?

3. Generate Options
What are some alternative action options that could produce different outcomes?

4. Decide Action
Which option will generate the most leverage, momentum or gain towards advancing equity and inclusion?

5. Change Habits
What reminders can be structured into your routine practices and protocols to make equity an ongoing priority and habit?

Key Jackson & Rachael De Cruz, Race Forward for InDEEP, 2018
A(nother) worksheet for you!

Choice Points for Developing Individual Workplans

4 Aspects of Integrating Equity
Choice Points for Developing Individual Workplans: clarifying specific actions you can take

1. Identify a Choice Point
What is one of your points of opportunity to make or influence a decision that may affect equitable outcomes?

2. Assess Impacts
What are the impacts of current decisions and actions that may be unintentionally reinforcing bias, barriers or inequities?

3. Generate Options
What are some alternative action options that could produce different outcomes? (Try to generate several of them.)

4. Decide Action
Which option will generate the most leverage, momentum or gain towards advancing equity and inclusion?

5. Change Habits
What reminders or “equity primes” can be structured into your routine practices and protocols to make equity an ongoing priority and habit? What relationships, supports, incentives or accountability measures could help?

The Choice Points guidance is taken from the work of Key Jackson & Rachael De Cruz, Race Forward for ONE37, 2018.
Get honest about the ways you may need to change

• Do you have blind spots you are aware of, but have not yet worked to shed new light on?

• Do you have trusted colleagues or partners that you can ask for feedback about how you show up in a room where diverse identities and experiences are represented?

• Are there interpersonal dynamics that you find challenging when divergent opinions and perspectives are voiced in the rooms you work in?
III. Personal transformation

Get honest about the ways *you* may need to change

“The personal sphere of transformation represents the **subjective beliefs, values, worldviews and paradigms** that influence how people perceive, define or constitute systems and structures, as well as their behaviors and practices.

“[…] *The personal shows up in the political and practical spheres* in material and non-material ways, influencing how people and resources are treated, both in the present and future.”

*Karen O’Brien, University of Oslo 2018*
Get honest about the ways you may need to change

- Peer Learning Exchanges
- Environmental Grantmakers of Color Convenings
- How to Be a Better White Ally programs
- …and more!

https://www.indeepinitiative.org/
IV. Create culture change

Develop a culture change strategy

“We no longer have Jim Crow laws, but we still have Jim Crow hate.”

– Patrisse Cullors
Artist & Co-founder of #BlackLivesMatter
IV. Create culture change
Using “principles for engagement” or “ground rules”

Jemez Principles
for Democratic Organizing

1. Be inclusive
2. Emphasis on bottom-up organizing
3. Let people speak for themselves
4. Work together in solidarity & mutuality
5. Build just relationships among ourselves
6. Commitment to self-transformation

Southwest Network for Environmental and Economic Justice, 1996
The BEAI Fund aims to…

- Build power in grassroots communities
- Strengthen infrastructure across the environmental and climate justice movements
- The BEAI aims to widen the pool of available funding towards advancing the climate and environmental justice
- In 2017, raised nearly $1 million

IV. Create culture change
Using the Jemez Principles (I)

The Jemez Principles for Democratic Organizing:

1. Be inclusive
2. Emphasis on bottom-up organizing
3. Let people speak for themselves
4. Work together in solidarity & mutuality
5. Build just relationships among ourselves
6. Commitment to self-transformation
IV. Create culture change

Using the Jemez Principles + Points of Unity

1. We seek a sustainable future for the earth and its people. We believe that all people have a right to live and make a living on a living planet.

2. We recognize climate change represents a serious threat to all and especially to vulnerable people such as workers, people of color, seniors, youth, and the poor. Governments at all levels need to act now because the warming planet puts prosperity out of reach for far too many.

3. We understand that unchecked corporate power jeopardizes a sustainable future. We support democratic and public control of the energy and finance sectors so that private interests never compromise the health and well-being of workers and our
Ensure Clear Outcomes
Adopt “equity primes” (like double-loop learning)

Organizational learning: detecting and correcting error

Single loop learning: the process enables the organization to carry on its present policies or achieve its objectives

Double loop learning: Questions underlying organization policies and objectives

Harvard Business Review, 1977
Adopt “equity primes” (like double-loop learning)

Assumptions → Action → Results

Single loop learning
Improve understanding by considering results

Double loop learning
Improve understanding by revisiting assumptions

Harvard Business Review, 1977
Adopt “equity primes”
(like double-loop learning)

- **Communications** Who tells the story?
- **Decisionmaking** Who makes the decisions?
- **Beneficiaries** Who benefits, and how?
- **Additional stakeholders** Who else will this impact?
- **Powerbuilding** How will this build or shift power?
Similarly, KFTC’s measurement of their Power House Project allowed staff to be clear on on failures & successes:

“We fell short of many of the metrics we set for ourselves—including for average attendance at each workshop.

“However, we believe that the deep relationships we built with a small number of KFTC members and prospects who were brought into this work for the first time, makes up for these shortcomings.”
Practice rigorous evaluation

The Sierra Club’s 2019 multi-year equity plan:

- **reports-back** on the organization’s 2015 goals (using methods like surveys to capture more qualitative data, like employees’ experience of “inclusivity” at the organization) and

- **outlines goals** for 2019
Practice rigorous evaluation

2015 Goal
“Staff and volunteers report Sierra Club as a welcoming and respectful place to work and volunteer…”

2015 Report-back
“Staff have experienced an increased feeling of inclusivity since the adoption of the 2015 Multi-Year Plan. This can be seen in the 2014 Assessment where 73% of staff reported feeling “valued” as compared to 79% in 2016.”

2019 Goals
“…to create and foster an inclusive organizational and workplace culture — a culture that grows, nurtures and retains diverse, engaged teams of staff and volunteers. Sierra Club also seeks to become an organization that is reported as being a welcoming and inclusive place to practice allyship, work, volunteer and enjoy the planet.”
In summary, we hope you carry forward:

**Lay a strong foundation:**
- Renewed clarity about why *your* skin is in the game
- An expanded sense of who is "us"

**Address 4 Aspects of Integrating Equity:**
- A 4-quadrant *framework*
- Specific *changes you can make*
- Understanding *personal <> political*
- Multiple sets of *principles* to guide cultural change

**Ensure clear outcomes:**
- Capacity to use *equity primes*
- Models for *evaluation*