



Equity in Action: Purpose, Framing + Outcomes

Guiding Principles for Shared Prosperity

- Development must happen *with* people, not *to* people.
- Reduce local and regional disparities for balanced growth.
- Promote coordinated, galvanizing investments that result in measurable success based on outcomes for people, planet, and profit.
- Ensure meaningful community participation, leadership, and ownership in change efforts.



Source: <http://partnershipforsouthernequity.org/>

Relationships Matter!

Ecosystem Definitions

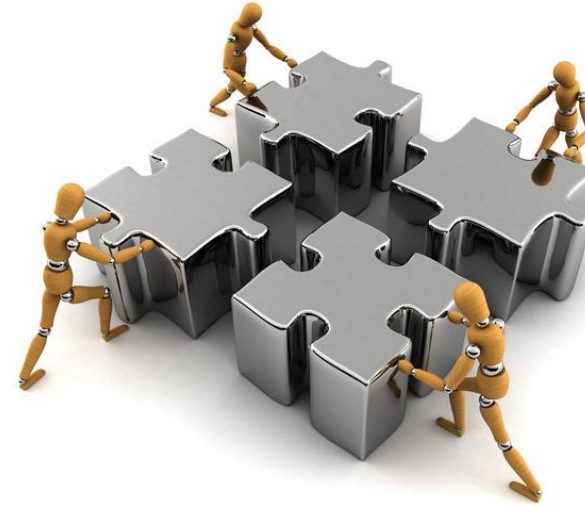
- A system formed by the interaction of a community of organisms with their physical environment
wordnetweb.princeton.edu/perl/webwn
- A complex set of relationships of living organisms functioning as a unit and interacting with their physical environment.
www.adrc.asia/publications/terminology/top.htm



Source: <http://partnershipforsouthernequity.org/>

Equity Ecosystem

Justice infrastructure formed when equity organizations and champions coalesce as a community to influence the established systems that affect their social, political, economic, and natural environment.



A weak Equity Ecosystem

- weakens the ability of organizations to realize and sustain local and regional agendas for equitable development.
- minimizes our ability to counter regressive governmental and institutional policies promoted by anti-equity interests.

Source: <http://partnershipforsouthernequity.org/>

Equity Ecosystem

A weak Equity Ecosystem minimizes:

- Our ability to develop a **unifying narrative** and vision for our communities that would challenge the current narrative.
- Our **competitiveness**
- Our ability to create a strong and balanced participatory **democracy**.

Source: <http://partnershipforsouthernequity.org/>

Growing a Strong Equity-Ecosystem for the American South

**A STRONG EQUITY ECOSYSTEM
MUST BE GROWN AND
SUSTAINED IN THE AMERICAN
SOUTH!**

“When spider webs unite they can tie
up a lion.”

-Ethiopian Proverb



Source: <http://partnershipforsouthernequity.org/>

Network of Mutuality

- **“Shared Destiny”** mantra serves as spiritual foundation of Equity Atlanta Network
- **“Silo Busting”** promotes collaboration for systems change (Policy Change + Institutional Change)
 - “Power With” (Partnership and Collaboration) vs. “Power Over” (Domination and Control)

Source: <http://partnershipforsouthernequity.org/>

Changing the Rules: Social Change vs. Systems Change

Social Change

- Social Process whereby the values, attitudes, or institutions of society, such as education, religion, government, and industry become modified
- **Social change means altering the rules of the game.**

Systems Change

- A phenomenon where individuals, organizations, policies, and regulations **come together** to create a **new way** of doing things that is both feasible and sustainable.
- Means making change that endures and changes at the heart of the system in question.
- Does not mean tweaking parts of a system but impacting change across all elements of the system.
- **System change means developing brand new rules or replacing the game!**

Source: <http://partnershipforsouthernequity.org/>

Principles in Action

Energy Equity

- Communities of color and low-income communities are more likely to:
 - Be exposed to air pollution from coal plants,
 - are most vulnerable to the effects of climate change, and
 - stand to benefit the most from energy efficiency and employment programs that help lower bills.
- Unfortunately, these communities are under-represented in energy planning and decision making process.



Source: <http://partnershipforsouthernequity.org/>

Energy Equity
is the fair
distribution of the
benefits and
burdens from
energy production &
consumption.



Source: <http://partnershipforsouthernequity.org/>

The Just Energy Circle is an inspiring, morally-grounded collaborative effort that empowers sustainable, self-sufficient communities and participation in developing clean energy solutions that benefit everyone.



Source: <http://partnershipforsouthernequity.org/>

JEC works to establish structures to ensure that energy opportunities are available to all, including low-income protections, fair prices, freedom from negative health impacts, and access to employment.



Source: <http://partnershipforsouthernequity.org/>

JEC seeks to inspire new, diverse, authentic leadership that is recognized in prominent decision-making positions in both civic and private sectors.



Source: <http://partnershipforsouthernequity.org/>

JEC Principles

1. We believe that community engagement is vital for the progression of self sufficient people and neighborhoods.
2. We believe in access to high quality energy at a fair price for all.
3. We believe in sustainable relationships, partnerships & solutions for ever-pressing issues in the American South.
4. We believe in transparency and accountability on behalf of energy providers.
5. We believe that equity should be the principal growth model for the American South.
6. We believe in honoring the idea that all people have a part to play in our emerging green sector economy.
7. We believe in utilizing and leveraging a combination of the best field and scientific research to find the best energy solutions.



Source: <http://partnershipforsouthernequity.org/>

Member Organizations

- Fulton Atlanta Community-Action Authority
- Georgia WAND
- Georgia Community Coalition
- Southeast Energy Efficiency Alliance
- Southern Alliance for Clean Energy
- Georgia Watch
- Center for Sustainable Communities
- GreenLaw
- Environment Georgia
- Southern Environmental Law Center
- Partnership for Southern Equity



Source: <http://partnershipforsouthernequity.org/>

JEC Efforts To Date

- Developing a compelling frame that elevates energy as an equity issue.
- Educating and galvanizing diverse populations that may not be as familiar with energy issues to understand how energy decisions affect them and how they can actively engage in solutions.
- Highlighting health, economic and climate disparities and rate impacts of our energy decisions for seniors and low- and moderate-income citizens.
- Making a business case for how energy equity leads to stronger economic development in our communities.
- Working toward a public process to inform energy decisions that reflects the diversity of our communities in Georgia and beyond.

Source: <http://partnershipforsouthernequity.org/>



METRO
ATLANTA
EQUITY
ATLAS

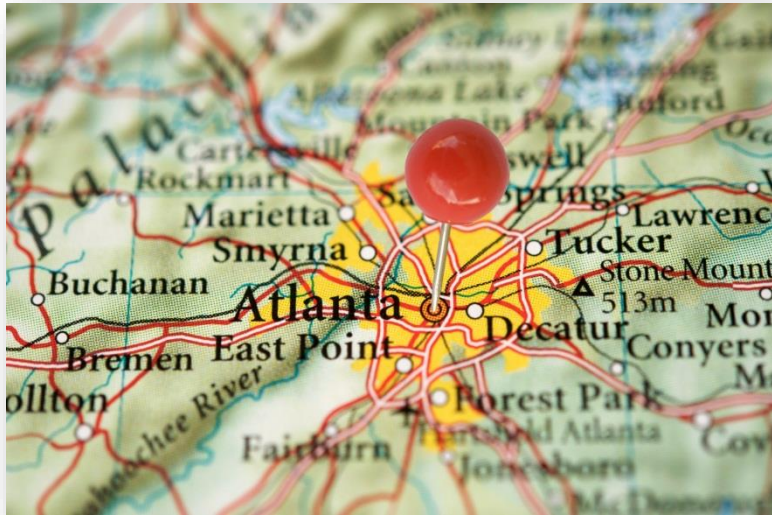
ONE REGION
ONE REALITY
ONE FUTURE

Source: <http://partnershipforsouthernequity.org/>

SSDN Advancing Equity in Energy Efficiency



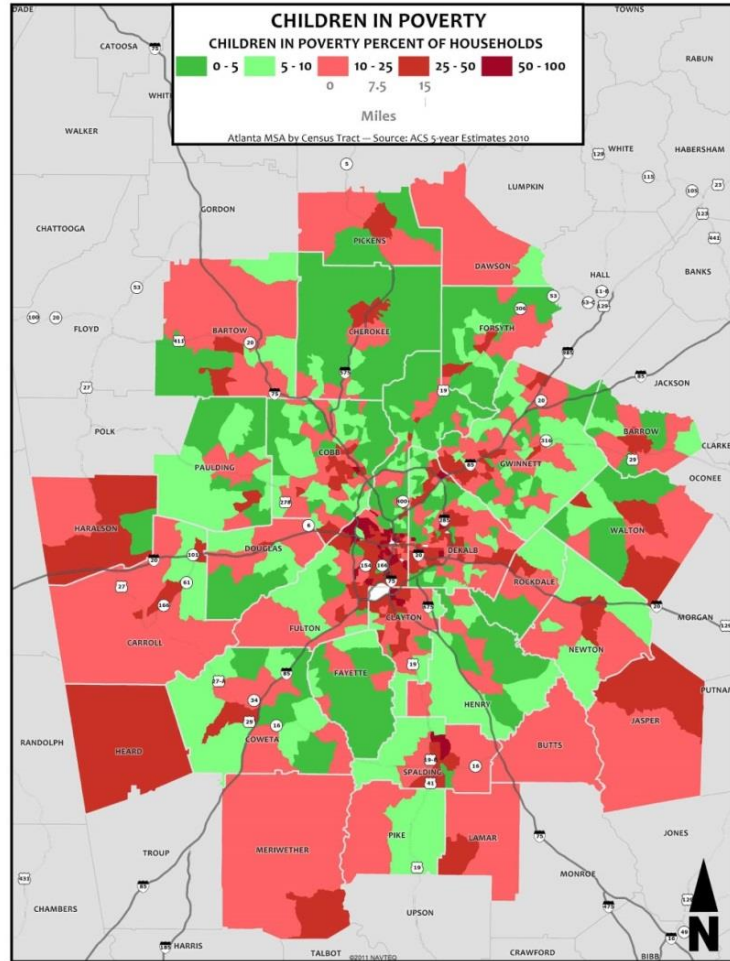
Purpose



To provide regional stakeholders with an up-to-date, easily accessible, data-rich resource capable of informing the larger debate on how to create a more fair and equitable region.

Source: <http://partnershipforsouthernequity.org/>

Demographics



Source: <http://partnershipforsouthernequity.org/>

Ingredients for Successful Equity Coalitions

- Designate Anchor Institution (s) to provide guidance/support for coalition
- Coalition must serve as both “mirror and magnifier.”
- Must be able to clearly articulate short-term and long-term success to partners.
- Be sensitive to the dynamics of POWER inside your coalition.
- Learn from successful past/current partnerships in your community.
- Understand the “Rules of Engagement” in your community.
- Lead from the CENTER!

Source: <http://partnershipforsouthernequity.org/>

Lessons Learned

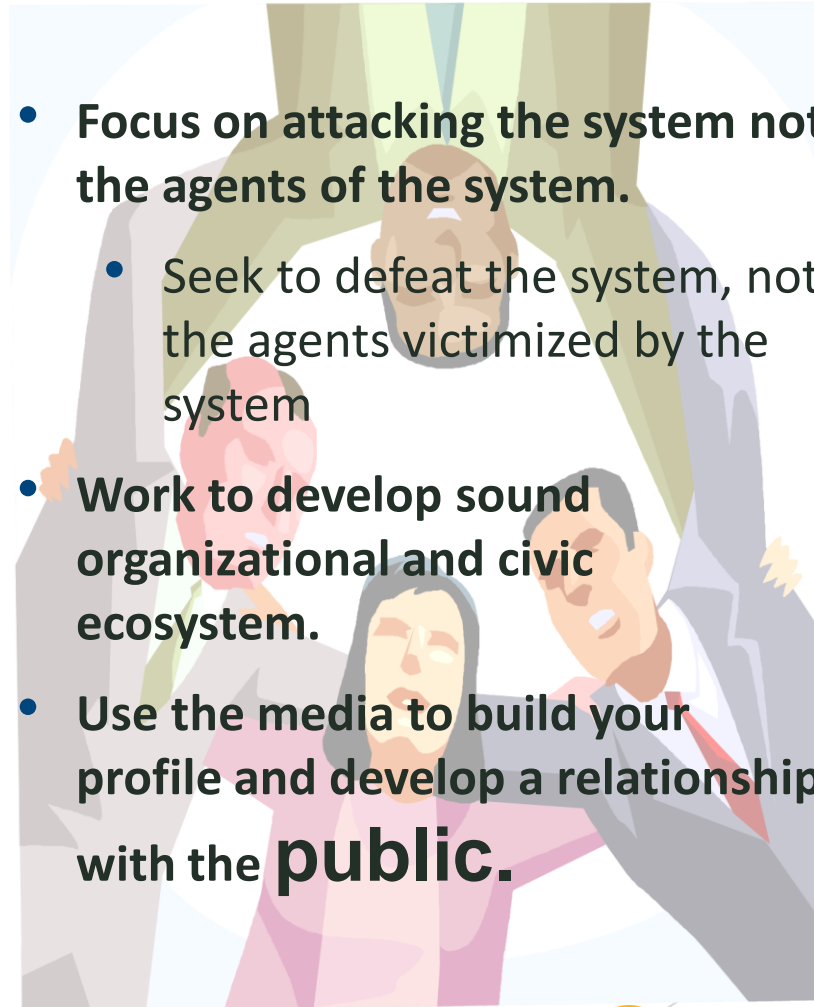
- If you want to lead you have to be willing to serve.
- Partnerships = Power
- Relationships are key to building successful partnerships
- Develop partnership principles/statement of values, short-term/long-term success measures early in process
- Equity is not a tactic but a way of being.

Source: <http://partnershipforsouthernequity.org/>

Making a Sustainable Impact

- Must understand the initial rules of engagement.
- Understand the environment (Political and Social)
- Get the Facts
- Understand how your issue connects and is influenced to the broader community.
- Understand your Opposition
- Find your Allies (Common and Uncommon)
- Utilize your equipment
 - Policy Tools
 - Best Practices
 - Effective Champions

Source: <http://partnershipforsouthernequity.org/>



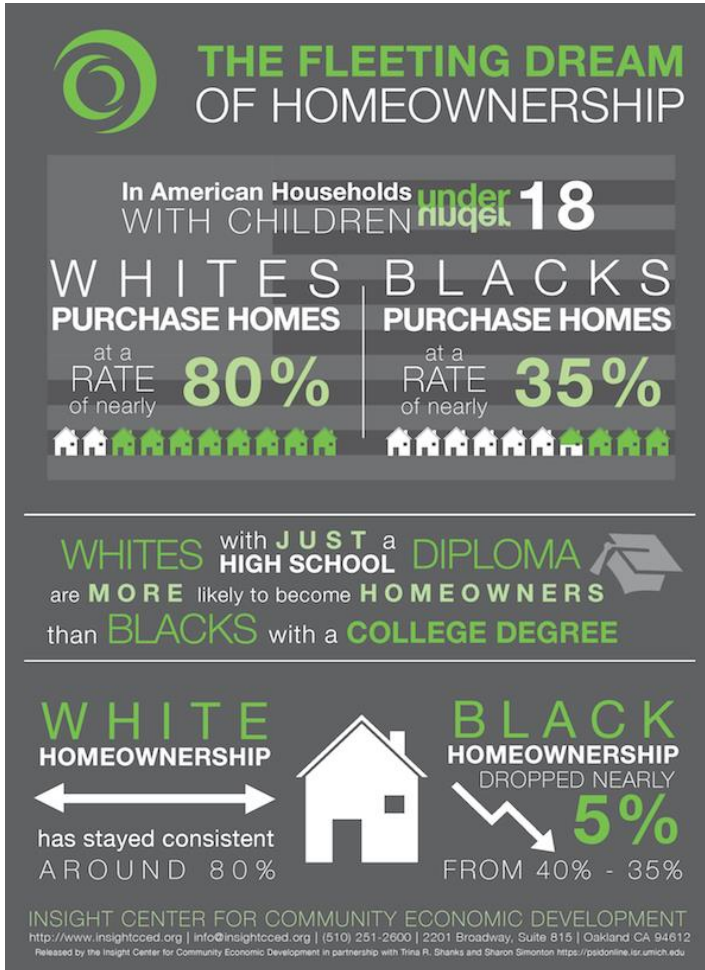
- Focus on attacking the system not the agents of the system.
 - Seek to defeat the system, not the agents victimized by the system
- Work to develop sound organizational and civic ecosystem.
- Use the media to build your profile and develop a relationship with the **public.**

Applying Equity Lens to EE Programs

- Do recipients think they have a choice in participating?
- How do you know if you are doing more harm than good?
- Are you reaching individual/community influencers with services first?
- Are you collaborating with other departments/agencies/organizations to multi-solve while you are delivering services?

Source: <http://partnershipforsouthernequity.org/>

Applying Equity Lens to EE Programs



How are you serving those who don't own their homes??

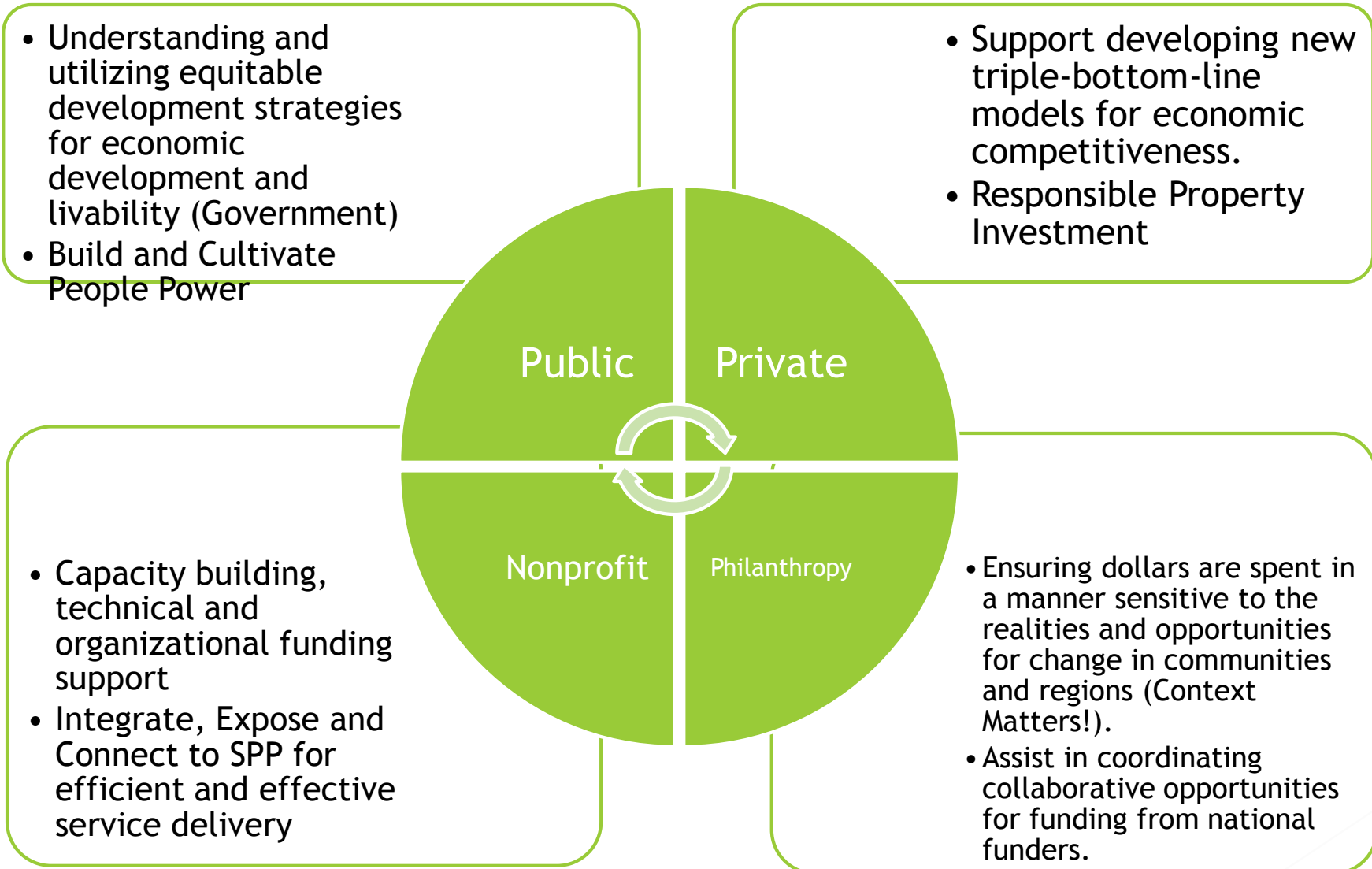
Source: <http://partnershipforsouthernequity.org/>

Policy Solutions for Energy Equity

- RPS
- Net metering
- EE Resource Standards - IRP
- Local Hire
- MBE
- *If electric utilities fulfill 20% of their electric sales through renewable energy by 2020, 1.9 million jobs can be created across the US.*

Source: <http://partnershipforsouthernequity.org/>

A New Covenant for Energy Equity



Source: <http://partnershipforsouthernequity.org/>