



Mobilizing to Fight Climate Change



The UN Intergovernmental Panel on Climate Change (IPCC) issued a new report in October 2018: We must drastically reduce our greenhouse gas emissions by 2030, or we will be locked into a path that will be devastating to people and all life on Earth. The world will increasingly be subject to drought, floods, fires, extreme heat, dangerous storms, crop failures, and mass migrations from afflicted regions.

350 Madison mobilizes people in our community to fight climate change.

350 Madison is dedicated to reducing the amount of CO₂ in the atmosphere to below the safe level of **350 parts per million**. We were founded in 2012 by a diverse group of citizens who shared a deep concern about climate change. We now have an active, growing base of volunteers and supporters in Madison and south-central Wisconsin. We're one of 160 local US chapters of 350.org, a global organization fighting climate change, whose network extends to 188 countries.

350.org chapters use online campaigns, grassroots organizing, and public actions to oppose new coal, oil, and gas projects. We work to stop investment in fossil fuel projects and build 100% clean energy solutions for all.

Change will happen only if ordinary people work together to make their voices heard.

OUR CAMPAIGNS

- **Tar Sands:** We work to block the extraction, transport, and processing of dirty tar sands oil, focusing on Wisconsin pipelines built by Enbridge, a Canadian corporation. Tar sands are a major contributor to climate change, and pipeline spills pose major risks to Wisconsin's environment.
 - We played a critical part in delaying Enbridge's expansion of its Line 61 pipeline in Wisconsin. We worked with Dane County to attach an oil spill clean-up insurance requirement to Enbridge's permit to increase the pipeline's capacity, and helped landowners take Enbridge to court for evading those requirements. Our case won in the Wisconsin Court of Appeals.
 - With local groups, we organize landowners ahead of Enbridge's anticipated effort to build a new Line 66 pipeline through Wisconsin.
- **Divestment:** We pressure banks, pension funds, and other financial institutions to stop investing in the fossil fuel industry. We've participated in fossil fuel divestment campaigns, persuaded a local credit union to adopt a fossil-free policy, and encouraged individuals to switch to sustainable investments.
- **Community Energy:** We encourage local governments, utilities, businesses, and individuals to convert to renewable energy sources. We work closely with cities in Dane County on renewable energy conversion plans.

HOW WE WORK

- **We promote clean, renewable energy and energy efficiency.** Energy production must change to favor wind, solar, and other renewables. We must also increase energy efficiency in homes, transportation, and businesses.
- **We advocate for major change.** Time is of the essence. National and state governments must immediately promote and fund bold new programs to reduce dependency on cars, create millions of green renewable energy jobs, and advance energy conservation.
- **We collaborate.** Progress happens faster when we work together with tribal governments, businesses, environmental activists, faith communities, communities of color, and those most impacted by climate change.
- **We are committed to climate justice.** The transition to renewable energy must not put an unfair burden on people already hurt by climate change, and we must find jobs for workers who will be displaced. In crafting solutions, the people hit hardest by climate change must be at the table.
- **We mobilize people to speak out.** We plan, publicize and participate in local and national campaigns, global days of action, marches, parades, and rallies. We do informational tabling at farmer's markets, fairs and other local events. We write letters to the editor and op-eds.
- **We use creativity and art.** Creativity and art can succeed where words fail. We use banners, street theater, and representations of nature to inspire new people to get involved.

HOW CAN YOU HELP?

- **Learn more!** Sign up for email on 350madison.org.
- **Volunteer.** Go to “[Get Involved](#)” on 350madison.org.
- Consider a tax-deductible donation. Go to “[Donate](#)” on 350madison.org.
- Follow us on [Facebook](#) and [Twitter](#).
- Attend our [monthly meetings](#). Go to: 350madison.org/monthly-meetings/
- Participate in an [event or demonstration](#).
- Share your concerns about climate change with friends. [Write a letter to the editor](#).

350madison.org



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350 Madison is a 501(c)(3) organization (FEIN 81-0817375). Donations are tax deductible as allowed by law.