



# POLITICAL AND MARKET MOBILIZATION FOR ENERGY EFFICIENCY IN TWO INTERFAITH SOCIAL CHANGE ORGANIZATIONS

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## Faith communities in action



# Outline

- Assess the dominant thinking behind mainstream energy efficiency programs
- Explore alternative rationales for social action and social change
- Examine efforts to diffuse energy efficiency and renewables in faith-based organizations
- Assess how networked social change organizations foster change within institutional settings

# Beyond the self-interested, utility-maximizing individual and the psychological subject responding to peer pressure

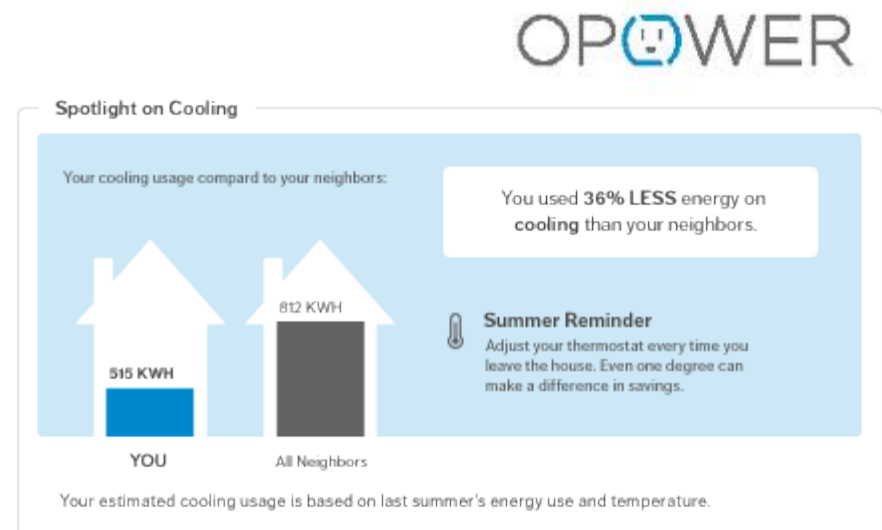
## Neoclassical economics

Rebates and incentives

Emphasizes cost-savings associated with energy efficiency technology adoption and behavior change

## Social psychology

Detailed (but anonymous) utility bills comparing your energy usage with that of your neighbors





# Systems of Exchange Typology

|                       |  | Structure of social relations               |   |
|-----------------------|--|---|---|
|                       |  | Universalistic<br>(act toward all the same) | Particularistic<br>(act toward outsiders differently) |
| Basis<br>of<br>action | Instrumental<br>rationality<br>(means<br>calculus)                   | <i>Price system</i>                         | <i>Associative system</i>                             |
|                       | Substantive<br>rationality<br>(calculus in<br>relation to an<br>end) | <i>Moral system</i>                         | <i>Communal system</i>                                |

Biggart and Delbridge, 2004, *Academy of Management Review*, 29: 28-49.

# Direct Selling Organizations: Leveraging Social Relationships



Biggart, 1989



**AMWAY** A WORLD CLASS BUSINESS

## Amway & Success

**Ben Physick and Jani Evans**  
Kellyville Ridge, New South Wales

Ben, who still enjoys working part-time as a personal trainer, says that Amway has taught him things about business that even his university degree didn't. For him, Amway represents a cash flow and a future plan for the couple's financial security. For Jani, who's been able to earn a part-time income while studying for her degree in occupational therapy, the business has integrated into her lifestyle.

"We now have options," she says. "And that can range from the sort of part-time income we're both now enjoying, all the way to the equivalent of a couple of very impressive full-time salaries. Amway is a great way to start your own business."

**"Amway products just keep getting better and better."**

Best moment: Receiving our \$25,000 bonus cheque Next goal: Quality to travel to Hamilton Island in 2010



# Interfaith Power and Light: A Religious Response to Global Warming



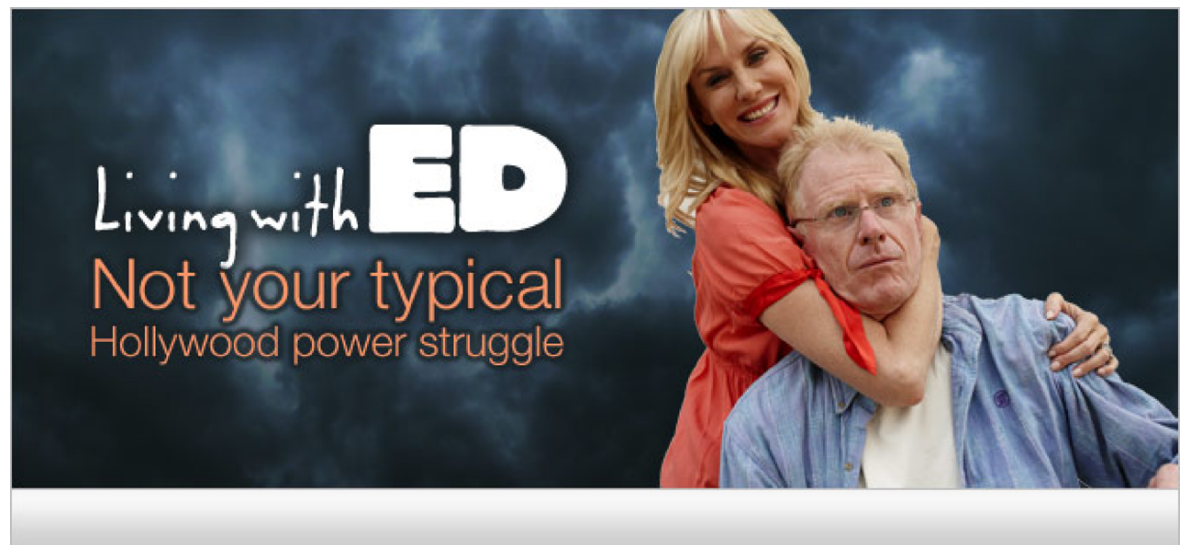
"O" Magazine, July 2010



## GreenFaith: Leadership and Certification Programs



# 4<sup>th</sup> Annual CIPL Energy Oscars—2010





# 5<sup>th</sup> Annual CIPL Energy Oscars—2011



# Direct Selling? *Great holiday gifts from Interfaith Power & Light*

ShopIPL.org



Instant Discounts Available for Faith Organizations through This Online Store



## Energy efficient LED holiday lights



# More energy efficiency-related products available on the IPL website



Chimney Air Sealing



Window air sealing



Ceiling fans



Refrigerator thermometer



Water heater blanket



Caulk



Smart Powerstrips

## Local decision-making in congregation renovation project

- Protestant congregation in a progressive, affluent and educated community
- Member of CIPL—but not highly active in the organization
- Has a green team
- Faith leader preaches about ecology and faith
- About 200 active members
- Capital campaign for renovation project raised \$1 million in pledges

## Local decision-making in congregation renovation project

- Early priority-setting meeting—potluck lunch, 65 members in attendance
- Worked with a consultant on decision-making processes
- “We will try to be green as much as we can, that’s kind of our given. Our goal is to exceed the city standard for greening as much as we can . . . There are many levels to green.” (congregation president)



# Mission priorities

- Worship and Music **23%**
- Welcoming and Hospitality **30%**
- Fellowship, Community and Education **30%**
- Communication, Administration & Staff **8%**
- Super green **9%**
  - “If you’re ‘Kermit the Frog’ green. If you want us to be the gold standard for our city with LEED certification, high energy efficiency, etc.”

# Recipes for Action: Reducing Uncertainty



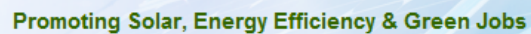
  
**GreenFaith**<sup>SM</sup>  
Certification Program



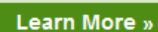
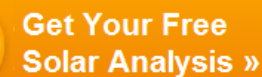


# Increasing Motivation: Commitments and Goal-Setting





**SIGN UP FOR UPDATES »**

[Learn More »](#)

# Faith leaders and social change





# Political Mobilization

## AB32: California Global Warming Solutions Act



## Take Action! Tell Your Senators: be a Climate Convert!

*“Religious leaders representing a wide spectrum of faiths and regions across California announced they are joining forces to defeat **Proposition 23**, the November ballot initiative that aims to overturn California clean air and clean energy law.”*

“As a person of faith with a strong concern that global warming disproportionately affects the poor and vulnerable in our country and abroad, I urge you to oppose all riders to the **FY11 Interior Appropriations bill** that block or delay enforcement of the **Clean Air Act** . . . . . I believe we all have a moral responsibility to protect Creation and to protect our neighbors.”



# A growing social movement



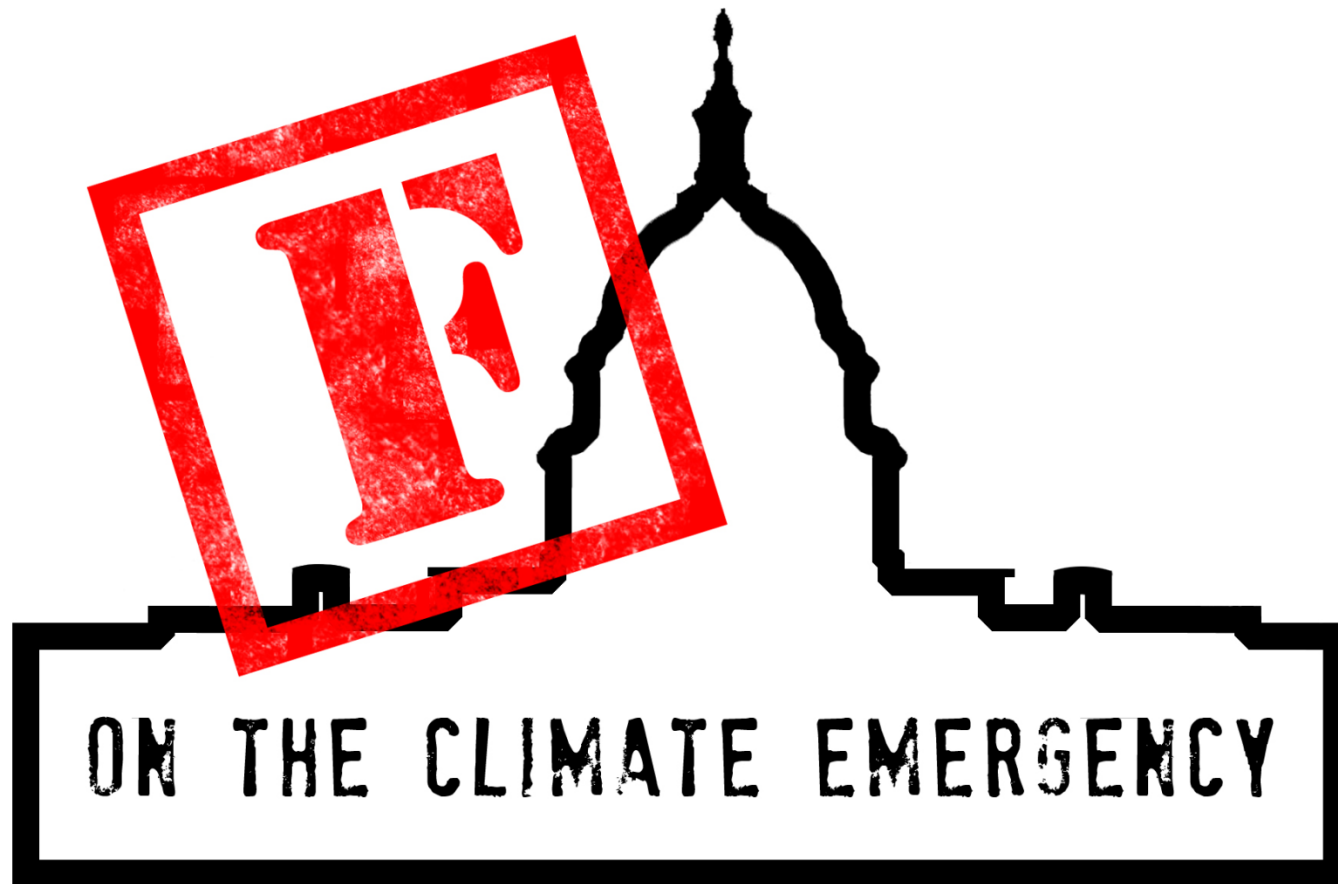
**Climate Change**  
**is a Moral Issue**

[www.interfaithactiononclimatechange.org](http://www.interfaithactiononclimatechange.org)



# Growing partnerships between secular environmental and religious organizations

Moral Call to Action on Climate



# EcoFaith Recovery

*Cultivating spiritual recovery from consumerism to heal the web of life on earth*



- HOME
- ABOUT US
- INDIVIDUALS & GROUPS in recovery
- CALLING our INSTITUTIONS into recovery
- BLOG
- JOIN US
- GIVE

GET TO KNOW US

- Meet our Core Team
- Meet our Interns
- Meet our Trainers

GET TRAINED

- Ecology of Grace and Justice Course
- Greening your Congregation

COLLABORATING WITH

## Welcome to EcoFaith Recovery

EcoFaith Recovery is a growing network of Lutherans and other Christians in the Portland metropolitan area – and expanding throughout Oregon and the Pacific Northwest – who are waking up to the profound ecological-economic-spiritual crisis we are facing on the planet. This crisis is manifest in our most personal stories, in our most beloved institutions, and in the most global issues of our time. We are here to discover together the deep causes of this crisis, as well as the deep spiritual and communal resources that enable us



MAKE A DIFFERENCE

**Click here to connect for change!**

**Click here to give for change!**



# “For the Love of God: Caring for Creation”





# Conclusion

- Multiple logics inform human action
- People are socialized within institutions
- Social relationships and social institutions can be leveraged to drive behavior change
- Social change organizations that create recipes for action and foster mutual awareness of organizations within a field can help accelerate institutional change