

# FAITH-BASED ORGANIZATIONS AND THE RELIGIOUS ENVIRONMENTAL MOVEMENT: OPPORTUNITIES FOR COLLABORATION AND ENGAGEMENT

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# Outline

- Thinking sociologically about economic action
- Leveraging existing social institutions for community engagement and behavior change
- Growing religious environmental movement
- Fostering the legitimacy of environmental action by faith communities

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

## Neoclassical economics

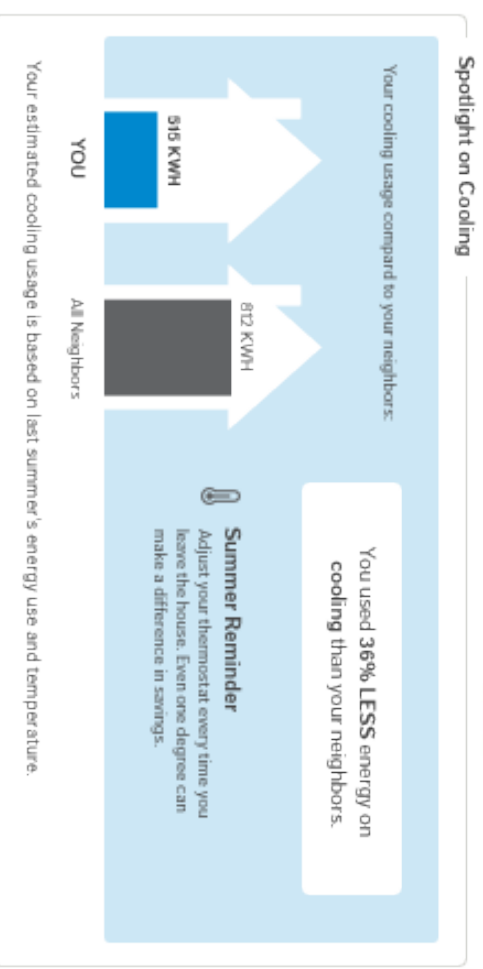
Rebates and incentives

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

OPower



# Systems of Exchange Typology

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

# Direct Selling Organizations: Leveraging Social Relationships



Biggart, 1989



AMWAY! A WORLD CLASS BUSINESS



Ben Physick and Janti Evans

Keltyville 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 Janti, 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: Qualify to travel to Hamilton Island in 2010





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Joshua Lott for The New York Times

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# Mapping Existing Community Resources





# Climate Crisis: Putting Faith in Action





# California Interfaith Power & Light Annual Energy Oscars



# GreenFaith: Leadership and Certification Programs





# Recipes for Action + Mutual Awareness



  
**GreenFaith**  
SM  
Certification Program





# Fostering the Legitimacy of Social Change



# Political Mobilization

## AB32: California Global Warming Solutions Act



# 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



# Faith leaders and social change



# EcoFaith Recovery

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



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CALLING our INSTITUTIONS into recovery ↕

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## 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



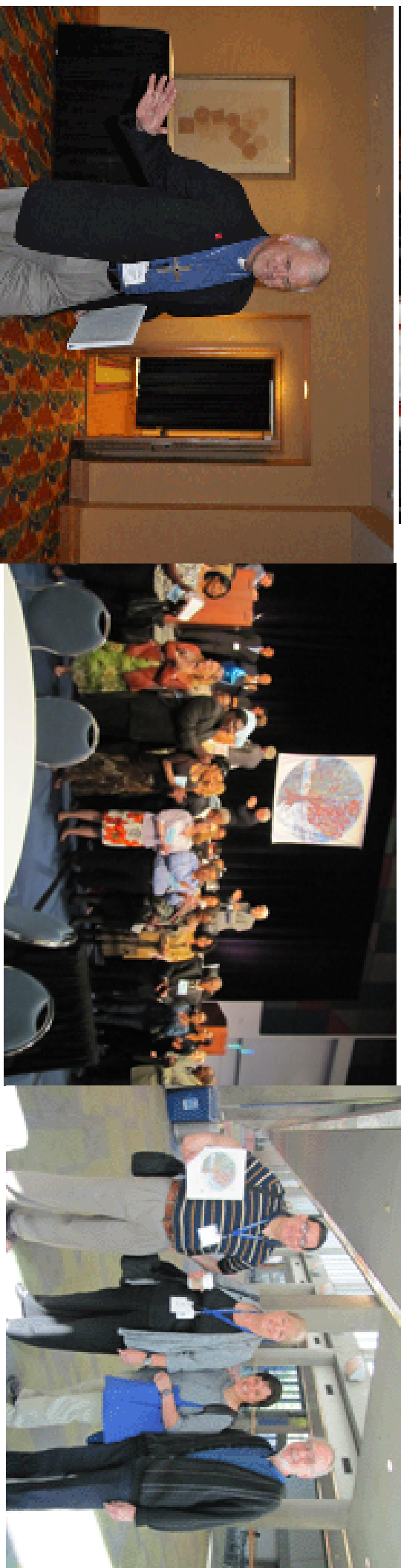
## MAKE A DIFFERENCE

Click here to connect for change!  
Click here to give for change!

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





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Home > Buildings & Plants > Congregations > Welcome Packet > A White House Call to Action

# The White House Hosts “Greening America’s Congregations through Energy Efficiency”

On September 13th 2012, the White House convened diverse faith-based and non-profit leaders to encourage our nation’s houses of worship to take action to reduce their energy use with help from ENERGY STAR. Hosted by the White House Office of Faith-Based and Neighborhood Partnerships, speakers throughout the day called America’s congregations to promote environmental stewardship through greening their houses of worship.

You too can take action by helping to make your house of worship more energy efficient. Read on to learn what you can do and how EPA can help!

## Taking Action

If America’s more than 370,000 houses of worship cut energy use by only 20 percent, together we would save nearly \$630 million, cut electricity use by more than 3.6 billion kWh, and prevent more than 2.6 million tons of greenhouse gas emissions, equivalent to the emissions from about 480,000 cars. However, most congregations can cut energy costs by up to 30 percent by investing strategically in efficient equipment, facility upgrades and maintenance. Your congregation can more easily improve the stewardship of your budget’s energy dollars and of the earth by reducing energy waste and energy costs, while protecting the environment.

[Executive Summary of ENERGY STAR Action Workbook](#) (310KB)

## Apply for White House Recognition

The White House recently announced a first-of-its-kind public recognition opportunity for houses of worship, and you may already be eligible. Recognition will be provided for three milestones:

- Benchmarking the energy use of a house of worship (available only to congregations who started benchmarking in 2012 and have current weather-normalized source EUI value in Portfolio Manager),
- Earning EPA’s ENERGY STAR certification,

# Conclusion

- Multiple logics inform human action
- People are socialized within institutions; they 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