The Green Social Movement

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Social Movements

- A form of contentious collective action aimed at impacting issues politically and socially.
- Include individuals and groups.
- Can be local/regional/national/global.
- Engage in a variety of activities.
Major Types of Social Movement Activities

- Lobbying and Litigation
- Direct Action
- Framing
- Public Education/Awareness Campaigns
- Research and Policy Formulation
- Private and Public Partnerships
What is the green social movement?

- Environmental Movement
- 2 waves of the U.S. Environmental Movement
  - Conservationism
  - Environmentalism
Major catalyst for the modern day environmental movement.
3rd Wave of the Green Social Movement (?)

- Climate Protection Movement
  - Established environmental organizations
  - New organizations focusing exclusively on climate change
- Climate Justice
  - Addresses disproportionate impacts of climate change.
Examples of U.S. Climate Protection Activism

- Thinking Globally, Acting Locally.
  - Step It Up/1Sky
    - www.1sky.org
  - Focus the Nation
    - mollie@focusthenation.org
  - The Alliance for Climate Protection: The We Campaign
    - http://www.wecansolveit.org/page/group/FlagstaffGroup/members
  - Rising Tide’s Direct Action Campaigns
  - Sierra Club’s Cool Cities Campaign
  - Energy Action Coalition: Campus Climate Challenge
Help Expand the Scope of Conflict!

- Donating time to organizations focusing on climate protection solutions is a great way to get involved.
- Many groups have information on solutions for individual and collective action to combat the problem.
- I urge you to check out the booths here today for opportunities to get involved locally!