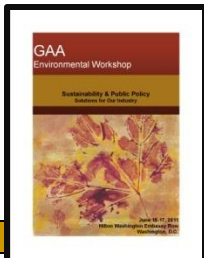


Environmentalism in 2011

June 16, 2011

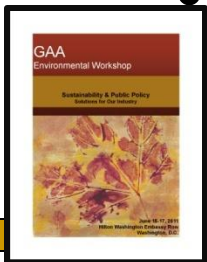
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Environmentalism in 2011

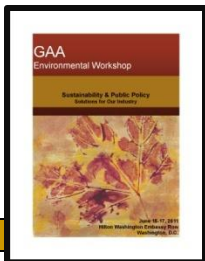
- Disappointment on climate issue
- Ambivalence regarding Administration
- National-grassroots tension
- Economy complicating strategies
 - Resources
 - Public priorities
- Anxiety in wake of *Citizens United*



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Response: National Groups in D.C.

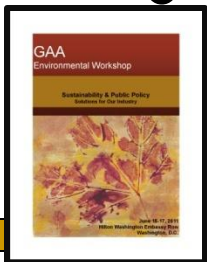
- Defending EPA authority to regulate greenhouse gas emissions is highest priority
- Defending other authorities as well
- Aligning with Obama on conservation, water
- Using 1995 playbook; looking to 2012



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Response: National Groups outside D.C.

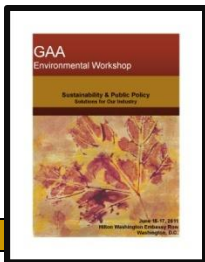
- Emphasis on climate in local issues
 - Conservation
 - Adaptation
 - Extended Producer Responsibility
 - Green jobs
- Coal is top priority
- Listening to grassroots



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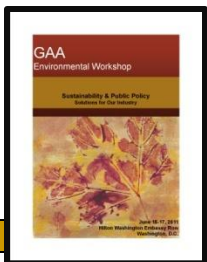
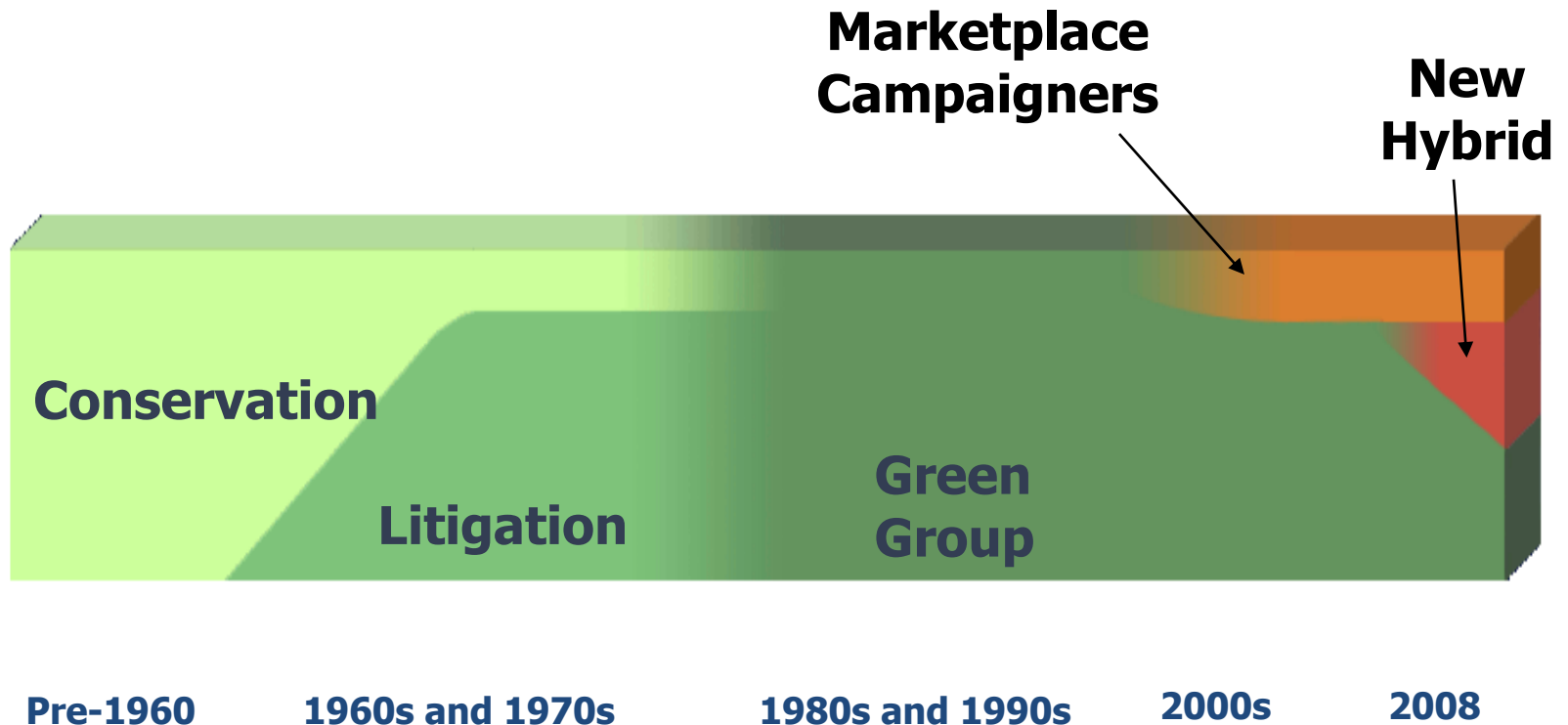
Grassroots Environmentalists

- Less accepting of compromise
- Felt ignored by national groups in climate debate
- Focus on local conservation and health



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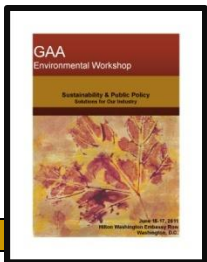
Who Defines Environmentalism?



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Pulp and Paper Activism

- Great success but complete “transformation” remains elusive
- Multiple shifts in top leadership
- Grantmakers, strategists shifting focus:
 - Climate (oil sands, coal, consumption)
 - Water
- Lessons of pulp and paper now guide movement

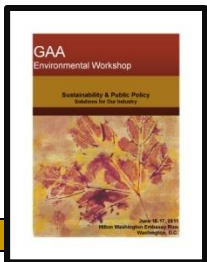


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NGO Goal: Increase FSC Content

NGOs → **Companies** → **FSC fiber**

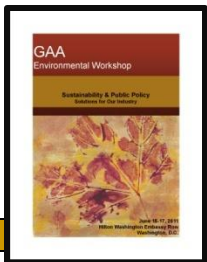
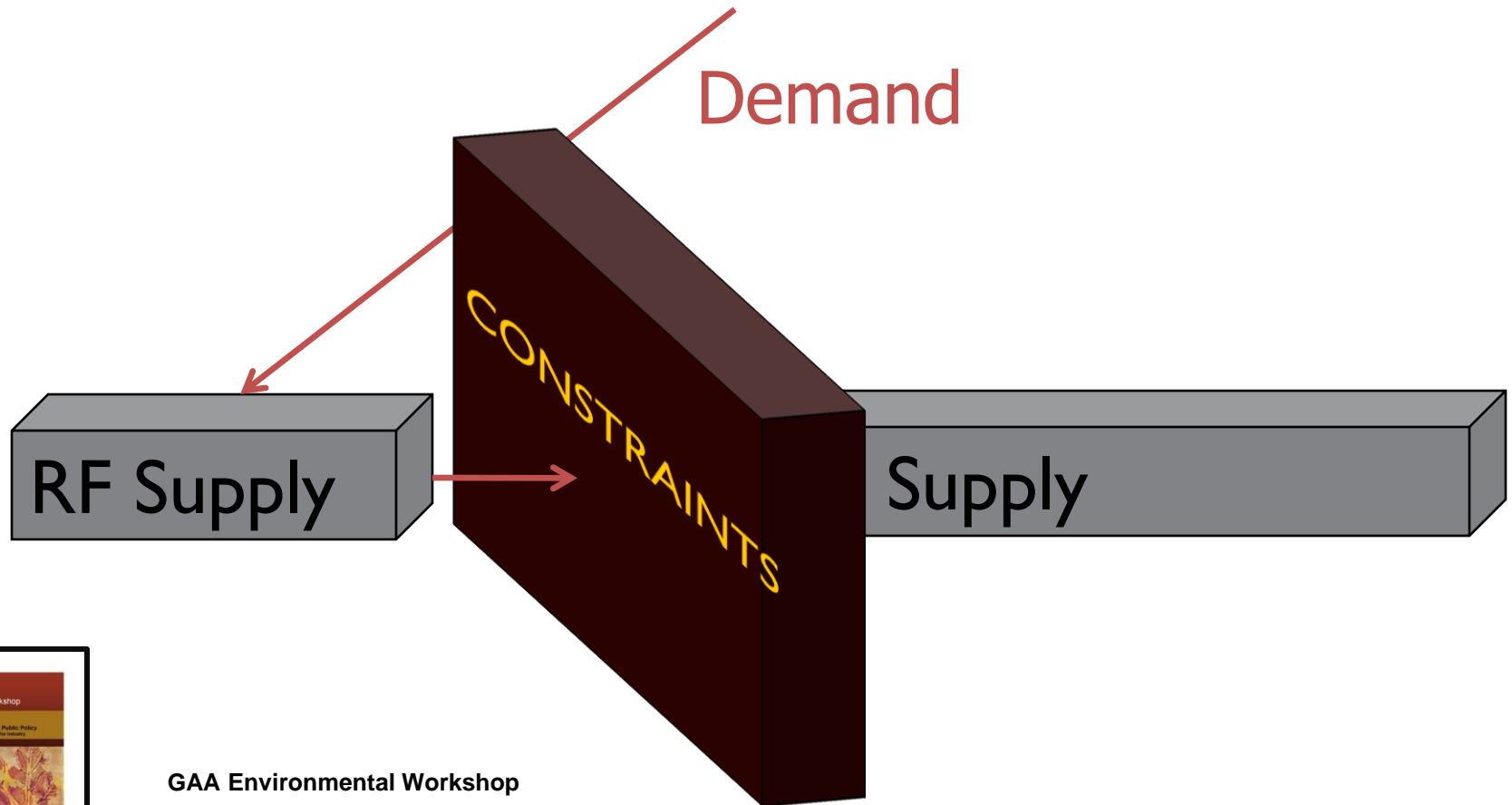
Demand



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NGO Goal: Increase RF Content

NGOs → **Companies** → **RF**

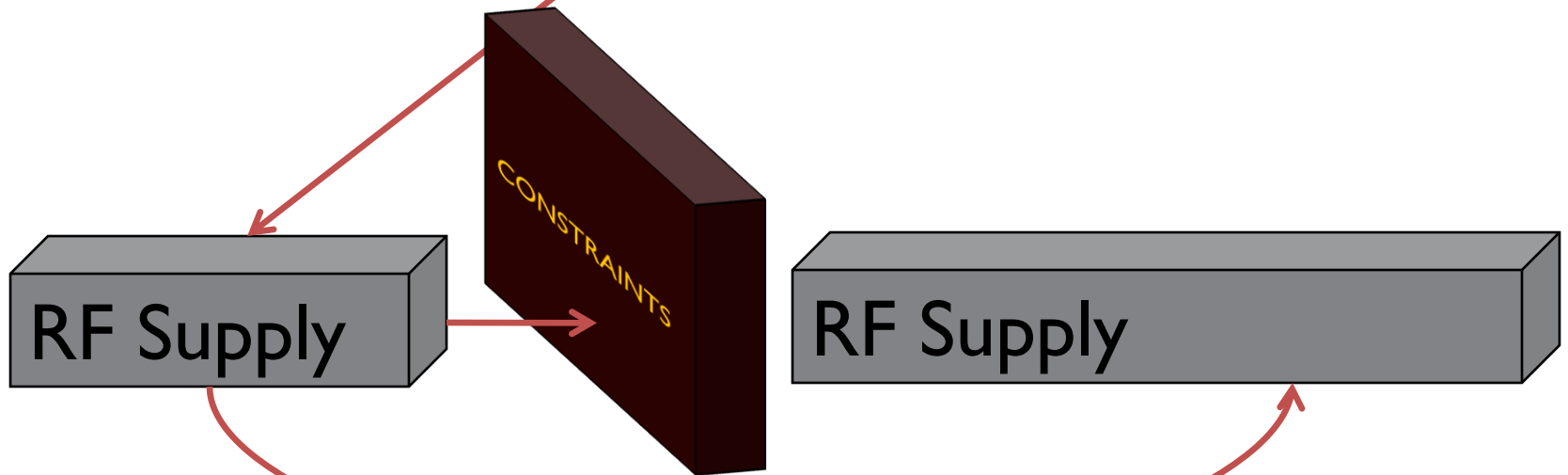


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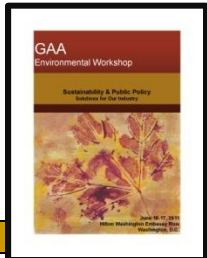
NGO Goal: Increase RF Content

NGOs → **Companies** → **RF**

Demand

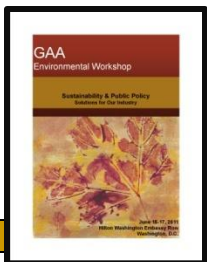


Increased Recovery / EPR



Campaigns on EPR

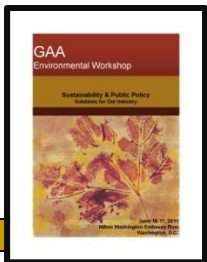
- Capitalize on troubled municipal finances
- Go far beyond bottle bills
- Emphasize climate, waste and consumption



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Campaigns on EPR

- Different views, goals and approaches
 - Some envision ideal encompassing law
 - Some aim for incremental improvement
- States and Provinces will be the laboratory

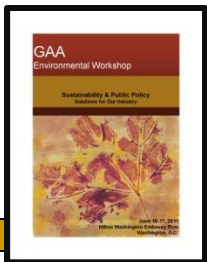


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Looking Forward

Questions:

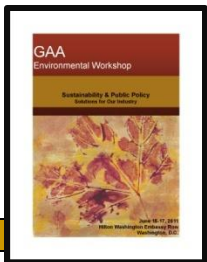
- Climate issue's future
- Obama Administration's intentions, follow-through
- Economy



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Looking Forward

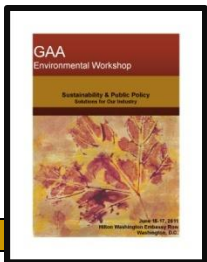
- EPR state and local battles to emerge in the near term; national campaign likely later
- Holding pattern at federal level until 2013
- Rio+20 beginning to capture environmentalists' attention



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