

2021 - 6th Annual Youth Leadership Summit

# Environmental Justice Campaigns: A Digital Booklet

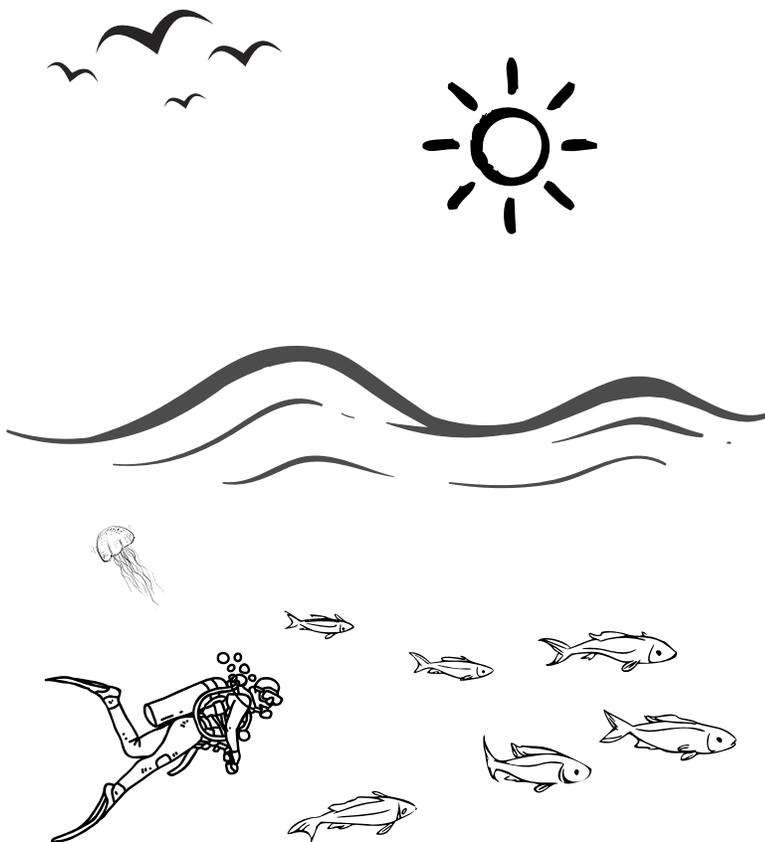
Prepared by ALRAS Digital & López-Wagner Strategies



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# Introduction

This digital booklet is a resource for the 2021 EarthEcho Annual Youth Leadership Summit attendees. Here you will find suggested readings, outbound links, and short descriptions of key social and environmental justice ideas, phenomena, and campaigns.



This booklet was written and designed by Alfredo Ramirez of ALRAS Digital and Betsy López-Wagner and Diana Ruiz of López-Wagner Strategies. We believe it is also a helpful resource for those interested in learning about campaigns centered for environmental justice.

# Session Overview:

## A Primer on Environmental Justice



**Majora Carter**  
Founder, Sustainable  
South Bronx

"Environmental justice, for those of you who may not be familiar with the term, goes something like this: No community should be saddled with more environmental burdens and less environmental benefits than any other."

**- TED2006: Greening the Ghetto**

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As part of its commitment to continue working toward justice and equity in its programs and resources, EarthEcho is offering a basic primer on environmental justice to support the youth and adults that access EarthEcho resources. Betsy López-Wagner and Diana Ruiz co-authored these resources for The EarthEcho Academy, a new virtual learning space of online courses for teaching professionals with access to remote, asynchronous environmental education modules for students, alongside Alfredo Ramirez. The materials presented in this session will be largely based on Module One: Environmental Justice.

# Pre-Session Materials

The following items are suggested readings and recordings. They include diverse reading and viewing formats, lengths, content focus, and authors. For the campaign readings, we suggest at least one of the three to read, watch or hear ahead of the 2021 EarthEcho Youth Leadership Summit.

To see the full reading, click anywhere on the image, title or [underlined section](#).



## Jemez Principles for Democratic Organizing, Southwest Network for Environmental and Economic Justice. [Read the Article](#)

The Jemez Principles are core values that emphasize the importance of inclusion and equity in organizing. They were developed in 1996 at a meeting hosted by the Southwest Network for Environmental and Economic Justice.



## EarthEcho Module One: Environmental Justice, Betsy López-Wagner and Diana Ruiz, López-Wagner Strategies. [Read the Article](#)

Module One: Environmental Justice from The EarthEcho Academy explores environmental justice and key terms while offering a series of relevant and important case studies to understand it in practice, paired with activities.



## Verde Paper: Latino Perspectives on Conservation Leadership, Marce Gutiérrez-Graudiņš. [Read the Paper](#)

The "Verde Paper" explores Latinos in the environmental movement and offers important lessons for advocates and philanthropists who want to better support and partner with Latino communities.



## Incorporate Indigenous perspectives for impactful research and effective management, N. Ban, A. Frid, et al. [Read the Article](#)

This short research article discusses how cooperation among scientific and Indigenous perspectives can improve conservation and resource management policies.



## Why It's a Mistake to Simplify the 'Latino Vote, Jasmine Aguilera. [Read the Article](#)

This article explores how complexities among Latino voters were overlooked during the 2020 U.S. Election and why Latinos should not be considered a monolithic group.

# Pre-Session Materials

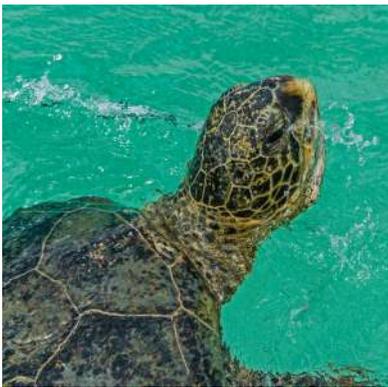
We suggest choosing at least one of the three following environmental justice campaign examples ahead of the session. Each campaign is offered in a distinct format, including an article, a video and a podcast.

To see the full reading, click anywhere on the image, title or underlined section.



## No Longer Big-footed By Big Green, A Public-lands Collaborative Is Born, Roy Teicher and Betsy López-Wagner. Read the Article

Learn about the Collaborative, a network of outdoors people, environmentalists, and communities tackle issues at the intersection of climate change and public lands.



## The Expansion of Papahānaumokuākea Cultural Briefing, Blue Ocean Productions. Watch the Video

Watch this short video on Papahānaumokuākea in the Northwest Hawaiian Islands, a Marine National Monument expanded in 2016 after advocacy by native Hawaiians and the ocean community.



## Hard Truths: The fight on Mauna Kea, Axios Today. Listen to the Podcast

This podcast goes inside the fight to build a \$2.4-billion telescope on the highest mountaintop in Hawaii. For astronomers, it's a chance to answer deep questions about the universe. But for Indigenous Hawaiians, it's the desecration of their sacred land.

# Additional Campaign Examples

The following items are additional resources and materials related to environmental justice campaigns that will not be discussed at length during the EarthEcho sessions supported by López-Wagner Strategies and ALRAS Digital. However, they may still be used for continued learning after the Summit. We encourage you to visit these and share them with others.

To see the full reading, click anywhere on the image, title or [underlined section](#).



**A Maryland school district switched to electric buses to save kids' lungs. Can others follow? Emily Cerf. [Read the Article](#)**

This article in *Popular Science* discusses the impact of diesel school buses and how a campaign called "Clean Buses for Healthy Niños" is looking to replace them with clean, electric buses.



**Environmental-justice activists in California fight off a new gas plant, get a giant Tesla battery instead, Julian Spector. [Read the Article](#)**

Oxnard, California created a model for clean energy transitions by fusing environmental justice with cutting-edge technology.



**Proposed Solutions to Water Scarcity Heighten Injustice in California, Alfredo Ramirez. [Read the Blog](#)**

This blog post discusses how a proposed desalination plant in southern California may have adverse affects on local communities without giving them a share of the benefits.



**The '30x30' Campaign to Save the Biosphere, Stewart M. Patrick. [Read the Article](#)**

The '30x30' campaign is often heard in conservation spaces, but what is it really, and how does it account for the perspectives of the various communities in the lands it seeks to protect?



**Azul presents EN EL MAR, a music-filled call to action to protect our coasts and oceans. [Read the Press Release & Watch the Video](#)**

Azul, a grassroots organization, partnered with prominent musicians (2020-21) to release a full-length album celebrating Latinx communities' connection to the ocean and work in support of 30x30, land and water protection.

# Additional Resources

The following items are additional resources and materials helpful to anyone involved in or seeking to begin working in the social or environmental justice movements, as well as progressive organizing.

To see the full reading, click anywhere on the image, title or underlined section.



## **The MoveOn Effect, David Karpf. Read the Book Review**

The Internet is facilitating a generational transition within the U.S. advocacy group system. The *MoveOn Effect* provides a richly detailed analysis of 21st-century political organizing through interviews, content analysis, and direct observation of the leading grassroots organizations.



## **Partnering with Indigenous Peoples: Experiences and Practices, UN Permanent Forum on Indigenous Issues. Read the Paper**

This United Nations document seeks to promote the UN Declaration on the Rights of Indigenous Peoples by presenting good practices, policy and programming work based on partnerships with indigenous peoples.



## **Heartwired To Love The Ocean: A Messaging Guide For Advocates. Read the Guide.**

Learn how science connects the head and the heart in storytelling, messaging and images to inspire advocacy for ocean conservation.



## **Instilling Values of Diversity, Equity & Inclusion into the National Ocean Protection Coalition, Alfredo Ramirez, Betsy López-Wagner, Alejandra Santaolalla. Read the Report.**

This report results from a four-month analysis of the coalition's history, leadership, members' perspectives, and lessons learned outside the coalition.



## **Remember the Original Tree Huggers, Michael Estrada. Read the Article**

When you hear the term “tree hugger,” what—or who—do you see? What image, or images, pop into your head?

# Additional Resources

The following items are additional resources and materials helpful to anyone involved in or seeking to begin working in the social or environmental justice movements, as well as progressive organizing.

To see the full reading, click anywhere on the image, title or underlined section.



**The Diversity Style Guide, San Francisco State University. Read the Guide.**

The Diversity Style Guide is a resource to help journalists and other media professionals cover a complex, multicultural world with accuracy, authority and sensitivity. We recommend it for its terms and usage guidance.



**Plain Language Writing – An Essential Part of Accessibility, Andrew Pulrang. Read the Guide**

How do you make issues accessible? The most obvious reason to use Plain Language writing is to make important information and ideas more accessible.



**The intersectionality wars, Jane Coaston. Read the Article**

When Kimberlé Crenshaw coined the term 30 years ago, it was a relatively obscure legal concept. Then it went viral.



**Racial Equity Toolkit: Implementing Greenlining’s Racial Equity Framework, Adrian Sanchez and Carla Saporta. View the Toolkit**

This racial equity toolkit provides policymakers, advocates, and others with an easy-to-follow guide to applying a racial equity lens to any policy issue, using an approach that can be put to work in a wide variety of situations.



**Additional Anti-Racism Resources for White People. See the Resources**

This document is a resource for white people to deepen anti-racism work. Feel free to circulate this document on social media and with your friends, family, and colleagues.

# Next Steps

Thank you to the BIPOC communities, advocates, photographers, journalists, writers, leaders and all who have made these campaigns possible for us to learn from, advocate, and discuss.



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