

1

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One Climate. One Future. One Chance.

THE 1SKY CAMPAIGN

The time is ripe to ignite a bold, diverse and unified American movement for climate solutions. 1Sky has been launched to create a self-propelling, ever-accelerating movement demanding bold federal climate policy in the United States. It will prevent catastrophic climate change by galvanizing organizations and individuals across the country around a hopeful vision for our shared future.

THE 1SKY GOAL

In order to achieve its goal of passing meaningful national climate legislation by 2010, 1Sky is working with its allies throughout society to unite Americans behind a clear vision and a simple platform for solutions at the scale of the problem. The 1Sky policy platform is designed to do what our best scientists say is necessary to stabilize our endangered climate.

THE 1SKY POLICY PLATFORM

MOBILIZE AMERICA FOR SOLUTIONS: Create 5 million new jobs with a sweeping national mobilization for climate solutions, energy independence, and investment in a new energy economy. Conserve 20% of our energy by 2015. Invest in efficiency and a Clean Energy Corps, and challenge all sectors of society to save energy immediately.

SECURE OUR FUTURE: Do what science says is necessary: reduce global warming pollution at least 25% below 1990 levels by 2020. Get on a realistic path to the reductions needed to prevent dangerous climate disruption: at least 80% below 1990 levels by 2050. Design our climate policy to support and reward accelerated public and private investment in solutions.

TRANSFORM OUR ENERGY PRIORITIES: End development of new coal plants that emit global warming pollution. Pivot boldly away from fossil fuel dependence, and toward a clean energy future with strong standards and incentives for energy efficiency and renewable energy.

The 1Sky campaign has been born from the collective urgency of many leaders across the country determined to reverse the current planetary trajectory. The climate community from which 1Sky has drawn its early base of power has many strengths, audiences and organizing strategies. 1Sky is choreographing, aggregating and magnifying its influence and bringing other critical sectors to the table to ensure a political mandate to pass bold federal policy on climate change as quickly as possible. Though it builds

on the strength of its many partners, 1Sky is not a coalition of groups. 1Sky is an organizing principle, rooted in the idea that our country must come together to do whatever it takes to preserve the legacy left to us by our parents and to secure the future we owe to our children and grandchildren. That idea has given rise to a national campaign – with grassroots organizing, political, and communications teams already in place – and every day that campaign is growing into a national movement.

1Sky is an idea whose time has come. Americans are ready to respond to the climate challenge and 1Sky is providing cohesive leadership for the national mobilization to reduce global warming pollution and promote sustainable prosperity. Climate change is a global problem that requires an international solution. The U.S. must rejoin the international community in negotiating international agreements that reduce emissions and support prosperity here and in the developing world. To get off the international sidelines, we must start at home and pass scientifically-based federal policy that will also provide pathways out of poverty for millions of Americans.

The emerging climate movement does not lack ideas, leaders, or organizing capacity. It lacks sufficient power. Inhibited by political constraints, as climate advocates and Americans we have not yet aligned ourselves behind solutions as big as the problem. 1Sky is working to bring the climate movement together and to expand it dramatically by engaging a broad range of key stakeholders outside the environmental community. The unifying force is a common policy destination that is scientifically-based, visionary, and hopeful. 1Sky will be – and must be – the largest social movement of this generation. With an infusion of expertise from seasoned grassroots organizers, web entrepreneurs, political strategists, and communications experts, 1Sky is enhancing and strengthening the capacity of existing organizations to create the institutional muscle that will ensure our success.

THE 1SKY MESSAGE

1Sky is a call to action that speaks to defining and unifying American values.

1Sky is creating momentum to defy conventional political alignments, while focusing on a simple platform to deliver clear wins at the scale of the problem. The campaign has been designed so that the core platform can be “wrapped” in messages and organizing strategies targeted to a wide array of audiences. Three streams of strong public demand converge under

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1

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1Sky: the movements for climate solutions, energy independence, and economic security – all of which require a bold new direction in energy. Together, they form a powerful river – a potent new movement for solutions to our most pressing national challenges.

Our communications strategy is being designed to support and enhance the power of existing organizations. We are developing an open source internet and electronic communications strategy with materials, organizing kits, blogs, ongoing news updates, and other opportunities for engagement. We also are creating web tools to help 1Sky grow by linking with powerful online communities.

THE 1SKY LAUNCH

1Sky's Campaign Director is Gillian Caldwell, the former Executive Director of WITNESS, a prominent human rights organization. Gillian brings twenty years of successful entrepreneurial leadership to 1Sky. She is joined by Betsy Taylor, President of the Board of Directors, in building a seasoned team of staff and leaders with a combined century of experience in organizing, communications and energy-related work.

1Sky allies nationwide will help drive communications, field strategies, and advocacy. 1Sky is funding between 20 and 100 organizers to work with groups throughout the country to implement the national campaign. The emerging initiative has attracted support from a wide variety of sources, from grassroots organizers to prominent national leaders in science, religion, and public service, all united by their determination to scale our aspirations and our strategies to the size of the problem and the opportunity inherent in a new green economy. 1Sky's network of economists, scientists, and public policy experts will serve as advisers for the 1Sky policy platform. 1Sky will remain lean, catalyzing and reinforcing the strength of existing organizations. The 1Sky campaign will be comprised of a 501c3 organization, the 1Sky Education Fund, and a separate 501c4 campaign, the 1Sky Action Fund.

Because it is a point of convergence for a movement, 1Sky is being launched in affiliation with its key allies. During the fall of 2007, 1Sky was introduced through several historic events.

UNITED STATES CONFERENCE OF MAYORS CLIMATE SUMMIT:

1Sky was invited to provide a keynote presentation to over 150 mayors, which resulted in endorsements and emerging collaborations with cities nationwide including Annapolis, Seattle, Salt Lake City and others.

PRESIDENTIAL CLIMATE ACTION PROJECT: 1Sky partnered with The Presidential Climate Action Project (PCAP) to develop a climate leadership plan for the next president of the United States. PCAP was produced by a leading group of business, science, and civic leaders. The PCAP plan endorses 1Sky and outlines a broad menu of policy and program recommendations for the next president that are consistent with the goals of the 1Sky platform.

POWER SHIFT: 1Sky partnered with the Energy Action Coalition and its 44 youth organizations nationwide to support a historic gathering of 6,000 college students in College Park, Maryland. The students aligned with the 1Sky platform and an estimated 3,000 lobbied their Congressional representatives to urge support for the 1Sky solutions. A congressional hearing and briefing organized by Energy Action introduced 1Sky to numerous elected officials.

BUSH'S LARGE EMITTERS SUMMIT: Partners of 1Sky organized a non-violent peaceful protest of a climate change meeting convened by the Bush Administration to sidestep the United Nations climate negotiations. Speakers urged all governments to act boldly with mandatory emissions caps and reductions in global warming pollution.

STEP IT UP: Step It Up partnered with 1Sky and organized grassroots events in all 50 states nationwide promoting the 1Sky solutions to global warming. These November 3rd actions included visits from over forty members of Congress and three Presidential candidates. Step It Up has since merged with 1Sky and transferred its list of citizen activists to the 1Sky Campaign.

STATE ACTION: 1Sky state and regional affiliates have formed or are underway in Florida, New Mexico, Washington, Maryland, and Virginia. Grassroots leaders in Pennsylvania, North Carolina, Massachusetts, Michigan, Colorado, California, Kentucky, Minnesota, and Wisconsin have also expressed strong interest in 1Sky. 1Sky tested an outreach model in southern Florida that resulted in alliances with numerous local groups, and the campaign will replicate this model in other states.

1Sky also celebrated early high profile coverage:

CLINTON GLOBAL INITIATIVE: 1Sky was honored on stage by former President Bill Clinton for the campaign's commitment to building a strong and successful climate movement in the U.S. See Clinton's endorsement at: <http://www.1sky.org/category/video-and-pics>.

PRESIDENTIAL DEBATES AND PRIMARIES: 1Sky had a presence at the Republican YouTube/CNN debate in Florida with signs, banners, and local activists promoting the 1Sky platform. Activists also submitted 1Sky questions to candidates at the Democratic presidential forum on climate change. More recently 1Sky activists created strong visibility for the 1Sky solutions at candidate events during the South Carolina primaries.

MEDIA: The 1Sky Campaign was featured in *The Nation* as the start of a new powerful climate movement. 1Sky has also been highlighted in numerous blogs and other online and print media, including the New York Times, Reuters, YouTube videos, Facebook pages, regional newspapers, campus radio, cable TV, CBS.Com and Grist.

BOOKS: 1Sky will be highlighted in an upcoming book on the state of today's environmental movement, *The Bridge at the End of the World*, by Gus Speth, Dean of the Yale School of Forestry & Environmental Studies. 1Sky will also be featured in a revised version of *50 Simple Things You Can Do to Save the Earth*, to be published April 1, 2008.

PLEASE VISIT OUR WEBSITE AT

www.1sky.org

Contact us to get involved at info@1sky.org

or

1Sky Education Fund :: 1Sky Action Fund

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Make tax deductible donations to support our 501c3 work via our fiscal sponsors. You may donate online at www.1sky.org. For more information about making a donation, please contact Campaign Director Gillian Caldwell at gillian@1sky.org