2012 ANNUAL REPORT
SIERRA CLUB'S BEYOND COAL CAMPAIGN
And yet, we've never been more hopeful. Why? Because we're winning. Because we are part of a movement that’s making unprecedented progress in the fight against the coal pollution that threatens our climate, our health, and our communities.

2012 was a banner year for the Beyond Coal Campaign. This year, the Sierra Club and our allies secured the retirement of 61 existing coal plants—that’s more than one plant per week. Meanwhile, no new coal plants broke ground, either. We are finally bringing the coal industry’s grand plans to build over 200 new coal plants—the decade-long “coal rush”—to an end. Though there is more work left to do, we’ve largely ended the Bush-Cheney plan to lock our nation into a dirty energy future.

Working in 45 states this year, the Beyond Coal Campaign owes its success to every donor, volunteer, advocate, organizer, attorney, media staffer, and partner organization dedicated to our cause. Thanks to their work, U.S. carbon emissions are at their lowest level in two decades, toxic mercury pollution from coal plants will be slashed by 90 percent, levels of deadly sulfur pollution are dropping, and clean energy is being deployed at record levels—in fact, the single biggest new source of energy on the grid in 2012 was wind power.

Together, state by state, and plant by plant, we are moving beyond coal and building a clean energy economy that supports our families and the planet. Thanks to all of you for helping to make it possible.

MARY ANNE HITT
Campaign Director

VERENA OWEN
Campaign Volunteer Co-Lead

BRUCE NILES
Senior Campaign Director

2012 HAS BEEN A REMARKABLE YEAR.

Although each one of these goals is important, together they support a larger vision and promise a brighter future for how we power America. We can slash carbon pollution. We can unleash a wave of clean energy investment. We can save thousands of lives and turn the corner on climate disruption. Over the past year, we’ve been doing just that, coal plant by coal plant. In 2012, the United States became an international leader in our reduction of carbon pollution. America’s shift from leading carbon polluter to leading the world in carbon pollution reductions could not have happened without the work of Sierra Club’s Beyond Coal Campaign and our allies.

Take a look at the dramatic progress we made in 2012.

GOALS

1. Stop the construction of new coal-fired power plants.
2. Retire the country’s existing coal plants and replace them with clean energy by 2030.
STopping new coal plants

Putting dirty energy in the rearview mirror

In 2012, not a single new coal plant broke ground in the United States—the third straight year that no new coal plants started construction. Defeating proposals for 13 new plants, the Sierra Club helped to prevent more than 54 million metric tons of carbon dioxide from being spewed into the atmosphere in 2012 alone. That’s like taking 11.2 million passenger vehicles off the road. Each proposed plant we fought represents years of coordinated legal and organizing strategies. Wins in two states highlight that coal is a dead man walking: Texas, where fossil fuel industrialists work in the growing shadow of the largest wind industry in the nation; and Louisiana, which has been battered by the effects of fossil fuel burning and drilling.

To date, the Beyond Coal Campaign has helped put a permanent halt to 174 coal plants proposed during the Bush-Cheney administration. We still face fights against two dozen proposed plants, but with every passing month, it becomes less likely those plants will ever break ground.

No Lone Star Limestone.

After legal challenges and grassroots opposition from the Sierra Club and allied groups across Texas, NRG Energy announced it will not build the Limestone 3 coal unit. The plant, first proposed in 2006, would have been a major new source of air pollution in the Dallas area, and the billions of dollars invested in coal would have crowded out new clean energy projects from moving forward.

BREATHING EASIER IN THE BAYOU

In April, we won a five-year battle to halt the proposed 230 MW Big Cajun I coal plant near Baton Rouge, Louisiana. The Sierra Club and Louisiana Environmental Action Network fought Louisiana Generating’s proposal since it was announced in 2007. We teamed up with the Tulane Environmental Law Clinic to challenge air permits and sue for Clean Air Act violations. A Sierra Club organizer worked closely with local community leaders and residents.

Our efforts paid off in a court filing, when Louisiana Generating withdrew all permit applications for the plant and announced it will not pursue new construction at the site. In fact, the company also cancelled all of its plans to build three new coal-fired power plants.

Instead of building this coal plant, the Louisiana Public Service Commission (LPSC) and state government are implementing clean energy policies through energy efficiency, a Renewable Portfolio Standard, and the infrastructure to support renewable projects. This year, every utility in Louisiana will generate 3 percent of its electricity from renewable or clean energy sources.

WHAT 47,275 MW OF DIRTY COAL RETIRED MEANS

176,714,942 FEWER METRIC TONS of carbon pollution which causes climate disruption and extreme weather patterns

36,815,613 PASSENGER VEHICLES

5,446 HEART ATTACKS AND

3,449 LIVES

57,376 ASTHMA ATTACKS PREVENTED

$1,641,900,000 IN HEALTH COSTS SAVED

• $595,100,000 in heart attack costs

• $60,200,000 in hospital admissions

• 176,714,942 metric tons

• 11,200,000 passenger vehicles

• 5,446 heart attacks

• 3,449 lives

• 57,376 asthma attacks

• $1,641,900,000 in health costs

• $595,100,000 in heart attack costs

• $60,200,000 in hospital admissions

What 47,275 MW of dirty coal retired means
King Coal, it’s time to step down

A lot of people retire when they’re 65. Not coal plants. Some of today’s most polluting (but fully operational) coal-fired power plants were built during the Herbert Hoover administration. They were never supposed to last this long. That’s where the Sierra Club comes in. This year, the Sierra Club pushed 61 existing coal-fired power plants to announce their retirement.

Since 2010, the Beyond Coal Campaign has helped drive the retirement of 133 coal-fired plants (through the end of 2012). That means 47,275 MW of polluting power, enough to power more than 20 million average U.S. homes for a year, have been taken off the grid, replaced by cleaner sources. Thanks to work like this, carbon emissions stand at a two-decade low, and the United States now leads the world in reducing carbon pollution.

**ENDING A CENTURY OF POLLUTION**

In August, Chicago’s Fisk and Crawford coal-fired power plants finally closed their doors, after more than 100 years of operation. Located in the Pilsen neighborhood in the heart of the city’s southwest side, Fisk and Crawford were Chicago’s biggest producers of smog and soot.

These historic retirements follow 10 years of grassroots work by the Sierra Club, Clean Power Coalition, Little Village Environmental Justice Organization, and more than 50 partner groups. Throughout the fight, the Sierra Club played a key role in organizing, media work, and litigation. We helped turn out hundreds of people to rallies and public hearings. Our communications team blanketed Chicago’s newspapers, billboards, trains, and bus stops with anti-coal ads.

Our efforts will pay off in better health for all Chicagoans, and fewer greenhouse emissions. Combined, the plants burned 2.5 million tons of coal and produced nearly 5 million metric tons of carbon dioxide in a year. That’s about the same amount of greenhouse emissions that one million cars produce.

**POTOMAC POWERS DOWN**

In July 2011, with GenOn’s notorious Potomac River Generating Station looming in the background, New York City Mayor Michael Bloomberg announced a historic gift of $50 million to support the work of the Sierra Club’s Beyond Coal Campaign. One year later, we have celebrated many victories made possible by Mayor Bloomberg’s gift. One that we’re especially pleased to share is that GenOn has shut down its Alexandria, Virginia generation station, never to poison the Potomac again.

The Sierra Club and allies fought for almost a decade to close the plant. GenOn operated the plant without modern pollution controls and plagued the D.C. Beltway with smog and soot for 62 years. The Sierra Club deployed the full force of our organizing capacity—generating public comments, bringing thousands to rallies and vigils, drumming up media attention, and more—to pressure GenOn. Our efforts even spurred D.C. Mayor Vincent Gray to voice public concerns about the plant, which closed in October.

We now look forward to a clean energy future for the region, and we will continue to help D.C. move beyond coal to wind, solar, and energy efficiency. As our local coal organizer Philip Ellis explains, “The Potomac River coal plant is a symbol of the change happening across Virginia.”
REPLACING COAL WITH CLEAN ENERGY

Leveling the playing field for clean energy

Even as we work to retire coal, we’re pushing for cleaner alternatives to replace it.

Solar installation doubled in 2012, with outputs/electricity production rates exceeding that of coal. And the sun’s not just shining on solar. The American Wind Energy Association reported that 13,124 MW of new wind energy capacity, enough to power 3 million homes for a year, was installed in the U.S. in 2012—in fact, wind was the number one source of new energy on the grid in 2012.7

60,007 MEGAWATTS of installed wind capacity nationwide

Enough wind and solar to power more than 18,709,441 HOMES

7,221 MEGAWATTS of installed solar capacity nationwide by end of 2012

In the 45 states where we are pushing coal retirements, our Beyond Coal teams are working hard in regulatory and public venues to champion policies that favor wind, solar, geothermal, and energy efficiency as answers to America’s energy needs.

Local clean energy is rising to the occasion, meeting more and more of California’s ever-growing energy demand. The Sierra Club’s My Generation Campaign (MyGen) supports local clean energy development by promoting incentives and removing obstacles through new policies. We help meet California’s growing energy demands, create good jobs for local residents, and reduce our dependence on dirty energy. Our goal is to have local clean energy meet at least 30 percent of the state’s power needs by 2020. This year, MyGen boosted rooftop solar by turning out a record number of comments to the California Public Utilities Commission to support expanding the net metering cap—resulting in an additional 2.8 GW of credits. In fact, we delivered nearly half of the 60,000 comments to the commission, reportedly the largest number received in its history.

In December Los Angeles Mayor Antonio Villaraigosa announced that L.A. would buy enough solar energy from Nevada’s Moapa Band of Paiutes to power 105,000 homes. This bold action bolsters the mayor’s goal to eliminate the city’s use of coal power by 2020, while increasing its renewable energy usage to 40 percent. As part of our MyGen Campaign, the Sierra Club worked for months with allied environmental and community groups to galvanize public support for this transition to clean energy.

It’s also good news for the Moapa tribe—close partners of the Sierra Club—who have long suffered the ill effects of coal power from the Reid Gardner plant right in their community’s backyard. This year we released a powerful video featuring members of the tribe telling moving personal stories about the devastating effects of pollution from the Reid Gardner plant. We also supported the Moapa on their three-day, 50-mile cultural healing walk from their reservation to the Lloyd George Federal Building in Las Vegas. Together we brought visibility to the damage coal power does to the tribe’s health, culture, and economy.

Along with the CLEAN LA Feed-in Tariff solar program, the Moapa solar power purchasing agreement seeks to replace the energy Los Angeles acquires from Arizona’s Navajo Generating Station. These projects will help put the city on a brighter path to move beyond coal with clean energy alternatives. It also marks the largest-ever solar project on tribal lands in the U.S.

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In New York, the Sierra Club and its allies launched a robust campaign calling on the Long Island Power Authority (LIPA) to choose clean, renewable energy for their new power generation for the next 10 to 20 years. Due to our advocacy, LIPA committed to moving forward immediately on 400 MW of renewables by 2018.
In April 2012, the Sierra Club and three other environmental groups announced support for the Mt. Signal, Calexico I and Calexico II solar projects in Imperial County, California. The projects will produce 600 megawatts of clean electricity, enough to power more than 200,000 households. The development was a major victory for the Beyond Coal Campaign by bringing clean energy online in a well-located site that is sensitive to local wildlife concerns, while also creating new union jobs.

From a conservation standpoint, these projects showed that it is possible to develop viable, cost-effective projects without sacrificing our precious desert wild-lands. The solar development will be located on privately owned, disturbed land, which was previously used to grow highly water-intensive landscaping grasses, meaning that the biological effects are significantly less than projects on environmentally sensitive lands. Additionally, we worked with 8minutenergy to help them create and implement a conservation fund to address possible impacts to burrowing owls, which are potentially affected by development.

Finally, to help ensure this project would provide quality jobs, the Sierra Club introduced the developer to the International Brotherhood of Electrical Workers (IBEW) and 8minutenergy entered into a project labor agreement to employ local Imperial County workers for the projects, making $1 billion in economic impact to a county with the highest unemployment rate in the state, and providing $20 million for the Calexico Unified School District.

With domestic demand for coal dropping fast, coal mining companies are eyeing international markets to ensure they can stay in business. In 2012, the Sierra Club and our allies made tremendous progress in blocking coal industry schemes to increase exports of coal from some of our largest U.S. reserves, located in Montana and Wyoming.

In the Pacific Northwest, we worked with our partners in the Power Past Coal coalition to create a groundswell of public opposition to exports. Together we’ve generated tens of thousands of petitions, organized 10,000+ citizens at hearings and events, and secured widespread media attention opposing coal exports in the Pacific Northwest. Our hard work paid off. We secured the cancellation of one coal export terminal, and we pressured the U.S. Army Corps of Engineers to conduct an assessment of the five remaining proposed terminals. As a result, no new coal export terminals broke ground in the Pacific Northwest in 2012.

Although the Pacific Northwest has been the front line for many export fights, the Sierra Club engages in coal mining and export fights from coast to coast.
NEW FRONTS IN THE FIGHT

Our success in the Northwest forced Powder River Basin coal interests to seek new ports on the Gulf Coast. We know of at least 12 new or expanded coal export terminals currently planned in Texas, Louisiana, and Alabama—plans that would almost double current U.S. coal exports. This work has just begun, and we have scaled up our organizing and legal activities to meet this growing threat.

In Louisiana, we initiated our first major legal action on exports in the Gulf. With our local partners, we challenged a Clean Air Act permit for Armstrong Coal’s proposed terminal that would ship up to 10 million tons of coal per year through the Mississippi Delta. The terminal would also increase environmental burdens on Ironton, a town founded by freed slaves and currently suffering severe pollution from surrounding industrial facilities.

In Texas, our public education and media efforts have garnered coverage from the Corpus Christi Caller-Times as well as local television and radio. We have also filed challenges against air permits for terminal proposals in Corpus Christi and Houston.

HUGE WIN IN APPALACHIA

With our allies in the Ohio Valley Environmental Coalition and West Virginia Highlands Conservancy, we scored a tremendous victory against mountaintop removal coal mining. Four months after declaring bankruptcy, Patriot Coal, one of the largest mining operators in Appalachia, announced it was getting out of the mountaintop removal business; and would immediately begin phasing out all large-scale surface mining in Appalachia. The company even acknowledged the severe impacts of mountaintop removal mining on local communities and proclaimed its intent to reduce its environmental footprint.

The announcement followed an agreement with the Sierra Club and our allies, and Patriot’s concession means that our strategy is working. Over the past year we have sued multiple mines for Clean Water Act violations, focusing on unpermitted toxic selenium discharges. Those lawsuits have held mine operators responsible for $15 million in penalties and between $360 million and $505 million in pollution treatment costs.

Of course, the fight against mountaintop removal mining is not over. We continue to challenge new mining permits and push the EPA to end this practice once and for all.

“This is a historic moment for people hit hardest by mountaintop removal coal mining. Tens of thousands of people have worked tirelessly to put an end to this destructive process, and today’s agreement is a major step towards ending this abhorrent form of mining.”

—Sierra Club Executive Director Michael Brune

HOLDING POLLUTERS ACCOUNTABLE

When the EPA closes coal pollution loopholes, the coal industry is forced to pay its fair share

Approximately one third of all of the Beyond Coal Campaign’s resources are dedicated to push and support the EPA to adopt new protections from coal pollution—rules that force owners of coal-fired power plants to internalize the costs of their pollution and are a critical part of our work to level the economic playing field between coal and clean energy. The Sierra Club’s dedicated resources have helped secure high profile, life-saving rules that, when implemented, will require upgrades to the pollution controls on as much as half the nation’s coal fleet, while also preventing the construction of new coal plants.

TOO EXPENSIVE TO OPERATE

After installing $1.8 billion pollution controls to limit sulfur dioxide and nitrogen oxide emissions, First Energy stopped operations of its massive 2,456 MW WH. Sammis plant in Ohio in August. First Energy’s explanation for the move: the cost of operating this coal plant with the suite of new pollution controls was too expensive—more expensive than the utility’s own new wind turbines. When the EPA forces the true cost of coal to be paid by polluters, clean energy wins.

TO CUT EMISSIONS OF TOXIC AIR POLLUTION, approximately one half of installed coal-fired generation in the United States will need to:

• Invest significant resources
• Or retire.
NEW MERCURY PROTECTIONS REMAIN STANDING, DESPITE CONGRESSIONAL CHALLENGES

In January, the EPA issued the new Mercury and Air Toxics Standards (MATS) that would sharply reduce toxic emissions from coal-fired power plants. We defended it from attack in the Senate that would have forever stripped away the EPA’s ability to regulate mercury pollution. In fact, in 2012 we won every single vote in the Senate to defend and uphold the Clean Air or Clean Water Act and fact, in 2012 we won every single vote in the Senate to defend and upheld the Clean Air or Clean Water Act and stopped many bills, such as the rider opposing MATS, from ever seeing the light of day. We ended this Congress with the EPA’s full authority intact despite difficult odds.

We also worked with Mayor Bloomberg’s office on a letter ultimately signed by over 90 mayors in support of MATS, which turned into a resolution passed unanimously by the U.S. Conference of Mayors. The MATS rule requires utili- ties to eliminate 90 percent of mercury pollution from every U.S. coal plant. Bottom line: approximately one half of installed coal-fired generation in the United States will need to retire or invest significant resources to cut emis- sions of toxic air pollution. When the coal industry is made to pay for its fair share for the pollution it causes, coal is no longer a smart investment.

HOW COAL CAUSES MERCURY POISONING

Mine coal | Burn coal | Poison fish | Eat fish

HISTORIC CARBONpollution STANDARDS END THE COAL RUSH

At the end of March, the EPA announced the first-ever Carbon Pollution Standards for new power plants (also known as New Source Performance Standards or NSPS). The rule will require any new power plant to emit no more than 1,000 pounds of carbon dioxide per megawatt hour (MWh) of electricity produced—well below the thresh- old of current U.S. coal plants. These proposed standards are historic. By making it impossible for any utility to build a conventional coal plant, and with the cost of car- bon capture and storage far more than the cost of cleaner alternatives, these proposed standards will mark the end of the decade-long coal rush and the end of an era for the coal industry.

The success of the Sierra Club and our allies in fighting new coal plants helped to make this rule possible. Among other actions, hundreds of Sierra Club activists and community members packed EPA hearings in Washington, D.C. and Chicago. Joining with health professionals, labor union leaders, moms with babies in arms, faith leaders, and public officials, Sierra Club activists showed broad public support when they testified in favor of the new carbon pollution standards. Together, the Sierra Club and our allies submitted a record 3 million public comments in support of this standard.

WINNING IN THE COURT OF PUBLIC OPINION

Strategic communications supports victory after victory

In 2012, the Beyond Coal Campaign media team gener- ated more than 3,700 unique media stories—nearly 1,000 more media hits than in 2011. Coverage of the campaign extended to every medium, including top-tier outlets like The New York Times, MSNBC, CNN, as well as count- less local and regional publications where our news was prominently featured. The campaign also gained national attention through in-depth profiles, such as a lengthy fea- ture story in Mother Jones magazine, “How a Grassroots RebellIon Won the Nation’s Biggest Climate Victory.”

In 2012, Beyond Coal communicators leveraged strategic messaging into local victories. For example, after Midwest Generation announced that it would retire the infamous Fisk and Crawford coal plants, numerous organizations, including the Sierra Club, helped organize a press confer- ence with Chicago Mayor Rahm Emanuel and New York Mayor Michael Bloomberg. Thanks in part to outstand- ing media coverage following the retirement from the coalition’s press work, Chicago has continued to invest in clean energy and has become one of the nation’s most vocal champions in the battle to move beyond coal.

Similarly, in Washington and Oregon this year, the Beyond Coal Campaign worked with local allies to develop a narrative around the region’s overwhelm- ing local opposition to coal exports. The coalition’s

Power Past Coal campaign utilized both earned media events—such as the successful press conference call- ing on Oregon’s governor to demand an evaluation of all proposed coal export terminals—and also aggres- sive paid media to help shape public opinion and move decision makers. Exports soon became a top issue in the region, and residents from across the Northwest turned out by the thousands to stand up against coal exports at public hearings in Washington and Oregon.

Effective communications also extended to our fed- eral priorities. When Congress attacked the EPA’s
the support of many foundations and in coordination with allied groups’ communications efforts to lead a movementful framing and messaging, and to develop and support other environmental and community groups around public’s confidence in solar and wind’s ability to power our energy system and our politics and raise the movement’s capacity to address coal’s stranglehold on.

In order to succeed, we also need to build the national movement’s capacity to address coal’s stranglehold on our energy system and our politics and raise the public’s confidence in solar and wind’s ability to power our economy. To that end, a large part of our work is to align other environmental and community groups around powerful framing and messaging, and to develop and support allied groups’ communications efforts to lead a movement-wide charge against dirty energy. In 2012, thanks to the support of many foundations and in coordination with Resource Media, the Sierra Club was a key organizer of the first-ever Communicating Coal Conference, which brought together more than 25 different groups from around the country to shape public discourse on this issue.

**Online Engagement to Promote Real World Changes**

The Sierra Club’s Digital Strategies team supported and enhanced Beyond Coal’s success in 2012 by driving recruitment for events, bringing renewed attention to the campaign, and building a corps of passionate and engaged online activists dedicated to achieving real-world results. All told, Digital Strategies’ efforts yielded more than 1.9 million online actions in 2012.

Our online actions recruited over a million new supporters for the Sierra Club in 2012, and we immediately began leveraging those supporters to achieve our activist goals. Our online supporters submitted more than 11 million comments to the EPA in support of strong soot and carbon safeguards, making the Sierra Club the largest single driver of public input on any EPA proposals in history. Online comments were instrumental in securing landmark victories on soot, mercury, and carbon safeguards.

We employed creative social media campaigns alongside our online organizing, such as our Virtual Rally for Clean Air, which gave online activists a way to participate in the EPA’s clean-air hearings. During the virtual rally, we brought over 1,300 people into the hearing through Facebook to voice their support for EPA clean-air safeguards.

Our online activism continues to inspire and drive our supporters to take offline actions. For example, we brought elevated attention to the coal plant in Asheville, North Carolina through a series of online actions culminating in a Float Beyond Coal event where dozens of activists arranged a floating protest on the artificial lake used by the plant. That protest attracted considerable attention, and was important in Beyond Coal’s conversations with utility decision makers.

The Beyond Coal Campaign will continue to work closely with the Digital Strategies team to create winning messages on public health, clean energy, and the climate fight. Through 2013 and beyond, the Sierra Club’s expanded and improved online presence will inject these issues into the national narrative and make significant strides in building a nationwide movement of coal activists.

**Looking Ahead To 2013**

New challenges and unparalleled opportunity

The success of the Sierra Club’s Beyond Coal Campaign and the work of our allies have left the coal industry in decline. As coal use in the United States drops year after year, fossil fuel foes have launched their own media blitz.

The industry rolled out a $40-million, pro-coal campaign, featuring TV and radio ads, NASCAR sponsorship, and the idea of an Obama Administration “War on Coal.” Coal companies even targeted the Sierra Club directly: in May, the Kentucky Coal Association released a report entitled “Know Thy Enemy: An Update on the Sierra Club.” Of course, we welcome the industry calling attention to the campaign, and building a corps of passionate activists arranged a floating protest on the artificial lake used by the plant. That protest attracted considerable attention, and was important in Beyond Coal’s conversations with utility decision makers.

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FUNDING UPDATE

In 2012, the generosity and visionary support of our funders allowed us to deploy significant resources to move America beyond coal and towards a clean energy future.

EXTENDING OUR REACH IN 2013

Replacing America’s dirtiest coal plants with clean energy requires significant and sustained philanthropic engagement.

It isn’t enough to commit to replacing a major portion of a state’s dirty coal power with clean energy. We need to keep the pressure on for several years. Fossil fuel investors are fighting hard to ensure that dirty coal energy is replaced with equally dangerous natural gas and extreme fuels. Through the Beyond Coal Campaign, we’re fighting to win—leveling the playing field for clean energy resources to be developed and deployed.

Thanks to the generosity of our funders, we have the strategic flexibility to go into new states as more of the coal fleet becomes vulnerable to the increasing market competition for renewable energy.

2013 is a pivotal year for fundraising. As we ramp up our state-based coal campaigns, we must ensure that the replacement power is coming from truly clean energy sources like energy efficiency, solar, and wind.

ENDNOTES

1. Totaling 7,454 megawatts (MW) in generating capacity
4. Figures from http://content.sierraclub.org/coal/whereisit