

ARTISTS UNITE FOR A GREEN NEW DEAL



OFFICIAL 2020 TOOLKIT

Brought to you by the [USDAC Bureau of Energy, Power, and Art](#), with research support from [the Leap](#)



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ABOUT THIS GUIDE

The Green New Deal is a proposal for a decade of legislation that takes on the interlocking crises of our time. This guide is written to provide context, ideas, and examples cultural workers might need to join the fight for a Green New Deal, and to bring their communities with them!

*This toolkit is written in the form of a **slideshow**—that's so that YOU can make use of the parts you like!*

As you're reading, think about who else you could share this information with. You can use any part of this slideshow in your classroom, meeting, presentation, or among friends. Just be sure to offer attribution to the U.S. Department of Arts and Culture (USDAC).

OUR PROCESS

In Summer 2019, the USDAC launched a 3-part online conference call series titled **Artists Unite for a Green New Deal**. We invited artists, activists, and thinkers to take a deeper look at the policy and science behind the Green New Deal, and to explore how people can creatively respond to the climate crisis. Over 1,400 people registered to listen to our speakers and to share the work that they're doing in their communities. You can read recaps, view recordings, and download the call presentations at: usdac.us/gnd.

This guide is a distillation of all the things we learned from our Summer 2019 call series. We hope that this guide demystifies, empowers, and inspires you to creative action for climate justice. **Please feel free to customize and use any piece of the guide you'd like!**

ARTISTS UNITE FOR A GREEN NEW DEAL



INTRODUCTION TO THE GREEN NEW DEAL

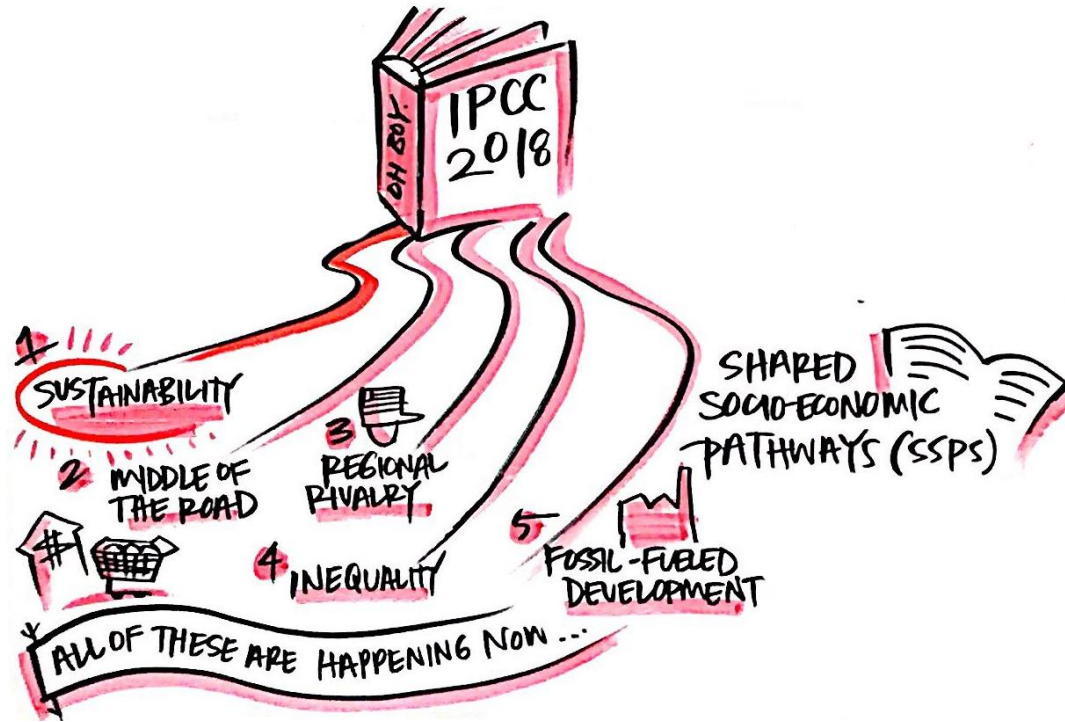
WHERE DOES THE STORY START?



The climate crisis isn't new: it has its roots in the crisis of capitalism and colonialism.

That means **people have been fighting for a long time.** There are many ideas, histories, stories we can look to figure out how to solve the problem. **We have the solutions!**

THE URGENCY AND
CRISES ARE
CLEAR



**.....but we can't wait
any longer to solve
the problem.**

We are seeing record
floods, fires, and
drought—and, with
them, the loss of life.

Recent international
reports by scientists
prove it, too. We're at a
crossroads—we're
choosing our future
right now.

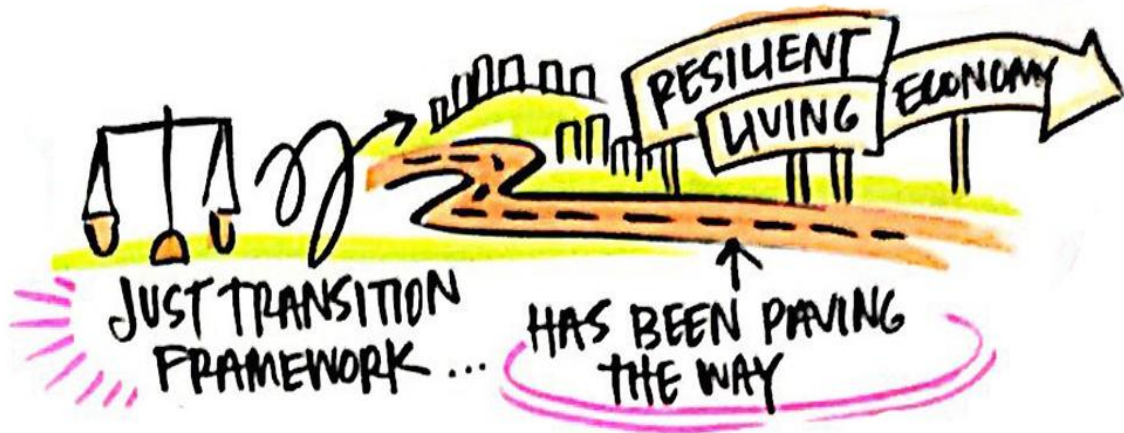
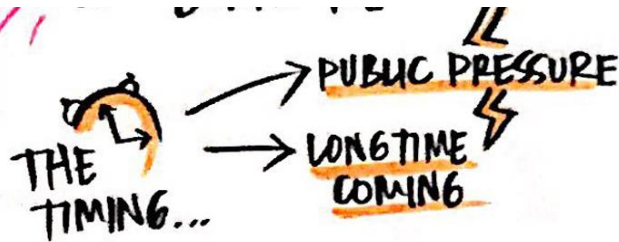
2020 has just begun. Scientists tell us this is the decade we need to act—a last chance.

Some are calling this new decade the *Decade of the Green New Deal*—meaning a decade of legislation that mobilizes society to address the climate crisis.

If we win it, a Green New Deal would define our era. It's not just one law or policy, it's many different pieces of legislation working together to make big change. Just like the New Deal of the 1930's, the Green New Deal will consist of many laws and policies. It's an idea that emerges from the people, and it's still emerging!

**WELCOME TO
THE DECADE
OF THE
GREEN NEW
DEAL!!**

The **Green New Deal** has been a long time coming!! This is our time to fight for a different vision of the future.





“If we are going to build a new economy, it has to work for all of us. That means justice for workers, workers who are most impacted by the shift to the new economy. Justice for frontline communities, people who are most vulnerable to pollution and climate impacts.”

—Rajiv Sicora, The Leap
From Call 1 "*Explaining Policy, Exploring Poetics*"

Another way to think about the Green New Deal is that it's **a framework for legislation** to address **three overlapping crisis**.



A Crisis of WORK:

Problem: Human labor has historically been exploited by this extractive economy, to serve the profits of the few. We're asked to accept stories that depict us only as consumers and workers rather than as creators of meaning and community wealth and wellbeing.

We must: create opportunities for all to do meaningful work as they are able, prioritizing the creation of livelihoods that serve to protect, restore and rectify our relations with each other and the natural environment.

A Crisis of EQUITY:

Problem: We live in a deep crisis of (in)equity, in which black and indigenous people and people of color are disproportionately impacted by many overlapping and longstanding systemic injustices.

We must: redistribute power and public resources to correct past injustices. Equity means full inclusion, participation, and power-sharing with all historically targeted communities. The most impacted should be at the forefront of imagining new solutions, systems, and institutions, that will ultimately benefit us all.

GREEN NEW DEAL

A crisis of our CLIMATE:

Problem: Our world is rattling with the devastating impacts of an global extractive economy driven by greed, hoarding and its dependence on fossil fuels

We must: dramatically shift our industrial economy in order to avoid the worst case scenario of harm to our planet, and to adapt our physical world and social systems to protect all of us from the irreversible changes that have already occurred.

THE **GREEN NEW DEAL** HAS INVIGORATING, VISIONARY & STRATEGIC POTENTIAL!

1. **Big, Bold Vision:** The Green New Deal puts solutions on the table that match the scope and scale of today's crisis. The strategy of this initiative is that thinking big gets the goods: Don't compromise: envision what we actually all need, and then make it real.
2. **Solutionary Thinking:** The Green New Deal draws on a key cultural practice the USDAC relies on: focusing on and imagining the solutions that will galvanize our communities and drive real change.
3. **Participatory Spirit:** The details of the Green New Deal still need to be filled in, by all of us. Public participation is at the heart of this initiative, and as collaborative change agents, we at the USDAC have an important role to play.
4. **History to Draw Upon:** We can draw on the flawed, but powerful precedents of the original New Deal and WWII economic mobilization. Artists made indispensable contributions to the original New Deal, and can do so again.
5. **Aligned with USDAC Platform:** The Green New Deal overlaps with [Standing for Cultural Democracy](#), USDAC's policy platform.



It's time for a strategy that can win. Reforms that are only incremental come up short...Right-wing politicians and allied industry lobbyists will obstruct any climate bill. They will also stoke racial resentment to stigmatize progressive policies if they need to foment more opposition. Any practical plan to address climate change needs to overcome these challenges. We need to build enough popular support to overwhelm the obstructionist tactics of our current administration and outmaneuver the right's use of racial resentment. It won't be easy, but the Green New Deal is the best shot we have.

Aru Shiney-Ajay and Guido Girgenti,
from "[The Green New Deal Isn't a Wishlist--It's Good Strategy](#)"

ARTISTS UNITE FOR A GREEN NEW DEAL



DE-WONKIFICATION BRIEFING

*Here are 3 sets of terms and facts that can get a little wonky and weird,
explained as simply and concretely as we could muster!*

DE-WONKIFICATION BRIEFINGS:

1:

SCIENCE:

**UNDERSTANDING
THE CLIMATE
CRISIS**



2:

SOLUTIONS:

**WHERE WE NEED
TO GO, AND HOW
WE GET THERE**



3:

POLICY:

**MAKING IT REAL
THROUGH A
GREEN NEW
DEAL**



1: **SCIENCE:** UNDERSTANDING THE CLIMATE CRISIS

Climate Change is happening all around us—and getting worse fast. What will happen if we don't take action? What can change if we do?

Scientists around the world have made predictions of the different ways our planet's future could unfold. The latest Intergovernmental Panel on Climate Change (IPCC) report presents different visions of the future depending on the action and policies that we take. These visions range from an equitable utopia to a fascist dystopia.



What is the “IPCC” report?



In 2018 the Intergovernmental Panel on Climate Change (IPCC), an international group of scientists convened by the United Nations, released a special report on **what it would take to avoid catastrophic climate change**.

This was the latest in a long series of dire warnings—but something was different this time. Media across the US and around the world reported with alarm: the crisis is even worse than we thought.

For years, global climate talks and policy debates focused on trying to limit global temperature rise to 2 degrees Celsius. But the world's most vulnerable countries—those with the lowest sea level, for example—have protested that even 2 degrees of warming would be devastating. They argued for a lower target of 1.5°C...*“1.5 to Stay Alive”*

The 2018 IPCC report showed that the world's most vulnerable countries were right: a 2°C rise would be catastrophic, exposing hundreds of millions more people to extreme weather and flooding, food and water scarcity, disease, and poverty.



IPCC Report: What are the headlines?



Limiting global climate change to 1.5°C of warming is still possible, but it **“would require rapid, far-reaching and unprecedented changes in all aspects of society.”** As a whole, the planet would have to slash emissions *in about half by 2030*. That’s 10 years from now.

The report also introduced **5 pathways** for what our society could look like in the future, and named which ones made it more or less possible to reach our goal of limiting warming. These science fictions assessed our climate future based on different political and sociological factors of what might really happen on our planet.

SHARED SOCIOECONOMIC PATHWAYS (SSPs)

What could the future look like? Will we be able to address the climate crisis?

SSP1: "Sustainability"

The world decides to prioritize human well-being over just growth, and we invest heavily in health, education, and slashing inequality. This pathway gives us the best chance of limiting warming to 1.5°C.

SSP2: "Middle of the Road"

Broadly speaking, global trends continue moving in the same direction. Inequality and ecological destruction continue, but with some areas of progress; countries move slowly in tackling environmental and social challenges.

SSP3: "Regional Rivalry"

Countries descend further into militarization, nationalism, and conflict, while investing less in education and new technology. Inequality (both within and between countries) and ecological destruction get worse. This pathway could make it impossible to limit warming to 1.5°C.

SSP4: "Inequality"

The richest countries and communities continue to make social investments, boosting their own wealth and power, while the less wealthy fall further behind. Fossil fuels and renewables both grow. Reducing emissions is still possible, but meeting the 1.5°C target is very difficult, and most people are left deeply vulnerable to the impacts of climate chaos.

SSP5: "Fossil-fueled Development"

Across the board, the world invests substantially in health, education, and more. We also double down on fossil fuels, in the faith that markets can create enough wealth to help us deal with climate change. We consider risky "geoengineering" proposals that seek to use technology to manipulate the climate and counteract global warming.

The paths today's politicians point us down:

Sample dialogue from our world's possible futures:

SSP1:
"Sustainability"

"All hands on deck: mobilize society and put people to work to solve the crisis. Tackle inequality as a way to address the climate". EG: Rashida Tlaib, Alexandria Ocasio-Cortez,

SSP2: "Middle of the Road"

We need to preserve our beautiful society: let's shift the market, the market can solve this. Let's pass a Carbon tax! EG: Barack Obama, Joe Biden

SSP3: "Regional Rivalry"

"We agree: our resources are beautiful, so let's use them! Expand fossil fuels, harvest the Amazon. When trouble comes, we can protect ourselves: build the wall." EG: Donald Trump, Jair Bolsonaro

SSP4:
"Inequality"

"Celebrate the luxury of Green living. We'll show you how it's done: the billionaires and investors can lead the way!" EG: Michael Bloomberg

SSP5:
"Fossil-fueled Development"

Burn it all, so then you can spend the money you earn to adapt! EG: Justin Trudeau



TWO CLIMATE MYTHS

- **Myth:** If we figure out the right energy sources, the rest of the climate crisis will sort itself out
- **Truth: Equality is the solution.** It's not just about energy sources, solar vs. oil. Empowering communities, dealing with inequality, tackling structural problems in our economy and society make it more possible to deal with the problem. The IPCC report shows us that social factors are actually what make the biggest difference in creating the conditions to address the climate crisis.
- **Myth:** Politicians saying they care about climate change means that they will be able to fix the problem.
- **Truth:** The “debate” is over--solving the problem is not just about denial vs. action. Many bad scenarios in the IPCC findings involve leaders who say they are all about climate solutions, and who are spouting false or incomplete solutions.

2: SOLUTIONS:

WHERE WE NEED TO GO, AND HOW WE GET THERE

Have you heard of a Just Transition? This is the idea that to get to a sustainable future, we need to make a plan for how to get there with justice, leaving no one behind. The Just Transition is a vision of the future we need to build, and also a plan for how get there.



WHAT IS JUST TRANSITION?



“Just Transition is a vision-led, unifying and place-based set of principles, processes, and practices that build economic and political power to shift from an extractive economy to a regenerative economy. This means approaching production and consumption cycles holistically and waste-free. The transition itself must be just and equitable; redressing past harms and creating new relationships of power for the future through reparations. If the process of transition is not just, the outcome will never be. Just Transition describes both where we are going and how we get there.”

[-Climate Justice Alliance](#)



“Just transition means that workers and communities most impacted get to determine the pathways [...] to address the ecological issues of these times and ensure that these pathways of change are just and look after the families and communities of those workers and those communities impacted.”

—Ananda Lee Tan, Climate Justice Alliance
From [Call 2: “Science Facts, Science Fictions”](#)

HOW FRONTLINE COMMUNITIES GREW A VISION FOR JUST TRANSITION

As the world struggles to respond to the climate crisis, the people have been building a vision for what the change needs to look like. Here are a few key moments in the history of this vision in the United States...

1986

Red-Green coalitions formed by Indigenous communities, labor unions and community groups in organize for community-based, sustainable forest economy

1997

Jemez Principles for Democratic Organizing written,

Just Transition Alliance develops the first Just Transition principles.

2009

Climate Justice Alliance formed, uniting Indigenous, black and brown communities demanding a Just Transition.

2014 **People's Climate March**- 400,000 people march for climate justice, Lead by frontlines impacted communities.



2015

Paris Climate Accord includes mention of Just Transition after years of movement lobbying

2019

EJ groups draft Just Transition text for **Green New Deal**



1990's

National labor and environmental laws undermined by NAFTA.

1995

Adoption of the United Nations Framework Convention on Climate Change (UNFCCC). established that the rich countries are most responsible for climate change and should do more, faster.

1997

United Nations Kyoto Protocol sets emission reduction targets per country. The U.S. does not sign on.

2015

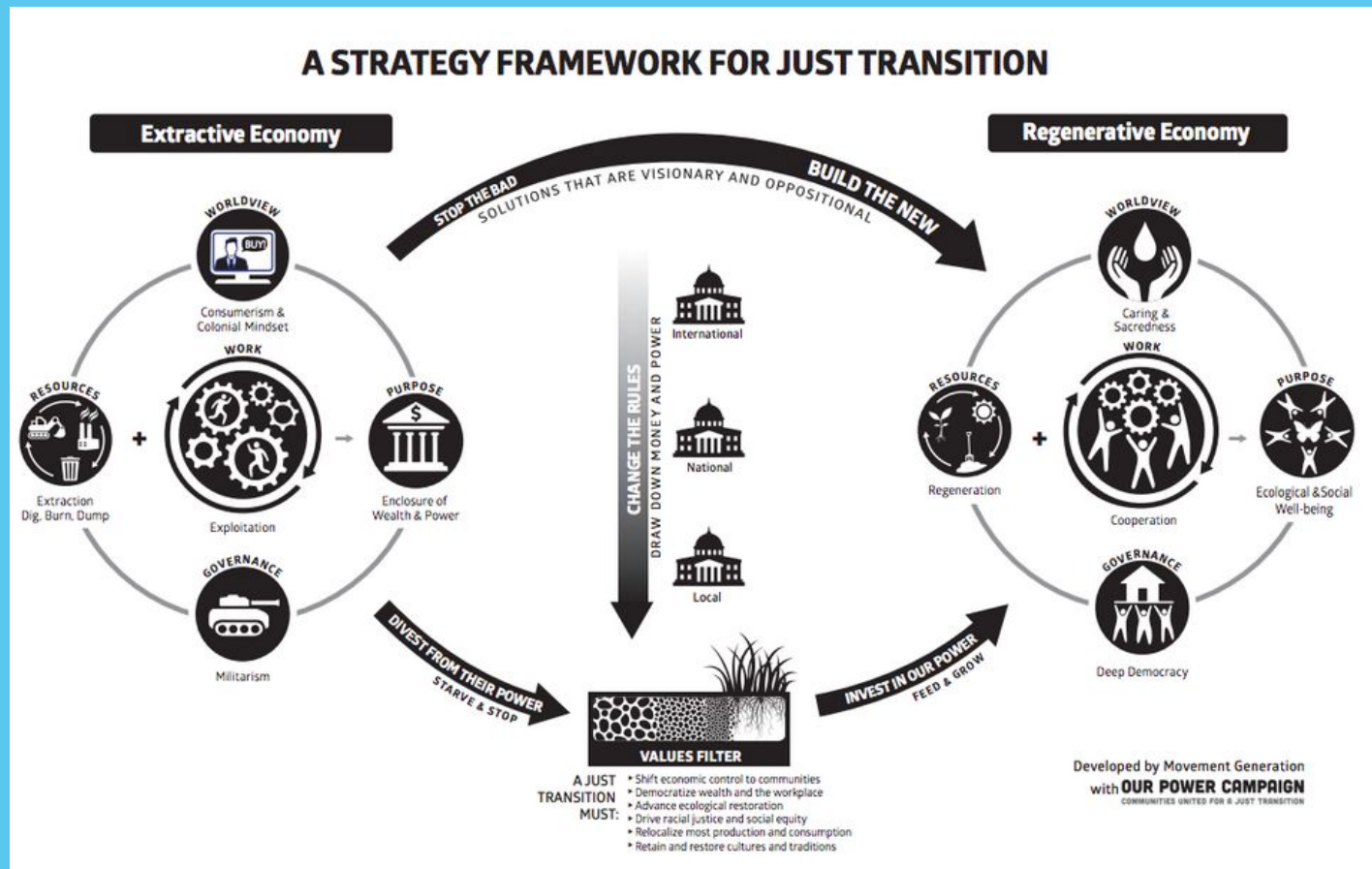
United Nations Paris Agreement sets goals of 2 degrees max. of warming.

2018

Trump pulls US out of Paris Agreement.

VISUALIZING A JUST TRANSITION:

For a deep dive into Just Transition including graphic charts like this one—check out [Movement Generation's Just Transition Zine](#)...it's a great in-depth resource for those looking to learn more!



3: POLICY:

MAKING IT REAL THROUGH A GREEN NEW DEAL

The Green New deal is a proposal for a set of laws and policies that set in place some huge changes in the United States. It's a plan for a 10 year (and beyond) national mobilization to build a new, just economy that works for all, addressing our global ecological crisis in the process.

Some parts of a Green New Deal have been written and proposed in Congress, but many more are yet to come—if we work together to demand that they get drafted and passed.

This briefing helps us understand what that policy could include.



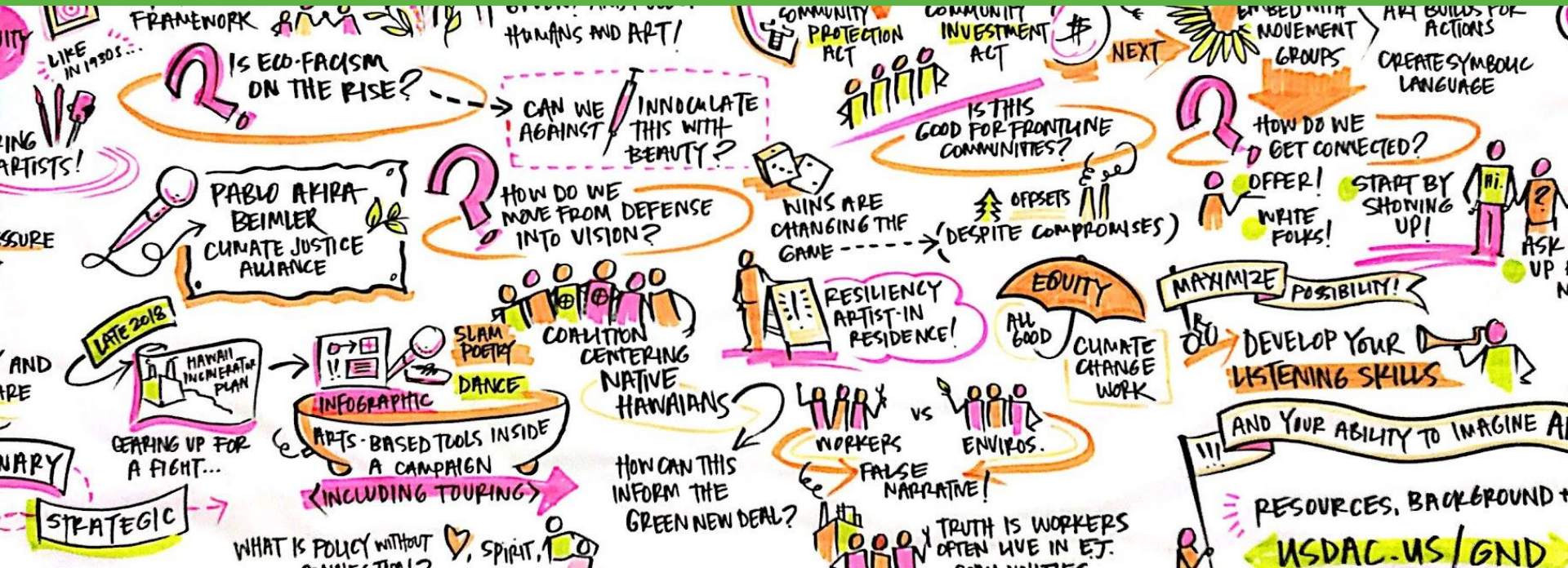
POLICY GOALS:

1. **Move society to net-zero greenhouse gas emissions** through a fair and just transition for all communities and workers;
2. **Create millions of good, high-wage jobs;** and ensure prosperity and economic security for all people of the United States;
3. **Invest in the infrastructure and industry** of the United States to sustainably meet the challenges of the 21st century;
4. **Secure clean air and water, climate and community resilience,** healthy food, access to nature, and a sustainable environment for all;
5. **Promote justice and equity** by stopping current, preventing future, and repairing the historic oppression of frontline and vulnerable communities.

KEY POLICY COMPONENTS:

- **Retrofitting our homes and workplaces:** Replacing or upgrading every U.S. building to achieve maximal energy efficiency, water efficiency, safety, and durability. Properly designed, this project will create millions of new high-wage jobs in every community and will be designed to foster ownership by communities, with the work being led by local firms, organizations, and co-ops. The project must also make startup capital available to people who want to form new firms and co-ops, and take care to invest especially in communities that have been denied capital and development for generations;
- **Switch the USA to sustainable power sources:** Meeting 100 percent of our power demand through clean, renewable, and zero-emission energy sources by dramatically expanding and upgrading existing renewable power sources and deploying new capacity. This will be possible only with massive public investments into domestic wind turbine and solar cell industries, among others;
- **Build Green Manufacturing:** Making massive investments into U.S. manufacturing industries to remove pollution and greenhouse gas emissions. Because these investments generate incalculable public benefits not capturable by private profits, only the public can rationally undertake them;
- **Revolutionize transit:** Overhauling U.S. transportation systems to eliminate pollution and greenhouse gas emissions, by investing in zero-emission vehicle infrastructure and manufacturing, as well as clean, affordable, and accessible public transit and high-speed rail.

POLICY EXAMPLES



THE FIRST GREEN NEW DEAL LEGISLATION PROPOSED IN CONGRESS

A GREEN NEW DEAL FOR PUBLIC HOUSING



Youth Activist Marcella Mulholland speaking at the launch rally- [read more of her words](#)

In November 2019, the Green New Deal for Public Housing Act (S.2876, H.R.5185) was introduced in to congress, showing that the Green New Deal isn't just a “green dream”—it's a policy agenda that makes for good legislation. The bill aims to “decarbonize” all the public housing in the United States, which means no public housing would run off of oil or gas anymore. The bill creates a workforce training program where public housing residents can gain the skills to make these changes to the infrastructure of their communities, and then get hired by the government to make their homes safer and healthier.

LOCAL EXAMPLE: THE CALIFORNIA GREEN NEW DEAL

The best way to get involved in Green New Deal efforts is to connect with existing organizations working on the local or state level.

California Green New Deal

Supported by a coalition of environmental and racial justice organizations, unions, and communities on the frontlines of the struggle against climate change, the California Green New Deal advances a future where all people have what we need to live dignified, healthy lives. It does this by investing in a new, regenerative economy that nurtures our communities instead of exploiting them and begins to fix the harms to our air, water, and soil caused by the old economy. To find out more and get involved, follow the hashtag #CAGreenNewDeal or go to GreenNewDealCA.org.

LOCAL EXAMPLE: THE CALIFORNIA GREEN NEW DEAL

California Green New Deal: Suggestions for Artists



These calls for artistic support come directly from the organizers of the California Green New Deal themselves!

- Make campaign flyers that can be translated into multiple languages
- Create graphics, illustrations, or infographics that visually represent how a Green New Deal could change communities across California
- Create a short, shareable video highlighting frontline leaders who support a Green New Deal



In addition to local green new deals, organizers have also proposed alternatives to the Green New Deal, such as the [Red Deal](#)*.

“In creating the Red Deal, we looked at the Movement for Black Lives platform and a reinvest and divest strategy. And so the Red Deal is non-reformist reform approach.”

—Demetrius Johnson, Albuquerque Red Nation
From [Call 2: "Science Facts, Science Fictions"](#)

WHAT COULD THIS POLICY LOOK LIKE ON THE GROUND & IN OUR LIVES?



Here are some other examples of initiatives that could be part of the Green New Deal. These aren't written in to policy yet, but if we dream and push, they could be real.

- **New national programs to:**
 - build mass transit across the country
 - create millions of affordable homes
 - clean up toxic sites and infrastructure
 - restore our ecosystems and plant trees
- **A guaranteed, good job** in a program like these for every American who needs one. Many are calling this a **"Federal Jobs Guarantee"**.
- **Financial support for community projects:** locally-owned wind and solar, worker-owned co-ops, green spaces and sustainable farms
- **Re-imagined public institutions:** post offices could provide loans, technical support for renewables, [as in this Canadian proposal](#)
- **"Low-carbon leisure" initiatives:** less work; funding for the arts; access to nature for all

ARTISTS UNITE FOR A GREEN NEW DEAL



CREATIVE STRATEGIES FOR ARTISTS AND COMMUNITIES

Four approaches to bringing creativity to the fight for a Green New Deal!

CREATIVE STRATEGIES FOR FIGHTING THE CLIMATE CRISIS WITH ART.

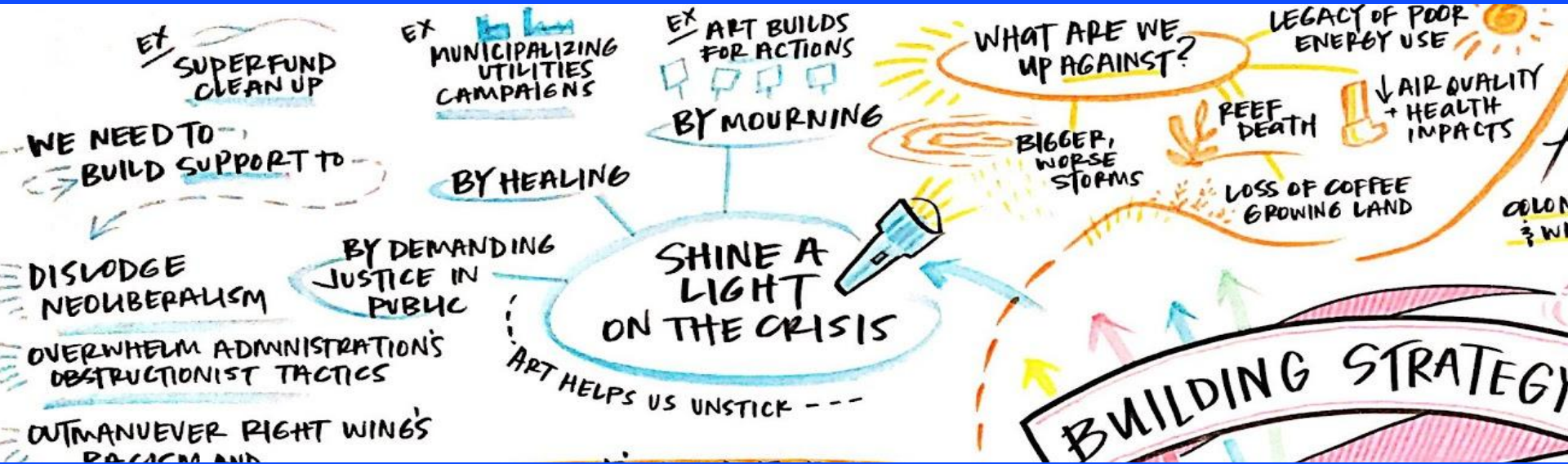
1: MOURN & HEAL IN PUBLIC

2: CLAIM OUR RIGHT TO GOVERN FOR GOOD

3: ENVISION THE NEW WORLD WE ARE FIGHTING FOR

4: DISRUPT—THIS IS NOT NORMAL!

1: MOURN & HEAL IN PUBLIC



1: MOURN & HEAL IN PUBLIC

We are living in a climate changed world. Globally, people are experiencing catastrophic storms and floods, droughts and fires, new earthquakes and disease vectors—all of the symptoms climate scientists have warned of for decades, and warn will get much worse.

As artists and cultural workers, many of us know what to do in a disaster: take care of our community by cultivating resilience and interreliance, sharing stories and emotions, celebrating and cultivating hope. Any time we help our community heal, we can also see this as an opportunity to point out how big the change we need is. It is grim to say, but disasters are when the media cycle most talk about climate change in today's world. So, bringing your mourning and healing to public is also a time to push for systemic change in the public eye. When we help empower our neighbors to tell their own stories, we are helping people be part of demanding a systemic response like the Green New Deal.

SHINE A LIGHT ON THE CRISIS

CASE STUDY: CARRIE MARIE SCHNEIDER



In response to the aftermath of Hurricane Harvey in Houston, Texas, artist Carrie Marie Schneider initiated *Washing Water*, a participatory project that asked audience members to reimagine their relationship to water through making waterscapes in a self-described “disco fish tank”. Learn more at washingwater.com and watch Carrie’s presentation on Call 2: “[Building Strategy and Co-Creating Culture](#)”.

“Years after [Hurricane] Harvey, people cringe every time it rains. [...] The assignment is not to illustrate the disaster. The assignment is to be able to reconnect to all of the ways that water might be in our lives or neighbors’ lives and the lives of the city.”—Carrie Marie Schneider

SHINE A LIGHT ON THE CRISIS

CASE STUDY: SANDY STORYLINE



SANDY STORYLINE

LOCATIONS / STORYLINES / MEDIA

Media

AUDIO

Super Storm Sandy and A Family

When we heard that Sandy might be the perfect storm, we had to make some decisions. Just before the storm my oldest son and his wife and 1 year old son, moved in with us to save rent money so they could buy a home. We also had my 18 year old daughter and my...

Ford Sypher and Team Rubicon

Ford Sypher knows something about closing a circle, making a healthy return. When I asked the former

PHOTO



Sandy volunteers remember the storm and explain how they got involved



The Teachable Moment: Rockaway, Hurricane Sandy, and Social Media

VIDEO

WORDS



CALL TO SHARE
YOUR STORY
(888) 803-9856



SEND A PICTURE
OR TEXT MESSAGE
storyline@vojo.co



SUBMIT YOUR
STORY ONLINE
NOW

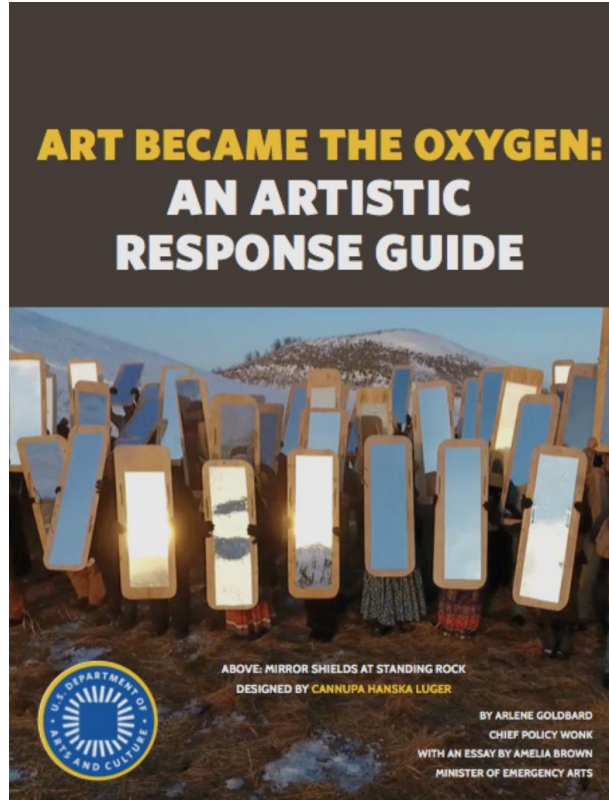
Sandy Storyline is widely admired as a rich repository of first-person stories relating to the experience of Hurricane Sandy—not just the immediate emergency of being displaced or injured, but also accounts of how the experience affected lives for years afterwards. The project was conceived and co-directed by Rachel Falcone and Michael Premo, working in collaboration with a large team and many sponsors and supporters. Learn more at sandystoryline.com.

“By engaging people in sharing their own experiences and visions, Sandy Storyline is building a community-generated narrative of the storm and its aftermath that seeks to build a more just and sustainable future.”

Want to dig more into the strategy of mourning and healing in public?

USDAC has a whole guide for that!--[Download it here!](#)

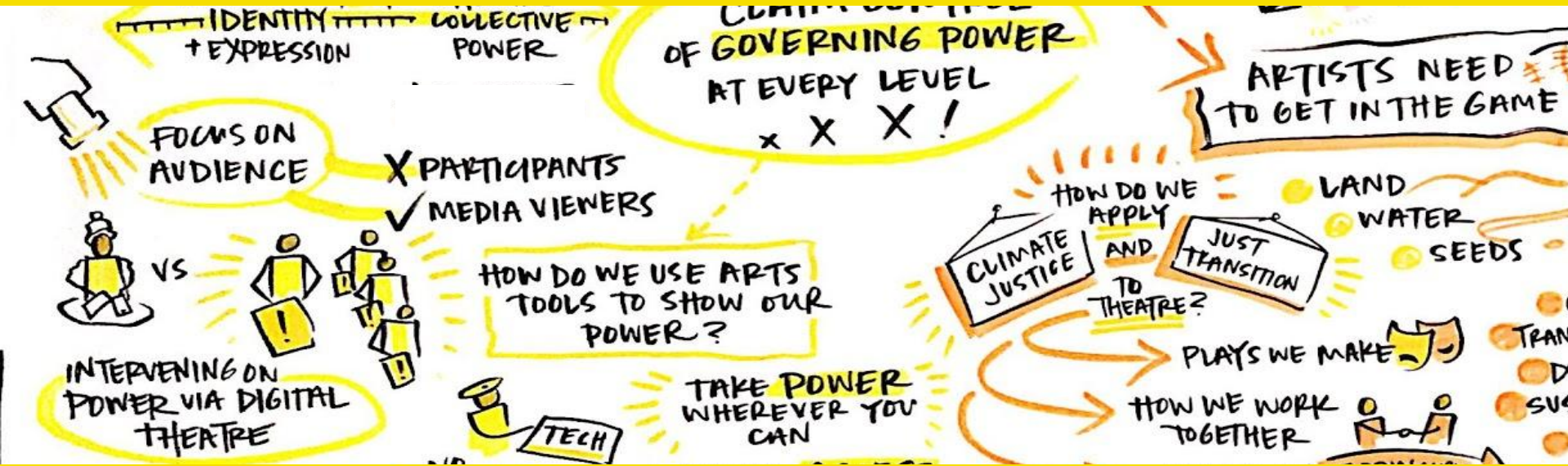
Art Became The Oxygen incorporates first-person experience and guidance from respected voices deeply engaged in artistic response from Katrina to Ferguson, from Sandy to Standing Rock. It includes hundreds of links to powerful arts projects, official emergency resources, and detailed accounts for those who want to go even deeper.



**MORE
TOOLS!**



2: CLAIM OUR RIGHT TO GOVERN FOR GOOD.



2: CLAIM OUR RIGHT TO GOVERN FOR GOOD.

From the federal government to our neighborhood school board, it's the responsibility of all of us to help elect public servants in to office who we know will hold true to a vision of justice, equity and peace. This includes voting—and we know that cultural democracy runs so much deeper and wider than just voting.

How can we use the arts to help win governing power beyond the ballot box? We'll look at two different models for inspiration: one that's about what can happen when artists show up to community groups and integrate our practices into organizing for change, and another about what's possible when we practice visionary governance of the arts institutions where we work and play.



“Climate justice activists are winning at the local and state level. Artists are essential to this fight, and should take the lead from frontline communities and support the grassroots work!”

—Priya Mulgaonkar,
NYC Environmental Justice Alliance
From Call 1 "[Explaining Policy, Exploring Poetics](#)”

CLAIM OUR RIGHT TO GOVERN FOR GOOD

CASE STUDY: PABLO AKIRA BEIMLER



A seasoned cultural organizer whose work in Hawai‘i has included organizing music and poetry events to rally community members opposed to the Hū Honua incinerator, Pablo Akira Beimler emphasizes centering and amplifying Indigenous culture bearers in movements ranging from Mauna Kea to the Green New Deal Hawai‘i. To join the Green New Deal Hawai‘i coalition, email PacificEarthInstitute@gmail.com and watch Pablo’s presentation on Call 1 “[Explaining Policy, Exploring Poetics](#)”.

“What we are seeing in Hawai‘i, and in general, I hope can prompt us all to ask certain questions like: what is policy without community and connection to each other? What is policy without heart? Without empathy?”—Pablo Akira Beimler

CASE STUDY: #GREENNEWTHEATRE



PRINCIPLES OF A GREEN NEW THEATRE

3. DECOLONIZED LEADERSHIP PRINCIPLES

Join the Conversation
June 18 @ 3p - 5p EST

#GreenNewTheatre | www.groundwaterarts.com

#GreenNewTheatre is an initiative by Groundwater Arts that advocates for systemic change in performing arts institutions as a response to the climate crisis. Learn more about the principles at groundwaterarts.com/green-new-theatre.html, and watch Tara and Ronee's presentation on Call 3: "[Building Strategy and Co-Creating Culture](#)"..

"This is an opportunity as artists, art professionals, leaders, those operating in the arts field, to be a model for the kind of change that we need to make as an entire society. That means not just looking at the art we make, but how is the art made and what the institutions look like that make the art."—Tara Moses & Ronee Penoi, Groundwater Arts

3: ENVISION THE NEW WORLD WE ARE FIGHTING FOR



3: ENVISION THE NEW WORLD WE ARE FIGHTING FOR

Everything created must first be imagined.

Artists and cultural workers imagine a better world—through the images, songs, stories, and performances we make—inspiring new possibilities and realities.

How can we harness this potential to pass a Green New Deal? Earlier in this toolkit you read about some giant visions of laws that could be passed as part of a Green New Deal—and a Red Deal, too. The changes a Green New Deal would create would change all of our lives in some big ways, and that can be hard to imagine! How can you use your cultural practice to help the people in your community imagine a Green New Deal that they're ready to fight for? Here are a few examples!

ENVISIONING THE NEW WORLD WE ARE FIGHTING FOR

CASE STUDY: MOLLY CRABAPPLE



Working with Naomi Klein, Alexandria Ocasio-Cortez, and the *Intercept*, artist Molly Crabapple created an animation with Jim Batt, Kim Boekbinder and Avi Lewis envisioning the beautiful future possible through the Green New Deal. Check out [Molly's video](#) and watch Molly's presentation on Call 1: "[Explaining Policy, Exploring Poetics](#)".

"When my crew decided to do this video, we decided we don't want to just horrify people about the effects of climate change. We want to show them a future that is enticing, that is connected, and above all, that is beautiful."—Molly Crabapple

ENVISIONING THE NEW WORLD WE ARE FIGHTING FOR

CASE STUDY: COOPERATION JACKSON



Building eco-villages, fighting for food sovereignty, and hosting cultural events are some of the ways Cooperation Jackson takes their *Jackson Just Transition Plan* from vision to reality. Learn more at cooperationjackson.org and watch Kali's presentation on Call 2: "[Building Strategy and Co-Creating Culture](#)".

"[Our work] is under the premise it's easier to act your way in new thinking than thinking your way into new acting. This is a way to agitate so things are not always rhetorical. People do it and learn how to live in a particularly new way. This takes time and very intentional cultural development."—Kali Akuno, Executive Director, Cooperation Jackson

4: DISRUPT—THIS IS NOT NORMAL!



4: **DISRUPT—THIS IS NOT NORMAL!**

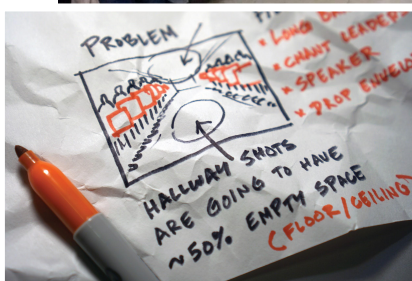
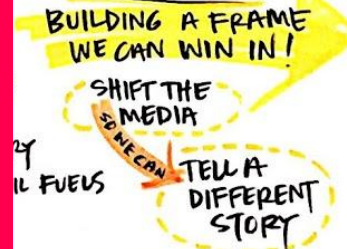
The last strategy is probably the simplest—it's just to disrupt. To interrupt.

Study the history of any major social change, and you'll see that rules don't change by asking nicely. When regular people come together in to social movements and break the rules they show that our collective power has the power to shape society to fit our vision. Disruption is part of true democracy.

At the USDAC, we believe that artists and cultural workers have a role to play in animating and activating a culture of creative disruption.

DISRUPT—THIS IS NOT NORMAL!

CASE STUDY: SUNRISE MOVEMENT



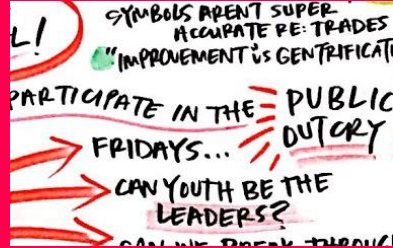
In 2019, the youth-led Sunrise Movement instigated a visually compelling occupation of House Speaker’s Nancy Pelosi’s office, gaining national attention for the Green New Deal. Follow their work at sunrisemovement.org and watch Josh Yoder’s presentation on Call 3: “[Building Strategy and Co-Creating Culture](#)”.

“At this action everybody brought a letter. We stenciled envelopes together and staged this photo to show how many young people demand a Green New Deal. It was powerful.”

—Josh Yoder, Visual Strategy Lead, Sunrise Movement

DISRUPT—THIS IS NOT NORMAL!

CASE STUDY: PEACE POETS



VIDEO: ["We're Gonna Strike for you, will you Strike for us?"](#)

Inspired by the courage of teenagers like Greta Thunberg, millions of young people around the world have organized days of strike from school to demand a solution to climate change. The Peace Poets wrote a song with some young people in the USA and recorded a video to teach it! Teaching this song is a great way to share about the strikes and help people of any age get excited for the next day of action!

"All of us need to respond to movements with everything we got. If you make music: show up to the meetings, help clean the space, drink tea with our elders, carry the sound equipment, be in the strategy meeting to listen to the countless considerations of those organizing. Then and only then, can we create the music we need. Together. Connected. In real relationship."—Lu Nephew, Peace Poets

DISRUPT—THIS IS NOT NORMAL

Join the next global Climate Strike on April 22nd: Earth day.

USDAC is thrilled to be a partner in Strike With Us, an intergenerational coalition of supporters and participants in the the youth climate strikes.

April 22nd, 2020, is the 50th anniversary of the first earth day, and promises to be a giant and powerful global outcry.

People of all ages are encouraged to strike from work and school in solidarity with young people.

Pledge to strike at <https://strikewithus.org>



ARTISTS UNITE FOR A GREEN NEW DEAL



RESOURCES:
LEARN MORE
& GET INVOLVED!

ACTIVATE THIS TOOLKIT!

You're the expert now. Share the guide with students, coworkers or friends! Interact with the "dewonkification briefings" to deepen learning! Get creative about activating policy! Here are some prompts:

INTRO (pgs 5-14)

Pg 12: With a friend, practice making a case for a Green New Deal based on each overlapping crisis- equity, climate and work.

Pg 13: Generate examples of ways that the Green New Deal could have a direct impact on your community.

SCIENCE (pgs 17-22)

Pg 20: Illustrate each "pathway" of the IPCC report—what can you imagine about what it looks like?

Pg 22: Make a puppet show or a comic book of the politicians associated with each pathway. What would they say? What policies would they propose? Who are their supporters?

SOLUTIONS

(pgs 23-27)

Pg. 26: Roleplay! Pretend you have the opportunity to speak in front of Congress: How would you make the case that for a GND rooted in Just Transition principles?

Pg 27: Study group ahead! We highly recommend is [Movement Generation's Just Transition Zine](#). Read it and discuss with friends.

POLICY (pgs 28-36)

Pg 29: Make a pamphlet that explains the policy goals in your own words and/or images!

Pg 32: Study the Green New Deal for Public Housing. Can you brainstorm 10 other pieces of dream legislation?

ACTIVATE THIS TOOLKIT!

You're the expert now: Share the guide with students, coworkers or friends! There are so many ways to participate in the Green New Deal using our 4 creative strategies for artists and communities. Here are some prompts:

CREATIVE STRATEGY 1:

MOURN & HEAL IN PUBLIC (pgs 39-43)

Join with others in your community to create a public ritual for mourning or healing. Help people tap into the emotional core of the crisis in ways that can lead to connection and action.

Find lots of suggestions in the [Emotional Resilience Toolkit for Climate Work](#)

CREATIVE STRATEGY 2:

CLAIM OUR RIGHT TO GOVERN FOR GOOD (pgs 44-48)

Every group needs artists: find a local or national group that is fighting for a Green New Deal and join up!

Remember that the best way to support is to show up, listen, and roll up your sleeves. Ask what help is needed, offer your creative skills as they fit.

CREATIVE STRATEGY 3:

ENVISION THE NEW WORLD WE ARE FIGHTING FOR (pgs 49-52)

Imagine the Green New Deal has happened! There are so many jobs to stop the climate crisis that you can apply to: what work do you think you would choose to do? What does the world around you look and feel like?

USDAC has a whole toolkit to help you imagine just futures! Check out our [DIY Imaginings Toolkit](#).

CREATIVE STRATEGY 4:

DISRUPT—THIS IS NOT NORMAL! (pg 53-57)

Join a Climate Strike! Help create visual imagery or performative moments that reveal the depth of the crisis, the power of the solutions, and the beauty and necessity of coming together to take a stand.

Get started on April 22nd, 2020, with Earth Day!

GET INVOLVED! FIND A GROUP THAT'S ORGANIZING FOR A GREEN NEW DEAL



Here are some ideas of how to find a group to organize with!

Look for a local community group in your town to join or support: Many frontline community groups are part of the [Climate Justice Alliance](#).

Volunteer to help elect or re-elect a local Green New Deal Champion: Start by checking if someone in your town has signed the [No Fossil Fuel Money Pledge](#).

If you're in a union, ask your union if they're helping win a Green New Deal: If they're not yet, ask how you can help them start.

Join or start a local chapter of a national group fighting for a green new deal: A few big active networks include [Sunrise Movement](#) (centering youth under 35, adult allies invited to support), [350.org](#) and [Sierra Club](#).

ADDITIONAL RESOURCES

THE GREEN NEW DEAL: POLICY

- Deeper briefing on the policy: [New Consensus Think Tank's Ongoing Research](#)
- How A Green New Deal could impact different sectors of society: [Jacobin Magazine's series on the Green New Deal](#)
- The Role of the Green New Deal: [Climate Justice Alliance Statement on a Green New Deal](#)
- The Red Deal: [Four Principles of the Red Deal](#)

THE GREEN NEW DEAL: SCIENCE

- Summary of the IPCC REPORT: [IPCC Climate Change Report, and Why it Matters to Everyone](#)
- More on the 5 Shared Pathways: [Apocalyptic Climate Reporting Completely Misses the Point](#)
- Shared Socioeconomic Pathways in comic book form: [There's Actually Some Good News in that Scary IPCC Report](#)

ADDITIONAL RESOURCES

JUST TRANSITION

- Deeper into Just Transition: [Movement Generation's Just Transition Zine](#)
- Many more perspectives on Just Transition: [Briarpatch Magazine Just Transition Issue](#)

CREATIVE STRATEGIES

- Learn more about the history of general strikes: [Reviving the General Strike](#)
- Global Youth Climate Strikes: [Global Climate Strike](#)
- One example of how to tell these facts as a story to your community: [Green New Deal Town Hall Slideshow](#)
- A translation of the Green New Deal in to a vision of the future: ["A Message from the Future with Alexandria Ocasio-Cortez"](#)
- USDAC guide for art after disasters: [Art Became the Oxygen](#)
- Carrie Schneider's: [tactical toolkit video for art activism](#)

GREEN NEW DEAL!

ARTISTS

UNITE FOR A

CRISIS ARTIST

SHARED LEARNING

SHARED ACTION

VISIONARY

LONG RANGE

JUST TRANSITION FRAMEWORK

EQUITY

CLIMATE

HIRING ARTISTS!

FEDERAL JOBS GUARANTEE

PUBLIC PRESSURE

LONGTIME COILING

THE URGENCY AND CRISES ARE CLEAR

INTEGRATING

VISIONARY

TIME TO BRING ON THE ARTISTS!

STRATEGIC

PARLO AHIRA BEIMER

CLIMATE JUSTICE AWARENESS

LATE 2018

HAWAII INDEPENDENCE PLAN

SEPPING UP FOR A FIGHT...

ARTS-BASED TOOLS INSIDE A CAMPAIGN

INCLUDING TOURING

WHAT IS POLICY WITHOUT CONNECTION?

SLAM POETRY

DANCE

CORRUPTION CENTERING NATIVE HAWAIIANS

HOW CAN THIS INFORM THE GREEN NEW DEAL?

CAN WE AGAINST!

INNOVATE THIS WITH BEAUTY?

HOW DO WE MOVE FROM DEFENSE INTO VISION?

THE USUAL STORY

FOCUS ON LOSS, DOOM, DESPAIR? OR SACRIFICE.

LET'S SEDUCE FOLKS, INSTEAD!

LET'S MAKE THE GRAND CONCOURSE GREEN! AND FULL OF HUMANS AND ART!

IS ECO-FASCISM ON THE RISE?

MOLLY CRABAPPLE

ARTIST, ILLUSTRATOR

MESSAGE FROM THE FUTURE



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ARTISTS UNITE FOR A GREEN NEW DEAL



THANK YOU

Thank you to our speakers, artists, and thought partners who helped shape the Artists Unite For A Green New Deal Summer 2019 Call Series and this toolkit:

Explaining Policy, Exploring Poetics: Rajiv Sicora, Molly Crabapple, Pablo Akira Beimler, Priya Mulgaonkar

Science Facts, Science Fictions: Ananda Lee Tan, Demetrius Johnson, Kali Akuno, Carrie Marie Schneider

Building Strategy and Co-Creating Culture: Tara Moses, Ronee Penoi, Josh Yoder

Series artwork: Suzy Gonzalez, Emily Simons

USDAC team: Rachel Schragis, Carol Zou, Adam Horowitz, Gabrielle Uballez, Jaclyn Roessel
Amalyah Leader