

Advocacy Guidelines for Coalition Action Teams and Committees

Advocacy is defined as “active support of an idea or cause”. The Sustainability Coalition’s Advocacy Policy makes a distinction between “public service” advocacy and “public policy” advocacy. The Coalition’s action teams are encouraged to participate in public service advocacy, but are not permitted to engage in public policy advocacy.

Public service activities are those that promote sustainability awareness, education and action. These activities are also intended to inform elected officials and members of boards and commissions of a sustainability perspective with the intent of having them give serious consideration to this perspective when they vote or make decisions. However, public service activities do not include taking a position on public policy.

The chart below provides examples to help action teams distinguish between these two types of advocacy.

Action Team	Public SERVICE Advocacy (encouraged)	Public POLICY Advocacy (NOT permitted)
Community Inclusion	Make a presentation to City Council on the Happiness Initiative and how it has been used in other communities	Provide testimony to City Council to support code changes establishing Happiness indicators
Economic Vitality	Sponsor a forum featuring organizations and institutions that have re-invested in fossil fuel-free companies	Submit a letter to the editor to support divestment of City funds
Education	Host a tour of sustainability demonstration projects at local schools	Lobby the School Board to establish a policy requiring a direct-wide recycling/composting program
Energy	Distribute information about Seeds for the Sol, Oregon Solar Cooperative, and other programs promoting solar installations	Provide testimony to the Planning Commission requesting code changes that require solar installations at all new developments
Food	Make a presentation to County Commissioners on the need for increased local food processing	Provide testimony to the County Commissioners in support of legislation related to food processing operations
Health & Human Services	Make presentations to local groups about alternatives to herbicides	Lobby the City Council to establish a policy banning use of herbicides on City property
Housing	Make a presentation to the Planning Commission on the benefits of green building incentives	Provide testimony to the Planning Commission in support of code changes that establish green building incentives
Land Use	Provide information to City Council on the low percentage of students housed on the OSU campus compared with other universities	Lobby City Council to adopt legislation that provides for area planning to occur prior to additional construction related to student housing
Natural Areas	Make a presentation to the county Commissioners on successful examples of riparian buffers on agricultural land	Lobby the County Commissioners to support legislation requiring riparian buffers
Transportation	Submit an article to the G-T on the benefits of the City’s fareless bus system	Submit a letter to the editor in support of legislation to extend the system fees
Waste Prevention	Establish an awards program that recognizes businesses’ waste prevention practices	Provide testimony to City Council in support of legislation that mandates commercial recycling
Water	Establish and publicize a demonstration project featuring greywater use	Lobby the State Legislature in support of legislation mandating greywater use at all new developments