



## **Telling a Story**

# Framing Social Movements

1960s: Anti-War

Movement

1950-80s: Civil Rights Movement

1949: Aldo Leopold's Land Ethic

"A land ethic changes the role of *Homo sapiens* from conqueror ... to plain member"

1962: Rachel Carson's Silent Spring

2004: "Death of Environmentalism"

Authors call on environmental movement to identify and target people's "core values and beliefs"

# Research Motivation (The Problem)

#### **RELIGION**

Community, Balance, Beliefs, Tradition, Laws, Values, Spirituality, God

#### **ENVIRONMENT**

Nature, Biodiversity, Air, Life, Ecosystem Services, Climate Change, Env. Movement

#### Relevance

Religions offer:

- Traditions
- Community
- Moral voice
- Organizing capacity

The modern environmental movement lacks a cohesive moral frame

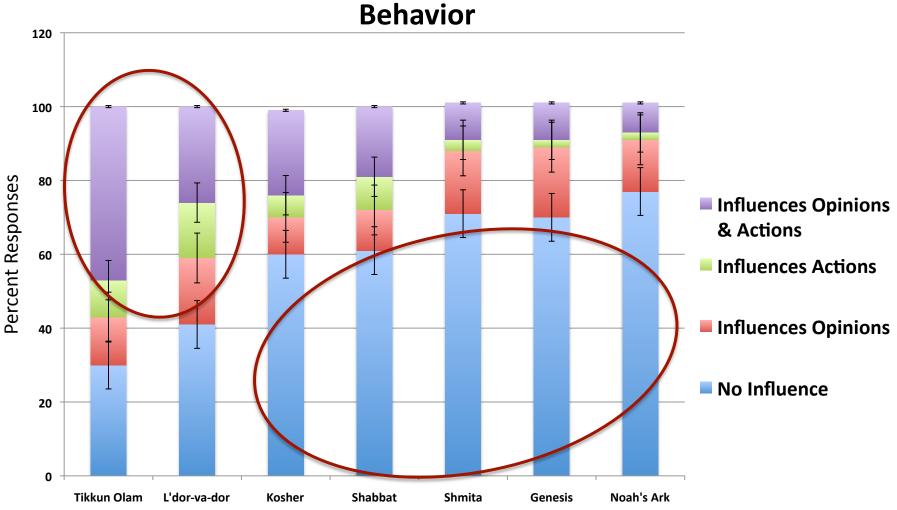
## **Research Questions**

- 1. How do Jewish texts, customs, and holidays influence Jewish people's perceptions of the natural world? (Do they at all?)
- 2. How can Jewish and environmental organizations work more closely together toward mutual benefit?

#### **Survey Results**

Question 1: Jewish Customs & Texts

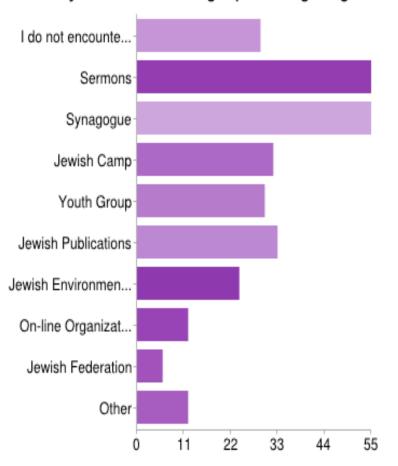
# Jewish Customs and Texts' Influence on Environmental



#### **Survey Results**

#### Sources of Jewish Environmentalism

#### Where do you encounter teaching or practice regarding human-environment interactions in a Jewish context?



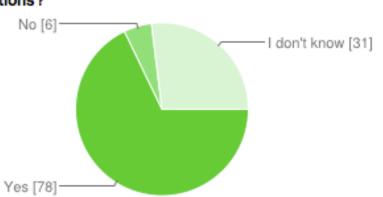
	I do not encounter environmental concerns in a Jewish context	29	25%
ſ	Sermons	55	48%
	Synagogue	55	48%
_	Jewish Camp	32	28%
	Youth Group	30	26%
	Jewish Publications	33	29%
I	Jewish Environmental Organizations	24	21%
	On-line Organizations	12	10%
	Jewish Federation	6	5%
	Other	12	10%

People may select more than one checkbox, so percentages may add up to more than 100%.

## **Survey Results**

#### Question 2: Collaboration with Environmental Groups

Do you feel there are opportunities available for increased collaboration between Jewish and environmental organizations?



Yes	78	68%
No	6	5%
I don't know	31	27%

If applicable, what kind of collaboration would you like to see between Jewish and environmental organizations?							
				Lectures	47	48%	
Lectures				Forums	37	38%	
Forums				Interfaith discussion about environmental concerns	40	41%	
roranis		_		Community Action	84	87%	
Interfaith discus	-			Political Action	38	39%	
Community Action				Other	8	8%	
Political Action				People may select more than one checkbox, so percent may add up to more than 100%.			
Other							
(	0 17	34 51	68 85				

# **Testimonials (Rhode Island)**

"I have **never considered** that Judaism and the environment could have **any connection at all**."

"Shabbat—makes me think about 'unplugging.'"

"I can remember being in Hebrew School as young as 6 years old and singing songs about planting trees."

"Judaism's focus on respecting ourselves by respecting the Earth we live on is my **primary basis for environmental action**."

"Every single thing in the world has a soul." (Community Rabbi)

## Are We Missing a Key Opportunity?

**Biblical and Rabbinic Laws** 

**Modern Environmental Issues** 

Bal Tashchit ("do not destroy")

Sabbatical for the land

Wait 3 years before eating fruit

**Kosher Laws** 

Recycle

Restore ecosystem services

**Limit our consumption** 

Be mindful of our food

# **Key Recommendations**

#### When appropriate:

- Frame issues like climate change in moral terms
- Engage in dialogue about religions environmental ethics
- Partner with religious groups
- Embrace the ethical dimensions of climate change

