



# APPLIED RESEARCH CENTER

*Racial Justice Through Media, Research and Activism*

900 Alice Street, Suite 400  
Oakland, CA 94607  
T: 510.653.3415  
F: 510.986.1062  
[www.arc.org](http://www.arc.org)

## GREEN EQUITY COHORT

**DESCRIPTION** | Green Equity Cohort a diverse community of organizational leaders that will engage in a learning and action process to to expand job opportunities in the green economy for low income people of color and women. Participants will engage in trainings and discussions highlighting race and gender equity, sharpen skills and strategies, develop and implement strategy plans, test new advocacy tools, and document and share successes.

**WHO SHOULD APPLY** | Community and labor organizers and green job policy advocates committed to explicitly addressing race and gender equity in green collar job initiatives.

### GOALS

1. To build knowledge about advancing equity in the green economy by sharing experience, expertise and peer learning across a diverse set of participating groups.
2. To test new tools for equitable green job creation, including the use of the Green Equity Toolkit in local campaign efforts.
3. To develop local action plans, and new models and strategies for creating equitable green job opportunities.
4. To document and amplify success stories that can inform other efforts, using a variety of media formats and dissemination avenues.
5. To develop new and long-term relationships between partner groups committed to racial justice and green equity.

### ACTIVITIES

1. **A two day Opening Retreat on March 22-23, 2010 in Oakland, California.** This provide an opportunity for leaders to learn about each other's work, sharpen their awareness of structural racism, and develop goal, action plans for advocating for race and gender equity in the Green Economy. Topics will include framing issues with a race and gender lens, strategies to leverage equity handles for green economy campaigns, developing equitable and inclusive policy proposals, racial impact assessments and media advocacy. A team of technical experts on the Green Economy will on hand for training and consultation.
2. **Strategic Plan Development:** Each participating leader/organization will develops and implement an action plan to implement equity strategies.
3. **Monthly cohort conference calls** with updates and featured topics to advance the strategic planning and execution of green equity campaigns.
4. **Strategic coaching (by phone)** to each participating group (up to five individualized sessions through December 2010) to assist in strategic development and implementation.
5. **Documentation:** Participants, with assistance from ARC, will help document and share their progress and successes.
6. **A one-day Closing Retreat** on September 23 in Chicago, Illinois. This convening will allow leaders to share successes, identify lessons, document activities and discuss future steps. This gathering will immediately precede the 2010 national Facing Race conference which will bring together 1000 racial justice activists, across issues and region. For more information, see [www.arc.org/facingrace](http://www.arc.org/facingrace).

## COSTS

Typically, organizations pay \$10,000-\$15,000 to ARC to provide the level of training and coaching over months. But, because of grants to support the application of the Toolkit, participating organizations need only cover the costs of travel to the Oakland and Chicago trainings and the cost of stay in Chicago.

Here's what people say about training and consultation with the Applied Research Center:

*“Our work with the Applied Research Center has made moving a racial justice framework through all aspects of our organizations possible—from Community Based Organization trainings, to board and staff development, to alliance work on policy. It's more than just a theory of change, it's tangible change that has advanced our programs and raised our profile in the state.”*

—Jermaine Toney, Lead Researcher, Organizing Apprenticeship Project, Minnesota

*“ARC has been the perfect partner. They bring tested tools, respect for local organizations, and the ongoing support and consultation to make it real on the ground. The results have been remarkable—new conversations are happening, and new allies and leaders are emerging.”*

—Cynthia Ward, Executive Director, Northeast Action, Boston

*“Statewide leaders and staff tested out the Applied Research Center's process and tools and found them to be concrete and tangible ways to move our racial justice agenda forward.”*

—Shanna Goldman, Organizing Director, Citizen Action of New York

## APPLICATION PROCESS

- To be considered for the Green Equity Cohort, ARC requires potential participants to complete an application form. A separate form must be completed for each applicant.
- ARC will accept up to two applicants from each organization. We encourage two-person teams to enhance the learning and support, but it is not required. The two person teams can come from the same organization or they can consist of one leader each from two partner organizations working on a common initiative.
- Selection of participants will be based on a variety of factors including experience, interest, goals, racial and geographic diversity and engagement of youth. Priority will be given to leaders who are from an organization who possess the following ideal qualifications:
  - A proven track record and an active campaign for equitable green jobs (or ready to launch a new initiative);
  - Works in low-income communities of color and are willing to make race, gender and economic equity an explicit part of their work;
  - Have the time, commitment and capacity to fully participate in this learning process (by attending both retreats, developing and implementing strategy plans, participating in conference and coaching calls and helping to document progress); and
  - Have the strong likelihood to successfully use the Green Equity Toolkit towards achieving concrete results.

**APPLICATIONS ARE DUE, via email, by 5 p.m. PST February 19, 2010. Up to 20 applicants will be selected.** We'll notify applicants of selection decisions by March 1st.

**FURTHER INFORMATION** | If you have any additional questions, please feel free to contact Gina Acebo, at 510-653-3415 or [gacebo@arc.org](mailto:gacebo@arc.org)



## GREEN EQUITY COHORT

### APPLICATION DEADLINE: 5 P.M. PST FEBRUARY 19, 2010

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Organization/Affiliation(s): \_\_\_\_\_

Present Position: \_\_\_\_\_

Race/ethnic identity: \_\_\_\_\_ Gender identity: \_\_\_\_\_

Languages spoken: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

How did you hear about the Green Equity Cohort: \_\_\_\_\_

Cohort participants are expected to meet the following commitments:

1. Attend the two retreats and monthly conference calls
2. Commit to explicitly/actively address race/gender equity in green job initiatives
3. Develop and implement a strategy plan with goals, actions and timetables
4. Document progress and successes and report back to ARC and the cohort
5. Evaluate your organization's own work and the cohort's work.
6. Cover your own travel expense to get to and from the retreats (and lodging at the final retreat).

Do you have the capacity to make this commitment?  YES  NO

### **ESSAY QUESTIONS:** Answer each question in one paragraph. (One page limit)

1. What experiences have you and your organization had working on racial and gender equity issues?
2. What issues are you working on now related to green job creation? Describe successes and challenges in this area.
3. Describe your constituency and what role they play in your campaign work.
4. What do you hope to learn and how do you plan to apply what you learn?
5. Describe your current staff capacity and your ability to fully participate in this learning process.

**TWO REFERENCES:** List the names, phone and emails of two references familiar with your work.

### **SUBMIT APPLICATION VIA EMAIL BY 5:00 P.M. PST FEBRUARY 19TH TO:**

Gina Acebo, Applied Research Center, 510-882-6255  
 gacebo@arc.org