



EARTHWORKS  
Summary of Strategic Goals  
2011-2013



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## Summary of Strategic Goals

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### Mission

Earthworks is a nonprofit organization dedicated to protecting communities and the environment from the impacts of irresponsible mineral and energy development while seeking sustainable solutions.

### Introduction and Summary

Earthworks has worked since 1988 with communities and grassroots groups to reform government policies, improve corporate practices, influence investment decisions and encourage responsible materials sourcing and consumption. We expose the health, environmental, economic, social and cultural impacts of mining and energy extraction through work informed by sound science.



# Introduction and Summary CONTINUED

In the fall and winter of 2010, Earthworks' board and staff generated a new strategic plan to guide our work through the end of 2013 with the assistance of a consultant and a series of interviews with board members, staff and outside stakeholders. The discussions about what has been learned from Earthworks' activities over the past several years led to the creation of the goals laid out in this plan. The full plan was adopted by the Board of Directors on February 9, 2011, and is summarized in this document.

Under this plan, we will be making a notable change in our program organization. During the previous several years, Earthworks had four programs: U.S. Mining Reform Campaign, International Mining/No Dirty Gold Campaign, Oil and Gas Accountability Project, and No Dirty Energy Campaign. These programs had different levels of public communication, different website presences, and handled their overlapping areas on an ad hoc basis.

Beginning in 2011, Earthworks will be reorganizing our program work into two areas – Mining and Energy. We are making this change in order to increase the efficiency of our efforts, to ensure that we are addressing the dynamics in the supply of energy sources and minerals, and to make what we do clearer to those outside the organization with whom we work and from whom we need support. Our new structure is aimed at increasing internal collaboration and clarity of purpose internally and externally.



Photo: © Earthworks



Photo: © Earthworks

**Earthworks has begun reorganizing our program work into two areas – Mining and Energy.**

# The Mining Program

*The Mining Program includes our U.S. mining reform efforts, our international mining work, and our No Dirty Gold campaign. This program focuses on legislative and regulatory strategies, campaigns to protect specific places from mining impacts, as well as market strategies and efforts to involve consumers and retailers such as jewelers in placing pressure on mining companies to improve their practices. Under the new Mining Program, Earthworks will be better able to use the multiple strategies in our toolbox in order to prevent destructive mining projects and practices from harming communities and the environment, whether the mine site is in the U.S. or overseas.*

In the Mining Program from 2011-2013 we will:

- Work to stop the destructive impacts of mining around the world.
- Raise public awareness about the impacts of mining on communities and the environment.
- Continue our work to reform the U.S. Mining Law, in place since 1872.
- Continue our work to change the behavior of mining companies through market pressure like our No Dirty Gold campaign and through establishing acceptable standards for mineral extraction and third party verification of compliance.
- Provide new staff to increase our support for impacted communities domestically and internationally.



Photo: © EPA



Photos: Above © istock; Below Marta Miranda

# The Energy Program

*The Energy Program includes the Oil and Gas Accountability Project as well as the No Dirty Energy campaign, which is the broad public face of our work focused on coal mining, tar sands extraction, and uranium mining. This program works to change federal, state and local government policy and support communities impacted by existing and proposed energy extraction. Decision makers are choosing among various forms of energy, deciding whether to build coal-fired, natural gas fired, or nuclear power plants, or to promote renewable energy projects. By combining all of our energy work into one program, Earthworks will be better equipped to address the destructive impacts of all forms of energy extraction in this complex energy environment.*

In the Energy Program from 2011-2013 we will:

- Intensify our work on natural gas extraction in the shale regions of the Northeastern U.S. and Texas while continuing to support community groups and work for good government policy on oil and gas production in the Rocky Mountain West.
- Work for public disclosure of natural gas drilling and production chemicals and other government standards to protect communities and the environment.
- Provide new staff support to communities dealing with in-situ leaching of uranium and new conventional uranium mines while working to strengthen environmental protections related to uranium mining in Congress and federal regulatory agencies.
- Continue our work on reducing the threats from Alaska coal mining and production of petroleum from Canadian tar sands while strengthening our No Dirty Energy Campaign.

Photos: Lower left by Sharon Wilson; Right by Charlene Anderson



In addition to our program goals, Earthworks is planning some key initiatives to grow and improve our organization from 2011-2013.

These goals are to:

- Strengthen our Board of Directors through the addition of new members and greater integration and flow of information throughout the organization as a whole.
- Improve staff organization to increase collaborative efforts and support for program work from policy, legal, and other staff.
- Increase staff capacity and organizational efforts in communications and media.
- Raise more funds in each of the three years of the plan to enable the other goals to be achieved.

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