

# Understanding the outcomes of climate change campaigns in the Australian environmental movement

Robyn Gulliver<sup>a\*</sup>, Kelly S Fielding<sup>a</sup>, and Winnifred Louis<sup>b</sup>

This is an Accepted Manuscript of an article published in *Case Studies in the Environment*, available online: DOI: <https://doi.org/10.1525/cse.2018.001651>

## Abstract

Climate change is a global problem requiring a collective response. Grassroots advocacy has been an important element in propelling this collective response, often through the mechanism of campaigns. However, it is not clear whether climate change campaigns organised by environmental advocacy groups are successful in achieving their goals, nor the degree to which other benefits may accrue to groups who run them. To investigate this further, we report a case study of the Australian climate change advocacy sector. Three methods were used to gather data to inform this case study: content analysis of climate change organisations' websites, analysis of website text relating to campaign outcomes, and interviews with climate change campaigners. Findings demonstrate that climate change advocacy is diverse, and achieving substantial successes such as the development of climate change related legislation and divestment commitments from a range of organisations. The data also highlights additional benefits of campaigning such as gaining access to political power and increasing groups' financial and volunteer resources. The successful outcomes of campaigns were influenced by the ability of groups to: sustain strong personal support networks, use skills and resources available across the wider environmental advocacy network, and form consensus around shared strategic values. Communicating the successes of climate change advocacy could help mobilise collective action to address climate change. As such, this case study of the Australian climate change movement is relevant for both academics focusing on social movements and collective action, as well as advocacy-focused practitioners, philanthropists and non-governmental organisations.

## Key message

This case study uses extensive empirical data gathered from the climate change sector of a national environmental movement to map the significant successes it has achieved through climate change campaigns. These successes are both the outcomes of climate change campaigns as well as incremental and incidental benefits achieved throughout the course of campaigning, which support the ongoing survival and growth of the groups and broader movement. Demonstrating the substantial volume and range of campaign successes may help environmental organisations engage more supporters in

their campaigning work, and enable the prioritisation of campaigns more likely to achieve success. These factors can help campaigners maximise the ability of their groups to continue to grow and succeed in their advocacy in the future.

## Introduction

Climate change is a global problem that requires collective efforts to halt the many human activities directly or indirectly generating greenhouse gas emissions. Despite the call for grassroots advocacy to drive the urgent environmental action needed (Ripple et al., 2017), evidence of successes of environmental advocacy is scant. In fact, some researchers have even argued that environmental groups do not impact the process of social change at all (Frank, Longhofer, & Schofer, 2007), nor achieve political change (Hall & Taplin, 2006, 2008; Pearse, Goodman, & Rosewarne, 2010). Rising greenhouse gas emissions and the lack of political will to address the root causes of climate change could be considered evidence of the lack of impact of climate change advocacy.

Climate change advocacy activities are frequently framed as campaigns. Campaigns involve the mobilisation of actors to achieve a specific aim (Porta & Rucht, 2002), with some environmental groups implementing multiple campaigns. However, one challenge of climate change advocacy is that there is no single emissions source, nor one single emission reduction solution: climate change arises from emissions generated through systems embedded in global economic, political and social structures. As a result, climate change campaigns can have both political and social goals (Bernstein, 2003). Some campaigns focus on persuading governments to enact policy measures to reduce carbon emissions, and others on promoting individual change to reduce their consumption-related emissions (Thomas & McGarty, 2009), with groups choosing advocacy strategies which maximise the likelihood of achieving a successful outcome within the timeframe, finances, and other resources available to them (McCarthy & Zald, 1977). Given that a significant proportion of environmental groups are entirely volunteer run (see Gulliver, Fielding, & Louis, 2019), lack of resources may hinder informed decision making within advocacy groups. In the absence of data on campaign outcomes, choosing among advocacy strategies will be based, at best, on the leadership teams' distilled intuitions or hunches.

Furthermore, achieving a successful campaign outcome (e.g., such as the closure of a coal-fired power station) is not only important in itself; communicating the successful outcome can also be influential for motivating increased engagement in pro-environmental actions (Jugert et al., 2016; Klandermans, 1997). Previous research demonstrates that peoples' shared belief that their group can produce successful results is an important antecedent of collective behaviour (Bandura, 2006; Fritsche, Barth, Jugert, Masson, & Reese, 2017). Therefore, measuring and conveying the successes that climate change advocacy has achieved may be an important component in increasing grassroots advocacy.

Australia provides a suitable context in which to undertake this investigation. As an advanced industrial democracy, advocacy is able to occur freely and openly. Very high levels of access to digital communications also enable widespread access to environmental groups and their online and offline communications. Furthermore, Australia is on the forefront of climate impacts, and has a diverse and active environmental movement responding to this collective crisis (Gulliver et al., 2019). These factors enable us to gain a clearer picture of the characteristics of climate change advocacy and the level of success it is achieving.

## Case examination

This case study identifies the success and failure of climate change campaigns run by climate change advocacy groups in the Australian national environmental movement. It then considers the additional benefits campaigning can bring to organisations beyond campaign success or failure. Finally, it considers what organisational factors may influence campaign outcomes.

It uses data gathered from three sources:

- A content analysis of 83 Australian climate change advocacy group websites to identify the environmental group characteristics and specific campaigns undertaken.
- Text analysis of the 58 campaigns (identified in the content analysis) listed on the study group websites in early 2017 to identify campaign goals and targets, following by an online search for evidence demonstrating whether the specific goal for each campaign had been achieved 24 months later. Each campaign

was then assessed as achieving either a ‘Successful’, ‘Partially Successful’, ‘Unsuccessful’, or ‘Unknown’ outcome. This assessment process involved searching for news stories, reports, or any data available online indicating whether the goal of the campaign had been achieved. It does not enable claims of causation between the activities of each group and the particular campaign outcomes which were identified.

- In-depth semi-structured interviews with 26 environmental campaigning practitioners working in a wide diversity of formal and informal organisations across local, regional, state and national geographical areas. Thematic coding identified two themes; the benefits accrued from running campaigns as well as influences on campaign success.

To summarize: the content and text analysis enabled the identification of the distinguishing characteristics of climate change groups within the study population, and construction of a database of climate campaigns and their outcomes. The thematic analysis of interviews provided a view from within the environmental movement: insights from experienced campaigners were gained about additional benefits of campaigns and factors that facilitate or impede campaign success.

## Climate change group characteristics

The content analysis allowed a characterization of climate change groups in terms of their age, focal issue, geographical range, and the number of campaigns they run. These characteristics have been shown to be important in influencing strategic and tactical approaches to advocacy (for example, see Dalton, 2015; Johnson, Saito, & Nishikido, 2009).

As Table 1 shows, the majority of climate change groups are young and were formed after 2006. Of the 83 groups, 55 operate at a local scale such as within a neighbourhood, town, or city area. There is a wide diversity of focal issues for their climate change advocacy (see also Kent, 2012). The majority of groups describe themselves simply as ‘Action’ groups, such as the ‘Bayside Climate Change Action Group’ and ‘Climate Action Hobart’. Other groups focus on diverse issues from promoting zero emissions across communities and industries, to organising divestment campaigns. Some groups do not describe a particular focal issue at all (labelled

‘General’ in Table 1 below). A total of 58 campaigns were undertaken by 24 groups, with the majority of campaigns run by groups operating on a national scale.

Table 1: Climate change advocacy group characteristics and campaigns

Focal Issue	Geographical range			Founding year (range)	Local Campaigns		State Campaigns		National Campaigns		Total	
	Local	State	National		Groups	Campaigns	Groups	Campaigns	Groups	Campaigns	Groups	Campaigns
'Action'	28	1	7	1997-2013	4	15	-	-	4	9	8	26
General*	12	-	4	2000-2014	2	4	-	-	4	4	6	8
'Transition'	13	-	-	2008-2014	-	-	-	-	-	-	-	-
'Zero Emissions'	2	-	2	2015-2016	-	-	-	-	2	2	2	2
'Finance'	-	-	3	-**	-	-	-	-	2	5	2	5
'Health'	-	-	2	2010	-	-	-	-	2	9	2	9
'Art'	-	-	2	2010	-	-	-	-	1	1	1	1
'Policy'	-	-	2	2014	-	-	-	-	1	1	1	1
'Education'	-	1	1	2014	-	-	-	-	-	-	-	-
'Eco theology'	-	-	1	2007	-	-	-	-	1	5	1	5
'Justice'	-	-	1	-**	-	-	-	-	1	1	1	1
'Resilience'	-	-	1	-**	-	-	-	-	-	-	-	-
	55	2	26		6	20	-	-	18	37		
Total = 83											24	56

\*Websites with no description of advocacy focal area

\*\*No founding dates stated on websites

## Assessing campaign outcomes: success

Currently there is no pre-existing open access database of climate change campaign outcomes at the movement scale. This is partly due to the fact that methodologies used to assess the success or failure of advocacy are contested (e.g. Blackwood & Louis, 2012; Hornsey et al., 2006). Thus, assigning causes and effects to complex advocacy systems is challenging. In addition, activists' judgements of what constitutes successful advocacy can vary significantly depending on their own goals and expectations. To circumvent this debate, the outcomes of specific campaigns rather than general advocacy were used to inform this case study. This approach was chosen to capitalise on the information about goals and targets contained in each campaign description (Cox & Pezzullo, 2016; Porta & Rucht, 2002), which provide an opportunity to then assess outcomes against that information. While this enables an analysis of campaign goals and outcomes, the extent to which the campaigns themselves influence the outcomes remains unknown.

Using data acquired from the content analysis of climate change websites, we constructed a dataset of Australian climate change campaigns. Across this dataset a wide diversity of campaign goals were identified. These include a number of campaigns focusing on divestment, fossil fuel subsidies and mining/power station closures. A contrasting advocacy approach focused on influencing individual behaviour as a mechanism to reduce emissions, such as through planting trees, or encouraging alternative individual consumption practices to reduce emissions by one tonne of CO<sub>2</sub> per day. The targets of the campaigns included a broad range of social, economic and political sectors, ranging from politicians and governments to businesses, religious communities, health and education providers, and individuals. Campaign data and outcomes are presented in Appendix 1.

The analysis of campaign outcomes was undertaken through coding campaign descriptions from the study population websites and then searching online 24 months later for evidence regarding whether individual campaign goals had been successful, partially successful, unsuccessful or unknown. Successful campaigns are those where their goal has been achieved; for example, a campaign targeting a university to divest from fossil fuels was assessed as successful if the university made a formal, public commitment to do so. Likewise, a campaign was deemed unsuccessful if the goal had

not been achieved. For example, a campaign to stop a coal mine would be considered unsuccessful if the coal mine proceeded or continued to progress in its approval or construction process. Partially successful campaigns were those where there may be multiple goals or targets, of which one or more were achieved. The outcomes of campaigns targeting changes in behaviour, such as reducing the amount of meat an individual eats, were unable to be assessed because data on individual behaviour (e.g., meat consumption) in the areas targeted by those campaigns is unavailable. Links to evidence for each assessment is provided in Appendix 1 and on the OSF link: [https://osf.io/q2yef/?view\\_only=6069256771af4374ae14c718427f6e0b](https://osf.io/q2yef/?view_only=6069256771af4374ae14c718427f6e0b).

Table 2: Outcomes of campaigns run by local and national climate change groups

Campaign Outcome	N (%)	Local Groups	National Groups
		N (%)	N (%)
Unknown	21 (36.21%)	6 (30%)	15 (39.47%)
Partially Successful	14 (24.14%)	2 (10%)	12 (31.58%)
Unsuccessful	12 (20.69%)	6 (30%)	6 (15.79%)
Successful	11 (18.97%)	6 (30%)	5 (13.16%)
Total	58	20 (34.48%)	38 (65.52%)

In total, 11 of the 58 (18.97%) campaigns achieved outright success, and 14 (24.14%) achieved partial success, with 12 (20.69%) unsuccessful and 21 (36.21%) whose outcome was unknown (Table 2). Partial success most commonly arose for divestment campaigns, as well as one major coal mining project that was delayed over a five-year period through successive targeting of the political and financial groups associated with the project. Examples of the 12 unsuccessful campaigns include those that advocate for the elimination of subsidies to, or investments in, fossil fuel companies by the Australian Federal Government and the large Australian banks. While these outcomes are labelled ‘unsuccessful’, campaigning on these issues continues. As noted previously, the outcomes of campaigns focused on awareness raising or individual behaviour change activities were not able to be ascertained due to the absence of data on individual behaviours to assess outcomes. Successful campaigns were more likely to be achieved by local groups, with six of the 20 (30%) local campaigns achieving this outcome compared to five of the 38 (13.16%) national campaigns. In contrast, partial success was more likely to be achieved by national campaigns (12/38, 31.58%) than local campaigns (2/20, 10%). This may imply that

local campaigns choose more achievable targets or implement less complex campaigns involving multiple targets.

Table 3: Outcomes of climate change campaigns by campaign target

Campaign Outcome	Total Campaigns	Total Targets	Campaign Target					
			Politicians and Governments	Health and Education Providers	Community Groups	Religious Groups	Businesses	Individuals
			N (%)	N (%)	N (%)	N (%)	N (%)	N (%)
Unknown	21 (36.21%)	30 (41.1%)	5 (16.67%)	1 (3%)	3 (10%)	3 (10%)	7 (23.33%)	11 (36.67%)
Partially Successful	14 (24.14%)	16 (21.92%)	3 (18.75%)	1 (6%)	-	-	8 (50%)	4 (25%)
Successful	12 (20.69%)	15 (20.55%)	6 (40%)	1 (7%)	1 (6.67%)	-	4 (26.67%)	3 (20%)
Unsuccessful	11 (18.97%)	12 (16.44%)	8 (66.67%)	-	1 (8.33%)	-	-	3 (25%)
<b>Total campaign outcomes</b>	<b>58</b>	<b>73*</b>	<b>22 (30.14%)</b>	<b>3 (4%)</b>	<b>5 (6.85%)</b>	<b>3 (4%)</b>	<b>19 (26.03%)</b>	<b>21 (28.77%)</b>

*\*Nine campaigns had more than one target*

Nine campaigns had more than one target, taking the total number of targets to 73 (see Table 3). Of the 58 campaigns focusing on these 73 targets, 31 targets either fully or partially achieved the campaign goal (42.47%). Paradoxically, political and government targets were both overrepresented in the unsuccessful target cohort (8/12, 66.67%) and overrepresented in the successful target cohort (6/15, 40%). An unknown outcome was most likely to occur when individuals were targeted (11/30, 36.67%), primarily due to the lack of data on any individual behaviour changes achieved. The highest proportion of successful outcomes were achieved by businesses, with 12 of the 19 campaigns targeting businesses (63.16%) achieving a partial or fully successful campaign outcome.

### Assessing campaign outcomes: benefits

Campaigns often require a range of activities conducted over an extended period of time (Richards & Heard, 2005). These activities, such as undertaking litigation and organising community workshops, usually require substantial human and organisational resources. The act of campaigning can be used to increase the supply of these resources available to groups, such as attracting more volunteers and increased donations. It can also offer opportunities for more supporters to become engaged (Han, Sparks, & Towery, 2017). Greater resources enable groups to respond to issues more quickly, have capacity to implement complex projects such as community renewable energy systems, and undertake more campaigns over a longer period of time. The acquisition of these resources through campaigning can therefore provide the foundation for achieving successful advocacy (McCarthy & Zald, 2001).

Three benefits of undertaking campaigns emerged from the thematic analysis of interview data. The first of these benefits was the acquisition of additional funds and volunteer time. All 26 interviewees highlighted the importance of these resources due to their influence in both increasing the capacity of the group to undertake research, litigation and other activities, as well as to assist with the running costs of these largely volunteer organisations. Many volunteer leaders interviewed were self-funded and worked largely full time on their climate change advocacy, with minimal resources available to fund or train new workers. Therefore, attracting and retaining volunteers with skills, financial security and the ability to 'slot in' was highlighted as an important, yet rare, benefit of undertaking campaigns. To the extent that

organisations can communicate their campaign successes, this could have the benefit of attracting new members to the cause (Van Zomeren, 2013; Van Zomeren & Iyer, 2009). However, this is challenging when such a high proportion of campaigns target individual behaviours and thus do not have measurable outcomes, making claims of success difficult to convey.

Second, all 26 interviewees highlighted building relationships with other environmental groups as a substantial benefit of undertaking a campaign, particularly during critical phases of campaigning. These relationships facilitate building knowledge, skills and expertise of recipient groups, and through doing so, boosts the strength of the network as a whole. Campaigners also noted that an additional benefit of increasing links between groups was that it afforded smaller groups political access. Many larger groups have greater access to politicians, and more resources to enable them to engage in legislative processes (such as nominating representatives to committees or developing detailed submissions). Developing strong connections between climate change groups therefore provides a window of opportunity for the campaigns of smaller and more local groups to be heard, and possibly heeded, by political representatives.

The third campaign benefit stated by 25 interviewees was the strengthening of bonds among the core team within each climate change group. This bond provided support to individual campaigners, enabling them to engage in campaign activities over a period of years despite periods of failure and setbacks. According to climate change campaigners, finding and retaining reliable individuals with a shared drive to undertake climate advocacy was seen as a significant, if not vital, benefit of campaigns. In fact, the quality of the relationships between core group members were described by interviewees as fundamental to the ability of groups to undertake any campaigns at all. Campaigners identified the inter-personal relationships developed or supported through their campaigning work as both the most important aspect of their ongoing campaigning work, as well as the most personally rewarding outcome of their climate change advocacy experiences.

## Influences on campaign success

From the perspective of climate change campaigners, campaign success (i.e., achieving the stated goal of the campaign) and campaign benefits (i.e., additional benefits that ensue to the group from the campaign) were seen as equally important. However, success can bring additional burdens of organisational growth and increased demands on individual campaigners' time and energy. The increased expectations generated through achieving campaign success, or experiencing ongoing failure, can also have an emotional toll that can lead to individual burnout and group fragmentation. Interviewees identified three common individual and group characteristics which they believed influenced the outcomes of campaigns. The following sections consider each in turn.

### **Mutual support**

A key characteristic of an enduring and active volunteer group was the presence of a founding team. This was most commonly two people with like-minded values and desire to effect change. Relatedly, environmental group leaders consistently noted the importance of a reliable and steadfast core team to prevent burnout. Leaders who had experienced burnout recounted feeling an overwhelming sense of responsibility and despair, combined with a lack of personal and group support, with 24 of the 26 interviewees identifying these types of responses as negative consequences of group conflict. Conversely, those who persevered identified that they did so with the support of their team. Fifteen interviewees stated that being with like-minded people and sharing common goals were the best aspects of their advocacy work. Thus, group dynamics emerge as a critical aspect which influences campaign implementation over the long term.

Despite the critical importance of a supportive core team highlighted above, finding, retaining and managing like-minded volunteers can be challenging. New volunteers who were recruited during campaigns were described as often unreliable, lacking confidence and needing significant mentoring support. Therefore, the acquisition of additional resources such as money or volunteers, while welcome, was most commonly thought to bring additional burdens to volunteer leaders. Many leaders identified as a stressor the conflict between managing others (whether volunteers or paid staff) and having time and energy for advocacy tasks. Put simply, while

recruiting competent and supportive others initiated a virtuous cycle of resilience and growth, failure to recruit and retain a healthy team was often part of a feedback loop eroding personal and organisational strength.

### **Network links**

Networks act as mobilizing structures (Moser, 2007), which enable increased volunteer engagement in group activities as well as increased pathways to political and economic power (Giugni & Grasso, 2015). However, our data highlighted factors which may constrain the ability of the group to capitalise on these opportunities. For 23 interviewees, prioritising collaboration with other groups was also seen to come at a cost: reduced time for managing volunteers, activities and campaigns within their own groups. For this reason, despite valuing the benefits of network collaboration, as highlighted above, most campaigners either did not work closely with other groups, or had participated with and then left other groups in the past. Constraints perceived to restrict the ability of groups to work together constructively on campaigns included: a lack of financial or human resources to collaborate and implement campaigns, tensions around leadership and branding, and groups operating at different geographical or financial levels. Despite the opportunities to share and implement campaigns within the existing network links, there is little evidence of groups sharing campaign information between groups.

### **Strategic choices**

A final source of conflict versus energy within a group was the existence of consensus versus debate over strategic choices. Campaigns require individuals to engage in collective action and for group leaders to organise and drive that action (cf. Bimber, Flanagan, & Stohl, 2005). Campaigns also require significant individual expertise, knowledge and skill in effectively implementing and maintaining advocacy often in the face of significant hostility from individuals outside the group. The decisions around whether to focus on educating the public, lobbying politicians or undertaking direct action can be highly contentious and therefore difficult for groups to manage effectively. Individuals appear to choose strategic approaches rooted in individual values and beliefs. This makes the choice of climate advocacy strategy challenging to debate and reach consensus over, particularly for those working on urgent, reactive campaigns. Thirteen campaigners identified situations where conflict over strategic

choice had led to the break-down of a group, or loss of key individuals. Managing the conflict around choice of strategies and tactics as groups grow and age can be an extremely challenging aspect of climate change advocacy work.

However, this creative tension may offer an insight into why such large numbers of groups persist across environmental movements. The proliferation of groups may be a positive mechanism to support an ongoing ecosystem of diverse grassroots activism, enabling people to find a group with strategies and tactics that align with their own personal motivations and theories of change (Louis, Chonu, Achia, Chapman, & Rhee, 2018).

## Lessons learned

This research has demonstrated that the climate change movement is diverse and achieving a substantial degree of campaign success. In addition, as shown in the campaign benefits section, campaigning can deliver significant benefits to advocacy groups through increasing financial and human resources available to the group, creating stronger links with the movement and building the cohesion and unity of the core team. These benefits can accrue even when the campaigns themselves do not achieve a successful outcome.

It is important for climate change groups to communicate their successes, as this may attract greater support for their activities (Jugert et al., 2016; Klandermans, 1997). Successful outcomes achieved through campaigning work should be a key message communicated consistently across all communication platforms and materials. Conveying the sense of accomplishment and purpose that can be experienced through being part of a climate change advocacy community may also encourage more supporters to become more active. Currently 36.21% of campaigns have goals which are not measurable. Ensuring that campaigns have measurable outcomes will enable groups to communicate success, and thereby increase the likelihood that others will become involved.

More broadly, stopping climate change requires a fundamental realignment of the way our species, and each of us individually, interact with our environment. Recognising the power of climate change advocacy to drive this realignment may require shifting our concept of success away from achieving the ultimate goal, to recognising and

celebrating the additional benefits of engaging in climate change advocacy along the way. Our data indicates that campaigns, whether successful or not, can enhance a group's potential to achieve their advocacy goals. The challenge campaigners face is to communicate this potential effectively to mobilise a groundswell of advocacy demanding action against climate change. In doing so, we will move closer to addressing this most urgent and dire threat to our future.

## Case Study Questions

### *On advocacy characteristics*

**Q1. Engaging others in advocacy:** How can people be encouraged to engage in grassroots climate advocacy? Is it more important to encourage individuals to understand and change unsustainable individual habits or politicians to enact legislation reducing carbon emissions?

**Q2. Choosing to be an advocate:** Imagine you wanted to do something about climate change. What type of advocacy or campaign would you chose to do? What motivates this choice? What opportunities and barriers exist with this type of advocacy that may affect whether others would want to join you?

**Q3. Overcoming challenges:** What kind of challenges do groups face when choosing and implementing their advocacy strategies? How would they overcome these challenges?

### *On social, economic and political context*

**Q4. Negative consequences:** Strengthening environmental protection can come with a price, occasionally leading to backlash by businesses, farmers, community members and others. How can climate change advocacy minimise backlash by these groups and encourage them to work together for the common good?

**Q5. Context considerations:** Campaign decisions are influenced by public opinion, political representation, and socio-economic features of a particular town or area. How would these contextual factors affect decision-making about campaign strategy, as well as

reflect diverse theories of social change and worldviews? How could an advocacy group undertake a climate change campaign in a situation where all contextual factors work against them?

**Q6. Political considerations:** Advocacy groups in Australia are able to undertake campaigns in relative freedom. How would campaigns need to be adapted to work in countries where protest is illegal, or in authoritarian, non-secular or tribal nation states?

*On measures of advocacy success*

**Q7. Goals and targets:** What sort of goals and targets could be set for advocacy campaigns? Who is responsible for setting those targets and reporting against their outcomes?

**Q8. Measuring success:** How do advocacy groups know if they are making a measurable difference in reducing greenhouse gas emissions, even if their campaigns are successful? How can advocacy activities be tested to further our understanding of the factors that influence advocacy success?

**Q9. Advocacy potential:** Is advocacy against climate change capable of creating the changes required to stop climate change? What would this advocacy look like to be able to achieve this level of success?

## Author Contributions

Robyn Gulliver conducted the collated analysis of the three data sources and associated materials and led the writing of the original draft of this article; Kelly Fielding and Winnifred Louis supervised all stages of the article development process and provided feedback and editorial review.

## Funding

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

## Competing Interests

The authors have declared that no competing interests exist.

## References

- Bandura, A. (2006). Guide for constructing self-efficacy scales. *Self-efficacy beliefs of adolescents*, 5(1), 307-337.
- Bernstein, M. (2003). Nothing ventured, nothing gained? Conceptualizing social movement “success” in the lesbian and gay movement. *Sociological Perspectives*, 46(3), 353-379.
- Bimber, B., Flanagin, A. J., & Stohl, C. (2005). Reconceptualizing collective action in the contemporary media environment. *Communication Theory*, 15(4), 365-388.
- Blackwood, L. M., & Louis, W. R. (2012). If it matters for the group then it matters to me: collective action outcomes for seasoned activists. *British Journal of Social Psychology*, 51(1), 72-92. doi:10.1111/j.2044-8309.2010.02001.x
- Cox, R. J., & Pezzullo, P. C. (2016). *Environmental communication and the public sphere* (4th ed.. ed.): Los Angeles : SAGE.
- Dalton, R. (2015). Waxing or waning? The changing patterns of environmental activism. *Environmental Politics*, 24(4), 530-552. doi:10.1080/09644016.2015.1023576
- Frank, D. J., Longhofer, W., & Schofer, E. (2007). World society, NGOs and environmental policy reform in Asia. *International Journal of Comparative Sociology*, 48(4), 275-295.
- Fritsche, I., Barth, M., Jugert, P., Masson, T., & Reese, G. (2017). A social identity model of pro-environmental action (SIMPEA). *Submitted to Psychological Review*, 1-86.
- Giugni, M., & Grasso, M. T. (2015). Environmental Movements in Advanced Industrial Democracies: Heterogeneity, Transformation, and Institutionalization. *Annual Review of Environment and Resources*, 40(1), 337-361. doi:10.1146/annurev-environ-102014-021327
- Gulliver, R. E., Fielding, K., & Louis, W. (2019). Environmental Advocacy: A Content Analysis of a National Environmental Movement. *Environmental Communication (in print)*.
- Hall, N. L., & Taplin, R. (2006). Confronting Climate Change A Review of Theoretical Perspectives on Environmental NGOs and their Campaign Effectiveness.
- Hall, N. L., & Taplin, R. (2008). Room for climate advocates in a coal-focused economy? NGO influence on Australian climate policy. *Australian Journal of Social Issues*, 43(3), 359-379. doi:10.1002/j.1839-4655.2008.tb00108.x
- Han, H., Sparks, A. C., & Towery, N. D. (2017). Opening up the black box: citizen group strategies for engaging grassroots activism in the twenty-first century. *Interest Groups & Advocacy*, 6(1), 22-43.
- Hornsey, M. J., Blackwood, L., Louis, W., Fielding, K., Mavor, K., Morton, T., . . . White, K. M. (2006). Why Do People Engage in Collective Action? Revisiting the Role of Perceived Effectiveness. *Journal of Applied Social Psychology*, 36(7), 1701-1722. doi:10.1111/j.0021-9029.2006.00077.x
- Johnson, E., Saito, Y., & Nishikido, M. (2009). The organizational demography of Japanese environmentalism. *Sociological Inquiry*, 79(4), 481-504.
- Jugert, P., Greenaway, K. H., Barth, M., Büchner, R., Eisentraut, S., & Fritsche, I. (2016). Collective efficacy increases pro-environmental intentions through increasing self-efficacy. *Journal of Environmental Psychology*, 48, 12-23.
- Kent, J. (2012). Third-sector Organisations and Climate Change: A case study of Australian climate-action groups. *Third Sector Review*, 18(1), 53-76.
- Klandermans, B. (1997). *The social psychology of protest*. Oxford: Blackwell.
- Louis, W. R., Chonu, G. K., Achia, T., Chapman, C. M., & Rhee, J. (2018). Building group norms and group identities into the study of transitions from democracy to

- dictatorship and back again. In B. Wagoner, I. Bresco, & V. Glaveanu (Eds.), *The Road to Actualized Democracy*. Charlotte, NC: Information Age Publishing.
- McCarthy, J. D., & Zald, M. N. (1977). Resource mobilization and social movements: A partial theory. *American Journal of Sociology*, 82(6), 1212-1241.
- McCarthy, J. D., & Zald, M. N. (2001). The enduring vitality of the resource mobilization theory of social movements. In *Handbook of Sociological Theory* (pp. 533-565): Springer.
- Moser, S. C. (2007). In the Long Shadows of Inaction: The Quiet Building of a Climate Protection Movement in the United States. *Global Environmental Politics*, 7(2), 124-144. doi:10.1162/glep.2007.7.2.124
- Pearse, R., Goodman, J., & Rosewarne, S. (2010). Researching direct action against carbon emissions: a digital ethnography of climate agency. *Cosmopolitan Civil Societies: An Interdisciplinary Journal*, 2(3), 76-103.
- Porta, D., & Rucht, D. (2002). The dynamics of environmental campaigns. *Mobilization: An International Quarterly*, 7(1), 1-14.
- Richards, J., & Heard, J. (2005). European Environmental NGOs: Issues, Resources and Strategies in Marine Campaigns. *Environmental Politics*, 14(1), 23-41. doi:10.1080/0964401042000310169
- Ripple, W., Wolf, C., Newsome, T., Galetti, M., Alamgir, M., Crist, E., . . . Laurance, W. (2017). World Scientists' Warning to Humanity: A Second Notice. *BioScience*, 67(12), 1026-1028. doi:10.1093/biosci/bix125
- Thomas, E. F., & McGarty, C. A. (2009). The role of efficacy and moral outrage norms in creating the potential for international development activism through group-based interaction. *British Journal of Social Psychology*, 48(1), 115-134.
- Van Zomeren, M. (2013). Four Core Social- Psychological Motivations to Undertake Collective Action. *Social and Personality Psychology Compass*, 7(6), 378-388. doi:10.1111/spc3.12031
- Van Zomeren, M., & Iyer, A. (2009). Introduction to the Social and Psychological Dynamics of Collective Action. *Journal of Social Issues*, 65(4), 645-660. doi:10.1111/j.1540-4560.2009.01618.x

## Appendix 1: Climate change campaign characteristics and outcomes

Group name	Geographical area	Campaign name	Goal	Target	Outcome	Reason for outcome decision	Data available	Link/ evidence
350.org Australia	National	Divestment	Divest	Local Government Councils	Partially Successful	Some Councils, including the City of Melbourne and the City of Sydney, have announced divestment commitments	Yes	<a href="https://www.climatecouncil.org.au/what-you-need-to-know-about-fossil-fuel-divestment/">https://www.climatecouncil.org.au/what-you-need-to-know-about-fossil-fuel-divestment/</a>
350.org Australia	National	Fossil Free Universities	Divest	Universities	Partially Successful	Some universities, including ANU and La Trobe, have announced divestment commitments	Yes	<a href="https://www.climatecouncil.org.au/what-you-need-to-know-about-fossil-fuel-divestment/">https://www.climatecouncil.org.au/what-you-need-to-know-about-fossil-fuel-divestment/</a> <a href="http://www.tai.org.au/content/divestment-hits-nerve">http://www.tai.org.au/content/divestment-hits-nerve</a> <a href="https://theconversation.com/la-trobe-universitys-fossil-fuel-divestment-a-small-but-significant-step-60042">https://theconversation.com/la-trobe-universitys-fossil-fuel-divestment-a-small-but-significant-step-60042</a>
350.org Australia	National	StopAdani	Stop Adani	Adani Company	Partially Successful	Multiple claimed campaign wins (see data links), however project plans have not yet been withdrawn	Yes	<a href="https://www.themonthly.com.au/issue/2018/may/1525096800/richard-denniss/why-adani-won-t-die">https://www.themonthly.com.au/issue/2018/may/1525096800/richard-denniss/why-adani-won-t-die</a> <a href="https://www.seedmob.org.au/risking_the_reef">https://www.seedmob.org.au/risking_the_reef</a>
350.org Australia	National	Power for Change	Closure plan with just transition	AGL Company	Partially Successful	AGL has announced the closure of Liddell power station along with an innovation plan which mentions a Just Transition. However, other AGL fossil fuel plants are proposed to continue until 2048	Yes	<a href="https://reneweconomy.com.au/agl-has-a-plan-milk-coal-assets-while-preparing-for-energy-transition-24620/">https://reneweconomy.com.au/agl-has-a-plan-milk-coal-assets-while-preparing-for-energy-transition-24620/</a> <a href="https://thehub.agl.com.au/articles/2018/07/whats-the-liddell-innovation-project">https://thehub.agl.com.au/articles/2018/07/whats-the-liddell-innovation-project</a> <a href="https://reneweconomy.com.au/what-would-a-fair-transition-out-of-coal-look-like-22750/">https://reneweconomy.com.au/what-would-a-fair-transition-out-of-coal-look-like-22750/</a>

350.org Australia	National	Pollution Free Politics	End political donations and subsidies from fossil fuel companies	Elected officials	Unsuccessful	Political donations and subsidies continue	Yes	<a href="https://greens.org.au/campaigns/dirty-donations">https://greens.org.au/campaigns/dirty-donations</a> <a href="https://www.marketforces.org.au/politicaldonations2019/">https://www.marketforces.org.au/politicaldonations2019/</a>
Australian Religious Response to Climate Change	National	Catholic Super Campaign	Divest	Catholic Superannuation (Pension) Fund	Successful	Catholic Super committed to divest	Yes	<a href="https://www.marketforces.org.au/superfunds/catholic-super-positiveimpact/">https://www.marketforces.org.au/superfunds/catholic-super-positiveimpact/</a> <a href="http://www.marketforces.org.au/superfunds/">http://www.marketforces.org.au/superfunds/</a>
Australian Religious Response to Climate Change	National	Eat Less Meat/ Meat Free Day	Eat less meat	Individuals	Unknown	No data is presented on whether the target population has been eating less meat	No	NA
Australian Religious Response to Climate Change	National	Faith Community Footprints	Reduce their environmental footprint and protect and nurture our planet	Individuals and faith communities	Unknown	No data was presented on their website or identified through an online search establishing how many people have reduced their environmental footprint	No	NA
Australian Religious Response to Climate Change	National	Go Fossil Free	Switch to fossil free Banks and Funds	Individuals and organisations of faith	Unknown	No data was presented on their website or identified through an online search establishing how many people have reduced their switched to fossil free banks and funds	No	NA
Australian Religious Response to Climate Change	National	Policy and Advocacy	Speak out publically for government and business policies and practices that care for the Earth	Individuals, faith Communities and religious leaders	Unknown	No data was presented on their website or identified through an online search establishing how many people have speaking out publically	No	NA
Australian Youth Climate Coalition	National	#StopAdani	Stop Adani	Adani Company	Partially Successful	Multiple claimed campaign wins (see data links), however project plans have not yet been withdrawn	Yes	<a href="https://www.themonthly.com.au/issue/2018/may/1525096800/richard-denniss/why-adani-won-t-die">https://www.themonthly.com.au/issue/2018/may/1525096800/richard-denniss/why-adani-won-t-die</a> <a href="https://www.seedmob.org.au/risking_the_reef">https://www.seedmob.org.au/risking_the_reef</a>

Beards on	National	Beards on Baird	Plant more trees	Individuals	Successful	Data provided shows that they were successful in planting more trees	Yes	<a href="https://beardson.org/page/about">https://beardson.org/page/about</a>
Climate Action Moreland	Local	Moreland City Council Divest from Fossil Fuels	Divest	Moreland City Council	Successful	Moreland Council, at their October 2015 meeting, adopted their first fossil fuel divestment strategy	Yes	<a href="https://climateactionmoreland.org/2015/10/08/fossil-fuel-divestment-strategy-adopted-by-moreland-council/">https://climateactionmoreland.org/2015/10/08/fossil-fuel-divestment-strategy-adopted-by-moreland-council/</a>
Climate Action Moreland	Local	Shut Hazelwood Coal Power Station	Shut Hazelwood Coal Power Station	New South Wales State Government	Successful	Hazelwood Coal Power Station is now shut	Yes	<a href="https://en.wikipedia.org/wiki/Hazelwood_Power_Station">https://en.wikipedia.org/wiki/Hazelwood_Power_Station</a>
Climate and Health Alliance	National	2020 Healthcare Climate Challenge	Protect public health from climate change	Health care institutions	Unknown	No data was presented on their website or identified through an online search establishing if public health has been protected from climate change by health care institutions	No	NA
Climate and Health Alliance	National	Healthy Energy Initiative	Raise awareness about the risks to health from current energy policy in Australia	Health professionals and the wider community	Unknown	No data was presented on their website or identified through an online search establishing how many people have raised awareness about the risks to health from current energy policy in Australia	No	NA
Climate and Health Alliance	National	Voices for the Murray-Darling	Development of a plan for the Murray Darling Basin	Not stated	Unknown	While there is already a plan for the Murray Darling Basin recent reports highlight its shortcomings. It is also not clear whether this campaign argues for the development of a new plan, or additions into the existing plan. Given the lack of clarity and lack of evidence regarding whether any aspects of the campaign have been	Some	<a href="https://www.theguardian.com/australia-news/2019/jan/25/murray-darling-basin-authority-should-be-broken-up-to-protect-system-review-finds">https://www.theguardian.com/australia-news/2019/jan/25/murray-darling-basin-authority-should-be-broken-up-to-protect-system-review-finds</a>

						incorporated into the existing plan this campaign is so far considered unsuccessful		
Climate and Health Alliance	National	National Strategy for Climate, Health & Wellbeing	Development and implementation of a National Strategy on Climate, Health and Well-being for Australia	Federal government	Unsuccessful	No data was presented on their website or identified through an online search establishing whether the strategy has been endorsed or implemented	Yes	<a href="https://www.caha.org.au/national-strategy-campaign-timeline">https://www.caha.org.au/national-strategy-campaign-timeline</a>
Climate and Health Alliance	National	Your Taxes Funding Fossil Fuels	End fossil fuel subsidies	Australian and international governments	Unsuccessful	Australian energy subsidies continue, totalling \$29 billion, or \$1,198 per capita (May 2019)	Yes	<a href="https://reneweconomy.com.au/global-fossil-fuel-subsidies-reach-5-2-trillion-and-29-billion-in-australia-91592/">https://reneweconomy.com.au/global-fossil-fuel-subsidies-reach-5-2-trillion-and-29-billion-in-australia-91592/</a>
Climate and Health Alliance	National	Federal Election 2016	Protect health through climate action this federal election	Federal parliamentary parties	Unsuccessful	No data was presented on their website or identified through an online search establishing whether any protection of health occurred after the 2016 Federal Election	No	NA
Climate Guardians	National	#keepyourpromise	Keep Paris Promise	Politicians and business leaders	Unknown	No data was presented on their website or identified through an online search establishing whether any politicians or businesses kept the Paris promise, nor detail of the exact specifics the promise was considered to be	No	NA
Climate Revival Launceston	Local	Retention of the Renewable Energy Target	Stop reduction in RET	Federal government	Successful	While the RET was reduced from 41,000 gigawatts to 33,000 gigawatts the target was retained after the election.	Yes	<a href="https://www.governmentnews.com.au/finally-the-ret-is-set/">https://www.governmentnews.com.au/finally-the-ret-is-set/</a> <a href="https://www.cleanenergycouncil.org.au/advocacy-initiatives/renewable-energy-target">https://www.cleanenergycouncil.org.au/advocacy-initiatives/renewable-energy-target</a>

Climate Safety	National	Climate Emergency Petition	Restore a climate that is safe, stable, and supportive of human civilisation.	Your nation's government	Unsuccessful	Australia's greenhouse gases emissions continue to rise	Yes	<a href="https://www.afr.com/news/politics/australias-greenhouse-gas-emissions-continue-to-rise-20190228-h1bum1">https://www.afr.com/news/politics/australias-greenhouse-gas-emissions-continue-to-rise-20190228-h1bum1</a> <a href="https://www.abc.net.au/news/science/2018-11-30/greenhouse-gas-emissions-up-again-quarterly-update/10570590">https://www.abc.net.au/news/science/2018-11-30/greenhouse-gas-emissions-up-again-quarterly-update/10570590</a> <a href="https://www.smh.com.au/environment/climate-change/australia-s-emissions-continue-to-climb-reaching-seven-year-highs-20181130-p50jd5.html">https://www.smh.com.au/environment/climate-change/australia-s-emissions-continue-to-climb-reaching-seven-year-highs-20181130-p50jd5.html</a>
Grandparents for Generational Equity	National	Grandparents for Generational Equity	Send 2 letters a fortnight	Politicians	Unknown	No data was presented on their website or identified through an online search establishing how many people have written two letters a fortnight to politicians	No	NA
Greenfleet	National	Low Glow	Turn lights off and use new technologies to protect turtle breeding habitat at Mon Repos, QLD	Local community	Partially Successful	Data was provided on the Greenfleet website demonstrating that plantings are underway to reduce the light glare at the site	Yes	<a href="https://greenfleet.com.au/Our-forests/Low-Glow">https://greenfleet.com.au/Our-forests/Low-Glow</a>
Greenfleet	National	#GoWestGoGreen	Donate \$1 donation to Greenfleet	Go West Tours	Unknown	No financial goal was mentioned and no total donations achieved were stated	No	NA
Greenfleet	National	Remember the Reef	Raise awareness and funds to restore ecosystems along the Great Barrier Reef, plant trees in the upper catchment of the Great Barrier Reef as well as restore mangroves	Individuals, Greenfleet	Unknown	No data was presented on whether awareness or funds have been raised to achieve these goals	Yes	<a href="https://www.greenfleet.com.au/RememberTheReef">https://www.greenfleet.com.au/RememberTheReef</a>

			along coastal wetlands					
Healthy Futures	National	Hesta and First State: Divest from Fossil Fuels	Divest	Hesta & First State Superannuation (Pension) Funds	Successful	Hesta and First State listed in table of those committing to divest	Yes	<a href="https://www.investordaily.com.au/superannuation/43069-superfund-divestment-gaining-momentum">https://www.investordaily.com.au/superannuation/43069-superfund-divestment-gaining-momentum</a>
Healthy Futures	National	Victorian Coalition: Action on Climate, Protect Health	Allow the Victorian Climate Change Bill 2016 to pass through Parliament	Victorian State Government	Successful	The Victorian Climate Change Bill 2016 was successfully passed by Parliament	Yes	<a href="https://www.climatechange.vic.gov.au/media-releases/bill-passed-to-create-new-world-leading-climate-change-act">https://www.climatechange.vic.gov.au/media-releases/bill-passed-to-create-new-world-leading-climate-change-act</a>
Healthy Futures	National	Ethical Switch	Make an Ethical Switch to Save both the Planet and your Money	Individuals	Unknown	No data was presented on their website or identified through an online search establishing how many people made the ethical switch	No	NA
Hills Climate Action Group	Local	Solar Panels	Bulk purchase of solar panels	Solar panel supplier	Successful	On original website the outcome of this campaign was stated	Yes	Jpeg of original Hills Climate Action Group Solar Panels webpage
Hills Climate Action Group	Local	Climate Action Network	Investigate	Own group	Unknown	It is unclear what they are investigating, nor how they will measure it	No	NA
Hills Climate Action Group	Local	Eastern Terminal Substation	Consider alternatives to the construction of the Eastern Terminal Substation in the Hills area	Western Power	Unknown	No evidence is available to assess whether Western Power has considered alternatives to the construction of the Eastern Terminal Substation in the Hills area	No	NA
Hills Climate Action Group	Local	Lobbying Local Councils	More footpaths & crossings & more stringent building codes	Local Councils	Unknown	No data was presented on their website or identified through an online search establishing how many Councils have installed	No	NA

						more footpaths, crossings and more stringent building codes, and nor is data available on Council websites regarding this		
Hills Climate Action Group	Local	Lobbying State Government	Lobby	Western Australian State Government	Unknown	No data was presented on their website or identified through an online search establishing how many people have lobbied the Government	No	NA
Hills Climate Action Group	Local	Water Tanks	Research & develop program	Own group	Unknown	The Hills Climate Action Group website is no longer available, and no other resources or program develop by the group appear in an online search	No	NA
Hills Climate Action Group	Local	Website	Provide resources	People	Unsuccessful	The Hills Climate Action Group website is no longer up, and no other resources provided by the group appear in an online search	No	NA
Hills Climate Action Group	Local	Public Forum	Public forums to promote awareness and action	Public	Unsuccessful	There are no public forums found in the online search and the Hills Climate Action Group website is no longer available	No	NA
Hills Climate Action Group	Local	Electronic Newsletter	Create electronic newsletter	HCAG members	Unsuccessful	Only one newsletter was created. The website appears to have been transferred over to different URL and group name	Yes	View 'Hills Climate Action Group Newsletters' .jpg file in 'Climate Change Campaign Outcomes Evidence Documents' folder in OSF link
Less Meat Less Heat	National	Less Meat Less Heat	Reduce carbon emissions	Individuals	Unknown	No data was presented on their website or identified through an online search establishing how many people have reduced their meat consumption	No	NA
Market Forces	National	Insuring a Safe climate?	Divest	Australia's major insurers	Partially Successful	The Market Forces website lists a complete range of insurers and	Yes	<a href="https://www.marketforces.org.au/campaigns/insurance/">https://www.marketforces.org.au/campaigns/insurance/</a>

						whether they insure fossil fuel infrastructure or companies. The tables highlights those that have divested and those that have not. As there is a range, this is considered to be a partially successful campaign		
Market Forces	National	Is your Bank Investing in Dirty Fossil Fuels	Divest	Australia's big banks	Partially Successful	The Market Forces website lists a complete range of banks and whether they fund fossil fuel infrastructure or companies. The tables highlights those that have divested and those that have not. As there is a range, this is considered to be a partially successful campaign	Yes	<a href="https://www.marketforces.org.au/info/compare-bank-table/">https://www.marketforces.org.au/info/compare-bank-table/</a>
Market Forces	National	What Future is your Super Funding	Divest	Australia's superannuation (pension) funds	Unknown	No data was presented on their website or identified through an online search establishing whether how many individuals have switched their super fund (as opposed to how many super funds have divested)	No	NA
Market Forces	National	Your Taxes Funding Fossil Fuels	End polluter handouts/subsidies	Federal government	Unsuccessful	Australian energy subsidies continue, totalling \$29 billion, or \$1,198 per capita (May 2019)	Yes	<a href="https://reneweconomy.com.au/global-fossil-fuel-subsidies-reach-5-2-trillion-and-29-billion-in-australia-91592/">https://reneweconomy.com.au/global-fossil-fuel-subsidies-reach-5-2-trillion-and-29-billion-in-australia-91592/</a>
Moreland Energy Foundation	Local	TAKE2	Pledge commitment to zero emissions by 2050 and 2 degrees warming	State and local government, businesses, community, educational organisations and individuals	Successful	Substantial range of outcomes listed on webpage	Yes	<a href="https://www.take2.vic.gov.au/newsroom/">https://www.take2.vic.gov.au/newsroom/</a>

Moreland Energy Foundation	Local	Zero Carbon Evolution	10% of community cutting greenhouse pollution by 20%	5,000 households, 500 local businesses, 50 community groups	Unknown	No data was presented on their website or identified through an online search establishing whether 10% of the community have cut greenhouse pollution by 20%. While there has been some progress through the extension of the strategy to 2014, no outcomes related to the goal were found	Yes	<a href="https://www.mefl.com.au/news/mefl-mcc-vision/">https://www.mefl.com.au/news/mefl-mcc-vision/</a>
Moreland Energy Foundation	Local	One Million Homes	Retrofit 1 million homes	Victorian State Government	Unsuccessful	This campaign is an Alliance of groups. However, it is not clear through any search whether the goal of one million homes has been achieved nor what numbers they have reached	Yes	<a href="https://www.mefl.com.au/campaigns/one-million-homes/">https://www.mefl.com.au/campaigns/one-million-homes/</a> <a href="https://environmentvictoria.org.au/our-campaigns/sustainable-living/one-million-homes-alliance/">https://environmentvictoria.org.au/our-campaigns/sustainable-living/one-million-homes-alliance/</a> <a href="http://www.yef.org.au/our_advocacy_work">http://www.yef.org.au/our_advocacy_work</a> <a href="https://environmentvictoria.org.au/2015/08/31/roadmap-2025/">https://environmentvictoria.org.au/2015/08/31/roadmap-2025/</a>
One Million Women	National	One Million Women	1 million women cut a minimum of 1 tonne of CO2 pollution/day	Women	Partially Successful	278,710,285 Tonnes of CO <sub>2</sub> savings pledged	Yes	<a href="https://www.1millionwomen.com.au/campaigns/take-carbon-challenge/">https://www.1millionwomen.com.au/campaigns/take-carbon-challenge/</a>
Rode RAGE	National	Rode RAGE	Raise awareness & funds	Individuals	Successful	Outcomes including funds raised and the numbers of people involved are included on their website	Yes	<a href="https://roderage.com.au/home/awards-achievements/">https://roderage.com.au/home/awards-achievements/</a>
SEED Mob	National	Risking the Reef	Ensure the proposed Abbot Point port expansion, subsequent railway line and coal mines don't go ahead	Bank staff, customers and Australians	Partially Successful	Multiple claimed campaign wins, however, the plans for all three of these proposals have not yet been withdrawn	Yes	<a href="https://www.seedmob.org.au/risking_the_reef">https://www.seedmob.org.au/risking_the_reef</a> <a href="https://www.themonthly.com.au/issue/2018/may/1525096800/richard-denniss/why-adani-won-t-die">https://www.themonthly.com.au/issue/2018/may/1525096800/richard-denniss/why-adani-won-t-die</a>

The Transition Decade Campaign	National	Transition Decade	Mobilise whole communities through a communication and partnership strategy, inform and activate citizens	Individuals, community organisations, business and government in geographic localities	Unknown	No data was presented on their website or identified through an online search establishing whether any of the goals of the campaign have been achieved	No	NA
The Vital Few	National	Are you Accidentally Investing in Climate Change	Demanding disclosure and transparency on details about climate risk	Superannuation (pension) funds	Partially Successful	There have been some successful divestment outcomes (see evidence links)	Yes	<a href="https://reneweconomy.com.au/australias-biggest-super-fund-makes-start-on-fossil-fuel-divestment-35481/">https://reneweconomy.com.au/australias-biggest-super-fund-makes-start-on-fossil-fuel-divestment-35481/</a> <a href="https://www.climatecouncil.org.au/what-you-need-to-know-about-fossil-fuel-divestment/">https://www.climatecouncil.org.au/what-you-need-to-know-about-fossil-fuel-divestment/</a> <a href="http://www.marketforces.org.au/superfunds/">http://www.marketforces.org.au/superfunds/</a> <a href="https://www.nestegg.com.au/superannuation/12602-vision-divests-of-fossil-fuels-despite-admitting-it-doesn-t-achieve-anything">https://www.nestegg.com.au/superannuation/12602-vision-divests-of-fossil-fuels-despite-admitting-it-doesn-t-achieve-anything</a>
Tweed Climate Action Now	Local	Bank and Superannuation (pension) Divestment Campaign	Divest	Banks and superannuation (pension) funds	Partially Successful	There have been some successful divestment outcomes (see evidence links)	Yes	<a href="https://reneweconomy.com.au/australias-biggest-super-fund-makes-start-on-fossil-fuel-divestment-35481/">https://reneweconomy.com.au/australias-biggest-super-fund-makes-start-on-fossil-fuel-divestment-35481/</a> <a href="https://www.climatecouncil.org.au/what-you-need-to-know-about-fossil-fuel-divestment/">https://www.climatecouncil.org.au/what-you-need-to-know-about-fossil-fuel-divestment/</a> <a href="http://www.marketforces.org.au/superfunds/">http://www.marketforces.org.au/superfunds/</a> <a href="https://www.nestegg.com.au/superannuation/12602-vision-divests-of-fossil-fuels-despite-admitting-it-doesn-t-achieve-anything">https://www.nestegg.com.au/superannuation/12602-vision-divests-of-fossil-fuels-despite-admitting-it-doesn-t-achieve-anything</a>
Vote Climate	National	Vote Climate	Make climate action a central issue, adopt	Elections, parties,	Partially Successful	Evidence was found indicating that climate action was a central	No	<a href="https://www.theguardian.com/australia-news/2019/may/07/climate-">https://www.theguardian.com/australia-news/2019/may/07/climate-</a>

			stronger policies, inform voters	candidates, voters		issue of the 2019 Federal Election. However, no information indicated that stronger policies were adopted, nor whether increased number of voters were informed. Given the success of 1 of the 3 goals, this campaign was judged as partially successful		<a href="https://www.abc.net.au/news/2019-05-07/climate-change-federal-election-morrison-shorten-policies-votes/11084580">change-takes-centre-stage-in-australias-election https://www.abc.net.au/news/2019-05-07/climate-change-federal-election-morrison-shorten-policies-votes/11084580</a>
Yarra Climate Action Now	Local	Trains Not Toll Roads	Stop the building of the East-West Toll Road	Victorian State Government	Partially Successful	The East West Link proposal was partially scrapped by the incoming Labor government, however the route was not replicated by public transportation. An alternative tunnel project was instead proposed which was initiated in early 2018	Yes	<a href="https://en.wikipedia.org/wiki/East_West_Link_(Melbourne)">https://en.wikipedia.org/wiki/East_West_Link_(Melbourne)</a>
Yarra Climate Action Now	Local	Local Action	Practical action to reduce carbon emissions and work towards 100% renewable energy neighbourhoods.	Yarra City Council	Successful	This news report provides evidence that the City of Yarra has committed to a renewable energy project to source 100% of their energy for the next ten years	Yes	<a href="https://www.yarracity.vic.gov.au/news/2017/11/22/yarra-commits-to-melbourne-renewable-energy-project">https://www.yarracity.vic.gov.au/news/2017/11/22/yarra-commits-to-melbourne-renewable-energy-project</a>
Yarra Climate Action Now	Local	Composting	Effective municipality- wide strategy for domestic food waste disposal	Yarra City Council	Unsuccessful	No municipality wide strategy for domestic food waste disposal appears to have been endorsed by Council yet	Yes	<a href="https://www.yarracity.vic.gov.au/services/recycling-and-rubbish/food-waste">https://www.yarracity.vic.gov.au/services/recycling-and-rubbish/food-waste</a> <a href="https://www.mwrrg.vic.gov.au/projects/the-metro-fund/metro-fund-round-two/food-waste-reduction-program/">https://www.mwrrg.vic.gov.au/projects/the-metro-fund/metro-fund-round-two/food-waste-reduction-program/</a> These websites show that only an individual behaviour/education campaign was run by Yarra City

								Council, not a municipal food waste disposal service
Yarra Climate Action Now	Local	Yarra Community Solar	Create a medium-scale community-owned rooftop solar 'power station' in our local area.	Local public	Unsuccessful	The group name was changed to Yarra Community Solar, with an updated website created in 2017. However, no solar projects appear to be constructed	No	<a href="http://ycan.org.au/campaigns/past-campaigns/yarra-community-solar/">http://ycan.org.au/campaigns/past-campaigns/yarra-community-solar/</a> <a href="https://www.yourcommunitysolar.com.au/about-us/">https://www.yourcommunitysolar.com.au/about-us/</a>