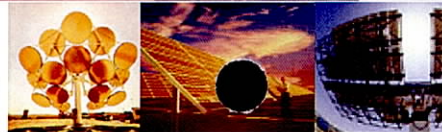




...THE 10 x 10 CAMPAIGN...



WHAT IS 10x10?

- “Ten by Ten” is a student-led initiative encouraging Berea College to meet 10% of our energy demand with clean and renewable sources by the year 2010.
- We work to raise awareness of the injustices of fossil fuels, such as environmental racism and mountain top removal; and we encourage students to actively respond to these injustices.
- We organize programs for energy conservation and we support the efforts of BC to be more energy efficient.
- We advocate the establishment of a Renewable Energy Committee to oversee the inclusion of clean energy technology in current renovations and future planning.

WHAT ABOUT THE COST...

- The price of coal does not reveal its true cost. Communities of color and of low income pay for the depleted health, polluted air, and destroyed water quality that is caused by our reliance on coal. These communities pay the *externalized* costs that our energy bills don't cover.
- Billions of tax-payer-dollars go to the fossil fuel industry every year, allowing us to believe that this fuel source remains inexpensive.
- Federal and state subsidies, as well as accessible finance plans exist to alleviate the capital costs of renewable energy.
- Colleges and universities in the United States have already found the means to meet a percentage or 100% of their energy demand with clean renewable sources.

SHIFTING THE POWER

- Students at universities and colleges all over the United States are using their power to build a market for clean renewable energy sources. All over the country, we are changing how our society thinks about energy and working for energy justice, one campus at a time.

More Information

www.energyjustice.net
www.youthpowershift.org
www.citizenscoalcouncil.org
www.campusactivism.org

If you have any questions, please contact HEAL ext. 3613





...THE 10 x 10 CAMPAIGN...



WHY ENERGY PRODUCTION HAS TO CHANGE...

- The process of generating electricity is our nation's single largest industrial source of air pollution
- Generation of electricity from coal not only releases greenhouse gasses and toxic compounds (mercury, lead), but also consumes and pollutes large amounts of water
- We are depleting finite sources of energy, while *irreparably* damaging the environment and our health
- **Environmental Racism:** Exposure to pollution is higher in communities of color where asthma and mercury poisoning is prevalent (www.energyjustice.net).

WHAT ARE THE ALTERNATIVES?

Solar: Photovoltaic and solar-thermal technologies convert solar energy into electricity, and require negligible water or land use. No fuel is combusted with this process, so emissions (of greenhouse gasses or toxic chemicals) are eliminated.

Wind: Wind turbines collect the energy in the wind. The energy of motion contained in the wind is then converted into electricity as the spinning turbine blades turn a generator.

- Contrary to popular belief, nuclear energy is *not* a clean alternative. Nuclear power plants in the United States produce 2,000 metric tons/year of radioactive waste and damage aquatic ecosystems.

HOW STUDENTS CAN GET INVOLVED...

- The energy decisions we make every day can encourage the development of new power sources, save natural resources, and stop environmental degradation
- Conserve energy in residence halls and campus buildings: turn off lights, hang clothes to dry...
- Advocate the transition to clean, renewable energy sources to your elected reps
- Join the 10 x 10 campaign and become actively involved in bringing clean energy to Berea College's campus.

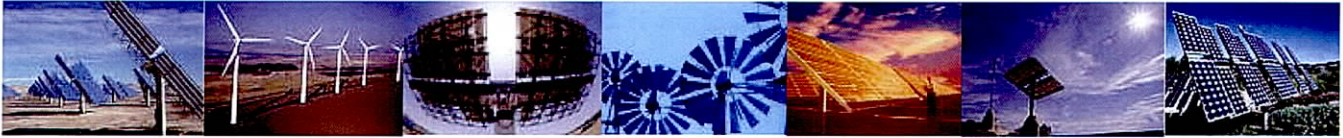
*all energy statistics on this flyer were provided by the Environmental Protection Agency (EPA) www.epa.gov



Going Solar at BC

A project of 10x10

We propose to increase the amount of renewable energy at Berea College by installing a 1 kilowatt Solar Photovoltaic system on the Alumni Building. This installation is a first step in achieving the goals set out by the 10x10 student initiative. For almost two years, students have been working to establish a policy for getting renewable energy on campus at Berea College, and now it is time to take concrete action. Your pledge will make possible a legacy of social and environmental justice at Berea College, and your name will be included on a plaque to commemorate all of those who made this first step a reality.



Solar PV for the Alumni Building will...

- Create a Consciousness of Justice
 - provide electricity without the vast destruction of ecosystems or the polluting of our communities that is caused by our reliance on fossil fuels.
 - promote a common knowledge of sustainable technology.
- Encourage Future Energy Security
 - guarantee electricity production for more than 50 years.
 - reduce the impact of an expected rise in electricity bills.
 - illustrate community and student support for solar energy—a necessary step in obtaining grants for larger renewable energy projects in the future.

What will it cost?

After the solar system is installed, additional panels can be added. Expected costs for the initial 1kw system include:

- | | |
|-------------------|----------|
| • Inverter (3kW): | \$ 2,000 |
| • Panels: | \$ 4,500 |
| • Structure: | \$ 1,000 |
| • Monitoring | \$ 500 |
| • Labor: | \$ 1,000 |
| • TOTAL: | \$ 9,000 |



Mission Statement for Berea College Ten by Ten Campaign

The "Ten by Ten" Student Initiative at Berea College is a part of the growing national movement of students and youth working for energy justice¹ on our campuses and in our communities. We believe true sustainability and stewardship to the communities that Berea College aims to serve requires a conscious and preemptive transition to clean renewable energy sources. We work to reduce overall energy use at Berea College and we encourage Berea College to meet ten percent of the energy demand with clean renewable energy sources by the year 2010. We work to raise awareness of the injustices of fossil fuel use, such as environmental racism, and to empower students to actively respond to these injustices.

¹ *Energy Justice* implies energy systems and policies that meet the energy needs of society without degrading the environment or perpetuating economic or social inequality. An example of energy injustice is the continued reliance on a fossil fuel-based economy, the cost-effectiveness of which relies on externalizing costs to citizens who are most often those of low-income communities.