

Speaker: Alex Posner,
 Dividends



As we seek the common ground between Republicans and Democrats on climate solutions, [Students for Carbon Dividends \(S4CD\)](#) has emerged as an important ally in building support on college campuses for revenue-neutral carbon pricing. Alex Posner, President and Founder of S4CD, joins our October call to share about the work his organization is doing to bring Republicans on board and the growing movement of the EcoRight, especially among young conservatives. A speaker at CCL's June conference in 2018, Alex holds a BA in History from Yale University and is also a volunteer with Magicians Without Borders.

Playback options are available on our volunteer website, [CCL Community](#).

CCL Canada October 2020 actions at a glance:

1. Hone your letter to the editor's writing skills. Create a local LTE team strategy.
2. Have you and your members sign-up to be part of the most up-to-date CCL Canada Climate Advocate training to take place in November.
3. Continue to empower your MPs on social media and get signatures to our paper petition if the above two suggestions are just not in your wheelhouse. ([See September Action Sheets](#))

Gentle reminders of the month: Thank you for your attendance at the CCL Community training session with Dr. Brett Cease in October. Group leaders have access to the member database for their group. For the protection of the membership, we feel compelled to tell you that there are very strict and enforceable Canadian laws that mandate that those mailing lists can only be used for CCL purposes. It is hefty fine if you use those mailing lists for anything other than CCL business. As well, for over a decade, CCL Canada has taken great care to have politicians learn that we are an organization focused solely on carbon pricing. Thus, all lobbying done under the CCL umbrella at all levels must follow the careful work of your fellow CCLers in over 40 groups across Canada and be focused on improving and defending Canada's national carbon pricing policy.

Upcoming CCL Calls	Date and Time	Call Options
CCL Canada: All CCLers welcome. We check in with each other, share field reports, and go over monthly actions.	Option 1: Thur, Oct 8, 2020 , 6 pm PDT/ 9 pm EDT Option 2: Fri, Oct 9, 2020 , 8 am PDT / 11 am EDT Option 3: Mon, Oct 12, 2020 , 6 pm PT/ 9 pm ET Pick 1 only. Sign this Doodler to RSVP.	Uberconference Line (1-888-570-6238) or log in online for free . If you can't get online, please just call in.
CCL International	Sat, Oct 10, 2020 10 am PDT / 1 pm EDT	www.cclusa.org/meeting
Canada Education Call: Rebuilding for a better future with Joseph Robertson.	Tues., October 20, 2020 , 5 pm PDT/ 8 pm EDT Sign this Doodler to RSVP. Read more here https://resilienceintel.org/2020/09/27/rebuilding-for-a-better-future/	https://citizensclimate.zoom.us/j/3920795005 Look in emails for the pass code
CCL Canada National Special Online Events #1	We will be scheduling two CCL Canada Climate Advocate Training Sessions (2 h) in November. Timing will be dependent on the needs of the volunteers.	Please fill in form by Thurs., October 22 https://forms.gle/t865LDYXUe8UU1y29
CCL Canada National Special Online Event #2	Monday, November 23, 2020 7 pm to 9 pm EDT An Evening with Dr. Renee Lertzman *FREE* but you must register	Things are too volatile for some of our volunteers to commit to a daylong event followed by lobbying their MPs. Thus, we have booked Dr. Renee Lertzmann, to lead us through a workshop on climate and grief.
CCL USA Online Conference	Saturday, December 5, 2020 at 1 pm EDT	United we move: December 2020 Virtual Conference. (FREE)but registration is not open yet.

ACTION 1: Hone your letter to the editor's writing skills. Create an LTE team strategy.

Why? Letters to the editor (LTE) build political will in our riding and help educate and build relationships with our local media and citizenry. We can also share copies of published LTEs to our local representatives to build political will.

OFFICIAL TALKING POINTS: Our official talking points are **found on our website**, specifically in [our Laser Talks](#), [Media Releases](#), [our most recent Leave Behind](#) and [our recently updated Carbon Pricing Guidelines document](#).

CCL Online Resources: We have an extensive database of where to send letters to the editor [HERE](#). An excellent resource can also be found on CCL Community [HERE](#).

WHAT CAN YOU COUNT IN FIELD REPORTS: any letter to the editor that has climate change. If you link COVID-19 to climate change, improving our democracy, “trusting in science”, and/or mentioning your MP's name and is in the tone of CCL it counts too. The best letters to the editor reiterate our lobbying asks. (See examples at the end of this action.) As part of our ongoing defense climate policy in general in our ridings, cheering on evidenced-based climate policy that is not under the CCL umbrella, while being careful not to identify yourself as CCLer, is good too.

Getting the Most out of your LTE

1. Send copies of published letters to the editor to your MP by email and/or social media.
2. Mention your MP's name in your LTE.
3. Keep track of your group's LTEs and bring hard copies of your accumulated letters to the editor with you when you lobby your MP.
4. Submit LTEs to multiple papers. Check out links to Canadian [newspapers here](#).
5. For the Postmedia and Torstar newspaper chains, you can submit the same letter to the editor to multiple papers and they often publish them. The same is most likely true for the BC papers (BlackPress) and the Atlantic papers (Saltwire). You can find all of them here: <https://canada.citizensclimatelobby.org/volunteer-resources/links-sunmedia-lte-pages/>
6. Lastly, you can track articles by [searching for your name in Pressreader](#). [Follow this link](#) and click on the search field in the top right corner. Use the “Advanced Search” options to narrow your search.

Best Practices

1. Make it personal, not representing a group.
2. Check the paper to see if there is a word limit.
3. Do not abuse anything or anyone.
4. We strongly encourage you to cut, paste, edit and personalize our official talking points (see above) and letters to the editor from other CCLs to help you write your letters to the editor.
5. Name drop – complementing the author of an editorial that supports a price on carbon or a paper for choosing to publish the editorial or news item and/or name drop your MP's name in the LTE too.
6. Use a compelling subject line. Three types of letters that are compelling: **a.** Use conflict; e.g. End the climate change charade; **b.** Characters with compelling stories, e.g. Prince Charles says business as usual is an act of suicide on a gargantuan scale; **c.** Specifically mention an MP's name.
7. Know who you are pitching to. Is it a national or local viewpoint you are appealing to? Make a local connection if you can for your local newspapers.
8. Avoid the overuse of flowery language and metaphors. Newspapers want news not poetry.
9. Think about your rhetoric style before you write to help you focus. Styles include narrative (*story telling*), argumentative (persuasive), expository (explanatory) and descriptive (vivid imagery).
10. Be impeccable with your word and only quote peer reviewed science with widespread consensus.
11. Use [CCL media releases and laser talks](#) to help you write your LTEs. In fact, we strongly encourage you to cut and paste paragraphs and then reword them to make them your own.
12. “GHOST WRITING”, TEAMS, MENTORS and YOUTH: Develop an LTE team. If you have a good writer on your team, have that person draft suggested LTEs for others to edit and submit so you can increase the number of people getting letters to the editor published. Youth seem to have an easier time getting letters published – thus recruit them.

Putting Together your Letter to the Editor

Letters to the editor (LTE) typically are 150-200 words, meaning you are limited to a few paragraphs except for local papers where sometimes they let you get away with 500 words. They are the haiku of advocacy — short and sweet. Start the writing process by asking yourself the question: What is my message and how does that relate to the article that was in the paper?

Opening: In your very first sentence, cite the article that you are responding to. For example, “Your editorial Saturday questioning the existence of climate change left me quite puzzled, given that the world’s glaciers are receding at record rates.” (Note: It’s okay to challenge a view, but never be disrespectful).

Transition to message: You don’t have much space, so transition quickly to your message. Start by stating the problem. “In 2018 and 2019, the Intergovernmental Panel on Climate Change (IPCC) published three special reports for policy-makers. These reports unequivocally state that time is running out.”

Propose a solution: This is the meat of your message. “ We are in a climate emergency and like with the COVID crisis, we must use the best evidence to guide which policies Canada must implement”:

Pivotaly, the IPCC also indicated that with the right policies, including pricing carbon as a core component of a cost-effective climate plan, countries like Canada can become leaders in tackling climate change.

or Tellingly, [27 Nobel Prize-winning economists](#) and [thousands of economists worldwide](#) support a fee on carbon pollution with the fees returned back to citizens

or “Policy simulators at the Pembina Institute and Climate Interactive have determined that carbon pricing is a core component of a cost-efficient and effective climate policy.”

Don’t try to say everything in one letter. There’s no room for it and it muddies the message.

Closing the letter: Finish up strong either by referring back to the beginning of the letter (closing the circle) or with something clever. “Policy-makers can argue all they want, but Mother Nature doesn’t argue — and she doesn’t negotiate.”

Verification: In addition to your name, the newspaper will want your address and phone number (not for publication) to verify your letter.

Special COVID-19 Resources

Make connections between COVID19 to democracy, your parliamentarians, using science and/or the climate crisis in polite and constructive ways is the best advice we can give you. Please only speak on your own behalf. Here is a superb resource from Dr. Louise Comeau: [Communicating Climate Change in the time of COVID](#) or our Open Letter to Parliament to guide you: [Trust in Science in Budget 2020 – UPDATED](#)

Recent examples of Letters to the editor:

- a. [COVID-19 lessons can be applied to climate change](#) - Brandon Sun
- b. Check out a recent LTE [in the Globe in Mail \(2nd letter\)](#) by Cheryl McNamara in Toronto
- c. Here are some very pointed letters on the need to increase the Canada’s carbon price: Mark Taylor’s recent [LTE in the Calgary Herald](#) and Patrick Salmer’s recent letters in [the Hill Times](#) and the [Globe and Mail](#)
- d. Here is a letter that some youth across Canada may want to make their own: [Youth of the world have a right to fight for their future](#)

ACTION 2: Have you and your members sign-up to be part of the most up-to-date CCL Canada Climate Advocate training to take place in November.

Why?

1. We have a lot of new members and groups that need training.
2. Protecting and defending Canada's National carbon pricing policy, whether you do it at the subnational or national levels, is nuanced, complicated and the target is constantly moving.
3. The Climate Advocate Training offered by CCL USA is not applicable to Canada. It is focused on a US policy and offers no historical or political context for what has and is happening in our fair country. In Canada, we have both national and subnational carbon pricing policies, a healthier democracy (for now and we should never take it for granted) and our politics are far less polarized (ditto for the previous comment). Lastly, CCL USA has an army of paid staff to monitor and support their volunteers as they create the political will for varying policies at the state level in full consultation with paid staff who in turn report directly to a national development team that is also on salary. We have no paid staff at CCL Canada.

At CCL Canada, we are highly focused on supporting volunteers who want to build the political will for defending and improving Canada's carbon fee and dividend policy in their constituencies using CCL methodology. We have been around ten years. We have had success and with everyone's help, we are winning and going to win.

To start, [sign up here by Thursday, October 22](#) and then we will send out a Schedule Doodler to determine the best day and time to train Canadians with our Climate Advocate Training workshop.

<https://forms.gle/t865LDYXUe8UU1y29>

LASER TALK 1: Climate Financial Shake-ups in 2020

The year 2020 may very well be remembered as the year the financial market seriously awakened to the need for money to flow away from climate destroying investments..

In January, the World's largest asset manager, Blackrock, [made sweeping changes](#) to its investment and engagement approach. Their CEO, Larry Fink, "expressed a clear conviction that climate change is driving a fundamental reshaping of finance—and therefore, BlackRock's own strategy."

Then in September there was this trifecta:

1. The US Commodity Futures Trading Commission released a report that [explicitly stated](#) "Without targeted, explicit price carbon emissions, "financial markets will operate sub-optimally," with capital exacerbating risk & cost while failing to invest in more efficient solutions.
2. September 14, 2020 BP (British Petroleum) Plc said [the relentless growth of oil demand is over](#), becoming the first supermajor to call the end of an era many thought would last another decade or more.
3. Finally, European Central Bank board member Isabel Schnabel [said](#), "Climate change is a bigger economic risk than pandemic."

Even cynics amongst us should be able to see glimmers of hope in these profound shake-ups in the financial world.

FOR ONLINE WARRIORS - EU WANTS INPUT INTO CARBON PRICING POLICY

As the European Union (EU) moves to implement its European Green Deal, it is soliciting public input on carbon pricing policy. The deadline to weigh in is Oct. 14, which you can do [here](#). CCL-EU, which is working to enact a carbon price and dividend in Europe, offers some guidance on the survey [here](#).

Why do this survey? If the EU carbon price rises and it includes border carbon adjustments, as our second largest trading partner, this will most definitely protect and enhance Canada's carbon pricing policy. We are getting closer to achieving our 10-year mission. Thank you for your laser focus, persistence and team work. Don't forget to fill in a field report.

ACTION TRACKER REPLACES FIELD REPORTS - FEEDBACK WELCOME

[Action Tracker](#), now replaces Field Reports and adds many useful new capabilities including individual logging, real time reports, and data visualization. The Action Tracker enables individuals to notice the work they are doing every day and sets up your chapter to measure and visualize your progress and success. You can learn all about the Action Tracker on CCL Community's [Action Tracker training page](#). Here's a [video introduction](#).

FEEDBACK WELCOME: CCL would love it if you could also click "**Send Feedback**" (lower left of the Action Tracker page) to let them know how you like it and if you run into any issues.

PRO TIP: Don't forget to designate Canada as the country the field report is coming from.

What type of action?



Contact with Legislator

Calls, letters, town halls, or social media interactions with a legislator



Grassroots Outreach

An event where CCL was in the public eye. It includes tabling events, presentations, or other community outreach events



Media/Publication

Letters to the editor, op-eds, editorials, articles, radio segments, or TV broadcast



Grasstops Meeting

You're reporting a meeting with a potential endorser, grasstops supporter or editorial board



Chapter Development

You're reporting a chapter meeting or a chapter development exercise

Looking for something else? Try a [generic action report](#)...

Was this an action to influence federal or state/province-level legislation?

- Federal
 State or Province

International Options

Most actions are in English, in the United States. Edit these options if your action differs.

Country

Canada

Language

English