



March 9 Guest Speaker: Anne Kelly, Senior Director of Policy at Ceres

Enrolling support from the business community is essential to getting effective climate policies enacted by Congress. Anne Kelly, Senior Director of Policy and the Business for Innovative Climate and Energy Policy (BICEP) Network at Ceres, joins our March national call to talk about making the business case for acting on climate change. Anne is an environmental lawyer with twenty-five years of combined experience in the private and public sectors.

CCL Canada March Actions at a glance:

1. Maximize your Letters to the Editor with our Pressreader system. On Monday, March 18 at 5 pm PT / 8 pm ET, Cathy from Sudbury will conduct an LTE/Pressreader Workshop.
2. Start preparing for your federal election environmental Town hall.
3. **SOCIAL MEDIA:** Ask social media savvy members of your team to create local CCL Facebook pages and Twitter accounts to curate your actions and interact with your local community.
4. **YOUTH:** Consider doing the Fridays For Future strike on May 3. Adults consider how you can help them.
5. **ONTARIO:** Get ready to lobby. Invite your MPPs to our breakfast on Tuesday, March 26 at Queen's Park.

CCL Calls in March	Date and Time	Call Options
Canada: All CCLers welcome. We check in with each other, share field reports, and go over monthly actions.	Option 1: Thurs, Mar 7, 2019 , 6 pm PT/ 9 pm ET Option 2: Fri, Mar 8, 2019 , 8 am PT / 11 am ET Option 3: Mon, Mar 11, 2019 , 6 pm PT/ 9 pm ET Just pick 1 to attend. Sign this doodler to RSVP.	Uberconference Line (1-888-570-6238) or log in online for free.
CCL International: Anne Kelly	Sat, March 9, 2019 , 10 am PT/ 1 pm ET	Zoom Room 2017201717 or call +1 877.369.0926, code: 2017 2017 17
PressReader System Workshop with Cathy from Sudbury	Monday Mar 18, 2019 , 5 pm PT/ 8 pm ET Sign this Doodler to RSVP for the call.	Uberconference Line (1-888-570-6238) or log in online for free.
Fridays For Future Canada Monthly Coordinating Calls:	No pressure to attend this call, but you might find it helpful if your group is pondering to expand by using youth outreach. Monday, March 11 , 5 pm PT / 8 pm ET Please RSVP to < cathy@citizensclimatelobby.org >, who will send the call information.	The next FFF Climate Strike is Friday, March 1, 2019. Some youth are sister striking on March 15 with the global strikers. Youth are working on the finalizing their call to action for Canada's National May 3 strike.

ACTION 1: Maximize your Letters to the Editor with our Pressreader system.

Why? Letters to the editor (LTE) are a cornerstone of what we do. They build political will in our riding and help educate and build relationships with our local media.

Thanks to our volunteers and established PressReader system, CCL Canada punched above its weight and reported a record number of LTEs published last year. In 2018, 589 of the 4304 LTEs (13.7 %) published and recorded were from Canada.

To help get you started on using our PressReader system, Cathy from Sudbury will host a workshop on **Monday, March 18 at 5 pm PT / 8 pm ET**. You can [sign this Doodler to RSVP for the call](#).

Note that we have an extensive database of where to send letters to the editor [HERE](#). Other tips and resources are listed below.

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 as: check out links to Canadian [newspapers here](#) (NEW + UPDATED)
5. For [the Postmedia newspaper chain](#), you can submit the same letter to the editor to multiple papers and they often publish them.
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 find articles more than 3 days old.

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. 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.
5. 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.
6. Know who you are pitching to. Is it national or local viewpoint you are appealing to? Make a local connection if you can for your local newspapers.
7. Avoid the overuse of flowery language and metaphors. Newspapers want news not poetry.
8. 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).
9. Be impeccable with your word and only quote peer reviewed science with widespread consensus.
10. 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.

11. 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 3 or 4 short paragraphs. 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. “If we ignore what scientists are telling us, global temperatures will rise throughout the century with dire consequences — coastal flooding, droughts, famine, extinction of species.”

Propose a solution: This is the meat of your message. “We must reduce the level of carbon- dioxide — the primary greenhouse gas — to a level that will avert these disastrous effects. Scientists tell us that level is 350 parts per million in the atmosphere. The most efficient and effective means to do this is to place a fee on carbon and return the revenue equally to all residents.”

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.”

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

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

ACTION 2: Start preparing for your federal election environmental Town hall.

Why? GreenPAC is aiming to have one hundred town halls on the environment during election in 2019 after the [writ drops](#). They are looking for community organizers in communities across Canada to help make sure that the environment does not get ignored. The date should be determined soon so that no political party can say they did not have advanced warning. The Federal election day is anticipated to be October 21.

How to prepare:

- Start reaching out to other like-minded and non-partisan groups now about an environmental town hall during Election 2019 in collaboration with GreenPAC and form a steering committee.
- Reach out to all riding associations and let them know you are organizing now and will inform them of the date soon.
- Stay tuned hopefully for an upcoming CCL Canada call for people from GreenPAC.

SOCIAL MEDIA ACTION: Ask social media savvy members of your team to create local CCL

Facebook pages and Twitter accounts to curate your actions and interact with your local community.

Why? CCL USA groups have Facebook Pages and Twitter Accounts all over social media. An added bonus: all these groups are branding CCL all over social media.

Some key points:

- Use the CCL Brand guidelines for use of logos, colours, aspect ratios, images and fonts
<https://community.citizensclimatelobby.org/resource/ccl-brand-guidelines/>
- Tweeters join the CCL Canada Twitter Action team
https://docs.google.com/forms/d/e/1FAIpQLSfuDsVmteE0iVT1n_7eS_xOUUpB1f3yiKKJTOynpQQLtmQb_w/viewform?usp=sf_link
- Facebookers join Facebook Action team. <https://www.facebook.com/groups/306279210238174/>
- Feel free to share images from CCL Canada's Facebook and Twitter
<https://www.facebook.com/CCLCanada/>
<https://twitter.com/CitizensLobbyCa/>

YOUTH ACTION: FRIDAYS FOR FUTURE - CANADIAN WIDE STRIKE ON FRIDAY, MAY 3

Youth are now striking in 16 Canadian cities.

Follow the youth strikers on the map here: <https://cop24climatestrike.com/event-map/>

Register youth strikers here: <https://cop24climatestrike.com/register-event/>

Please check pages periodically for updates.

Our five recommendations for your event are:

- Youth must be the spokespersons whereas adults can help.
- The main message is, "Adults are jeopardizing our future".
- Please treat all politicians with respect and admiration for their service.
- Strike near a city hall, Parliament /Congress, government building, school or a politician's office.
- To help you build alliances in communities over the next few months think outside the box and conduct strikes at hospitals, Chambers of Commerce, umbrella groups for poverty, union halls, Friendship Centres, etc
- Register your event so that we can show the world that youth are becoming too connected to fail.

There are three chief ways of striking:

- Stay at home on Friday and strike privately.
- Strike at school on Friday. Wear green clothes or green bandanas or green anything and at 10 am ring alarm bells or clang pots (les casseroles) for one minute and then talk about specific things adults need to do to stop jeopardizing your future: declare a climate emergency in all cities like Vancouver and Halifax have already done, the media must treat this crisis like a crisis, all levels of governments must have plans in line with the best science and economics to cut greenhouse emissions and adapt to our changing climate and adults must seriously review the climate plans of politicians before the vote in elections
- Sit outside of a building such as a legislature building, city hall, school or even a hospital and strike for the climate

You can also attend the next Fridays for Future Coordination call, on **Monday, March 11**, 5 pm PT / 8 pm

ET

Please RSVP to <cathy@citizensclimatelobby.org>, who will send the call information.

ONTARIO ACTION: Invite your MPPs to our breakfast on Tuesday, March 26 at Queen's Park

CCL Ontario members are going to Queen's Park for an all-party breakfast at Queen's Park and lobbying on Tuesday, March 26. They will be gathering for a vegan dinner, community building, and education the night before at Friend's House on Lowther Avenue in Toronto.

Monday, March 25, 2019 – Meeting and Dinner

Friend's House, 60 Lowther, Toronto, ON M5R 1C7, (416) 921-0368

5:00 pm doors open

5:30 pm vegan dinner and lobby preparation

6:30 pm evening starts

8:30 pm evening ends

Tuesday, March 26, 2019 – Breakfast at Queens Park and then Lobbying day

7:30 to 9:00 am MPP Breakfast at Queen's Park

Lobbying All Day

Registration closes Tuesday, March 19, 2019

Registration fees:

Dinner and meeting only: \$15

Lobbying only: \$0

Dinner, meeting, and lobbying: \$20.

Dinner, breakfast, and meeting: \$25

Breakfast only: \$10

Note if you want to join the breakfast you must invite your MPP. Limited space is available and will be for people who book their MPPs for breakfast.

You can donate more if you wish.

Registration is limited to 60 people and closes Tuesday, March 19, 2019.

Registration is now open at Karelo. <http://www.karelo.com/register.php?BID=600&BT=10&Ev=18488>

Please note that we've been using Karelo for six years now. You first have to register at Karelo. and then you can register for the event. Karelo will appear on your Visa.

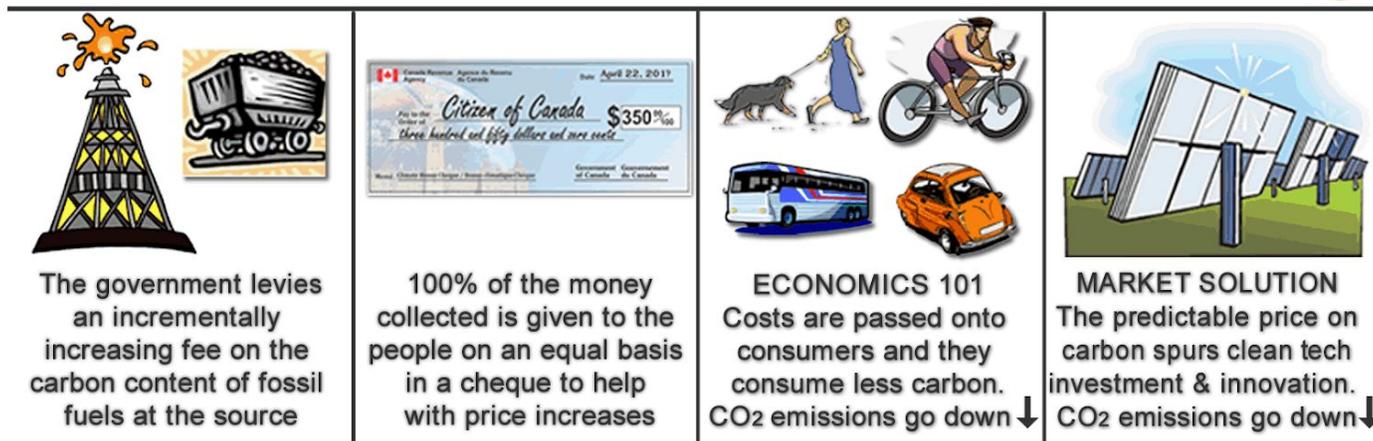
LASER TALK 1: Carbon fee and dividend

Carbon Fee and Dividend is a revenue-neutral price on carbon that functions as follows:

- A fee is placed on carbon-based fuels at the source (well, mine or port of entry)
- This fee increases steadily each year so that clean energy is cheaper than fossil fuels within a decade

- All of the money collected is returned to Canadians on an equitable basis
- Under this plan most Canadian households would break even or receive more in their dividend check than they would pay for the increased cost of energy, thereby protecting the poor and middle class.
- A predictably increasing carbon price will send a clear market signal which will unleash entrepreneurs and investors in the new clean-energy economy.

How Carbon Fee and Dividend Works



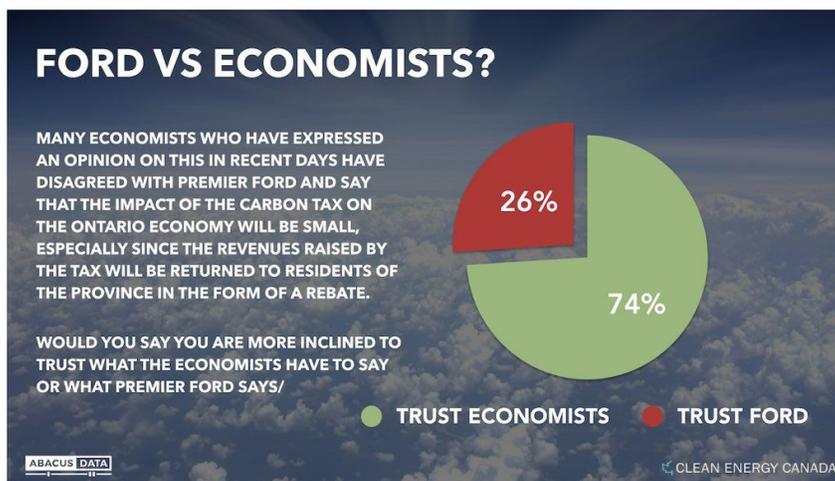
LASER TALK 2: Recent Canadian Views on Carbon Pricing

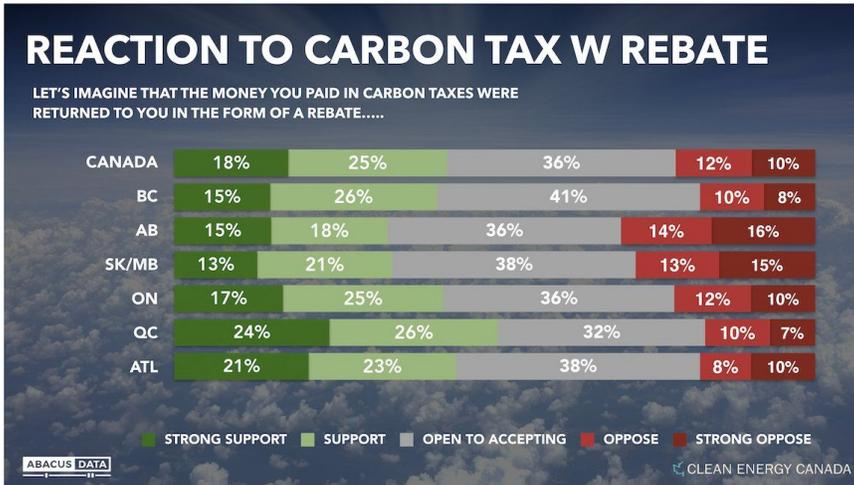
In October 2018, after Prime Minister Trudeau explained how Canada's carbon pricing plan would work, more people got on board: an Angus-Reid report found that while 45% of Canadians supported a federal carbon plan in July 2018, it had ticked up to 54% in October 2018.

A silent majority of Canadians want climate action. A December 2018 Ipsos-Reid survey seems to bear this out — 75 percent of respondents said Canada needs to do more to address climate change. Pent-up Canadian desire for climate action was also uncovered in the September 2018 Ikea/GlobeScan study. This trend is also supported by a global trend uncovered in February 2019 in a global Pew survey, that included Canada, that climate concerns are rising sharply around the world.

In January 2019, Ontario Premier Doug Ford claimed the federal government's carbon tax would cause a recession in Ontario, many economists disagreed. And it seems most regular people do as well according to a February 2019 Abacus poll.

When respondents were presented with a question which noted that many economists had offered a contrary view, namely that the impact of the tax would be too small to cause a recession, even more people (73% in Ontario, 74% across Canada) rejected Mr. Ford's contention.





In the same Abacus poll, Canadian opinion about the federal carbon tax backstop reveals that 35% support the idea, 28% oppose it and 37% say they are open to considering it. When told of the idea that revenues would be rebated to affected households, support climbs by 9 points, and opposition declines by 6 points.

Opposition to the carbon tax is highest in Alberta, but even there only 41% are set against the idea, which drops to 30% when the rebate is introduced.

In Ontario, 34% support, 37% are open to, and 30% oppose the federal carbon tax. With

the rebate, support jumps to 42%, and opposition drops to 22%.

Other polling data to consider:

- [Conservatives and Polling Data](#) (February 2018)
- [Millennials, elections, and climate change](#)

Key Words and Phrases in Communicating Climate Change and Carbon Pricing

It is important to note that as of October 2018 people in all provinces, except Alberta identified climate change and the environment (not the economy and health care) as the most important problem, according to EcoAnalytics. This poll came after a series of extreme weather events and the IPCC Special Report. As of 2018, more Canadians than ever before (90%) agree that there is solid evidence that the world is warming. It is recommended to keep climate change on the public radar as much as possible.

The following words and phrases are based on research and advice from Environics and EcoAnalytics. They were tested via polling and focus groups.

When describing the impacts of more intense heat waves, floods and wildfires:

- Calling them **“harmful to human health”** seems slightly more effective than calling them “a public health emergency.”

When discussing what Canada needs to do on energy:

- To **“diversify its energy sources toward more renewable energy”** seems more effective than a **“transition away** from fossil fuels toward more renewables.”

Other framing effects can have a significant impact, so it’s also important to keep those basics in mind when developing materials:

- Following established advice, keep saying “**pollution**” not “**emissions**” and “**price**” not “**tax**”. EcoAnalytics recommends saying “**human-caused**” **climate change** where possible.

Two rules of thumb for communicating about carbon pricing:

- Always lead with the problem of climate change and pollution – not taxes or policy. And Steer the discussion towards solutions and collective action.
 - o Note: The media wants conflict. “Tax” gets more airtime than “climate change”.
- Don’t mention carbon pricing without reference to the alternative (or lack thereof).
 - o This can be brief: “Rather than leaving pollution unchecked, carbon pricing does X...” or “Polluters shouldn’t get a free pass, so.” Or “We can’t ignore climate change, and carbon pricing...” or “Instead of letting some provinces off the hook...” or “Doing nothing isn’t an option. We need a comprehensive plan, including...” etc. o Repeatedly prime the notion of choosing between alternatives, instead of yes/no referendum on a tax. This requires message discipline. When it feels like you’re saying it too often, you’re starting to say it enough.

Effective message tested by EcoAnalytics (2017)

- “Burning oil, coal and gas is **not good for our health**. These energy sources **pollute** the air we breathe, **contaminate** the water we drink, and unbalance the climate we depend on. Renewable energy using solar, wind, hydro or other technologies is **a clean way to deliver the power we need**.”
- “Although a carbon price makes polluting more expensive, it also makes things like clean energy and electric vehicles more affordable.”

Other effective messaging:

Climate change is happening here and now.

- Most Canadians recognize the reality that climate change is human-caused and it is happening now.
- It’s already harming us through extreme weather like floods, storms and wildfires. (Cite specific/regional examples.)
- Scientists are telling us that we must act now to prevent the worst consequences ((IPCC 1.5°C report, etc.)
- There’s a consensus on climate change. That’s why 59% of Canadians say putting a price on carbon pollution is a step in the right direction. (Abacus poll, November 2018)

Making polluters pay is fair.

- Some provinces/critics/politicians are suggesting that instead of making all polluters pay, some of them should get a free pass.
- Polluters in Saskatchewan (for example) shouldn’t be allowed to do nothing or much less than in other provinces.
- A carbon price makes polluting more expensive, while also making things like clean energy and electric vehicles more affordable.

We need a complete, effective and fair response to climate change.

- A climate plan that doesn’t set a limit or put a price on carbon pollution is an incomplete plan.
- You can’t make progress by going backward, which is what Politician X is proposing by rolling back policies and scraping environmental protections.

- Canada has a history of cooperating to solve environmental challenges. We put a price on the emissions that caused acid rain, and now we're doing the same thing for carbon pollution that causes climate change.
- Climate change affects all Canadians. The appropriate response involves us showing unity and working together to cut pollution.

Burning oil, coal, and gas is harmful to our health.

- These fossil fuels pollute the air we breathe, contaminate the water we drink, and unbalance the climate we depend on.
- Climate change leads to intense heat waves, floods and wildfires, all of which are harmful to our health.
- The World Health Organization has told us that climate change is the top public health issue of this century.

Restricting the pollution that causes climate change makes sense.

- The more someone pollutes, the more they ought to pay. Carbon pricing is a fair and effective way to hold polluters accountable.
- A carbon price makes polluting more expensive, while also making things like clean energy and electric vehicles more affordable.
- Canada isn't unusual. We are one of 46 jurisdictions that put a price on carbon pollution, from China and Japan to Germany and California.

We need a complete, effective and fair response to climate change.

- Most economists believe that carbon pricing is the most effective way to reduce the carbon pollution that is changing our climate while growing the economy.
- To keep a person safe, you need to set limits and reduce their exposure to hazardous substances. In a similar way, a climate plan isn't complete if it doesn't have any kind of limit or price to restrict pollution.
- Much like health care is a shared responsibility of the federal government and the provinces, addressing carbon pollution requires action from every government in Canada using all the remedies available to them.

Why can't the provinces have climate plans without carbon pricing?

- Most economists believe that carbon pricing is the most effective way to reduce carbon pollution that is changing our climate while growing the economy.
- Pivot - avoid discussing an abstract no-price plan, move quickly to: The plan we've seen from Province/Politician X is incomplete (or inadequate/ineffective). It doesn't get the job done because [there is no market incentive to change behaviour.]

Are you endorsing the federal government's climate change plan?

- Climate change is already harming Canadians all across the country through extreme weather like fires and floods, but Canada isn't on track to meet its climate change targets yet.
- The federal government and several provinces have taken important steps, and all of them will need to do more to reduce our levels of carbon pollution.

Key Findings from EcoAnalytics (October 2018)

- More Canadians than ever before agree that there is solid evidence that the world is warming. In total 90% agree as of 2018, up from 80% since 2011. Just under 80% of Conservative supporters agree, up from 67% in 2011.
- When it comes to agreement on the cause of global warming, there is a discernable difference among Canadians who support specific political parties. Party supporters like to get behind their party.
 - Among Conservative supporters, belief in human-caused climate change has declined since 2014 – from 50% to 40%. This is likely due to “solution aversion”, particularly to carbon pricing (or “tax”) that Conservative leaders have campaigned heavily against.
 - Among Liberal supporters, belief in human-caused climate change has increased to 77% from 47% in 2011. The uptick among Liberal supporters is likely due to the Liberal government’s support for climate action.
 - Among NDP supporters it remains about the same at 75% since 2016. The party has not been present on this issue of late.
- In October 2018, climate change and the environment (not the economy and health care) were viewed as the most important problem in every province except for Alberta – where government representation and Justin Trudeau were viewed as the most important problems. This view shifted in one year likely because of extreme weather events and the IPCC Special Report that came out in October.
- 79% of people who cite the environment and climate change as Canada’s most important problem are more likely to support pricing carbon pollution (strongly and somewhat agree). 53% of people who cite other issues as more important than climate change and the environment will support carbon pricing while 35% will strongly and somewhat disagree. It is important to ensure that climate change is high on the media cycle.
- A great majority of Canadians believe that climate change has played a “large” (47%) or “some” (38%) role in recent extreme weather.
- Canadians are increasingly agreeing that climate change is happening here and now – 55% in 2017-18. The exception is Conservative supporters (30%). While perception is increasing, climate change is still not seen as a threat to individuals. Studies show that even people who live through a flood are slow to update their exposure to risk.
- High concentrations of women, youth and new Canadians are increasing support for carbon pricing.
- The more people are familiar with carbon pricing the more polarized they are on the issue. About 57% in favour and 43% opposed. For those with moderate familiarity, about 70% support carbon pricing.
- What do Canadians agree on? The clear majority believe that planting more trees can help reduce the threat of climate change.
- Most of us prefer to diversity rather than transition away...
 - 54% strongly agree that “Canada needs to quickly transition away from fossil fuels towards more renewal energy.”
 - 63% strongly agree that “Canada needs to quickly diversity its energy sources toward more renewable energy.”
 - There is not discernable difference in these statements among British Columbians.
- Making the link to health is important. However, many Canadians are not ready to accept climate change as a “public health emergency”.

o Experiments show less agreement with the statement: “more intense heat waves, floods, and wildfires make climate change a public health emergency” than descriptions of climate change as a threat to human health.

➤ Know your targets:

- o Be mindful of regional differences.
- o Connect to local impacts.
- o Be solutions-oriented. Details on what people can do.
- o Speak to values (e.g. health, communities, resiliency, fair share). Canadians are generally egalitarian and middle of the road.
- o Women, Millennials and new Canadians are among the most worried about climate change.
- o Don't leave out conservatives. Engage unfamiliar Conservative and New Democrat supporters.