



May 12 CCL International Call Guest Speaker

Julia Roberson, VP of Communications for Ocean Conservancy



One of the more troubling aspects of climate change is its impact on oceans, which are a major source of food and also affect our weather patterns. Joining us for the May call to discuss that impact is Julia Roberson, VP of Communications for Ocean Conservancy. Her passion is communicating about the people and stories behind big environmental issues in a way that leads to action.

Roberson is a skilled writer and media relations professional deeply committed to ocean issues and to finding the intersections between serving nature and people's needs in our rapidly growing world. She holds a bachelor's degree in

Communications, Public Relations, from Appalachian State University.

CCL Canada May 2018 actions at a glance:

1. Consider local action side projects on the path to building political will for carbon pricing locally.
2. Meet with your local editorial board and use the [CCL Canada Editorial Board Meeting Guide](#).

Optional actions for online warriors:

1. By June 1, [comment on the new Environmental Assessment Regulations](#).
2. [Send a message](#) to key Liberal MPs that you oppose fossil fuel subsidies in the form of financial aid to pipeline expansion.

Ontario Action - all are welcome:

1. Join the LTE-PressReader Action Team -- See "Special Election Instructions" on the last page

Each month at Citizens' Climate Lobby we have regularly scheduled CCL calls		
Canada: All CCLers welcome. We check in, share field reports, and go over monthly actions.	Option 1: Thurs, May 10, 2018 at 6 pm PT/ 9 pm ET Option 2: Fri, May 11, 2018 at 8 am PT/ 11 am ET Option 3: Mon, May 14, 2018 at 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 .
International: see above.	Sat, May 12, 2018 at 10 am PT/ 1 pm ET	Zoom Room 2017201717 or call +1 877.369.0926, meeting code: 2017 2017 17
Canada Education: David Maenz on Shell's One Sky Document	Tues, May 29, 2018 at 4 PM PT / 7 PM ET ET SHARP! Thus, please sign in at least five minutes early and even earlier if you are not technically adept.	Zoom Room 3920795005 or call +1 877.369.0926, meeting code: 3920 7950 05

ACTION 1: Consider local action side projects on the path to building political will for carbon pricing locally.

What: If your group has the time resources, consider getting involved in very local actions related to generating political will for a social justice or environmental issue.

Why:

1. It will expand your your networks.
2. “In my backyard” wins are stepping stones to the biggest and most abstract win of all: carbon pricing.

Where has this worked?

1. Many **CCL Toronto** members were part of the Transform TO movement. Their connections and insights into what motivates people in their community have expanded greatly.
2. **CCL National Capital Region** has been working with their city councils (they cover a few communities) to bolster their climate action plans. They are using this to get their foot in the door to ask the city to endorse [CCL's Open Letter](#).
3. **CCL Halifax** members have fought a waterfront development and have linked it [climate change](#).
4. **CCL Sudbury** youth have been working on getting the city council to ban plastic straws and are making a parachute for the planet. This is garnering significant attention in the community.
5. This is what many groups in **CCL Africa** are doing. Many CCL African leaders know that carbon pricing is too abstract - so to grow their groups they are doing actions "against coal", "ban plastic", "beach clean-ups", "plant trees" and working towards carbon pricing. They are using other actions as stepping stones.

Caveats:

1. You need watch how much time you will spend on it. Creating the political will for carbon pricing in your riding must remain your primary focus.
2. Join something that already has momentum in your community and commit to doing very specific actions that align with your skill sets.
3. Don't start something from scratch. Either join something local that is well into motion or start something local that is working well elsewhere and you will just have to contextualize resources for your region (like plastic straws).
4. So people don't get too confused about CCL's focus on carbon pricing keep CCL's name and logo out of the work if it is too far removed from what we are about.
5. MOST IMPORTANTLY: Only align yourself with non-partisan groups that follow the CCL-way: respect and admiration for politicians' services to your community.

ACTION 2: Meet with your local editorial board and use the [CCL Canada Editorial Board Meeting Guide](#)

Why? We generate political will through the publication of letters to the editor and op-eds. As powerful as these are – and they do carry a great deal of weight – an editorial endorsement for our policy carries the greatest influence, because it represents the official view of the newspaper. Last year, [carbon fee and dividend was endorsed by Lorrie Goldstein](#) and published in the Toronto Sun and Ottawa Sun. Also the editorial board of Postmedia specifically endorsed carbon fee and dividend and it was syndicated across Ontario in the Post Media dailies. UPDATE: Lorrie Goldstein endorsed in May 2018 in his most recent editorial, “[Liberal, Tory Same Old Story](#)”.

LASER TALK: The Honest Carbon Tax

Since 2010 Citizens' Climate Lobby has been advocating for carbon fee and dividend: an upstream fee on carbon pollution and 100% of the revenue returned back to the citizens. For carbon pricing to work across the political spectrum, it must be revenue neutral, otherwise it will be received, and rightly so, as a tax grab. If everyday people don't get a refund while being burdened with high energy prices, it will be unfair and unbearable and expect a tax revolt. We are taxed enough already. If we must have a carbon price, carbon fee and dividend is a far more transparent and equitable alternative. And lastly, to ensure a level playing field across international borders, carbon fee and dividend includes border carbon adjustments on goods imported from or exported to countries without an equivalent price on carbon. This adjustment would both discourage businesses from relocating to where they can emit more CO₂ and encourage other nations to adopt an equivalent price on carbon. Carbon fee and dividend is the honest carbon tax.

LASER TALK: Regulating carbon emissions vs carbon fee and dividend

Despite its higher economic costs, some people feel that regulation better than carbon pricing because the public will not accept the high carbon price that is necessary to curb GHG emissions effectively. The data is clear, carbon pricing is more economically efficient.

[Canada's Ecofiscal Commission](#), which includes former Reform Party leader Preston Manning among its members, did a study in 2015 looking at carbon pricing vs regulation between 2016-2020. Canada's gross domestic product (GDP) in 2020 is 3.7% better under revenue neutral carbon pricing than it is under a regulatory approach.

In 2017, Conservative MP Michael Chong ran for the leadership of the Conservative Party on a carbon pricing platform similar to carbon fee and dividend. His revenue-neutral carbon pricing plan would have slashed virtually everyone's tax rate to 15 percent, except for a 29-percent top rate. This was based on a mere \$100 (by 2030) carbon tax as explained recently by Andrew Coyne at the National Post in his editorial "[It's simple, really — raise carbon taxes and cut income taxes](#)". Just imagine how much our taxes would be cut and how much emissions would be cut at the same time at a higher carbon price.

CARBON PRICING PRIMER

Carbon emissions carry hidden costs
THESE ARE THE FIVE WAYS WE CAN PAY:

THE STATUS QUO

Whole society finances fossil fuels
Most expensive option by far

REGULATION

Boots on the ground, eyes on emissions
Dependent on budget for enforcement

CAP AND TRADE

Regulatory solution, artificial market
Narrow focus, requires enforcement

CARBON TAX

"Sin tax", pressure on consumers
Highly effective, can slow GDP

CARBON FEE & DIVIDEND

Revenue neutral: 100% fees to households
Grows economy, creates jobs

Be sure to tell your MP which policy you like

SPECIAL INSTRUCTIONS FOR THE ONTARIO ELECTION

JOIN THE LTE - PRESSREADER ACTION TEAM - EVERYONE ACROSS CANADA WELCOME

GOAL: To get as many letters to the editor published in as many newspapers during the election.

TIMELINE: From May 8 to May 31 we are going to meet three times a week online and GET PUBLISHED!

PERSPECTIVE: As of May 8, we have had 152 letters to the editor published in 2018. Compared to last year at this time we are slightly ahead by seven papers published. Thank you to all the writers.

INSTRUCTIONS:

1. Search keywords on [PressReader](#) (eg. “carbon pricing”) to see what articles are syndicated that we can respond to. CCL Canada also has a [PressReader collection](#) that periodically gets updated with articles.
2. [Use this page](#) to help you find the online LTE submission pages or e-mails for those papers.
3. Connect with the LTE team through scheduled phone calls this month:
 - Tuesday, May 15 morning only , Tuesday, May 22 none, Tuesday, May 29 morning only
 - Wednesday evenings at 7:00 pm EDT - steady across
 - Thursday mornings at 7:00 am EDT - steady across
 - You choose which calls you will attend. No pressures. Thanks.
 - Our meeting place will be the Uberconference Line (1-888-570-6238) and also view at <https://www.uberconference.com/citizensclimatelobbycanada> to see the computer screen.

INSTRUCTIONS FOR TOWN HALLS AND DEBATES

- Be non partisan and don't burn bridges – obviously.
- Have a game plan. Handout the answers to CCL Ontario's Climate Action Count Survey (we still need the PCs data) or our [Earth Day media release](#). Make sure lots of your volunteers attend. Keep your questions simple.
- If you are in someone else's riding, they are the boss. You follow their lead.
- Load the question box and microphone lines with climate change questions.
- If you are representing CCL stay within the CCL parameters. We are for a revenue-neutral carbon price called carbon fee and dividend. Please no hot button issues and things CCLers just would not advocate for such as carbon pricing revenue being used for programs.
- Use the [Climate Action Counts](#) survey as a guideline for asking questions.
- If you think one of the candidates may not get the urgency of the climate crisis or you don't know them, then ask the basic question: ***how serious do you think the climate crisis is and why?***
- **IMPORTANT:** IF YOUR QUESTION IS ASKED AT DEBATE OR TOWN HALL - RECORD IT AS LOBBYING

THE SURVEY: Sadly as of May 8, despite some reassurances, one party has still not [sent out on March 5](#). Starting Monday, May 14 we will release the results for the NDP, Liberals and Green Party separately in Media releases and ask papers to publish them in full. the nice climate group afterall

Ten key strategies for being a Citizen Climate Lobbyist

- 1) Stay connected to what you want future generations to experience. Think of something that you cherish that is possibly threatened by climate change.
- 2) Have a positive vision of the future and of human nature. You will have more energy and attract the right people to you.
- 3) Practice, practice, practice. Every month we receive training on delivering a "laser talk" from Citizens Climate Lobby. We practice these talks in preparation for speaking with media and politicians.
- 4) Work in teams not on your own. Working in teams is more fun, spreads the work out, you can be a LOT more effective than if you act alone and its get you noticed!
- 5) Be a good listener - Politicians are people and are very busy people too. Give them respect and listen carefully.
- 6) Find common grounds. Many politicians have personal and political reasons why they cannot act on climate change.
- 7) Stay within your allotted time and offer to leave early.
- 8) Don't automatically give out resources and proof that supports your position. Wait to be asked for references.
- 9) Make partnerships with unlikely groups, companies, organizations and people. Environmentalists are not the only people concerned about the many looming crises affecting humanity and the Earth.
- 10) Find grace in the political "losses" because they are not losses, just another chapter.

