

### CCL International Monthly Call

All CCL International Conference Calls are in [Zoom Room 2017201717](#). See [Appendix 2](#) for instructions and more options.

**Sat, Nov 11, 2017:** 10 am PT/ 11 am MT/ 12 pm CT/ 1 pm ET/ 2 pm AT

**Maj. Gen. Rick Devereaux, USAF (ret.)**



Our Veterans Day speaker is retired Maj. Gen. Rick Devereaux, who served 34 years in the U.S. Air Force before retiring in 2012. His last assignment was Director of Operational Planning, Policy, and Strategy in

Washington, D.C. He is currently Executive Vice President for Government Affairs at Texzon Technologies, a pioneer in the field of electromagnetic wave propagation, power storage, and electricity distribution.

Gen. Devereaux is also a volunteer with the Asheville chapter of Citizens Climate Lobby where he educates the public about the national security risks of climate change.

### CCL Canada Monthly Call

CCL Canada calls are on our Uberconference Line ([1-888-570-6238](tel:1-888-570-6238)) or [log in online for free](#).

Please pick one and [sign this doodler](#) to indicate which call you plan to attend:

PLEASE NOTE [YOUR TIME ZONE](#)

1. **Thurs, Nov 9, 2017:** 6 pm PT/ 9 pm ET
2. **Fri, Nov 10, 2017:** 8 am PT/ 11 am ET
3. **Mon, Nov 13, 2017:** 6 pm PT/ 9 pm ET

### CCL Canada Education Call

CCL Canada Education Calls are in [Zoom Room 3920795005](#). See [Appendix 3](#) for instructions and more options.

**Thurs, Nov 30, 2017:** 1 pm PT / 4 pm ET, one full hour

#### CCL Canada's Committees - Creating Order out of Chaos is Why We Are Winning and Going to Win

If the road to hell is paved with good intentions, then alternatively, would not the road to paradise be paved with detailed and realistic plans that are meticulously executed and put together by relatively small groups of people working thoughtfully together? Learn about the amazing focused actions that have been and will continue to be created by CCL Canada's committees.

### November 2017 actions at a glance:

**1:** As 2017 rapidly comes to conclusion, it is time celebrate all your group's achievements this year and make that final push to get into the "The CCL Canada 50 Club," which will be announced in early January 2018.

**2:** Develop a plan to get your city to sign the open letter like the city of Toronto did.

**NOVEMBER TO DECEMBER:** Prepare and send a Christmas card to your local MP(s) and select Ministers.

**SOCIAL MEDIA CHAMPIONS:** Cheer on the Honourable Catherine McKenna during the UNFCCC in Bonn.

## **ACTION 1: As 2017 rapidly comes to conclusion, it is time celebrate all your group's achievements this year and make that final push to get into the "The CCL Canada 50 Club," which will be announced in early January 2018.**

There is so much to be thankful for in 2017.

Because of all of you, we had one of the most successful conferences in CCL Canada's history, absolutely blown our record for LTEs, gathered at least 240 signatories for our open letter, and formed subcommittees as part of CCL Canada's evolution.

Please, never forget that with your unconditional love and generosity, you already make a difference.

Consider reviewing your group's field report tally for 2017 and discuss how you can get to 50 or how to drive up your numbers as much as possible. (NOTE: Signatories to our open letter counts as "outreach" actions.)

**Why record metrics:** Numbers matter. It is clear evidence of the political will we are generating.

**Where to find your group's tally:** This should appear every month in your group leader's inbox, sent by Adeline DeYoung and with part of the subject being "CCL Field Reports and Endorsers."

**How to fill in a field report:** Visit <https://community.citizensclimatelobby.org/field-reports/>. Now now is you have to be a CCL Community member. It is such a convenient place. See [Appendix 4](#) for types of actions to report. All other actions this month count as field reports.

## **ACTION 2: Develop a plan to get your city to sign the open letter like the city of Toronto did.**

Consider making it a goal to get your city to sign onto [our open letter](#) by June 2018 and starting the process this month.

This process is a lot like lobbying your MP. But instead of your MP, you approach a city councillor or councillors and start building a meaningful relationship, which can start with an offer to meet or present. The hope is to have the city council vote to have the city sign onto the open letter during a council meeting.

See [Appendix 5](#) for some helpful online resources.

**Why do this action:** Cities are dense with ridings and have huge political power coming into 2019.

## **NOVEMBER TO DECEMBER: Prepare and send a Christmas card to your local MP(s) and select Ministers.**

Consider having a Christmas card writing party on the week of December 11 and sending pictures to [canada@citizensclimatelobby.org](mailto:canada@citizensclimatelobby.org).

You can assign your group to send a card to a Minister by filling in [this Google spreadsheet](#) by November 30. (NOTE: This counts as a "personal letter" action.)

**Why do this action:** Handwritten cards are personal, stand out, and a great way to rack up field reports.

# SOCIAL MEDIA CHAMPIONS: Cheer on the Honourable Catherine McKenna during the UNFCCC in Bonn.

From November 5-17, get your volunteers who are in social media to champion the Honourable Catherine McKenna, Canada's Environment and Climate Change Minister specifically during the UNFCCC negotiations in Bonn. Like, retweet, and support her posts with comments. As well, sign-up to be on CCL Canada's Twitter team.

Please sign up by November 30 to be on CCL Canada's Twitter team: <https://doodle.com/poll/3fxmospkfqc7svq5m> - at the bottom of the poll, put your name and Twitter handle.

Additionally, [join the Social Media group](#) in CCL Community to send out important alerts when you really think the Minister needs our help in Twitter. A big goal here is to put together a CCL Canada Twitter team so that we can continue to alert each in a more coordinated fashion when things are happening.

**Why do this action:** Because the Minister is getting bullied in social media and needs our support and it's a great way to rack up field reports.

**WARNING:** Don't feed the trolls! If she retweets or likes something, that counts a metric in our database as a "social media interaction." Be sure to [record the metric](#).

Here are two examples of championing the Minister:

**Catherine McKenna** @cathmckenna · Oct 12  
Phasing out coal power generation is the right thing to do. For the health of our kids, and the quality of our air!

**Canada teams up with U.K. to fight global growth in coal-fired electri...**  
Canada is joining forces with the United Kingdom to push for a global crackdown on unabated coal-fired electricity.  
cbc.ca

64 169 390

**Cathy Orlando** @ConnectedCathy  
Replying to @cathmckenna  
This is climate leadership. History will judge you well. Keep it up.  
7:09 PM - 12 Oct 2017  
1 Retweet 9 Likes

### During her weekly vlog on Facebook

**Marlo Firme** Thanks for this, Catherine McKenna. Can you please compare cross-party communication in the house of commons to communication behind the scenes, like in your offices and standing committees? I'd be interested in knowing the tone and level of communication, as well as what you think works/doesn't work in both areas.  
Like · Reply · 4 · 2 October at 12:28

**Catherine McKenna** Thanks for the comment! I will talk about this in upcoming videos 😊  
Like · Reply · 2 · 2 October at 15:09

**Marlo Firme** Thank you!  
Like · Reply · 2 · 2 October at 15:30

**Catherine McKenna** Mario Firme Question answered! Check it out --  
<https://www.facebook.com/McKenna.Ottawa/videos/1352486374862047/>

**Weekly Vlog**  
01:43  
1,564 Views

**Catherine McKenna**  
7 October at 10:15 · 🌐

Weekly Vlog Update: I answer Marlo Firme's burning question - outside of Question Period ... how do Parliamentarians actually get along?  
I love your feedback, so please continue to ask your questions in the comments below and I can provide answer them in my next video!

Like · Reply · 2 · 7 October at 10:17

**Marlo Firme** Wow. Having open lines of communication, especially when it comes to difficult issues like climate change, is really important to me as well. Thanks so much for your perspective.

# LASER TALK: Canada Will not Meet its 2020 Target

In 2010, the federal government of Canada committed under the Copenhagen accord to reduce greenhouse gas emissions by 17% below 2005 levels by 2020 [1]. However, on October 3, 2017, Canada's environment commissioner sounded the alarm that the federal government has no plan to meet its 2020 target and had shifted its focus to its pledged 2030 target [2] that it committed to in the Paris Agreement.

It should be noted that Canada's 2030 target is rated by Climate Action Tracker, an independent scientific analysis produced by three research organisations, as "insufficient" to ensure that global emissions are on a pathway consistent with the Paris Agreement temperature goal [3]. For Canada to do its fair share in avoiding the worst impacts of climate change, the federal government urgently needs to set evidence-based emissions targets and to immediately start implementing a cost-effective plan to meet those targets.

**Why this LASER talk:** In Ottawa, Elizabeth May and at least 3 other MPs advised us that the message of Canada falling short on its target builds political will for improved climate policy.

\*Climate Analytics, Ecofys, and NewClimate Institute

[1] [https://unfccc.int/files/meetings/cop\\_15/copenhagen\\_accord/application/pdf/canadacphaccord\\_app1.pdf](https://unfccc.int/files/meetings/cop_15/copenhagen_accord/application/pdf/canadacphaccord_app1.pdf) Accessed 10-31-17

[2] [http://www.oag-bvg.gc.ca/internet/English/osm\\_20171003\\_e\\_42602.html](http://www.oag-bvg.gc.ca/internet/English/osm_20171003_e_42602.html) Accessed 10-31-17

[3] <http://climateactiontracker.org/countries/canada.html> Accessed 10-31-17

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## Appendix

### Appendix 1: CCL Canada Call Instructions

Location: <https://www.uberconference.com/citizensclimatelobbycanada> or [1-888-570-6238](tel:1-888-570-6238) (no pin)

Used by CCL Canada circa for the phone calls that take place circa the international call.

### Appendix 2: CCL International Call Instructions and Options

<b>Audio if you have unlimited US calls</b>	Toll number: <a href="tel:+14086380968">+1 408.638.0968</a> (US Toll), meeting code: <a href="https://citizensclimate.zoom.us/j/2017201717">2017201717</a>
<b>Toll free audio</b>	Toll Free number: <a href="tel:+18773690926">+1 877.369.0926</a> (US Toll Free and you can call from Canada but we are not sure yet if you will be billed), meeting code: <a href="https://citizensclimate.zoom.us/j/2017201717">2017201717</a>
<b>Computer Access</b>	<a href="https://citizensclimate.zoom.us/j/2017201717">Click here: https://citizensclimate.zoom.us/j/2017201717</a> Please use this option if you can because it is free for you and CCL
<b>iPhone or iPad Access</b>	Download the Zoom app from the Appstore and meeting ID: <a href="https://citizensclimate.zoom.us/j/2017201717">2017201717</a>
<b>Android phone or tablet app</b>	Download "Zoom Meeting" in Google Play and meeting ID: <a href="https://citizensclimate.zoom.us/j/2017201717">2017201717</a>

It is a good idea to sign in 15 minutes early. It is best to use your phone until you are comfortable with Zoom. If you have unlimited long-distance calling to the USA, please dial the first number above. If you have a limited calling plan, then use the toll-free number. Please do your best to get comfortable using the computer line. It save us money. [Watch this 3:00 minute video tutorial](#) (when the tutorial refers to a meeting URL, use the URL for CCL Zoom meetings: <https://citizensclimate.zoom.us/j/2017201717> and [How to adjust your audio and video settings](#)

**NEED SUPPORT:** Zoom's tech support line is [888.799.9666](tel:8887999666) first. CCL's Meeting ID is [2017201717](https://citizensclimate.zoom.us/j/2017201717)

If Zoom cannot resolve your issue, then contact [it@citizensclimate.org](mailto:it@citizensclimate.org)

## Appendix 3: CCL Canada Education and Subcommittee Call Instructions and Options

<b>Audio if you have unlimited US calls</b>	Toll number: <a href="tel:+14086380968">+1 408.638.0968</a> (US Toll), meeting code: <a href="https://citizensclimate.zoom.us/j/3920795005">3920795005</a>
<b>Toll free audio</b>	Toll Free number: <a href="tel:+18773690926">+1 877.369.0926</a> (US Toll Free and you can call from Canada but we are not sure yet if you will be billed), meeting code: <a href="https://citizensclimate.zoom.us/j/3920795005">3920795005</a>
<b>Computer Access</b>	<a href="https://citizensclimate.zoom.us/j/3920795005">Click here: https://citizensclimate.zoom.us/j/3920795005</a> Please use this option if you can because it is free for you and CCL
<b>iPhone or iPad Access</b>	Download the Zoom app from the Appstore and meeting ID: <a href="https://citizensclimate.zoom.us/j/3920795005">3920795005</a>
<b>Android phone or tablet app</b>	Download "Zoom Meeting" in Google Play and meeting ID: <a href="https://citizensclimate.zoom.us/j/3920795005">3920795005</a>

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## Appendix 4: Types of Actions to Report

- a. Meetings with legislators or their staff, editorial boards, and asking a question at a Town Hall event.
- b. Published media, letters to editor, editorials, op-eds, articles, on-line media, TV, Radio.
- b. Published media, letters to editor, editorials, op-eds, articles, on-line media, TV, Radio.
- c. Outreach including tabling or presentations at events, and educational presentations. Also include organizations that you got to sign our Open Letter.
- d. Personal Letters to members of Parliament Report the total number of letters, constituent comments or emails to members of Parliament and Senators (not emails to staff) for the month. This includes when you send the CCL Canada Newsletter and our Media Packets to your MPs.
- e. Social Media Interactions with Parliamentarians: You can count and report social media interactions with MPs, senators, ministers, premiers, MLAs, MHAs, MPPs and city representatives. At this time please prioritize your communications with your local MPs because "all politics is local". The next priorities would be your Premier and the Environment Ministers (provincial and federal). All political leadership matters. Thus leveraging support from other politicians will be counted too.

## Appendix 5: Online Resources for the Open Letter

The letter: <https://canada.citizensclimatelobby.org/open-letter-lettre-ouverte/>

The online form for signing: <https://canada.citizensclimatelobby.org/registration-form-formulaire-denregistrement/>

The FAQ: <https://148cdb3635hy461xqx48d8m7-wpengine.netdna-ssl.com/wp-content/uploads/sites/8/2017/04/FAQs-Open-letter-for-business ONE-PAGER July 8.pdf>

Microsoft Word versions of the letter: [in English](#) and [in French](#)