

CCL Monthly International Conference Call

Saturday, April 8, 2017: 10 am PT/ 11 am MT/ 12 pm CT/ 1 pm ET/ 2 pm AT
Guest Speaker: Katherine Hammack, former Asst. Secretary of the Army



Katherine Hammack is an experienced leader in the energy and environmental field who was appointed by President Obama, and confirmed by the Senate, to be the Assistant Secretary of the Army for Installations, Energy and Environment. She worked with the Obama administration, focusing on Net Zero (energy, water and waste), resiliency and sustainability for all of the Army's installations worldwide. Katherine is an expert on Climate Change and Sustainability strategies and oversaw LEED certification for the largest LEED project in the world when she was with Ernst & Young. She has extensively spoken around the world at conferences and in radio interviews regarding sustainability, resilience and net zero strategies.

April Actions

1. Maximize the number of letters to the editor your group gets published. April is especially a good time to get letters published for obvious reasons.
2. Ask local clean tech leaders and businesses to sign CCL Canada's open letter for Canada's carbon price to rise past 2022, be economy wide and include border tax adjustments. To be launched April 22.

Ongoing from March - Earth Day Outreach

Coming in May and June

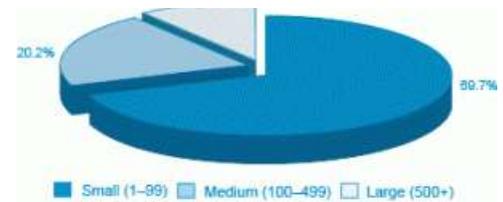
1. In May, we will lobby provincial parliamentarians for provincial carbon prices to go upward and onward, and be returned to residents. If you want to start early, a good question to ponder this month is: *why did your province choose its current carbon pricing policy design in the first place?* Then next month, answering that question should help you address issues with your province's carbon pricing policy going forward. [CCL Ontario](#) and [CCL Nova Scotia](#) have framed what they are asking their province. Note how we are not against anything and yet we still keep gently pushing for carbon fee and dividend – even at the provincial level. We used the [2016 CCL Guidelines](#) as our jumping off point and the details from many lobbying efforts to direct us. *CCL continues to hold that enacting stand-alone carbon fee and dividend legislation is the best approach to the climate problem. However we are thrilled that carbon pricing is part of the discussion in our provinces and nationally as it facilitates more voices supporting carbon fees or taxes. At the end of the day we will scrutinize any proposed carbon pricing policy to determine if it is large enough to match the size of the problem and protects the poor and middle class.*
2. **LOBBYING IN WASHINGTON DC June 11-13:** Who plans to go? Please fill in the Doodler so we know who is registered and you can figure out carpooling and room sharing. <http://doodle.com/poll/qdibk4xm3nv8a8d5>
Register before April 30, 2017, and save \$50 USD: <https://citizensclimatelobby.org/2017-ccl-conference/>

The Laser Talks this month: From this month to October, you will be asked to approach clean tech businesses to sign our open letter for Canada's carbon price to economy-wide and rise past 2022. In addition to the resources in the action, this month's two laser talks should give you the necessary background information to approach local clean tech businesses.

LASER TALK: Building Bridges with the Private Sector

Distribution of Private Labour Force by Employer Size

In 2012, [Stats Canada](#) reported that over 7.7 million employees, or **69.7 percent of the total private labour force**, worked for small businesses and 2.2 million employees, or 20.2 percent of the labour force, worked for medium-sized businesses. In total, small and medium sized businesses employed about **10 million individuals**, or 89.9 percent of employees.



Small businesses are a cornerstone of our economy and communities. Small business owners are motivated to vote because their cash flow depends on good policies enacted by governments. They tend to be networked throughout our community and they often donate to political campaigns. Thus, having business owners in your corner will help you generate political will locally and perhaps capture the attention of your MP.

Here some ways to engage the private sector locally:

- Contact your local Chamber of Commerce. Ask to meet with the leaders to discuss carbon fee and dividend using the same strategies we use with politicians and editorial boards.
- Collaborate with your local Chamber of Commerce and/or other business and business groups to bring experts to community to give presentations on climate change.
- Give a presentation at your local Rotary Club at their meetings.
- If a small business organization holds a debate during election time, endeavor to get a carbon pricing question on the agenda at their debate.
- Recruit small business owners to your CCL group so they can: **1)** provide feedback on the work you are doing locally; **2)** be the face of small business for your local group and; **3)** provide networking opportunities with your CCL group to other local business owners.

Carbon fee and dividend could be especially helpful to small businesses. All other ways of pricing carbon are essentially a type of tax, since the government either keeps the money (non-revenue neutral tax) and/or has to fork out money to run the program (regulation and cap and trade). With carbon fee and dividend, local residents will have more money to spend and thus stimulate the local economy. As well, there will probably be less red tape with carbon fee and dividend compared to cap and trade for some businesses.

LASER TALK: The Five Chief Ways to Price Carbon

There are five ways to price carbon. They are listed here from least transparent to most transparent:

i) **The Status Quo:** external costs of climate change are not internalized and the taxpayer is forced to pay for climate and health-related damages.

ii) **Regulation:** sector by sector regulation of all the sectors in the economy that produce carbon pollution.

iii) **Cap and Trade:** put a mandatory limit (or “cap”) on some portion of national emissions, and allow firms to buy and sell rights to emit within the cap as well. This can be with or without offsets. A **carbon offset** is a reduction in emissions of carbon dioxide or other greenhouse gases made in order to compensate for emissions made elsewhere.

iv) **Carbon Tax:** a tax based on greenhouse gas emissions generated from burning fuels. The tax may or may not be revenue neutral. A revenue neutral tax is one that does not have a net increase in overall federal and provincial tax revenues.

v) **Carbon Fee and Dividend:** An incrementally increasing fee is placed on carbon pollution and 100% of the money is returned to households. The term fee is used deliberately to indicate clearly that it is a revenue neutral pricing system. Carbon Fee and Dividend, as proposed by Citizens Climate Lobby, is an upstream fee and is levied at point of extraction of fossil fuels (at the well head or mine) or point of entry into Canada. A downstream tax, on the other hand, would be levied at the point of sale of fossil fuels and/or products dependent on fossil fuels akin to the G/HST.



ACTION #1: Maximize the number LTEs your group gets published

In January 2017, we asked you to hone your [letters to the editor \(LTE\)](#) writing skills. The resources can be found under [Volunteer Resources](#) in the *All Things Media* accordion tab on the [CCL Canada website](#).

This month we are asking that you maximize the number of LTE your group gets published this month.

1. Set a goal for the number of LTEs your group want to get published this year and make a plan. Can you double what you got published last year? If you are new, can you get one LTE published 2, 3 or 5 LTEs published this year in your group?
2. Subscribe to your local newspapers. If you don't want the paper version, many papers can be purchased online at <https://www.pressreader.com/>
3. Send out LTE alerts for your local group on a regular basis. Better yet, assign someone to be your LTE alert person.
4. Consider having your best writers directly assist or event ghost write for newer writers until they become accustomed to the process.
5. Have an LTE training session. Use this [Power Point Presentation on writing LTEs](#) to guide you. Bring newspapers and write an LTE together and submit it. [Here are sample LTES](#).
6. There are additional [Media resources](#) in the CCL Community including [a video](#).

And if you want to publish outside of your riding

7. Track climate stories [in the Pressreader](#) and respond to multiple papers across Canada.
8. Consider subscribing to the [Globe and Mail](#) online and [The Hill Times](#) too. Perhaps share a subscription in your group.
9. If you are responding to an editorial or OpEd in the Postmedia chain papers ([former SunMedia](#): London Free Press, Kingston Whig Standard, Sudbury Star, Niagara Falls Review etc), submit the same LTE to the Postmedia papers across Canada.
10. However, if you are responding to a something in one paper for example, the Globe and Mail, do not send the same letter to editor for a similar story in a competing newspaper.

ACTION #2: CCL Canada's Open Letter – To Be Launched April 22

Ask local clean tech leaders and businesses to sign CCL Canada's open letter for Canada's carbon price to rise past 2022, be economy wide, and include border tax adjustments. Everything will be online on the 22nd of April and it will run to October. The open letter was translated. The accompanying email was not. This project is being directed by Cheryl in Toronto with the support of CCL Canada (Cathy) and CCL USA (Tony). When the open letter launches on Earth Day, several companies and associations will have already signed, including the Ontario Sustainable Energy Association, Analytica Advisors and Arctern Ventures.

Email to associations requesting a signature on open letter to federal government after you phone them first.

Subject: Open Letter to Government of Canada about National Carbon Tax

Dear _____

Thank you for the phone call. Here is the promised email.

On Earth Day, Citizens' Climate Lobby (CCL) will invite businesses and associations to sign an open letter to the government of Canada regarding its national carbon pricing plan. We are reaching out to associations such as yours to sign prior to the launch to inspire businesses to do the same once the letter is available on our website on April 22.

The open letter, which follows this message, supports the Pan-Canadian Clean Growth and Climate Plan in principle, while strongly encouraging the federal government to provide a predictable and rising price on carbon. We are also calling for clarity on the comprehensiveness of the plan and for implementation of border tax adjustments.

[CCL Canada](#) is a non-profit, non-partisan, grassroots advocacy organization focused on creating the political will for a livable planet. We do this through direct lobbying of elected representatives for action on climate change.

We believe that any climate action plan must recognize the needs of Canadian businesses, such as creating a level playing field, as well as clear indications of where government policy is headed.

I sincerely hope that you will consider adding your support (you will be joining the Ontario Sustainable Energy Association and Analytica Advisors, which have agreed to sign the letter). Our elected representatives are much more likely to take action if there is documented support from key businesses and associations like yourself. We plan to present this signed open letter to Members of Parliament when CCL volunteers meet with them in October.

Thank you,

<Your name>

Open Letter to the Government of Canada:

We applaud the Canadian government for announcing a national price on carbon, uniting all provinces and territories with a minimum and rising fee. This is an important step to help Canada in its transition to a clean energy economy.

In its Pan-Canadian Clean Growth and Climate Plan, the government recognizes that this transition can result in a strong, diverse and competitive economy.

However, the Federal government has committed to increasing the fee for only five years. Not knowing if the fee will continue to rise beyond 2022 makes planning difficult for Canadian businesses that need to take a longer view. Also a five year commitment is not enough to meet Canada's goal of reducing greenhouse gas emissions to 30 percent below 2005 levels by 2030.

We call on the Canadian government to extend the rising fee to year 2030.

In addition, there must be clarity from the federal government on the comprehensiveness of the national carbon price plan. Excluding some sectors from a carbon tax unfairly burdens certain industries more than others, and undermines Canada's climate commitments. A comprehensive fee applied at the wellhead and point of entry for import in all provinces will most effectively reduce Canada's greenhouse gas emissions while providing powerful incentives to invest in the clean energy economy.

We also urge our government to impose border tax adjustments. Such a measure would affect change by incentivizing non-carbon-taxing jurisdictions to become more environmentally responsible while helping our national economy establish an equal footing in the global market.

Canada can significantly reduce greenhouse gas emissions by becoming a world leader in the clean energy economy. Extending the rising fee to 2030, ensuring comprehensive coverage, and imposing border tax adjustments will help ensure a strong, diverse and competitive economy inspiring other countries to take Canada's lead.

Sincerely,

The Undersigned

Lettre ouverte au gouvernement du Canada

Nous nous tenons d'abord à féliciter le gouvernement du Canada qui annonçait récemment un tarif national sur le carbone, unissant ainsi toutes les provinces et tous les territoires à l'aide d'un tarif minimal et croissant. Il s'agit d'une étape importante qui appuiera le Canada dans sa transition vers une économie axée sur l'énergie propre.

Le Cadre pancanadien sur la croissance propre et les changements climatiques du gouvernement lui permet d'ailleurs au Canada de reconnaître que cette transition peut engendrer à une économie forte, diversifiée et compétitive.

Toutefois, le gouvernement fédéral ne s'est engagé à accroître les tarifs en question que pour cinq années. Le fait de ne pas savoir si ces tarifs continueront à augmenter au-delà de l'an 2022 rend difficile la planification à long terme pour les entreprises canadiennes. De plus, un engagement de cinq ans n'est certainement pas suffisant pour permettre au Canada de réduire ses émissions de gaz à effet de serre dans le but d'atteindre son objectif visant la cible de 30 pourcent de moins qu'en 2005, et ce, d'ici 2030.

Par conséquent, nous demandons au gouvernement du Canada de prolonger l'augmentation des tarifs jusqu'en 2030.

En outre, nous croyons que le gouvernement fédéral doit être plus clair afin de s'assurer que le plan portant sur le prix national du carbone s'applique à toutes les industries. En effet, l'exclusion de tarifs sur le carbone pour certains secteurs représente un fardeau supplémentaire pour certaines industries au détriment d'autres et affaiblit l'engagement du Canada en matière de climat. Un tarif exhaustif applicable aux têtes de puit et aux points d'arrivée des produits importés de toutes les provinces réduira efficacement les émissions des gaz à effet de serre du Canada tout en fournissant des incitatifs puissants pour l'investissement, menant ainsi à une économie de l'énergie propre.

Nous exhortons le gouvernement d'imposer des ajustements fiscaux aux frontières; cette mesure mènera à des changements, encourageant les juridictions qui n'imposent pas de tarifs sur le carbone à devenir plus responsables et respectueuses de l'environnement tout en permettant à notre économie nationale de fonctionner sur un pied d'égalité au sein du marché mondial.

Le Canada peut réduire ses émissions de gaz à effet de serre de façon significative, devenant ainsi un véritable chef de file de l'économie de l'énergie propre. La prolongation de l'augmentation des tarifs jusqu'en 2030, l'inclusion de toutes les industries et les ajustements fiscaux aux frontières sont des mesures qui permettront au Canada d'assurer le maintien d'une économie forte, diversifiée et compétitive tout en inspirant les autres pays à suivre dans ses pas.

Nous vous prions d'accepter nos salutations les plus sincères.

All CCL International Calls are on Zoom

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

- 1) It is a good idea to sign in 15 minutes early.
- 2) It is best to use your phone until you are comfortable with Zoom.
- 3) 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. We are not sure if all telephone plans in Canada will cover the call. Thus, do your best to get on the computer line if you are uncertain that your telephone plan will cover the toll free call.

Need help? [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>
[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

CCL CANADA Monthly Busy Calls- Pick one call

Thursday, April 6, 2017: 6 pm PDT/ 9 pm EDT ... note your time zones

Friday, April 7, 2017: 8 am PDT/ 11 am EDT ... note time zones

Monday, April 10 2017: 6 pm PDT/ 9 pm EDT ... note your time zones*

Please sign the schedule doodler for the CCL Busy Week Calls so we know who to expect: <http://doodle.com/poll/edu29batb645bbqs>

SPECIAL CCL ONTARIO CALL

Guest: Mike Schreiner, leader of the Green Party of Ontario

Regarding Ontario's electricity prices.

Thursday, April 13, 2017 4 pm EDT / 3 pm CDT - note your time zone

PLEASE SIGN UP: <http://doodle.com/poll/2y86r4wx9dnh7tcf>

CCL Canada Education Call

Guest: Srinivasan Keshav

Regarding the \$30 Trillion clean energy system that is coming

Tuesday, April 18, 2017, 1 pm PDT / 4 pm EDT - note your time zone

Facilitated by Caterina Lindman

PLEASE SIGN UP: <http://doodle.com/poll/yam3fszpewcih7s5>

CCL Nova Scotia Call

Guest: Dr. Louise Comeau, Honorary Research Associate, UNB, Director Climate Change and Energy Solutions, Conservation Council of New Brunswick

re: Nova Scotia's cap and trade program

Tentatively now, Wednesday, April 19 at 4 pm ADT

RSVP. <http://doodle.com/poll/7rpx472eny2x2e4u>

NOTE: Canadian CCL calls are on our Uberconference Line
[1-888-570-6238](tel:18885706238) - no pin required or log in online and call for free:
<https://www.uberconference.com/citizensclimatelobbycanada>