



Citizens' Climate Lobby Canada Lobby Climatique des Citoyens

CCL Monthly International Conference Call

Saturday, December 10, 2016
10 am PT/ 11 am MT/ 12 pm CT/ 1 pm ET/ 2 pm AT

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 onto CCL Zoom online with your computer 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: This is why CCL wanted Zoom: Zoom offers tech support 24 hours a day seven days a week. Zoom's tech support line is 888.799.9666 first. CCL's Meeting ID is [2017201717](https://citizensclimate.zoom.us/j/2017201717)
If Zoom cannot resolve your issue, then contact it@citizensclimate.org**

NOTE!!! Canadian CCL calls are still on our Uberconference Line

[888-570-6238](tel:888-570-6238) - no pin required (good for calls coming from Canada and the USA).

Or log in online and call for free: : <https://www.uberconference.com/citizensclimatelobbycanada>

CCL CANADA Monthly Calls- Pick one

Thursday, January 12, 2017: 6 pm PT/ 7 pm MT/ 8 pm CT/ 9 pm ET/ 10 pm AT ... note time zones
Friday, January 13, 2017: 8 am PT/ 9 am MT/ 10 am CT/ 11 am ET/ 12 pm AT ... note time zones
Monday, January 16, 2017: 6 pm PT / 7 pm MT/ 8 pm CT/ 9 pm ET/ 10 pm AT ... note time zones
Fill in the Doodler to let people know you will be on the call: <http://doodle.com/poll/p5sb753auyggqtfbg>

Look for an upcoming CCL Education call.

CCL Monthly International Conference Call

Saturday, January 14, 2017: 10 am PT/ 11 am MT/ 12 pm CT/ 1 pm ET/ 2 pm AT

Guest: Yoram Bauman, Founder of YesOn732.org



What are the lessons we can learn from the defeat of the Washington state carbon tax referendum, Initiative 732? To find out, our guest on January's call is Yoram Bauman, founder and co-chair of YesOn732.org, which spearheaded the campaign for I-732. Bauman holds a PhD in Economics from the University of Washington and is known as the "Stand-up Economist." He is co-author of the 1998 book *Tax Shift* that helped inspire the revenue-neutral carbon tax in British Columbia. In 2012, he co-authored with Shi-Ling Hsu an op-ed in the New York Times, [The Most Sensible Tax of All](http://www.nytimes.com/2012/01/08/opinion/the-most-sensible-tax-of-all.html).

JANUARY 2017 NATIONAL ACTIONS

1. Using the accompanying planning sheets, set your 2017 goals and plans for relationship building with your local Parliamentarians, media and community. A very important task in the sheets is to register at OpenParliament.ca to receive updates when your MP speaks in Parliament.
2. Hone your letter to the editor writing skills this month. Let's make 2017 the year we all exceed the numbers of letters to the editor we get published.
3. Please read out loud with your group month's laser talk. We don't need to use carbon tax revenues to build infrastructure, decrease the debt or fund social programs.

JANUARY 2017 ONTARIO ACTIONS:

1. Lobby your local Chamber of Commerce to support carbon fee and dividend nationally. Resources to be sent out next week.

SAVOUR CANADA IN 2017: In the CCL Group Start Training, we learned that savouring the planet must come first. What better way to celebrate [#Canada150](https://twitter.com/Canada150) than to savour our country's beautiful parks. Get your free passes online to our national parks now: <http://ow.ly/3QaD307xyKm>

GETTING ORGANIZED FOR THE FIRST HALF OF 2017

- **March 2017** – the federal budget is usually announced. What will be the carbon pricing details? Will there be Border Tax Adjustments? Which fossil fuel subsidies will be phased out first?
- **April** is usually when Environment Canada releases the national GHG Inventory data
- **Late April/Early May** – CCL Ontario possible lobbying at Queen's Park – see below
- **Earth Day** is always a time to look for the Canada and/or United Nations to do something for the Environment plus a great month for letters to the editor, OpEds and visits to Editorial Boards.
- **On Monday, June 5, 2017** Canada is the Host Country for the United Nations World Environment Day
- **June 11-13** – CCL International Conference in Washington DC
- **On July 1, 2017** - it is Canada's 150th anniversary of the Confederation (when the Maritime Provinces, Upper and Lower Canada formed the Dominion of Canada).

SCHEDULE DOODLERS

1. **ONTARIO:** Would you be interested in lobbying at Queens' Park in late April / Early May? Please circulate it among your volunteers. <http://doodle.com/poll/rffwnepw8hssns49>
For CCL Members in other provinces, please consider if it would be worth your while to lobby in your provincial capitals too and we can help you organize your efforts.
2. **LOBBYING IN WASHINGTON DC June 11-13:** Now that we have a national carbon price, some of you might feel that directing some of your resources to CCL USA is worth your energy. If so, please fill in the Doodler so that we can start organizing now. <http://doodle.com/poll/qdibk4xm3nv8a8d5>
Register before April 30, 2017 and save \$50 USD: <https://citizensclimatelobby.org/2017-ccl-conference/>

LASER TALK: Balancing the Budget, Social Concerns and the Environment

Governments have the difficult yet doable task of balancing the budget, the climate crisis and social concerns.

The Liberal Government is not on track to balancing our budget (1, 2). As well, despite signing the Paris Accord and having a national carbon pricing policy, Canada's climate targets are still woefully inadequate (3).

Ideally we need a carbon price of at least \$150.00 tonne by 2030 (4). However, forty eight percent of Canadians are within \$200 each month of not being able to make their bills (5).

How can we price carbon, not go further into debt as a country, protect low and middle income Canadians, and at the same time cut GHG emissions?

Clearly, carbon pricing needs to be revenue-neutral and therefore, the government must use other sources of revenue to balance the budget and other social concerns.

The Liberal Government promised two policies in their 2015 Election campaign that would inject over four billion dollars into government coffers that they have yet to deliver on. They promised to phase out fossil fuel subsidies which is about 3.3 billion dollars (6). They also promised to close the stock option loophole. The stock option loop-hole gives tax-free status to half of all income earned when a CEO or corporate board member cashes in stocks options. It would inject \$750 million into government coffers (7,8). As well, the Canadian government should go after money in tax havens. Tightening tax haven laws would unleash billions of dollars into government coffers (9, 10).

Finally, the government should enact a national and revenue neutral price on carbon pollution, such as carbon fee and dividend, rising to \$150.00 per tonne by 2030. The strong and clear market price on carbon rising incrementally in combination with border tax adjustments would spark investment in Canada's clean tech sector. The dividends returned to households would stimulate local economies. By taxing carbon pollution, carbon fee and dividend would also decrease GHG emissions (11).

In conclusion, what is needed is tax reform in Canada. Stop giving handouts to fossil fuel companies, close the stock option loophole, go after money in tax havens and start taxing in earnest the things that we don't like such as pollution and not tax the things we like such as income.

1. <http://www.torontosun.com/2017/01/04/buried-government-report-reveals-looming-fiscal-crisis>
2. <http://www.fin.gc.ca/pub/ltefp-peblt/report-rapport-eng.asp>
3. <http://climateactiontracker.org/countries/canada.html> (November 2016 data)
4. <http://canada.citizensclimatelobby.org/ccl-canadas-guidelines-for-our-national-carbon-pricing-policy/>
5. <http://www.ipsos-na.com/news-polls/pressrelease.aspx?id=7148>
6. <http://www.iisd.org/faq/unpacking-canadas-fossil-fuel-subsidies/>
7. ["Throwing Money at the Problem: 10 Years of Executive Compensation"](#). January 2017 report by the Canadian Centre for Policy Alternatives
8. <https://pressprogress.ca/bay-street-pressured-liberals-to-break-promise-to-close-ceo-tax-loophole-documents-show>
9. ["CANADA: The New Tax Haven."](#) (2015) Alain Denault
10. <http://www.cbc.ca/news/business/canada-corporate-tax-haven-1.3554910>
11. <http://canada.citizensclimatelobby.org/carbon-fee-and-dividend/>

ACTION #1: Set your 2017 goals and plans for relationship building with your MPs, media and community

Materials: 2017 Planning Sheets (attached in the email with these actions sheets) for everyone, pencils, pens and perhaps even markers, Post It Notes and/or flip chart paper. As 2017 begins, let's take a moment to celebrate the successes and set our sights on the goals we wish to accomplish in the coming year.

- Have members share accomplishments of the last year and/or how far we have come since 2010
- Building on those successes, take a few minutes for members to look over the 2017 planning sheets and decide group goals for the coming year.
- Using the group planning sheets, set goals your group would like to accomplish in 2017.
- Assign someone to be the recording secretary and keep track of the key ideas and then email everyone afterwards your group's plans. Alternatively, you can put it in a google doc and share it.
- Agree on a timeline, perhaps quarterly, to review your group's goals and the progress toward achieving those goals.

NOTE: A very important task in the sheets is to register at OpenParliament.ca to receive updates when your MP speaks in Parliament.

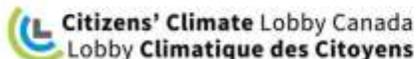
Your social capital in your riding is immeasurable and will win the day in 2019. Quality not quantity of time spent doing CCL work should be your paramount guidepost. Planning ahead is important because it helps with self-care and respecting the workflow of every member. We are betting the ranch on you and your groups in your ridings holding the ground we have gained and perhaps advancing it. All politics is local.

CCL CANADA 2019 PLEDGE

I acknowledge that there is a risk of losing the political resolve on the gains we have made to secure a healthy climate in the lead-up to next federal election in 2019. Thus, I am making the following pledge:

I want to live in a democracy where all politicians of all political stripes can get elected for pro-environmental policies, not in spite of them. Thus, in my riding, I pledge to generate the political will for a liveable world. Specifically, I pledge to do my best to keep the discussions around climate change and carbon pricing factual, respectful and non-partisan in my local media, while doing community outreach and communicating with local leaders.

All politics is local after all.



IMPORTANT AND SAID EVERY YEAR SINCE 2011: If you plan to relationship build with an MP that is not your own or a senator please first contact canada@citizensclimatelobby.org. We track everything and we have a team and a rationale behind whom we are contacting besides our own MPs.

ACTION #2: Hone your letter to the editor writing skills this month

Letters to the Editor (LTEs) were down at CCL in Canada and internationally. Canada was responsible for 11.7% of all published media (LTES, OpEd and Editorials) in the CCL collective in 2016. Here specifically are the numbers of LTEs: 95 (2013), 218 (2014), 301 (2015) and 281 (2016 Not final). Our total metrics are up 179% in 2016 compared to 2015. Our recorded face-to-face meetings with federal parliamentarians was 3x the number we have ever achieved. Now that we have a national price on carbon, it is a good idea to shift focus back to our local media to defend carbon pricing and nudge the government to do more.

GETTING THE MOST OUT OF YOUR LETTERS TO THE EDITOR (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 hardcopies of your accumulated letters to the editor with you when you lobby your MP.
- 4) Submit LTEs to multiple papers. : [RESULTS resource for linking to many papers across Canada](#)

WHY WRITE LETTERS TO THE EDITOR (LTE)?

1. To **develop a relationship** with the **editorial staff** of your local paper and make them well aware of the urgency of the climate crisis, our solution, how inadequate Canada's climate targets and the clean tech opportunity that awaits.
2. At election time, political candidates usually get interviewed and endorsed by their local media.
3. To **empower** your volunteers to speak out about climate change.
4. To **practice communicating** all the connections climate change has to the many facets of our lives.
5. To get the **truth** and **hope** out about climate change in our local newspapers. The **truth** is that climate change is human caused. The **hope** is that the crisis is solvable.
6. To **brand** Carbon Fee and Dividend as a non-partisan and citizen solution to the climate crisis.
7. To **help the politicians** that are championing Carbon Fee and Dividend.
8. You truly are all **Climate Heroes**. You will empower other citizens to speak out for the climate.
9. To **showcase** local writers on your team and work towards getting a column in your local paper.
10. To **increase the likelihood** any letter to the editor supporting carbon fee and dividend gets published.

Continuously sending well written LTEs to your local newspaper are a *stepping to securing an editorial board meeting* – which should be a goal of every CCL group in 2017.

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.

RECENT EXAMPLES:

CARBON FEE AND DIVIDEND

Re “[Buried government report reveals looming fiscal crisis](#)” (Anthony Furey, Jan. 5):

Debt is just as scary as climate change to me. Both of them can lead to economic upheaval and, consequently, social upheaval. The report cited “points out that government could make financially sound choices to send the numbers in more optimistic directions.” Governments have the difficult yet doable task of balancing the budget, social concerns and the environment. To protect low- and middle-income Canadians, while at the same time decreasing debt and protecting the environment, three policies the government should consider are eliminating tax havens, phasing out fossil fuel subsidies, and putting a revenue neutral price on carbon pollution. The first two actions would directly inject money into government coffers. Specifically on the last point, carbon fee and dividend would be the best carbon pricing policy nationally and has been repeatedly endorsed by the Toronto Sun’s Lorrie Goldstein since 2015.

Cathy Lacroix, Toronto

(and it was [tweeted to her MP](#), Canada’s Finance Minister: Bill Morneau.)

Revenue-neutral carbon price best solution

Re: “The real costs of cap and trade,” Jan. 7 editorial.

Thank you for highlighting issue of poverty with carbon pricing. Half of Canadians are within \$300 a month of not being able to pay their bills. This is a serious problem. Climate change is a threat to the environment and to economy. The problem is how to balance both. We need an incrementally rising carbon price in Canada so that it is at least \$150 tonne by 2030, but we can’t burden already overburdened Canadian taxpayers. The solution is simple. We need to keep carbon pricing revenue neutral. Here in Sudbury, we host the national headquarters for the Citizens’ Climate Lobby. Its members have diligently researched and educated us. The evidence is clear. The solution is a revenue-neutral carbon price. My favourite policy is a carbon fee and dividend.

Robert McCarthy.

(Published in the [Sudbury Star](#), [North Bay Nugget](#) and [Brantford Expositor](#) and then [tweeted](#) to his MPs and MPPs.)

Time for Canada's JFK-moon moment

Re: Canada should dream of greater things, Editorial Dec. 31

Agreed! Canada should dream of greater things. Our country's 150th birthday offers Prime Minister Trudeau an excellent opportunity to articulate both a vision for the decades ahead and a path toward realizing its goals.

The Star listed a few important challenges: a visibly fraying social structure, overlooked Indigenous peoples, and infrastructure needs. I would add one more: the rapidly changing energy sector.

In 2017, I would like our Prime Minister to deliver a speech in the same spirit as U.S. President John F. Kennedy's on sending men to the moon within a decade. I want Prime Minister Trudeau to inspire our nation to be on the leading edge of clean energy innovations, and to transition exclusively to non-carbon based energy by 2030.

It's an ambitious goal, but it could galvanize Canada's innovators and attract the world's finest to our shores. It would generate quality jobs for thousands of Canadians from coast to coast, offer economic opportunities for Indigenous communities, keep our environment clean and provide much needed focus to infrastructure development.

It would also leave Trudeau and our generation with an important legacy, one that Canada would celebrate in 2067.

Cheryl McNamara, Toronto

Thank you Premier Clark

Waiting for others to catch up is a thoughtful gesture when out on a family walk. When we consider the globally acknowledged issues around climate change, our current government's inheritance of a carbon tax that was to be gradually and predictably increasing in order to affect change in 'the market'; waiting for others will not help achieve that goal. I have listened to the 'spin doctors', now I want a second opinion. Currently, we are not on track to reach our emissions reduction targets – no matter how you spin it. We are reminded that Governments do not create change, they respond to it. At this time in our regional, national and global history we should be concerned about the response from any level of government in how they intend to deal with the reality of climate change. Waiting does not seem to be a very pro-active plan.

Ron Robinson, Nelson, BC

For more examples go [HERE](#)

For more resources go to [Volunteer Resources](#) and then click on the All Things Media accordion button. Here is the resources in full: [Tips for getting Letters to the Editor \(LTEs\) published and how to get the most out of them](#) (updated January 2017).

SPEAK DIRECTLY TO CONSERVATIVES

In 2014, Sun Media papers were sold to Post Media. They are still in publication and often syndicate columns across Canada that appeal to "conservatives". And most of their dailies accept 500 word LTEs! Note Lorrie Goldstein, the former editor of the Toronto Sun and now comment editor, has repeatedly endorsed carbon fee and dividend since July 2015.

<http://www.torontosun.com/2017/01/04/on-carbon-pricing-ignorance-isntbliss>

<http://www.torontosun.com/2016/10/03/pms-carbon-pricing-scheme-means-bigger-government-not-lower-emissions>

<http://www.torontosun.com/2016/09/24/an-honest-carbon-tax>

<http://www.torontosun.com/2016/03/02/the-trudeau-notley-wynne-carbon-rip-off>

<http://www.niagarafallsreview.ca/2016/07/03/greens-have-best-carbon-pricing-plan>

<http://www.ottawasun.com/2015/07/04/elizabeth-may-means-it>

Big Sun Media Papers Online form for LTEs

Calgary Sun	Calgary, AB	http://www.calgarysun.com/letter-to-editor
Edmonton Sun	Edmonton, AB	http://www.edmontonsun.com/letter-to-editor
Ottawa Sun	Ottawa, ON	http://www.ottawasun.com/letter-to-editor
Toronto Sun	Toronto, ON	http://www.torontosun.com/letter-to-editor
Winnipeg Sun	Winnipeg, MB	http://www.winnipegson.com/letter-to-editor

Sunmedia Community Dailies form for LTEs

Barrie Examiner	Barrie, ON	http://www.thebarrieexaminer.com/letters
Belleville Intelligencer	Belleville, ON	http://www.intelligencer.ca/letters
Brantford Expositor	Brantford, ON	http://www.brantfordexpositor.ca/letters
Chatham Daily News	Chatham, ON	http://www.chathamdailynews.ca/letters
Cornwall Standard-	Cornwall, ON	http://www.standard-freeholder.com/letters
Fort McMurray Today	Fort McMurray, AB	http://www.fortmcmurraytoday.com/letters
Kingston Whig Standard	Kingston, ON	http://www.thewhig.com/letters
London Free Press	London, ON	http://www.lfpress.com/letters
Niagara Falls Review	Niagara Falls, ON	http://www.niagarafallsreview.ca/letters
North Bay Nugget	North Bay, ON	http://www.nugget.ca/letters
Northumberland Today	Cobourg, ON	http://www.northumberlandtoday.com/letters
Orillia Packet and Times	Orillia, ON	http://www.orilliapacket.com/letters
Owen Sound Sun Times	Owen Sound, ON	http://www.owensoundsuntimes.com/letters
Pembroke Daily Observer	Pembroke, ON	http://www.thedailyobserver.ca/letters
Peterborough Examiner	Peterborough, ON	http://www.thepeterboroughexaminer.com/lette
Sarnia Observer	Sarnia, ON	http://www.theobserver.ca/letters
Sault Star	Sault Ste. Marie, ON	http://www.saultstar.com/letters
Simcoe Reformer	Simcoe, ON	http://www.simcoereformer.ca/letters
St. Catharines Standard	St. Catharines, ON	http://www.stcatharinesstandard.ca/letters
St. Thomas Times-Journal	St. Thomas, ON	http://www.stthomastimesjournal.com/letters
Stratford Beacon Herald	Stratford, ON	http://www.stratfordbeaconherald.com/letters
Sudbury Star	Sudbury, ON	http://www.thesudburystar.com/letters
The Daily Graphic	Portage La Prairie,	http://www.portagedailygraphic.com/letters
The Daily Herald Tribune	Grande Prairie, AB	http://www.dailyheraldtribune.com/letters
The Daily Miner and News	Kenora, ON	http://www.kenoradailyminerandnews.com/lette
The Recorder and Times	Brockville, ON	http://www.recorder.ca/letters
Timmins Daily Press	Timmins, ON	http://www.timminspress.com/letters
Welland Tribune	Welland, ON	http://www.wellandtribune.ca/letters
Woodstock Sentinel Review	Woodstock, ON	http://www.woodstocksentinelreview.com/letter

IMPORTANT: Please note that CCL's official talking points are in our [laser talks](#) and [media packages](#). The talking points of our guest speakers, what we post in social media and even fellow LTE writers are not official talking points.