



Citizens' Climate Lobby Lobby Climatique des Citoyens

CCL Monthly Conference Call, Saturday, October 3, 2015

Groups meet at 9:45am PT / 12:45pm ET. The conference call starts at 10am PT / 1pm ET. The call lasts for a little over an hour and then the groups meet for another hour after that to plan actions.

Call-in number: 1-866-642-1665: Passcode: 440699#

Instructions: Sign on to the call at least 5 minutes before the start time. When you first join the call, announce your name, city, and how many people are in the room.

CCL International Call Saturday, October 3, 2015 Rachel Kyte

– Special Envoy for Climate Change at the World Bank



Rachel Kyte is World Bank Group Vice President and Special Envoy for Climate Change. As an advocate for action to combat climate change because of its intrinsic link to poverty and development, Ms. Kyte is the leading figure for the World Bank Group in efforts to campaign for an ambitious agreement at the 21st Convention of the Parties of the UNFCCC this December. She was recently appointed as United Nations Secretary-General Ban Ki-moon's Special Representative for Sustainable Energy for All. She will talk about the World Bank's efforts to spread the use of carbon pricing globally to achieve greenhouse gas reductions.

September and October 2015 ACTIONS

- 1) Use social media to amplify CCL's messages of truth and hope. Share our infographics, updates and public service announcements, build relationships with community leaders and get connected to each other.
 - 2) Work with your local mainstream media to create the political will for a liveable world. Submit letters to the editor, meet with your local editorial board and be sure to ask local radio and TV stations to air our public service announcements.
 - 3) Be an investigative reporter. Determine local candidates' views on climate change and carbon pricing and then submit your findings to your local papers.
- Do what you and your group can reasonably do and what **rocks your boats**. *Have fun changing the course of history.*

Special Actions for October:

- 1) COMING SOON Distribute a media release about Public Service Announcements – to your local media.
- 2) Review the updated key CCL Canada Laser talks package attached separately.

Ongoing Action: Continue to participate in the Canadian version of the CCL Endorsement project. Get leaders and organizations to support our carbon fee and dividend proposal.

Ontario Action: Join us CCL Ontario Regional meeting and lobbying days – October 4 and 5 in Toronto. Look for a separate attachment to find out more. Deadline extended to register is midnight Tuesday, September 29, 2015

Possible Upcoming CCL Event in Ottawa: Sunday, November 22 to Tuesday, November 24, 2015: CCL Canada's Post Election Rendez-Vous and Lobbying Days – save the date but NOTE this is not firm. Many things have to fall in place for this to happen. We will be able to announce this after Election 2015 (Monday, October 19, 2015).

Actions for September and October (cut and pasted from last month – no changes):

With your group read and then prioritize the actions this month. Ask your members which of the following actions they particularly like. Delegate those jobs to them. Include action items and clear time lines in your planning. You don't have to do all of the items suggested. Do what you and your group can reasonably do and what *rocks your boats*. *Have fun changing the course of history*.

Action #1: Harness the power of social media to amplify our messages of truth and hope

1. Using CCL's non-partisan methodology of appreciation for service, use social media to engage and thus build relationships with your **local media**, **candidates** and **community** around the issues of climate change and carbon pricing.
2. Share our infographics, updates and public service announcement videos in Facebook and Twitter.
3. Ask your group members and friends to follow our Facebook Page and Twitter Account:
<https://www.facebook.com/pages/Citizens-Climate-Lobby-Canada/326480127363866>
<https://twitter.com/CitizensLobbyCa?lang=en>
4. Subscribe to two pages in the CCL Community to receive messages from us when to share something important in social media:
<http://community.citizensclimatelobby.org/groups/special-interest-groups/social-media/>
<http://community.citizensclimatelobby.org/groups/great-white-north/>
5. Keep in touch with the your CCL peeps in Facebook by joining these groups and pages:
CCL Canada discussion group: <https://www.facebook.com/groups/119526251414853/>
CCL Ontario group: <https://www.facebook.com/groups/428275710655017/>
CCL Halifax group: <https://www.facebook.com/groups/196967013728763/>
CCL Ottawa page: <https://www.facebook.com/CitizensClimateLobbyOttawa?fref=ts>
CCL London page: <https://www.facebook.com/CCLLondonON?fref=ts>
Petition for carbon fee & dividend (CCL Clearwater):
<https://www.facebook.com/CanadaFeeAndDividendPetition?fref=ts>

Action #2: Work with your local media to create the political will for a liveable world

1. Meet with the editorial board of your local paper to discuss the urgency of the climate crisis and our solution of carbon fee and dividend. Editorial boards of local newspapers almost always endorse the candidates during elections. The national CCL Canada office is especially interested in helping you and your group with this action. Please do not hesitate to ask for assistance on this action. Contact cathy@citizensclimatelobby.ca. Lobbying your local editorial board is much like lobbying an MP. Here are [tips on meeting with your editorial board](#).
2. Write lots of letters to the editor. Here is a great resource:
[Tips for getting lots of letters to the editor published and getting the most out of them](#)
3. If you have not done so already, please ask your local radio and TV stations to air our Public Service Announcements. If you need us to resend you the emails that outline how to do this or perhaps even talk you through the process, please contact cathy@citizensclimatelobby.ca.

Action #3: Be an investigative reporter. Determine candidates' views on climate change and carbon pricing in your riding and then submit your findings to your local papers.

Citizens' Climate Lobby takes the view that politicians don't create political will they respond to it. CCLers, can create the political will for real climate action one riding at a time by asking their local candidates in Election 2015 good questions. **Here are two suggested questions:**

1. How urgent is the climate crisis? Explain your answer;
2. What carbon pricing policy is best for all Canadians and the global community? Explain your answer.

To ascertain these answers from candidates you can do one or more of the following strategies such as:

- hold your own event and have the candidates answer these questions (very time consuming and probably too late to do now anyways)
- ask event coordinators of other all-candidates events to ask your two questions (this may be easier)
- assign one person to each candidate to get the answers from the candidates either in writing or in an interview
- have a large group of CCLers show up to all-candidates events and stuff the audience questions box full of various versions of the climate change questions
- Determine how you can submit questions to your local Chamber of Commerce's all-candidates events because almost all candidates will take part in your local Chamber of Commerce's debates..

Once you determine the views of the candidates, report what you found in a letter to the editor to your local newspapers. Include "fringe" candidates. Their answers may surprise you and make for an interesting read.

As well, do not give up on candidates whom may seem reluctant to give you answers. Be completely understanding and assume they are just too busy. Come to an agreed upon date on which you need the answers. Document your communications with seemingly reluctant candidates and if they fail to give you an answer and you did your best get an answer – report it as such.

If your local newspapers do not publish your findings, you can post your findings in social media or blogs.

CCL Sudbury used all of the above methods to get the answers from all candidates during their February 2015 provincial by-election and published in their local paper the following letter to the editor:

LETTER TO THE EDITOR from February 2015 during an Ontario Provincial by election:

Carbon pricing needed

The scientific conclusions are clear: the warming of the climate system is unequivocal and human activities are very likely the cause of the increase in global temperatures since the mid-20th century. The province of Ontario is committed to helping with the international climate agreement that will contain global warming below 2 C. The climate challenge is an opportunity for job creation and wealth, invention of new modes of production and consumption.

Citizens' Climate Lobby has been working for several years to encourage Canadian politicians to impose a price on carbon. Putting a price on carbon is a way to encourage the necessary changes. During Sudbury's by election, we sought out the positions of each candidate on carbon pricing at three public forums and at our own event: World Changing Conversations.

There are five ways to price carbon. They are listed here in order, from the most opaque to transparent. Here are five possible carbon pricing mechanisms and the position of each candidate in the provincial election for the riding of Sudbury.

The status quo: *the external costs of damages caused by climate change are not internalized into the price of fossil fuels and the taxpayer is forced to pay for climate and health-related damages.*

The Conservative Party and Paula Peroni prefer to do nothing until first addressing Ontario's financial problems.

Regulation: *sector by sector regulation of all the sectors in the economy that produce carbon pollution. The shutting down of coal-fired power plants in Ontario is an example of regulation in the power generation sector of our economy.*

Cap and trade: *a mandatory limit (or "cap") is put on some portion of greenhouse gas 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 greenhouse gases made to compensate for an emission made elsewhere.*

This is the preferred approach of the NDP and Suzanne Shawbonquit.

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 tax revenues.*

Jean Raymond Audet likes this option and would want the provincial government reinvest the tax in the field of transportation.

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 is an upstream fee and is levied at point of production of fossil fuels (at the well head, mine or point of entry)*

David Robinson prefers this option and it is the official carbon pricing of the Green Party.

Two candidates deny that humans are causing climate change: James Waddell and John Turmell.

Andrew Olivier indicated that more studies are needed to determine which carbon pricing policy is best.

The Liberal Party of Ontario is in consultation with citizens of Ontario to develop a price on carbon that will reflect what Ontarians want. For his part, Glenn Thibeault is listening and will support a price on carbon that will benefit the North, Ontario, Canada and especially our families.

Gerry Labelle and Cathy Orlando, Citizens' Climate Lobby

Ongoing Action: Participate in the CCL Endorsement Project

One of the questions asked in meetings with the offices of parliamentarians is this: *Who in the riding supports your policy?* As Parliamentarians move closer to supporting carbon pricing, endorsements from community leaders for carbon fee and dividend back in their ridings will be a critical factor in their decision to sponsor or vote for our legislation. For August and September, therefore, we are asking CCL chapters to seek and secure these endorsements. The approach we are taking to secure endorsers is the same approach we use to lobby our Members of Parliament and Senate. That approach begins with a request for a meeting.

At your meeting this month:

- Make a list of community leaders/organizations your group will approach for endorsements.
- Assign a volunteer to each leader. That volunteer will request a meeting.
- Decide who will lead the endorsement project and support volunteers in their efforts.

Two letters of endorsement: One letter endorses CCL's Carbon Fee and Dividend proposal. Think of this as your primary ask. If the endorser isn't quite ready to support CCL's proposal, we also have a letter endorsing climate action. Think of this as your supporting ask. Both of these letters should be attached with the email you received when you got these actions sheets: Signed and then scanned letters are to be sent to endorse@citizensclimatelobby.org

If you are seeking endorsements provincially or nationally or internationally, check in with cathy@citizensclimatelobby.ca first for Canadian endorsers and endorse@citizensclimatelobby.org if it is an US or International endorsement .

Wondering where to start and how to go about getting endorsements? CCL volunteer Kim Schaffer has prepared a useful how-to for the Endorsement project. You can download it on CCL Community: <http://community.citizensclimatelobby.org/resources/getting-endorsements/>

Want to hear more about the CCL Endorsement Project? Then go to the CCL University in the CCL Community. <http://cmttydev2.citizensclimatelobby.org/cclu/> and scroll down to: **Learning Objective:** Outreach Training and then click on [Getting Endorsements](#) – How to get endorsements for climate action or Carbon Fee and Dividend from community leaders.

Sample email requesting a meeting with a potential endorser:

Subject: <Leader Name> – Support for Climate Action

Dear _____

<Intro, appreciation and/or reference common interests>

I am writing regarding the subject of climate change, a looming crisis that threatens our way of life and that requires immediate action at the national level. I am a member of Citizens' Climate Lobby (CCL), and we are asking community leaders to sign onto a letter confirming your support for climate action.

We are currently engaged in conversations with Members of Parliament, and your support could be a determining factor in whether they choose to take action.

We would like to meet with you or your staff to discuss the issue, the solution and your possible support. When would be a good time for a meeting?

*Thank you, NAME
Citizens' Climate Lobby (CCL), <CITY> Chapter
<EMAIL> | <PHONE> | <http://citizensclimatelobby.ca/>*

How to join the CCL Community Social Network site

If you or any of your group members have not registered in the CCL Community social network and would like to join please follow these instructions:

1. If you have not already done so, register with your local CCL Group (as a member of YOUR CHAPTER) on our website here: <http://citizensclimatelobby.org/register-with-ccl/> . If you are not sure if you have registered in our database, contact reports@citizensclimatelobby.ca and we will check the CCL database.
2. If you are already registered in the database and a CCL Community invitation did not arrive, please send an email to communityregistration@citizensclimatelobby.org an invitation.
3. Accept the invitation, enter your profile info, write down your USERNAME and PASSWORD, and make a bookmark on your browser for <http://community.citizensclimatelobby.org/>.
4. An "activation" email will be generated (check your inbox, spam or junk) and activate the account.
5. You can now log in!
6. If you would like, watch the "Getting Started with Community" video tutorial at the top of the FAQ page.
7. Join the Great White North (Canada) group and perhaps your provincial or local group too. <http://community.citizensclimatelobby.org/groups/great-white-north/>
8. Please check out the FAQs and the CCLU from time to time for new info.

Special Canadian Instructions:

Each required field in the CCL Community has been customized for Canadians to join. Here are the specifics:

- CCL Group Name: Look for the first two initials of your province's name followed by your group. eg BC Vancouver, ON Red Lake, AB Calgary, QC Montreal or NS Halifax (PEI may not be in there as that is new).
- Congressional District: We are being organized under our provinces not our ridings - look for CAN-AB, CAN-BC, CAN-ON etc
- State/Province/Division: Our "provinces" are embedded alphabetically within the "states".

LEARN MORE ABOUT HOW TO GET AROUND THE CCL COMMUNITY:

[Navigating CCL Community for beginners](#) (enter the word "Community" as the password when prompted)