



Citizens' Climate Lobby Lobby Climatique des Citoyens

CCL Monthly Conference Call, Saturday, September 12, 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.



Jerry Taylor- President of Niskanen Center: Jerry Taylor is president of the [Niskanen Center](#), a libertarian think tank developing and promoting proposals to legislative and executive branch policymakers. Prior to founding the Center in 2014, Mr. Taylor spent 23 years at the Cato Institute, where he served as director of natural resource studies, assistant editor of Regulation magazine, senior fellow, and then vice president. He is the author of [The Conservative Case for a Carbon Tax](#), a paper published earlier this year by the Niskanen Center.

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.

These actions are for the next two months. You don't have to do all of the items suggested, especially if you have a small group. Do what you and your group can reasonably do and what **rocks your boats**. *Have fun changing the course of history.*

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.

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).

Next Big Overton Window: Pope Francis will address Congress and the United Nations September 21 and 22. There will be a large march in Washington DC.

Laser Talks

Practice the laser talks during this election season. Say them out loud: [you will remember them better](#). Talk to your friends, family, neighbours and colleagues about carbon pricing. Also use our laser talks to help you write letters to the editor and opinion editorials. We can, one riding at a time, debunk the spin that a carbon tax would hurt the economy.

The Five Chief Ways to Price Carbon

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

1. **The Status Quo:** external costs of climate change are not internalized and the taxpayer is forced to pay for climate and health-related damages.
2. **Regulation:** sector by sector regulation of all the sectors in the economy that produce carbon pollution.
3. **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 greenhouse gases made in order to compensate for an emission made elsewhere.
4. **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.
5. **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 production of fossil fuels (at the well head, mine or point of entry). A downstream tax, on the other hand, would be levied at the point of consumption of fossil fuels and/or products dependent on fossil fuels.

The five core principles of effective carbon pricing (NEW)

Recognizing that global carbon pricing is inevitable and a desire for Canada to reclaim our environmental leadership on the international stage, we should keep in mind these five core principles of effective carbon pricing:

- 1) A steady, resolute and rising carbon price.
- 2) Internalizing costs incrementally, steadily and with no leakage.
- 3) Simple, transparent, effective at reducing emissions.
- 4) Building economic value at the human scale.
- 5) Easy to implement: country by country, harmonizing across borders.

Carbon Fee and Dividend

Carbon Fee and Dividend is a revenue-neutral price on carbon that functions as follows:

- A fee is placed on carbon-based fuels at the source (well, mine or port of entry)
- This fee increases steadily each year so that clean energy is cheaper than fossil fuels within a decade
- All of the money collected is returned to Canadians on an equitable basis
- Under this plan 2/3 of Canadian households would break even or receive more in their dividend check than they would pay for the increased cost of energy, thereby protecting the poor and middle class.
- A predictably increasing carbon price will send a clear market signal, which will unleash entrepreneurs and investors in the new clean-energy economy.

Canada's Ecofiscal Commission Study: The way forward

Canada's Ecofiscal Commission released a report in April 2015 report "[The way forward](#)". The Ecofiscal study used an economic model that analyzed where Canada would be in 2020 if regulation or carbon pricing were used to manage carbon pollution. The carbon pricing model they used was revenue-neutral. In this model, Canada's gross domestic product (**GDP**) in 2020 is **3.7% better under carbon pricing than it is under a regulatory approach**. The "gain" broke down as follows: 0.4% from provinces linking their carbon pricing systems; 0.9% from recycling revenue into income tax deductions; and 2.4% from carbon pricing alone. The study was agnostic towards which carbon pricing mechanism was used. However it did stipulate that the carbon tax or cap and trade had to be "well-designed".

More evidence that carbon taxes are the way forward

Experiential evidence from British Columbia indicates that five years after the **BC carbon tax** was introduced, it was successful in decoupling fossil fuel use from economic growth.

<http://www.sustainableprosperity.ca/content/bc%E2%80%99s-carbon-tax-shift-after-five-years>

In July 2014, the International Monetary Fund (IMF), released a report calling on Canada to raise carbon taxes and cut income taxes. The IMF study determined that a carbon tax internalizing the real cost of fossil fuels (pricing-in pollution, etc) will increase Canada's gross domestic product by 1.4%, reduce carbon emissions by 15% and diminish deaths from air pollution by 25%.

<http://www.theglobeandmail.com/report-on-business/industry-news/energy-and-resources/imf-calls-on-canada-to-raise-carbon-taxes-cut-income-taxes/article19872600/>

Additionally, our largest trading partner would benefit from a domestic carbon fee and dividend policy. In June 2014, **Regional Economic Models, Inc.**, examined a tax on the carbon-dioxide content of fossil fuels **in the USA**. The tax would start at \$10 per ton, increasing at \$10 per ton each year. Revenue from the tax would be returned to households in equal shares as direct payments. Under this approach, the REMI study found that recycling the revenue back into the economy would add **2.1 million jobs over ten years**. Improvements in air quality would save **13,000 lives a year**. Greenhouse gas emissions would decline by **33%**.

<http://citizensclimatelobby.org/remi-report/>

Carbon pricing was highlighted in the **IPCC Fifth Assessment Reports report for policymakers**: "*In principle, mechanisms that set a carbon price, including cap and trade systems and carbon taxes, can achieve mitigation in a cost-effective way, but have been implemented with diverse effects due in part to national circumstances as well as policy design. The short-run effects of cap and trade systems have been limited as a result of loose caps or caps that have not proved to be constraining (limited evidence, medium agreement). In some countries, tax-based policies specifically aimed at reducing GHG emissions – alongside technology and other policies – have helped to weaken the link between GHG emissions and GDP (high confidence). In addition, in a large group of countries, fuel taxes (although not necessarily designed for the purpose of mitigation) have had effects that are akin to sectoral carbon taxes.*"

<https://www.ipcc.ch/report/ar5/>

Actions for September and October:

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)