

CCL International Call Guest Speaker - Joan Blades, MoveOn.org co-founder



Joan Blades and her husband Wes Boyd co-founded the political action group MoveOn.org in 1997. In 2006, she co-founded MomsRising.org, dedicated to “bringing millions of people, who all share a common concern about the need to build a more family-friendly America, together as a non-partisan force.” Her latest project, [Living Room Conversations](http://LivingRoomConversations.com), seeks to bridge the political divide in America by encouraging people with differing views to come together for respectful discussions. These conversations increase understanding, reveal common ground, and sometimes even allow us to discuss possible solutions.

CCL Canada March 2018 actions at a glance:

1. Reaffirm with your group the five levers of political will and aim to be in the CCCL 50 Club.
2. Help us grow CCL Canada in 2018. Make commitments by filling in a survey.
3. Hone your letter to the editor writing skills.

ONTARIO ACTIONS:

1. To help you start preparing for Election 2018, watch the Environment Commissioner of Ontario's [online seminar](#) from February 23, 2018, regarding her report [Ontario's Climate Act: From Plan to Progress](#)
2. Rotary members need our help at the International Rotary Conference that will take place in Toronto, June 23-27! It's a big deal, with about 40,000 Rotarians expected to be there. A CCL table will be set up for this event and they need our help. If you plan to help at the CCL Rotary International Event in Toronto, please [fill in this doodler](#) to indicate which days you can attend.

Each month, we have regularly scheduled CCL calls

<p>Canada: All CCLers welcome. Check in with each other, share field reports, and go over monthly actions.</p>	<p><u>Note:</u> Monday's call is cancelled for this month. Option 1: Thurs, Mar 8, 2018 at 6 pm PT/ 9 pm ET Option 2: Fri, Mar 9, 2018 at 8 am PT/ 11 am ET</p> <p>Just pick 1 to attend. Sign this doodler to RSVP.</p>	<p>Uberconference Line 1-888-570-6238 or log in online for free.</p>
<p>International: see above</p>	<p>Sat, March 10, 2018 at 10 am PT/ 1 pm ET</p>	<p>Zoom Room 2017201717 or call +1 877.369.0926, meeting code: 2017 2017 17</p>
<p>Canada Education: Macro-critical Resilience (see below)</p>	<p>Thurs, March 29, 2018 at 1 pm PT / 4 pm ET SHARP! Thus, please sign in at least five minutes early and even earlier if you are not technically adept. Sign this doodler to RSVP.</p>	<p>Zoom Room 3920795005 or call +1 877.369.0926, meeting code: 3920 7950 05</p>

CCL Canada Education Call Guest Speaker: Joseph Robertson, Global Director at Citizens' Climate Lobby What is macro-critical resilience? What are open dialogues? What is going on below the surface of the international negotiations? Why is our National Director hopeful about the future? Join our March CCL Canada Education call with Joseph Robertson, Global Director at Citizens' Climate Lobby to find out more. **Suggested Reading:** [You can read this document](#) and [visit this website.](#)

ACTION 1: Reaffirm with your group the five levers of political will and aim to be in the CCCL 50 Club

Why now: Since September 2010, we have been creating the political will for a liveable world by pulling on the five levers of political will. Now that we are getting closer to achieving our goal, achieving success will probably become more difficult because the forces against us might have tactics to throw us off our game. Frankly we are about to enter a very heady time. Now, is the time not to lose faith or focus. Now is the time to reaffirm Mark Reynold's, our commander, intent and stay focused on functional and proven actions, while having fun is the way forward. Deeds not words will win the day.

Please consider having one or more people in your group read aloud our Five Levers of Political Will:

1. **Direct Lobbying** - building relationships with politicians that represent your local chapter
2. **Local Media** - getting published in newspapers, radio as well as in social media but to a lesser extent.
3. **Grassroots Outreach** - bringing education and outreach to your local community
4. **Grasstops Outreach** - talking with local community leaders
5. **Chapter Development** - registering new members online and building a local group of people who work effectively towards creating political will. Make sure your members [have registered online](#).

Most of all though, please consider cultivating the habit of [entering your field reports](#) as soon as possible. If you need training in this, please don't hesitate to contact Judy O' Leary at judy.e.oleary@gmail.com, who kindly volunteered to assist with this.

Why are field reports important? Your social capital can trump the financial capital of those who would oppose the actions necessary for a liveable world. We the need your data to show just how organized and committed we all are.

Don't know how to fill in field report? *There is lots of support*

- Watch a [tutorial video \(13:00\)](#) or download [step-by-step notes](#) (also attached How-to-file-field-reports).
- Do you or your field reports designate person still need help and want someone to walk you through it? Contact Judy O'Leary at judy.e.oleary@gmail.com, she is our CCL Canada point person as she is our field reports point-person.

Correcting Mistakes and Oversights

If you discover you overlooked an activity that needed reporting, you can do it at any time. No report is too late to file! If you discover that you accidentally did a report twice or made a mistake on a report, please send an email explaining the error to fieldreports@citizensclimate.org. Include the email confirmation for the report in your email to make it easier to find the right field report to fix.

Thank you everyone for all you are doing in your ridings. As Marshall Saunders our founder says, we are *betting the ranch* that people building political will in their ridings will win the day. Here are the 2017 CCCL 50 Club members and honourable mentions.

The CCCL 50 Club: Who's in and How to Join

Here are the groups that recorded at least 50 CCL actions in 2017 in alphabetical order:

CCL Greater Sudbury, CCL London, CCL National Capital Region, CCL National Headquarters, CCL Nelson-West Kootenay, CCL Toronto Downtown, CCL Toronto East, CCL Vancouver and CCL Wellington-Halton.

An honourable mention goes to CCL Halifax for almost achieving the 50 mark goal.

Devise a plan for your local CCL group to become a member of the "CCL Canada 50-Club" in 2018. Postcards and sending your MP regular updates are the easiest way to rack up the numbers

The six easiest ways to get CCL metrics from easiest to slightly more complicated but not impossible:

1. Sending Parliamentarians updates by forwarding our newsletters and media packets.
2. Sending MP postcards.
3. Visiting the constituency office and talking to staff about climate change and carbon pricing.
4. Getting a politician to respond to one of your social media interactions in Twitter or Facebook. Hint:

send them pictures of you lobbying them.

5. The [Parliamentary Petitions](#) could garner your group three outreach metrics: one outreach metric for each batch of 27 signatures you send to your MP; one metric for either dropping off the petition at your MP's office or mailing it in; one more if your MP reads it out loud in the House of Commons.
6. Getting local businesses [to sign our open letter](#).

More difficult than above, but they are the cornerstone of what we do, relationship building:

- Lobbying your MP
- Regularly sending your local papers letters to the editor, our media packets, getting a meeting with the editor or editorial board and then securing an editorial endorsement.

Use [the planning sheet](#) and devise a plan for your group to be part of the “CCL Canada 50 Club” in 2018.

ACTION 2: Help us grow CCL Canada in 2018.

Make commitments by filling in a survey

Why? In 2015 we were highly focused on helping our volunteers create political will in their ridings in the lead-up to election 2015 and well, the election results are an indication that we contributed to the outcome. In 2016, we focused on educating parliamentarians. We met with parliamentarians 199 times and Canada got the Pan-Canadian Framework on Clean Growth and Climate Change which had carbon pricing at its centre. In 2017, there was a leadership race in the Conservative party federally and the PC party in Ontario developed their platform. We appeared on the editorial pages 701 times (17% of all print media hits in all of CCL) and had a huge score of editorial board endorsements. In 2018-early 2019, we will now divert some of our energies to growing our groups locally, regionally and nationally. Help us devise a plan by filling in a survey of how you and your group plan to help us grow. <https://www.surveymonkey.com/r/GrowCCLCanada>

For perspective: We have been slowly but steadily gaining more volunteers, and ridings since 2015 albeit at a slower rate compared to before the election. However, many environmental NGOs in Canada, like us, have noticed a slow down in our growth since the election PM Trudeau. As well, with zero paid staff in Canada, we cover more ridings and have more active volunteers in Canada than compared to our sister group RESULTS Canada.

ACTION 3: Hone your letter to the editor writing skills

Why? Letters to the editor (LTE) are a cornerstone of what we do. They build political will in our riding and continuously touching base with our local media builds relationships.

The fact is Canadian newspapers are struggling and consequently investigative journalism has diminished. Our non-partisan fact-based information is needed in our newspapers. You can find all of our official talking points in our [Laser Talks](#) and [Media Releases](#). It may just be our imagination, compared to 2010-2012 it is a lot easier now to get published. If you have time, [listen to the CBC's The Current on February 27](#) - to help you get a better picture of how dire the situation is.

Frankly we are in an age of [weaponized news](#) (albeit less so in Canada than the USA). We could lose the battle to save all during the 2018 and 2019 elections if we don't take care to get our information to the newspapers. Now more than ever our citizen journalism is needed because a robust media is needed in a healthy democracy.

GETTING THE MOST OUT OF YOUR 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 hard copies of your accumulated letters to the editor with you when you lobby your MP.
4. Submit LTEs to multiple papers as: check out links to Canadian [newspapers here](#) (NEW + UPDATED)
5. For [the Postmedia newspaper chain](#), you can submit the same letter to the editor to multiple papers and they often publish them.
6. Lastly, you can track articles by [searching for your name in Pressreader](#). [Follow this link](#) and click on the search field in the top right corner. Use the "Advanced Search" options to find articles more than 3 days old.

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.

Vote wisely to preserve our climate

By Carole Lavalley, Greater Sudbury, Ontario

Years ago, my husband and I gave up on snowmobiling after a particularly odd winter. A shortened winter season with frigid weekends added up to too few rides. By the time we calculated our cost per ride, we felt it just was too costly for us.

Now, scientists are saying patterns of warmer northern winters are here to stay. Just recently scientists reported that despite three years of a flattened level of global emissions it is on the rise again. U.S. President Donald Trump's fossil fuel-friendly policies are in part to blame.

I am a Canadian who loves cool winter weather and all four seasons, each with its distinct sports and pleasures. It will take unprecedented political resoluteness in normally risk-averse politicians to permanently lower our global emissions so that our usual Northern weather is protected from more warming.

I have never not voted. Starting with the June Ontario provincial elections and all municipal, provincial and federal elections thereafter, I will only vote for a candidate who takes climate change seriously. The politician has to show me its well-designed climate change action plan.

At the provincial and federal levels, I want both candidate and party to offer a detailed climate action plan. It needs to feature a strong carbon pricing policy for years to come until scientists declare the world has reached its emissions goal.

My common sense tells me that a candidate concerned about climate change should run in a party that is equally serious about dealing with the problem. There is not enough time left for a candidate to try to force change on his/her own party. Politicians everywhere: Choose your party wisely as I will do the same.

Yes, it does look like snowmobile season is done for this year. I will vote wisely so that it remains part of our Northern lifestyle for decades to come.

Are Ontario Progressive Conservatives dinosaurs?

By Gord Cumming, Georgetown, Ontario

A Feb. 10 poll said two-thirds of potential Conservative supporters say serious action on climate change is needed. MPP Ted Arnott, the PC critic for the Environment and Climate Change said in a speech to the Legislature in December 2017 "doing nothing is not an option" and "There is a better way for the people of Ontario. We say that every dollar collected in carbon price revenue should be returned to Ontario families and taxpayers in the form of corresponding tax relief, as verified by the Auditor General."

Yet four of the current Ontario Progressive Conservative party leadership candidates say they will scrap the revenue-neutral carbon tax, which was a key pillar in the party's platform, the People's Guarantee. That carbon tax, designed to fight climate change and help fund lower and middle class income tax cuts, was a viable alternative to cap and trade in Ontario, by assisting those who can least afford the inevitably increasing costs of transitioning off fossil fuels.

Conservative economists, such the George Schultz, former Secretary of State to Ronald Reagan (1982-89) agree a revenue-neutral carbon price is the most economically efficient, effective and transparent way to reduce greenhouse gas emissions.

Conservatives claim to be protectors of the environment, but the leadership candidates want to get rid of something that does just that. It is time for the Conservative base to accept the scientific reality about climate change and embrace carbon pricing (i.e. paying for pollution). It is coming, like it or not. It is about the future of planet earth. Failure is not an option.

To remain in the past with outdated attitudes is a failure of addressing the current realities of Ontario, and indeed, the world. It is a failure of leadership.

Better things have emerged, like renewable energy. The Stone Age did not end because they ran out of stones.

The party needs to re-learn the lessons of Bill Davis on how to run a government. Fiscal and social responsibility keyed his successes. The PCs were in power from 1943 to 1985 because they were progressive. Will true progressive conservatives please stand up and be counted on March 10? Or will Progressive Conservatives like John Yakabuski go the way of the dinosaurs that died off because they could not adapt? Gord Cumming Georgetown, Ont.

Other published work by CCLers to check out:

[Sask. Party's climate proposal is just a smokescreen](#) by Judy O'Leary, Nelson, BC

[Climate Change Misinformation](#) by Mike Geisler, Bonnington, BC

[Carbon pricing can't stand alone](#) by Rebecca Weigand, Toronto, BC

[Uniting for renewables](#) by Carole Lavallee, Greater Sudbury, Ontario

Laser Talk 1: 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 [low and middle-income](#) families would break even or receive more in their dividend check than they would pay for the increased cost of energy.
- A predictably increasing carbon price will send a clear market signal which will unleash entrepreneurs and investors in the new clean-energy economy.

Laser Talk 2: The Five Chief Ways to Price Carbon

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

- The Status Quo:** external costs of climate change are not internalized and the taxpayer is forced to pay for climate and health-related damages.
- Regulation:** sector by sector regulation of all the sectors in the economy that produce carbon pollution.(1)
- 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 an emission made elsewhere.
- 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.
- 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.

CARBON PRICING PRIMER
Carbon emissions carry hidden costs
THESE ARE THE FIVE WAYS WE CAN PAY:

THE STATUS QUO
Whole society finances fossil fuels
Most expensive option by far

REGULATION
Boots on the ground, eyes on emissions
Dependent on budget for enforcement

CAP AND TRADE
Regulatory solution, artificial market
Narrow focus, requires enforcement

CARBON TAX
"Sin tax", pressure on consumers
Highly effective, can slow GDP

CARBON FEE & DIVIDEND
Revenue neutral: 100% fees to households
Grows economy, creates jobs
Be sure to tell your MP which policy you like

Laser Talk 3: Complementary Policies

NOTE: Please see the last page for Canada's Ecofiscal Commission for an infographic on complementary policies.

Carbon pricing is widely accepted as the most cost effective way to reduce greenhouse gas (GHG) emissions. However, where a well-designed carbon price falls short on regulating GHGs, complementary policies can be considered. For example, [Canada's Ecofiscal Commission](#) identifies three specific areas of our economy where complementary policies may be warranted:

- where emissions from small, distributed, non-point sources are challenging to measure, e.g. methane from agriculture;
- where consumers are not responsive to price increases due to lack of information (e.g. pay off for home retrofitting) or lack of alternatives (e.g. electric car availability); and
- where other benefits will be significant (e.g. health benefits of a coal phase out)

To possibly complement carbon pricing, the following policies are supported by [Pembina Institute](#) and [Deep Decarbonization Pathways](#) and incorporated in the [Pan-Canadian Framework](#):

- a coal power phase out;
- clean energy standards, including a low-carbon transportation fuel standard;
- percentage targets for vehicle manufacturers' sales of electric vehicles (EVs); and
- standards for energy efficient buildings.
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Even when there appears to be a clear rationale for a complementary policy, however, it is only worth proceeding if the policy is well designed and cost effective. For example, the [Ecofiscal analysis](#) found electric vehicle (EV) subsidies in Quebec were costly and had little effect on demand, whereas regulated quotas for EV sales were much less costly and more effective.

The bottom line is that carbon pricing must be at the heart of any climate action plan, with additional GHG regulations implemented if they meet specific criteria that demonstrate complementarity.



SUPPORTING CARBON PRICING

Why Carbon Pricing?

- Drives lowest-cost GHG emissions reductions
- Fosters innovation
- Lets the market pick technology winners

Good Carbon Pricing:

- ✓ **Stringency:** steadily increasing price
- ✓ **Coverage:** includes all emissions practically possible
- ✓ Part of a coherent policy package

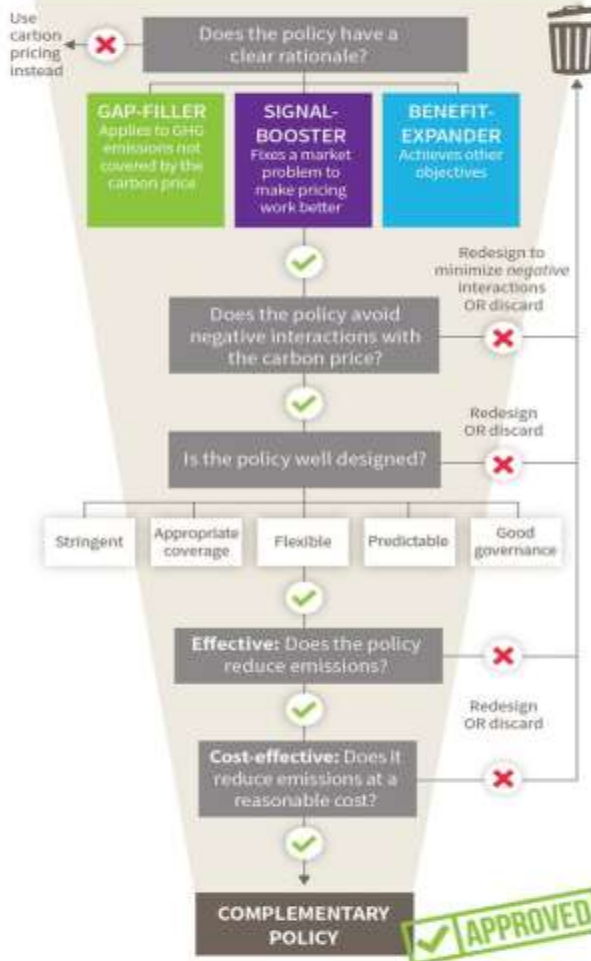
CASE STUDIES

Which policies pass the test?

PICKING GREAT SUPPORTING POLICIES

Policy Evaluation Framework

Which other climate policies make sense?



Federal Regulation of Oil and Gas Methane Emissions

Rationale: Gap-filler. Methane emissions are difficult to measure

Negative Interactions? No. Doesn't overlap with carbon pricing

Emissions reduced: 21 Mt CO₂e in year 2025

Costs: \$13/tonne CO₂e = Low cost

Evaluation: Complementary

Electric Vehicle Subsidies in Quebec

Rationale: Signal-booster. Electric vehicle uptake can be slow

Negative Interactions? Yes. Overlaps with cap-and-trade

Emissions reduced: 3 Mt CO₂e by 2030 (cumulative)

Costs: \$395/tonne CO₂e = High cost

Evaluation: Likely not complementary

Phasing Out Coal-Fired Electricity Generation in Alberta

Rationale: Benefit-expander. The policy will also reduce air pollution and improve health

Negative Interactions? No. Incremental to carbon price

Emissions reduced: 0 to 49 Mt CO₂e (cumulative 2030-2061)

Costs: \$42 to \$99/tonne CO₂e = Mid-range cost

Evaluation: Might be complementary

Steps to designing low-cost climate policy packages

- 1 Choose a carbon pricing system with broad coverage and a steadily increasing price
- 2 Evaluate existing policies to ensure they are complementary. Terminate high-cost policies
- 3 Choose and design genuinely complementary policies using the evaluation framework
- 4 Regularly review and assess all individual climate policies, and the policy package as a whole

LEARN MORE: [ECOFISCAL.CA/COMPLEMENTARY](https://ecofiscal.ca/complementary)



CANADA'S **ECOFISCAL** COMMISSION
Practical solutions for growing prosperity