



## August 11 Guest Speaker **Aimee Sison, Digital Director with Climate Nexus**



On this month's call, we look at ways to leverage our messaging on social media with Aimee Sison, Digital Director with Climate Nexus. Aimee works to further the climate change and clean energy narrative across digital and social media platforms. She also works with partners to amplify messages in new, creative ways to online audiences. Prior to joining Climate Nexus in 2014, Aimee worked at public relations agency Sunshine Sachs to develop and execute digital marketing strategies for a variety of non-profit, entertainment and corporate clients. Aimee holds a degree from the University of California, Berkeley. Originally from the Philippines, Aimee's passion for climate change is fueled by seeing her homeland suffer the negative impacts of global warming.

### **CCL Canada August 2018 actions at a glance:**

1. Maximize the number of Letters to the Editor you get published using the system we have developed within Pressreader. Dr. Elaine Blacklock is offering to teach you how this month.
2. Invite people to CCL Canada's National conference October 13-16, 2018 in Ottawa.
3. Provide feedback on our Updated Carbon and Dividend Policy on [our monthly calls](#).

**ONGOING:** Get ready for [Conference 2018](#), October 13-16 in Ottawa. Start getting your ducks in a row now – invite a friend, and fundraise in your group if you need to. We strongly suggest you get [constituent forms](#) signed and get signatures to the [open letter](#). Registration closes October 1.

**UPDATE:** Note hotel reservations must be made by **September 12**.

#### **Pre-conference 2018 Checklist – All deadlines are October 1 unless otherwise noted.**

- \_ [Registered for conference](#). Registration fee is \$79 until September 1 and \$100 until October 1.
- \_ September 12 – If staying at [Marriott Residence Inn](#), called 613-231-2020 to avail of CCL discount.
- \_ MP appointment booked and information sent to [canada@citizensclimatelobby.org](mailto:canada@citizensclimatelobby.org) ([Appendix 1](#)).
- \_ MP bio sent to [canada@citizensclimatelobby.org](mailto:canada@citizensclimatelobby.org) – 1 page max, use [this MP bio outline](#).

**NOTE:** Check out the [action details below](#) for more suggestions and tips for helping out.

**The week before our conference, many of us will be at the [CANrac conference](#) at York University and our workflow will be only what is absolutely necessary. We really need you to get everything to us by October 1: registered, MP Bios, and MP appointments. Thanks.**

### **ONTARIO ACTIONS:**

1. Lobby your new / returning MPP's this summer. - See [July action sheets](#). Familiarize yourself and your group with Ontario's Environmental Bill of Rights and how the government of Ontario is attempting to contravene the legislation. Consequently we have updated our Ontario Leave Behind and created a petition.

<b>Each month at Citizens' Climate Lobby we have regularly scheduled CCL calls</b>		
<b>Canada:</b> All CCLers welcome. Our Updated CF&D policy Reports from the field, actions and laser talks.	<b>Option 1:</b> Fri, Aug 10, 2018 at 8 am PT/ 11 am ET <b>Option 2:</b> Mon, Aug 13, 2018 at 6 pm PT/ 9 pm ET  NOTE: NO CALL ON THE THURSDAY	Uberconference Line ( <a href="tel:1-888-570-6238">1-888-570-6238</a> ) or <a href="#">log in online for free</a>
<b>International:</b> See guest speaker above.	<b>Sat, Aug 11, 2018</b> at 10 am PT/ 1 pm ET	<a href="#">Zoom Room 2017201717</a> or call +1 877.369.0926, meeting code: 2017 2017 17
Please note, unless something urgent comes up, there are no summer CCL Canada education calls in July and August. <b>SAVE THE DATE.</b> Kevin Taft author of <a href="#">Oil's Deep State</a> will be our guest on CCL Education call <b>Thurs, Sept. 20 at 4 pm PT / 7 pm ET.</b> <a href="#">Sign the doodler.</a> <b>Leave a question the Doodler by September 15 and read the book this summer.</b>		

## **ACTION 1: Maximize the number of Letters to the Editor you get published using the system we have developed within Pressreader**

**Note the Conservative Party of Canada's National convention is taking place in Halifax on August 23-25.**

**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 student has become the master.** Elaine Blacklock, who has had over 100 letters published thus far this year, has offered to coach people on how to use the system that we have been using since 2013 to maximize LTEs published in the Postmedia Newspaper Chain. We submitted over 2000 letters to the editor between 2013-2017 or at least 2 letters per month to about 20 of Postmedia papers for over 50 months. We have no doubts, our continuous letter writing and Cheryl McNamara sharing our Media Releases lead to Post Media's endorsement of carbon and dividend in September 2017.

Sessions are available at 11 am or 4 pm ET on Saturday, Aug. 18, Thursday, Aug. 23 and Friday, August 24. [Sign the doodler.](#) Appointments at other times/dates (between Aug 16-24th) may be arranged by contacting Elaine directly at [dreblacklock@gmail.com](mailto:dreblacklock@gmail.com).

Dan Cameron in Toronto recently discovered that you can access PressReader for free with a Toronto library membership. This will provide access to the Globe and Mail as well as other paywalled news sites. PressReader: <https://www.torontopubliclibrary.ca/pressreader-help/>

For people outside of Toronto, inquire with your local libraries if your city/municipal library membership also provides you with access to Pressreader.

If you don't live in Toronto it's possible to purchase a library membership for the equivalent of \$10 per month. Here is the section for non-residents: <https://www.torontopubliclibrary.ca/using-the-library/your-library-card/>

Note that we have an extensive database of where to send letters to the editor [HERE](#):

## 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.

## **ACTION 2: Invite people to CCL Canada’s National conference**

We heard you loudly and clearly this year when we were strategizing for 2018-2019. You want to grow our organization in Canada. You can be part of that growth. Our conferences are much more than education and lobbying. CCL at its core is all about relationships. We are never guessing at CCL. Our friends at CCL USA learned from their friends at RESULTS. The key to growing an organization such as ours involves relationships and face-to-face interactions. There is no better way to do that than at a conference. That is main reason we started having them have spent thousands of volunteer hours organizing them and fundraising for them. If everyone were to pay their true cost - registration fees would be well over \$300 person. But we can keep those costs down because of donations. Thus please phone and then email your friends and family to join us at the conference in October. You can forward our Canadian Newsletters so they can learn more about us and our conference. too. If they need a reduced admission, just ask us but please make sure they attend because every single registrant costs us money and when they don’t show up, that is money out the window.

## **ACTION 3: Provide Feedback on our Updated Carbon & Dividend Policy on our Monthly Calls**

This month, with your help, we are finalizing changes to our carbon fee and dividend policy to reflect the Pan Canadian Framework on Climate Change and Clean Growth and the Greenhouse Gas Emissions Act. Note the last time it was changed was in 2015. Please be sure to sit in on our regularly scheduled calls this month to give feedback. If you are unable to attend these calls, feedback can also be sent to you can request a phone call to discuss it with Cathy, [cathy@citizensclimatelobby.org](mailto:cathy@citizensclimatelobby.org) . All changes will be final by August 15. Requests to see the google doc can go to [sacks.laura@gmail.com](mailto:sacks.laura@gmail.com)

# LASER TALKS: Output-based Allocations Version One

In the absence of a fully functioning federal carbon price we cannot implement border carbon adjustments to maintain competitiveness.

Output-based allocations (OBAs) provides free allocations to regulated sectors and facilities to minimize the risk of [carbon leakage](#) due to production moving to jurisdictions without carbon pricing. OBAs matter most for sectors that are Emission-Intensive and Trade-Exposed (EITE). That is, they produce relatively large amounts of GHG emissions per unit of output, and they compete in highly traded markets, and so face competitiveness pressures. The intent of the OBA system is to encourage meaningful GHG reductions by:

- Comparing facilities against their cohort of peers to encourage leaders.
- Sending a price signal to influence future investments.

Output-based pricing lowers emissions by making EITE sectors cleaner instead of smaller. It offers us a way to price carbon and reduce emissions in EITE sectors while the [rest of the world](#) catches up on carbon pricing.

It's best to think of output-based pricing in two steps. In the first step, companies pay the full carbon price on their GHG emissions. In the second step, the government returns some of the revenues to them as a subsidy. The overall result is that a high-emitting facility will pay a higher net carbon tax, and a low-emitting facility will pay a lower one.

Output based allocations should be temporary and ultimately replaced with border carbon adjustments.

## REFERENCES

<http://www.pembina.org/blog/output-based>

<https://www.alberta.ca/assets/documents/CCI-OBA-presentation-Dec-2017.pdf>

<https://ecofiscal.ca/2017/05/24/explaining-output-based-allocations-obas/>

<https://www.canada.ca/en/services/environment/weather/climatechange/technical-paper-federal-carbon-pricing-backstop.html>

**DISCLAIMER:** We will have a version 2 in September.

## LASER TALKS: Recent Changes to Canada's Output-Based Allocations

On Wednesday, August 1, 2018, changes were made to the amount of carbon pricing revenues the federal government plans to return to Emission-Intensive and Trade-Exposed (EITE) sectors in order to protect their competitiveness and avoid carbon leakage. Previously, it had planned to return 70% of what it collected from these sectors. Now it plans to return 80%, or 90% if the sector is particularly vulnerable.

Some reporting on this change has suggested that it means the price companies pay has fallen from 30% of the full carbon price to 10-20%. But this isn't accurate. While it may be true for the sector as a whole (and even then, only half-true), it is not at all true for individual companies because a high-emitting facility will pay a higher net carbon tax, and a low-emitting facility will pay a lower one.

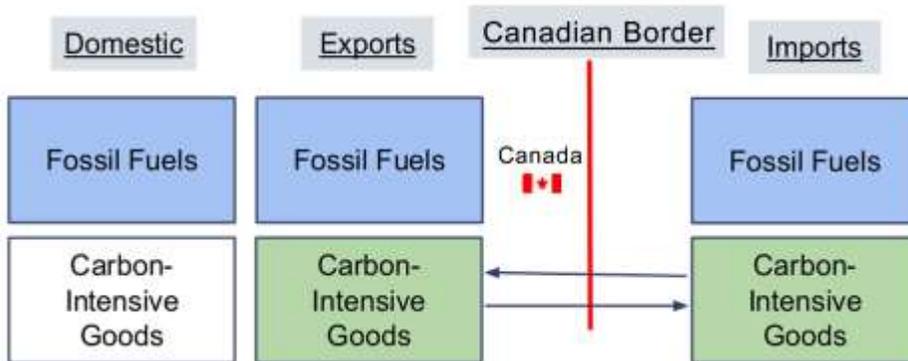
Frankly, until we can finally agree as a nation in totality to embrace carbon pricing, we won't have border carbon adjustments, Thus we are stuck with competitiveness issues and not effectively reducing carbon emissions. If people really want industry to pay they need to ask Ontario and Saskatchewan to cease and desist on their constitutional challenges for carbon pricing so we can finally plan to have border carbon adjustments.

<https://ecofiscal.ca/2018/08/03/understanding-the-recent-changes-to-the-federal-carbon-price/>

## LASER TALK: Border Carbon Adjustments

CCL's policy includes a border adjustment on goods imported from or exported to countries without an equivalent price on carbon. This adjustment would both discourage businesses from relocating to where they can emit more CO<sub>2</sub> and encourage other nations to adopt an equivalent price on carbon. Together, the tax on imports and refund on exports are called the "border adjustment" (green boxes in the Figure 1 below).

The border adjustment would be as fair and accurate as possible for similar goods based on their carbon emissions. The refund to exports would come from the tax imposed on imports (Figure 2). The fee (blue boxes in Figure 1 below) on fossil fuels is a separate pot than the border adjustment pot. Fossil fuel imports to the Canadian are assessed the fee (not part of the border adjustment), and fossil fuels exported from the Canada get no refund.



An illustration of how CCL's border adjustment works. Boxes in blue are subject to the fee, boxes in green are subject to the border adjustment. Carbon intensive goods produced domestically that stay in Canada are not touched; it is assumed they will bear the burden of higher fossil fuel costs because of the upstream assessment point for our fee.

## ONGOING ACTION: [Conference 2018](#) – October 13-16 in Ottawa

Pre-conference 2018 Checklist – All deadlines are October 1 unless otherwise noted.

\_\_\_\_\_ [Register for conference](#). Registration fee is \$79 until September 1 and \$100 until October 1.

\_\_\_\_\_ **September 12** – If staying at [Marriott Residence Inn](#), call 613-231-2020 to avail of CCL discount.

\_\_\_\_\_ MP appointment booked and info sent to [canada@citizensclimatelobby.org](mailto:canada@citizensclimatelobby.org) (see [Appendix 1](#)).

\_\_\_\_\_ MP bio sent to [canada@citizensclimatelobby.org](mailto:canada@citizensclimatelobby.org) – 1 page max, use [this MP bio outline](#).

**Why:** Our goal is to have 100 people lobbying in Ottawa this October. Constituent lobbying is one of the most powerful ways we can pull on the [5 levers of political will](#). Appendix 1. Setting up a Lobbying Appointment

1. Find your MP's name and phone number using your postal code [here](#).
2. Call or go to your MP's office and ask for an appointment. Follow up with an email. A sample is below.
3. By October 1, make or update an [MP bio](#) and send to [canada@citizensclimatelobby.org](mailto:canada@citizensclimatelobby.org).
4. By October 1, send the following information to [canada@citizensclimatelobby.org](mailto:canada@citizensclimatelobby.org):
  - NAME/PARTY/SPECIAL PARLIAMENT ROLES: Peter Fragiskatos (Liberal, MP for London North Centre), Member of the Standing Committee on Foreign Affairs and International Development
  - TIME: Monday, June 6th, 12:00pm
  - LOCATION: Valour Building, 151 Sparks St. room 1210
  - STAFF CONTACT: Ryan Gauss (Phone: 613-992-0805; Email: [Peter.Fragiskatos@parl.gc.ca](mailto:Peter.Fragiskatos@parl.gc.ca))
  - CONSTITUENTS: Mary Blake Bonn, Chantal Lemire [NOTE: Please include their names even if they are not lobbying.]
  - MEETING SCHEDULED BY: Mary Blake Bonn (CCL London)
  - ALSO WANTS TO ATTEND: Chantal Lemire (CCL London), [NOTE: no guarantees, priority given to constituents]

#### IMPORTANT NOTES:

- Assign just 1 person in your group to book a meeting per MP.
- If necessary, you may need to go directly to the constituency office to get an appointment if phoning then emailing does not work.
- Please do not book meetings with Senators or MPs that are not your own without contacting us first.
- Specific talking points for the lobbying sessions will be determined by October 5 and will be outlined in our October 2018 "Leave Behind".

#### Sample Email to Send After Speaking with Someone

Dear [STAFFER'S NAME],

Thanks for the lovely conversation. Here is the email I promised. I'm writing on behalf of the [YOUR CHAPTER] chapter of [Citizens' Climate Lobby Canada](#) to request a meeting with [MP NAME] on Monday, October 15 or Tuesday, October 16, while I am in Ottawa. We anticipate four or five of us will attend the meeting, including myself. We would like share information and answer questions about carbon pricing and the urgency of the climate crisis. [Here is a 2 minute video](#) about us and our solution: Carbon Fee and Dividend, which we hope would become the national carbon pricing policy.

We appreciate you letting us know what date and time [MP NAME] might be available to see us.

Sincerely, [NAME, CITY and PHONE NUMBER]

## ONGOING ONTARIO ACTION: Lobby your new / returning MPP's this summer

Also see [July action sheets](#).

As a result of the Ontario Government's action (see below) we have updated our Ontario Leave Behind" (see next page) and created a petition. Get signatures to a petition and bring it to your MPP when you meet with her/him: Petition to the government of Ontario to allow the people of Ontario the right to comment on dismantling the cap and trade program as is our right under Ontario's Environmental Bill of Rights – with instructions - can be downloaded in [WORD HERE](#).

On July 18, 2018, the Canadian Environmental Law Association submitted an [Environmental Bill of Rights application requesting](#) a review of Doug Ford's July 6th application ([EBR Registry Number: 013-3221](#)) to dismantle [Ontario's Cap and Trade program](#) without consulting the people, which is in contravention of section 30 of the [Ontario Bill of Rights](#).

"It is our right as Ontarians to be consulted. In fact, it is a very precious right as Ontario is one of only two jurisdictions in the world with participatory rights under an Environmental Bill of Rights," says Cathy Orlando, National Director of Citizens' Climate Lobby. "In the 1990's fine legal minds and civil society set Ontario on a path to protect our environment and it is something we all must protect."

[Ontario's Environmental Bill of Rights](#) (EBR) was passed by the legislature of Ontario, Canada in 1993. Under the EBR, Ontarians have the right to:

- [Comment](#) on environmentally significant government proposals;
- Ask a ministry to [review an existing law, or the need for a new one](#);
- Ask a ministry to [investigate harm to the environment](#);
- Seek permission to [appeal a ministry decision on a permit, approval or other instrument](#);
- [Use courts or tribunals to protect the environment](#); and
- [Get whistleblower protection](#).

In Canada, the environment is also protected under these various laws: [the Northwest Territories' Environmental Rights Act](#) (1998) and [the Yukon's Environment Act](#) (2002). In 2006, Quebec [amended](#) its provincial Charter of Human Rights and Freedoms to include the right to a healthy environment.

Internationally, the rights of the natural environment have been legally recognized in countries such as [Bolivia](#), [Ecuador](#), and [New Zealand](#) and have allowed for the protection of the environment from harm. Entities like environmental NGOs have been able to utilize these rights to successfully advocate on the behalf of impacted ecosystems.

Although change is happening quite rapidly in this area, to our current knowledge, only Ontario and New Zealand have a type of environmental legislation with similar participatory rights requiring to be consulted.

As the late Gord Downie [said](#), "This is our air and our water, these things belong to us. Every license to pollute, every environmental impact, must be considered carefully and publicly. These are our environmental rights, rights as important as any others, rights that must be respected."

"Contravening the Ontario Bill of Rights is not the actions of a government that calls itself the 'People's Government'", says Orlando. "They should be open to listening to the people, should they not? The climate crisis is serious and [most economists agree](#) that carbon pricing is the most economically efficient means to [reduce](#) dangerous greenhouse gas emissions without harming the economy. However, their current dialing back on changes to the sex education curriculum in our province shows us they are open to listening and we thus have hopes that they can change their mind."



## July 2018 Ontario Legislature Request

**Our recommendation is that the Ontario legislature should phase out cap and trade by 2021 while phasing in carbon fee and dividend.**

Since 2010, Citizens' Climate Lobby Canada has been advocating for carbon fee and dividend: an incrementally rising price on carbon pollution where 100% of the fees collected are returned to citizens. In Canada, carbon fee and dividend is also championed by [Canadians for Clean Prosperity](#) and has been endorsed by the PostMedia Editorial board in September 2017 in their syndicated editorial "Here's how to make carbon pricing honest".

In the USA, Shell Oil, General Motors and other big corporations are the founding corporate members of the [Climate Leadership Council](#). They are a policy institute that is actively lobbying Congress in the USA to pass carbon fee and dividend legislation. A June 2018 [study](#) found that their [Carbon Dividends Plan](#) would achieve more than triple the emissions reductions of all Obama-era climate regulations, and could exceed the high end of the U.S. Paris Commitment. The Carbon Dividends Plan also has [a well-funded political action committee](#).

Globally, 20% of emissions are now covered by a carbon price - including [45 national carbon](#) pricing policies.

What business and industry requires for long-term business planning is clarity of purpose as to the future direction of climate policies. Thus, if Ontario is truly open for business, we need policy persistence for the dealing the climate crisis.

Carbon fee and dividend could be that policy.

Carbon fee and dividend is a policy where all sides win. The polluter-pays principle will appeal to libertarians, the market-based solution and smaller government will appeal to the conservative-minded and it benefits the poor and middle class financially which should appeal to progressives, liberals, and socialists. Thus, carbon fee and dividend has built-in policy persistence.

The first compliance period for Ontario's cap and trade program ends December 2020. This a logical time to end the program and bring in carbon fee and dividend.

### **Carbon fee and dividend in Ontario would work as follows:**

- A fee is placed on carbon-based fuels at the source (well, mine or port of entry)
- The fee is increased at a pace that motivates the emissions reductions necessary to avoid catastrophic consequences
- Protect low and middle income household from increased energy costs associated with the carbon fee by returning 100% of the dividends collected by back to Ontarians.
- A predictably increasing carbon price will send a clear market signal which will unleash entrepreneurs and investors in the new clean-energy economy.
- To prevent offshoring of carbon emissions, especially as the carbon fee rises, Canada's federation of provinces and territories would work with the federal government to enact border carbon adjustments.

Furthermore, as is our right under the [Ontario Bill of Rights](#), Section 30, we demand the right to open and public consultation with regards to change in the climate legislation in Ontario.