Step one to generate political will for climate solutions is to get people who care about the environment to vote. When Nathaniel Stinnett found out that environmentalists, by and large, were staying home on Election Day, he saw a problem in need of a solution. That’s why in 2015 he launched the Environmental Voter Project, which identifies environmentalists who don’t vote and reaches out to get them to the polls. On this month’s call, Nathaniel will share some of the ways his organization has successfully activated this important bloc of voters. (PS this is a really US-focused guest but very inspiring none-the-less to see how people are working so hard behind the scenes).

CCL Guest: Nathaniel Stinnett, Environmental Voter Project

CCL Canada actions for April

Please pick and choose from the actions and phone calls. You don’t have to do everything. Be kind to yourself and do what you can. Many thanks to the volunteers who made all these wonderful suggestions this month. Yay, Team CCL Canada.

1. Hone your letters to the editor writing skills and maximize the number of letters that get published. Special COVID-19 resources have been included this month in the resources.
2. #ClimateStrikeOnline with #FridaysForFuture on April 24 #Canada. Be sure to use the three hashtags on social media.
3. Be ready to help us get signatures for our 2020 Parliamentary e-Petition to be launched around Earth Day, April 22. You will receive a media package and promotional strategy package in a separate email closer to the date.
4. Register for the CCL online conference on May 11 and ask friends, family and your MP to join us too.

CCL Call

Saturday, April 11, 2020, 10 am PDT / 1 pm EDT
New Location: www.cclusa.org/meeting

CCL Canada Busy Week Calls on UBERCONFERENCE
You are invited to RSVP to one of our 3 upcoming CCL Canada calls as well
Option 1: Thur, April 9, 2020, 6 pm PDT / 9 pm EDT
Option 2: Fri, April 10 2020, 8 am PDT / 11 am EDT
Option 3: Mon, April 13, 2020, 6 pm PDT / 9 pm EDT
Just pick 1 to attend.
RSVP: https://doodle.com/poll/a4f46vgi4dtkkip8
WHERE: Uberconference Line (1-888-570-6238) or log in online. Please phone in if you can’t log on.
https://www.uberconference.com/room/citizensclimatelobbycanada

CCL Canada Special Weekly Calls on UBERCONFERENCE
Tuesdays, April 7 and Tuesday, April 14, at 5 PM PDT / 8 PM EDT
RSVP: https://doodle.com/poll/tzaqt8eqnrnru7zk4v
WHERE: Uberconference Line (1-888-570-6238) or log in online for free. Please phone in if you can’t log on.
https://www.uberconference.com/room/citizensclimatelobbycanada

CCL Canada April Education Call on ZOOM (and note it is on a Thursday)
Doug Pritchard, CCL Beaches-East York, Chemical Engineer, and EnROADS Climate Ambassador will be taking us on a tour of the EnROADS climate solutions simulator: https://www.climateinteractive.org/
Thursday, April 30, 2020, 4 pm PDT / 7 pm EDT SHARP
Check your time zones: https://bit.ly/2wbvKfl
RSVP: https://doodle.com/poll/wrvzt72luq54hrrh
WHERE: Zoom Room: https://citizensclimate.zoom.us/j/3920795005
Suggested online climate education for April
In addition to our own online events on the previous page. No pressures. Be kind to yourself.

The Case for Climate Capitalism with Tom Rand
Rejecting the old Left/Right ideologies, Rand develops a more pragmatic view capable of delivering practical solutions to this critical problem. A renewed capitalism harnessed to the task is the only way we might replace fossil fuels fast enough to mitigate severe climate risk. If we leave our dogma at the door, Rand argues, we might just build an economy that survives the century.

Wed, 15 April 2020
12:30 PM – 2:00 PM EDT
Register - It’s FREE
https://www.eventbrite.ca/e/the-case-for-climate-capitalism-a-talk-by-author-tom-rand-tickets-98029969277

CCL, Earth Day Network & WDTH
For the third consecutive year, our friends at We Don’t Have Time are bringing the world a public, free, online, no-fly climate conference for Earth Day Week, April 20–24, 2020. They are broadcasting this conference in partnership with the Earth Day Network and Exponential Roadmap. And again Citizens’ Climate Lobby (CCL) volunteers will be featured on the program including Rolly Montpellier (CCL Ottawa), James Collis (Chairperson of CCL Europe), and David Michael Terungwa (African Coordinator, CCL). Here is the schedule of events, highlighting the daily keynote speaker and indicating the days when CCL members will be guests.
NOTE: These broadcasts take place in the morning in North America: 9 am. Please determine your time zones.

- **Monday, April 20 – Finance**  Prof. Nick Robins, Professor in Practice – Sustainable Finance, Grantham Institute/London School of Economics and Rolly Montpellier (CCL)
- **Tuesday, April 21 – Circular economy and consumption**  Prof. Jeffrey Sachs, Director of the Center for Sustainable Development at Columbia University
- **Wednesday, April 22 – Big ideas and education**  Crystal Chissell, Vice President, Operations & Engagement, Project Drawdown, David Michael Terungwa (CCL Africa), James Collins (CCL Europe) and Sophia Mathur (CCL Sudbury)
- **Thursday, April 23 – Food and agriculture**  Ibrahim Thiaw, Executive Secretary, United Nations Convention to Combat Desertification (UNCCD)
- **Friday, April 24 – Local government, city development and transport**  Yanna Badet, Climate Reality Europe and Matthew Chapman, Campaign Coordinator, Climate Reality Canada, Co-chair of the Cities Caucus of CAN-Canada
- **Saturday, April 25 – Climate Hackathon**
- **Register - It’s FREE**
  https://www.wedonthavetime.org/event/earthdayweek?fbclid=IwAR1vqCU72TsP4ZkwL0JD06HfpShaLbaNZZO_0bzYVLibISdO9q1T2Zgs7fk

Uniting from Home | Virtual CCL Earth Day Event w/ Dr. Hayhoe
Saturday, 25 April 2020 from 13:00-16:00 #UnitingFromHome
1:00 pm ET - Keynote speaker Dr. Katharine Hayhoe. Dr. Hayhoe is a world-renowned climate scientist, evangelical Christian, and host of the podcast, “Global Weirding”. There are breakout rooms thereafter. To connect by video conference, go to https://citizensclimate.zoom.us/j/563867729
Register - It’s FREE
https://www.eventbrite.com/e/uniting-from-home-registration-101119077884?fbclid=IwAR1bd5qXjUGCNLmBFFqEjm3wEUbj1RNyXLPvVxP_jfHcY8bQAEc
March 2020 Special COVID19 Action

It is not too late to do this action. Please call and email your MP with a request to protect and perhaps improve Canada’s carbon pricing policy during the COVID crisis and fill in a field report so that we can include the numbers of MPs who received this letter in our newsletter this month. Use the letter HERE to guide you.

A special acknowledgement: this letter was inspired by a conversation a group of us had on CCL Canada’s Special COVID19 call (you know who you are). The letter was framed and then Keith in Clearwater knocked it out of the park.

Can't figure out how to fill in the field report? This March 2020 action is a really important one. Thus, when you email your MP put canada@citizensclimatelobby.org in the email box and we will fill in the report for you.

ACTION #1: Hone our letters to the editor writing skills

Lyn (Toronto) made a request to have this action be included in our actions sheets now that we are so housebound.

OFFICIAL TALKING POINTS: our official talking points are only found on our website, specifically in our Laser Talks, Media Releases, our most recent Leave Behind and our recently updated Carbon Pricing Guidelines document.

WHAT CAN YOU COUNT IN FIELD REPORTS: any letter to the editor that has climate change. If you link COVID_19 to climate change, improving our democracy, “trusting in science”, and/or mentioning your MPs name and is in the tone of CCL it counts too. See examples at the end of this action.

WHY? Letters to the editor (LTE) build political will in our riding and help educate and build relationships with our local media and citizenry. We share copies of locally published LTEs to our local representatives to build political will.

CCL’s DATABASE: We have an extensive database of where to send letters to the editor HERE. Other tips and resources are listed below.

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. Tag your MP on social media when your letters get published.
4. 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.
5. Submit LTEs to multiple papers. Check out links to Canadian newspapers here (NEW + UPDATED)
6. For the Postmedia newspaper chain, you can submit the same letter to the editor to multiple papers and they often publish them.
7. 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 a 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 a few 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.

SPECIAL COVID 19 RESOURCES

Make connections between COVID19 to democracy, your parliamentarians, using science and/or the climate crisis in polite and constructive ways is the best advice we can give you. Please only speak on your own behalf.

Here is a superb resource from Dr. Louise Comeau: Communicating Climate Change in the time of COVID

Use our Open Letter to Parliament to guide you: Trust in Science in Budget 2020 – UPDATED

Examples of Letters to the editor with COVID_19:

- COVID-19 lessons can be applied to climate change.
- Recent Letters to the editor in the Hill Times on page 8
- Note how this letter to the editor took the time to thank a politician for their COVID advice, name dropped the MP, uses science, stays positive and concludes with democracy being strengthened. Climate change was not mentioned but it will count as a CCL LTE.
**ACTION #2: ClimateStrikeOnline with #FridaysForFuture April 24**

Friday, April 24 was supposed to be a big global strike day for Fridays For Future. Our group leaders in Dauphin, Manitoba were wondering how they could reinvigorate their Fridays For Future event during the pandemic.

Here are some helpful hints on how to conduct an online event on Friday, April 24:

1. **Fridays for Future is still quite active.** Please take inspiration from the group in Parry Sound that is driveway striking; Fridays For Future Toronto’s virtual rally on Zoom and the many groups that post their strike pictures online. Be kind to yourself and keep it simple.

2. If you are aiming to do a public event, maximize your impact by advertising ahead of time on social and mainstream media. Register it on the Fridays For Future website and make Fridays For Future Canada a cohost of events on Facebook.

3. **Use the following three Hashtags** on Twitter and Instagram: #ClimateStrikeOnline, #Canada and #FridaysForFuture and be sure to tag Fridays For Future Canada on Instagram and Twitter and send them your pictures on Facebook.

4. We ask you **not to be policy prescriptive** - especially about carbon pricing. **Be like Greta.** She keeps it very general and simply wants everyone to follow the science and cooperate. She also has climate justice in her message too. #StandBehindTheScience.

5. Although many of us have been quite involved in our local #FridaysForFuture events, we have kept it separate from our CCL work. Please **don’t co-opt** this as a Citizens’ Climate Lobby promotional event (or any other group that you may belong to for that matter). FFF is meant to be purely grassroots. Do however, record this event as CCL field report as outreach if you were a spokesperson or an organizer.

6. Do you best to make your event friendly and universally appealing to all ages, people and political stripes. FFF is for everyone but especially the youth between ages 10-14 as they are powerful messengers.

7. Consider Tweeting a picture with a “CCL -like” message to your MP and see what happens. If she/he responds count it as a Social Media Interaction with your MP in a field report.

8. Have fun (or why else do it).

9. Explore the Fridays For Future Canada and International websites for more details: [https://fridaysforfuture.ca/](https://fridaysforfuture.ca/) and [https://fridaysforfuture.org](https://fridaysforfuture.org) respectively.
ACTION #3: Our 2020 Parliamentary e-Petition

Natty at CCL National Capital Region and her MP Greg Fergus suggested that CCL Canada should post an online Parliamentary e-petition for improving Canada's carbon pricing policy. [https://petitions.ourcommons.ca/en/Home/Index](https://petitions.ourcommons.ca/en/Home/Index)

So we gathered a team from coast to coast including online petition experts Keith in Clearwater, & Caterina in Waterloo and exceptional communicators, Cedric in the National Capital Region, Cheryl in Toronto, Lynn in Ottawa and Joanne in Halifax and crafted an e-petition for the Parliamentary website. Cathy in Sudbury facilitated. We all agreed we wanted the e-petition to include a need for a carbon price of at least $220 tonne by 2030. Cheryl, originally from BC and Keith from BC, insisted that it also needed to include people receiving dividend cheques or bank transfers (not a line in your income tax) because they know from the BC experience many people still don’t know that they receive a carbon fee rebate. Mara (a Canadian ex-pat), Gerry (Sudbury), Cedric and MP Fergus staff all will be translating the petition.

WHAT YOU CAN DO RIGHT NOW: Start telling your friends, family and networks that on Earth Day you will be sharing with them a Parliamentary e-petition that you hope that they will sign. Please advise them that because this is an official government website that they will have to first create an account online and then sign the petition and it will take about 10-15 minutes to complete the task. The wording of the e-petition is in the addendum.

Getting e-petition signatures is a great way to build local political will. Note, the more signatures you get from your own ridings in Canada, the more your MP will take note.

STAY-TUNED: Later in the month we will be sending you special instructions for this e-petition hopefully on Earth Day Week (April 20-25) to help us get as many signatures as possible as well as media release.

ACTION #4: CCL Canada’s Online Spring Rendezvous

Register for the CCL online conference on May 11 and share the event with friends, family and your MP. Please also share, comment on and uptick our Conference posts on [Twitter](https://twitter.com), [Facebook](https://facebook.com) and [Instagram](https://instagram.com).

Dear < >

It has been confirmed. Citizens’ Climate Lobby Canada, is conducting an online conference on Monday, May 11, 2020 with an amazing line-up of guest speakers.

The afternoon line-up of speakers is not to be missed. They include: Jason Dion, Mitigation Research Director, [Canadian Institute for Climate Choices](https://www.cic-cifc.ca); Céline Bak, Founder and President of [Analytica Advisors](https://www.analyticaadvisors.com); Dr. Dianne Saxe – President [Saxe Facts](https://www.saxe-facts.ca); Danielle Gallant – Lawyer [Ontario Targets Case – Ecojustice Canada](https://www.ecojustice.ca); Alex Neufeldt and Sophia Mathur Primary Plaintiffs in the Ontario Targets Case; and a panel of staff from Citizens’ Climate Lobby that will discuss carbon pricing developments around the world.

Please consider joining the event. Registration details are here: [https://canada.citizensclimatelobby.org/ccl-canada-spring-rendez-vous/](https://canada.citizensclimatelobby.org/ccl-canada-spring-rendez-vous/)
Next month, when we lobby our MPs, they may ask about the USA policy that CCL lobbies for. Here is a good laser talk to help get you thinking about it. Note, next month you will get a booklet of laser talks.

**LASER TALK: Comparing H.R.763 with Carbon Fee and Dividend**

**Question:** How does the Energy Innovation and Carbon Dividend Act differ from Carbon Fee and Dividend?

**Answer:** H.R.763, the Energy Innovation and Carbon Dividend Act of 2019 [1] is quite similar to CCL’s original proposal, the Carbon Fee and Dividend.

This bill follows CCL’s proposed Fee schedule, starting at $15 per metric ton of CO2 equivalent emissions and increasing by $10 per metric ton each year. It continues until emissions drop by 90 percent. It affects all fossil fuels and requires accounting for upstream emissions. Besides CO2, it covers other GHG emissions including fluorinated gases.

All net revenue are recycled to U.S. households as a monthly Carbon Dividend. It includes a Border Carbon Adjustment similar to the one in CCL’s proposal.

As expected for any bill that can win enough support to pass Congress, there are also some differences.

- The bill includes a refund for safe, permanent CO2 capture and sequestration.
- All children in a household are eligible for a Dividend.
- It exempts fuels used in farm machinery, which account for only about 0.7 percent of U.S. emissions. [2]
- It exempts fuels used by the U.S. Armed Forces, which account for about 0.6 percent of U.S. emissions. [3,4]
- It limits EPA authority over GHG emissions as long as the carbon fee is in place, but doesn’t touch other regulations on air and water pollution, nor does it impede the CAFE fuel-efficiency rules for vehicles. [5] It also leaves in place the EPA program to reduce methane leakage from oil and gas operations. [6] EPA authority to regulate CO2 as a pollutant remains intact as a backstop, and all restrictions will be lifted if the bill’s emissions targets are not met in 10 years.

There are other minor differences between H.R. 763 and the Carbon Fee and Dividend, which are detailed elsewhere. [7] Overall, this legislation fulfills the climate change mitigation goals toward which CCL has been working since our founding in 2007, and merits our enthusiastic support.
Addendum: English and French e-petition to Parliament
To be released on Earth Day. But be prepared for anything folks because chaos rules. Note MP Fergus must first approve it.

PETITION TO THE Government of Canada WHEREAS

A. Canada has a national carbon pricing policy, legislating all provinces and territories to set a minimum and rising carbon fee—an important step to help Canada in its transition to clean energy;

B. In those provinces and territories where the federal backstop applies, we receive “Climate Action Incentives” through Line 45110 in our tax returns, and 80% of us come out ahead;

C. Canada’s federal backstop carbon pricing policy is similar to the carbon fee-and-dividend solution as recommended by 27 Nobel Prize-winning economists, climate scientist Dr. James Hansen, and Citizens’ Climate Lobby;

D. Canada’s carbon price will increase to $50 per tonne in 2022, but that will not be enough to meet Canada’s goal of reducing greenhouse gas emissions to 30% below 2005 levels by 2030;

E. Modeling by Canada’s Ecofiscal Commission shows that Canada must increase the price of carbon to $210 per tonne by 2030 to meet Canada’s current greenhouse gas emission target;

F. The carbon price must be higher if Canada is to contribute its fair share towards our Paris Agreement commitment to scientifically-based emission targets of achieving no more than the 1.5°C upper limit in global temperature increase; and

G. Unless the rebates that voters receive are readily apparent as a cheque or bank deposit (rather than an income tax adjustment), an increase in carbon price to $210 per tonne or more will not be acceptable to many voters.

WE, THE UNDERSIGNED, citizens of Canada CALL UPON THE Government of Canada TO Steadily increase the carbon price to $210 per tonne or more by 2030, and to distribute the carbon pricing revenue to Canadians as cheques or bank deposits.

PETITION AU Gouvernement du Canada Étant Donné

A. Le Canada a une politique nationale de tarification du carbone qui légifère que toutes les provinces et tous les territoires doivent fixer un tarif minimum et croissant pour le carbone—une étape importante pour aider le Canada dans sa transition vers l’énergie propre;

B. Dans les provinces et territoires où le filet de sécurité fédéral s'applique, nous recevons des «incitatifs à l'action climatique» par le biais de la ligne 45110 dans nos déclarations de revenus, et 80% d'entre nous sortent en tête;

C. Le système fédéral de tarification du carbone pour le filet de sécurité du Canada est similaire à la solution de tarification et de dividende du carbone recommandée par 27 économistes lauréats du prix Nobel, le climatologue Dr James Hansen, et le Citizens’ Climate Lobby;

D. Le prix du carbone au Canada augmentera à $50 la tonne en 2022, mais cela ne sera pas suffisant pour atteindre l'objectif du Canada de réduire les émissions de gaz à effet de serre à 30% sous les niveaux de 2005 d'ici 2030;

E. La modélisation par la Commission de l'Écofiscalité du Canada montre que le Canada doit augmenter le prix du carbone à $210 la tonne d'ici 2030 pour atteindre l'objectif actuel d'émissions de gaz à effet de serre du Canada;

F. Le prix du carbone doit être plus élevé pour que le Canada contribue sa juste part à l'engagement de l'Accord de Paris pour atteindre des objectifs d'émissions fondés sur des données scientifiques visant à ne pas dépasser la limite d'augmentation de 1,5°C de la température mondiale; et

G. À moins que les remises accordées aux électeurs soient facilement identifiables comme un chèque ou un dépôt bancaire (plutôt qu'un ajustement de l'impôt sur le revenu), une augmentation du prix du carbone à $210 la tonne ne sera pas acceptable pour de nombreux électeurs.

NOUS, LES SOUS-SIGNÉS, citoyens du Canada APPELONS AU Gouvernement du Canada À Augmenter progressivement le prix du carbone à $210 la tonne d'ici 2030, et à distribuer les revenus de la tarification du carbone aux Canadiens sous forme de chèques ou dépôts bancaires.