“We aren’t passengers on Spaceship Earth, we’re the crew.

We aren’t residents on this planet, we’re citizens.

The difference in both cases is responsibility.”

-Apollo Astronaut Rusty Schweickart
Climate Advocate Training Workshop
Duration: 1.5 hours
Your trainer

Cathy Orlando
International Outreach Manager
Founder of Citizens’ Climate Lobby Canada September 2010
International Outreach Manager

Lives in Sudbury ON and Raised in Niagara Falls ON
Climate Reality Alumna 2008
Our Learning Objectives

1. Demonstrate CCL’s core values and articulate CCL’s five levers of building political will.

2. Understand and highlight the benefits of the carbon pricing and border carbon adjustments.

3. Discover how to get involved in your local chapter’s advocacy and prepare for your lobby meeting.
Agenda

1. Introductions
2. Overview of CCL
3. Carbon Pricing
4. Our Values
5. CCL’s Five Levers of Political Will
6. Planning Your Lobby Meeting
7. Questions & Practice Time
Overview of CCL
Our solution to climate change? Democracy.

And we need you on our team.
CCL’s History

- Founded in 2007
- CCL has over 550 groups globally, including over 100 chapters outside the USA in 58 countries
- CCL Canada has 40 active chapters covering well over 100 ridings
- Connect and engage in your community!
“...I realized that ordinary people like me would have to organize, educate ourselves, give up our hopelessness, and gain the skills to be effective with our government.”

Marshall Saunders, CCL Founder
I arise in the morning torn between a desire to SAVE the world and a desire SAVOUR to the world. This makes it hard to plan the day.
Today you will learn about many things you can do to build political will for carbon pricing in your riding. Your primary job is to build a relationship with your local parliamentarians around carbon pricing.
Carbon Pricing and Canada
THE MANY WAYS TO PRICE CARBON POLLUTION
Listed from least transparent to most transparent

Status Quo
Regulation
Cap & Trade
Subsidies
Subsidizing energy, even clean energy, disproportionally benefits the rich because they are larger consumers of energy. Worldwide, the richest 20% of households capture, on average, more than six times more in fuel subsidies than the poorest 20%, making universal fuel subsidies a very inefficient policy instrument for protecting poor households from fuel price increases.

Subsidies are expensive for governments and can divert government money away from other much-needed projects such as clean water, sanitation, and education.

Figure 1: Global income deciles and associated lifestyle consumption emissions

Percentage of CO₂ emissions by world population

World population arranged by income (deciles)

<table>
<thead>
<tr>
<th>Richest 10%</th>
<th>49%</th>
</tr>
</thead>
<tbody>
<tr>
<td>19%</td>
<td></td>
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<tr>
<td>11%</td>
<td></td>
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<tr>
<td>7%</td>
<td></td>
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<td>4%</td>
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<td>3%</td>
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<td>2.5%</td>
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<td>2%</td>
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<td>1.5%</td>
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<td>1%</td>
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Richest 10% responsible for almost half of total lifestyle consumption emissions

Poorest 50% responsible for only around 10% of total lifestyle consumption emissions

https://www.theguardian.com/environment/2015/dec/02/worlds-richest-10-produce-half-of-global-carbon-emissions-says-oxfam
In 2011 the Centre for Policy Alternatives, using income tax data from British Columbia, determined:

- **2/3 of Canadians** directly emit average or less than average GHGs
- **the richest 20% of Canadians emit 1.8 times** as much GHGs than the average Canadian;
- **the top 1% of households emitted three times** more GHG than average and almost 6 times more than households in the bottom 10%.

We have been sharing this data with Parliamentarians for 9 years.
THE MANY WAYS TO PRICE CARBON POLLUTION

Listed from least transparent to most transparent

Status Quo
Regulation
Cap & Trade
Subsidies
Carbon Tax
Fee & Dividend
Carbon Fee and Dividend Policy Benefits

- Effective
- Good for people
- Good for the economy
- Nonpartisan
- Revenue Neutral
How it works

Charge a fee on fossil fuels at the source (mine, well, or port)

Return 100% of net revenue to households as a dividend

Carbon Border Adjustment

Limited Regulatory Adjustment
Canada Enacted Carbon Fee and Dividend in October

From 2010 to 2018

We went to Parliament Hill 13 times

Our volunteers recorded almost 700 lobbying sessions

We had almost 3000 media hits

Citizens’ Climate Lobby Canada
Lobby Climatique des Citoyens
October 2018 announcement of Canada’s backstop national climate policy

“Our approach on carbon pricing all monies collected on that carbon price...will remain in that province or territory and will go towards...those who are more vulnerable and less able to find alternatives.”

-Prime Minister Justin Trudeau
The Federal Backstop Program for Carbon Pricing in the Greenhouse Gas Pollution Pricing Act
For provinces and territories without their own carbon pricing policy

FUEL PRODUCTION AND DISTRIBUTION

- Pay fuel charge to GoC
- Proposed 2019 rates (= $20/t CO$_2$e)
  - Gasoline: 4.42 ¢/L
  - Light fuel oil: 5.37 ¢/L
  - Natural gas: 3.91 ¢/m$^3$
  - Propane: 3.10 ¢/L
- Some exclusions

FUEL DELIVERY

- Consumers do not pay the fuel charge directly to the federal government
- Fuel price paid by consumers may have costs of the fuel charge embedded
- Registered OBPS facilities would generally not pay the charge on fuels that they purchase
- Instead, would be subject to the carbon price on the portion of emissions above a facility emissions limit

GHG Emissions Reductions

PROJECTED GREENHOUSE GAS EMISSIONS IN CANADA
WITH AND WITHOUT CARBON PRICING

Estimates for Canada's carbon pollution pricing system on April 30, 2018. Pricing pollution in perspective:
- Clean Fuel Standard: 30 MT by 2030
- Coal Phase-Out: 16 MT by 2030
- Methane Regulations: 21 MT by 2025

Carbon Pricing:
- 80-90 MT by 2022

Graph showing emissions reductions from carbon pricing:
- 80-90 million tonnes
80% of Canadians come out ahead

A study commissioned by Canadians for Clean Prosperity shows that the vast majority of households, regardless of income level, would receive more money in the form of carbon dividend cheques than they would pay in carbon taxes, should the federal government introduce carbon dividends in those provinces in which it brings in its carbon tax “backstop” starting in 2019.

<table>
<thead>
<tr>
<th>Alberta 2020</th>
<th>Saskatchewan 2020</th>
<th>Ontario 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Household Income</strong></td>
<td><strong>What you pay/yr Average Household</strong></td>
<td><strong>What you save/yr Average Household</strong></td>
</tr>
<tr>
<td>$20K or less</td>
<td>$310</td>
<td>$1268</td>
</tr>
<tr>
<td>$20K - $40K</td>
<td>$370</td>
<td>$1268</td>
</tr>
<tr>
<td>$40K - $60K</td>
<td>$435</td>
<td>$1268</td>
</tr>
<tr>
<td>$60K - $80K</td>
<td>$451</td>
<td>$1268</td>
</tr>
<tr>
<td>$80K - $100K</td>
<td>$495</td>
<td>$1268</td>
</tr>
<tr>
<td>$100K - $150K</td>
<td>$542</td>
<td>$1268</td>
</tr>
<tr>
<td>$150K or more</td>
<td>$602</td>
<td>$1268</td>
</tr>
</tbody>
</table>

https://www.carbon-dividends.ca/
During elections we educate the public while being careful not to take sides.
How the vote played out in Election 2019 in Canada

Popular vote, 65.6% of Canadians voted for parties that support carbon pricing.

Of 338 seats, 67% of them (227 seats) were secured by pro carbon pricing politicians.

Liberals 157, Bloc Québécois, 32; New Democrats 24; Greens 3; Independent 1; Conservatives 121

All but one of the parliamentary seats in our oil and gas country, Saskatchewan, and Alberta, were won by the Conservative Party.
Canadians for Clean Prosperity’s exit poll of 1100 Canadians

Of those that didn't vote for Conservative, 76% said climate was one of their top voting issues. And those voters gave the Scheer plan a rating of D.

59% of them also said they support the carbon tax, and only 16% were opposed.

Only 2% of Canadians belong to political parties and the majority of us are not faithful to one party.
Canada’s Carbon Pricing Timeline

October 2015: Trudeau & Liberals form govt.
October 2016: Pan-Canadian Framework
October 23, 2018: Federal policy announced
March 2019: Dividends returned
April 2019: Carbon Fees Begin
October 2019: National election, 2/3 voted for parties with carbon pricing. Note Trudeau has a minority govt.

NEXT STEPS: Improve the national carbon pricing policy and continue to build political will for carbon pricing.

canada.citizensclimatelobby.org
Canada’s Carbon Pricing Policy

Improvements desperately needed!

1. The price must rise past 2022 when it halts at $50 tonne.

2. To reach our Paris Targets it must rise to at least $220 tonne by 2030.

3. It needs dividend cheques not a line in our income tax. **Most people don’t know they received a rebate!**

4. Ultimately, it will need border carbon adjustments.

5. It needs to be harmonized nationally. We need full cooperation in the Canadian confederation of provinces, and territories and political parties.

6. We need our climate targets and a bucket list of accountability measures enshrined under national law.
The “CCL Way”
Our One Rule

- Respect
- Admiration
- Gratitude
Our Values

Focus
Integrity
Optimism
Diversity

Personal Power
Relationships
Being Nonpartisan
Our Methodology

It’s All About Relationships

1. Respect and appreciation
2. Appeal to the best in others
3. Standing for something
Our Mission

To build political will for a livable world

Citizens’ Climate Lobby
Political will is the clear demonstration of support back home: from citizens, business leaders, faith groups, and local officials.

To be effective, it needs to be widespread & focused on specific steps.
Our Mission

To empower people to have breakthroughs in personal and political power

Citizens’ Climate Lobby
“When you reach out to another person through the energy or creativity within you, and the other person responds, you are exercising power.

When you make somebody else do something against their will, to me that is not power at all, that is force, and force to me is a negation of power.”

–Charles Reich, Power & Law
Getting Outside Our Comfort Zone

Where the magic happens

Your comfort zone
CCL’s Levers of Political Will
CCL’s Levers of Political Will

We focus on five core activities that our chapters leverage to bring citizens into the political process and to create constructive change possible.
FOCUS IS OUR SUPERPOWER

Your primary job is to build a relationship with your local parliamentarians around carbon pricing. We are not a think tank. We are not a communications organization.

Our niche is to build political will locally for a national carbon fee and dividend policy.
Lobbying Lever

Example Actions:

- Lobby in support of our proposal
- Build friendly relationships with your own politicians

**KEY:** This is our #1 job. Send them our Media Releases, News Letters, Open Letters, invitations to our events and be sure to attend their events too.
Discussion

We are citizen lobbyists not experts or professional lobbyists. How do they differ and what does that mean for your tactics when lobbying?
Media Lever

Example Actions:

Engage with and influence the media
Write letters to the editors and op-eds and send them our media releases
Meet with editorial boards
Work to place stories in all forms of media

**KEY** To build political will locally using the CCL Way mention your MPs in LTEs and comment on their posts on social media.

**PS** Don’t forget to submit a field report
Grassroots Outreach Lever

Example Actions:

- Write to parliamentarians
- Tabling
- Presentations

KEY: Ask yourself, how are your actions building political will locally for carbon pricing?

PS Don’t forget to submit a field report
Grasstops Engagement Lever

Example Actions:

- Educate & build partnerships
- Gain the support of community leaders and non-governmental organizations.

PS Don’t forget to submit a field report
Chapter Development Lever

Example Actions:

- Grow group
- Manage volunteers
- Support efforts around the other four levers for building political will using the “CCL Way”

**KEY** It is better to have a small group focused on carbon pricing and on actions that build political will locally, than a large group that is all over the map on the issue – unless of course you have the energy, time and talent for it.
Every second Saturday of the month at 1:00 pm ET, hundreds of CCL chapters gather to do four things together:

- Learn
- Celebrate
- Practice
- Act
What Are Laser Talks?

- Practice makes perfect
- Brief but powerful advocacy resource on a specific topic
- Internalize rather than memorize
- Helps supporters be prepared to respond in our own words
Chapter Teams

Media Team
Letters, Articles, Social Media, and Endorsements

Lobby Team
Lobbies, Parliamentarians

Grasstops Team
Endorsements, Collaborations

Tabling

Grassroots Team

Presentations

Group & Volunteer Development Team
Monthly Meetings, Training, Hospitality
Practicing Meeting with a Politician
Possible Roles in Your Meeting

- Appreciator
- Time Monitor
- Notetaker
- Discussion
- Asker
- Deliverer
- Follow-up
- Photographer
- Observer

These are suggestions, important to be flexible

Be ready to assume multiple roles

Everyone participates in the discussion
Motivational Interviewing

A person-centered interviewing style for eliciting behavior change by helping people to explore, find common ground and overcome obstacles and move forward together.

1. Get permissions to start a topic

2. Ask how, who, what, when and where questions. Avoid why questions

3. Get the other person talking. They should be doing most of the talking.
Basic Meeting Outline

**Beginning:** thanks, how much time, intros, appreciation, state our purpose and ask.

**Middle:** discussion, exchange of thoughts, listening for values, moving member forward.

**End:** clarify supporting ask(s), plans for follow-up, photo, and thank them for time.
Role play a meeting

○ Preparing For Meeting
  ● Settle on who you plan to lobby
  ● Decide on roles and your team’s meeting plan

○ Hold Your Meeting
  ● Make sure everyone has a role and participates

○ Debrief As A Group
Debriefing The Meeting

Every group member, including your member goes around the circle to share (1 minute each):

- What was effective?
- What would you change?
- Biggest takeaway?
“I have worn these sandals for many a summer, even though I may feel that I am not worthy to stand in the shoes of so great a man. It was my fate to be the antagonist of a man for whom, even then, I had the highest respect.”
Merci, Miigwech, & Thanks

canada.citizensclimatelobby.org