



## CCL Monthly Conference Call, Saturday, April 6, 2013

Groups meet at 9:45am PT/12:45pm ET

**The international conference call starts at 10:00 am PT/ 1:00 pm ET - sharp**

The conference call part of the meeting is a little over an hour long and the groups meet for another hour after that to plan actions.

**Instructions:** Sign on to the call at least five minutes before the start time. When you first get on the call, announce your name, city and how many people are in the room.

**Call-in number: 1-866-642-1665. Pass code 440699#**

### Guest speaker: Sam Daley-Harris - Founder of RESULTS



The story of CCL -- and how we became a force for climate advocacy -- will be published in a book this fall. Joining us for the April national call is the author of that book, Sam Daley-Harris. The 20th anniversary edition of Sam's book, "Reclaiming Our Democracy," includes a new chapter in the growth of citizen empowerment -- Citizens Climate Lobby. Sam is the founder of RESULTS, the advocacy organization that serves as the model for CCL, and has been coaching our organization since its inception. He recently founded the Center for Citizen Empowerment and Transformation to bring this model to other organizations.

### Actions:

- 1) Table or speak at an Earth Day Event. We have plenty of resources on our website that you can use to engage fellow citizens.
  - 2) Ask local NDP Members to consider the NDP's Northern Council's Carbon Pricing Policy Resolution by Tuesday April 9, 2013.
  - 3) Register your support for Citizens Climate Lobby on CCL's Website [www.citizensclimatelobby.org](http://www.citizensclimatelobby.org).
- 
- 4) **Mid-April Heads-up** - Be prepared to send out an Earth Day Editorial Packet to your local newspaper.
  - 5) **Ongoing** - sending in letters to the editor.
  - 6) **Upcoming in Canada:** In June, you will be asked to meet with your MP in your riding. Preparing for that can start now with getting parliamentary petitions filled in to bring to him/her.

## You had me at ‘Pigovian’

On April 2, 2013, Lord Nicolas Stern, the World Bank and International Monetary Fund all agreed: climate change is one of the greatest economic risks of the 21st Century.<sup>1</sup>

The carbon tax is quickly becoming an idea whose time has come. More and more policy experts, including those in conservative circles, see it as an effective vehicle for correcting the distortion in the marketplace that makes fossil fuels our dominant energy source.

Many economists say the free market is a just arbiter in deciding which goods and services are beneficial to society. The system breaks down, however, when the price of something does not reflect its true cost to society. Such is the case with fossil fuels, as their use carries tremendous costs in health, security, environmental damage and destructive weather made worse by global warming.

Correcting this distortion in the marketplace, which economists refer to as Pigovian taxation<sup>2</sup>, would allow clean energy and efficiency to flourish and reduce our use of carbon-based fuels.

Across the political spectrum, this concept is gaining wide acceptance.

Jerry Taylor from the Cato Institute says, “...imposing a tax on emissions gets the energy price ‘right’ and neatly remedies the market failure; no direct regulation or subsidy to this or that industry are necessary.”<sup>3</sup>

Keith Crane from the RAND Corporation says, “A conservative, cost-efficient response to climate change involves sending price signals to people and businesses now so that they take steps to reduce emissions. A carbon tax is the simplest way to send these signals.”<sup>4</sup>

The good news is that we can correct the market failure of fossil fuels without damaging our economy.

How?

Give the revenue from the carbon tax to the Canadian people.

---

<sup>1</sup> [http://www.washingtonpost.com/business/economy/world-bank-chief-says-global-warming-threatens-the-planet-and-the-poorest/2013/04/02/caa73842-9ba7-11e2-9a79-eb5280c81c63\\_story.html](http://www.washingtonpost.com/business/economy/world-bank-chief-says-global-warming-threatens-the-planet-and-the-poorest/2013/04/02/caa73842-9ba7-11e2-9a79-eb5280c81c63_story.html)

<sup>2</sup> [http://en.wikipedia.org/wiki/Pigovian\\_tax](http://en.wikipedia.org/wiki/Pigovian_tax)

<sup>3</sup> Jerry Taylor: Pollution Taxes Correct Market Failures Best  
[http://stream.wsj.com/story/experts-energy/SS-2-135538/SS-2-198432/?mod=wsj\\_streaming\\_experts-energy](http://stream.wsj.com/story/experts-energy/SS-2-135538/SS-2-198432/?mod=wsj_streaming_experts-energy)

<sup>4</sup> Keith Crane: A Gradually Escalating Carbon Tax Would Allow Businesses and Consumers Time to Prepare  
[http://stream.wsj.com/story/experts-energy/SS-2-135538/SS-2-199809/?mod=wsj\\_streaming\\_experts-energy](http://stream.wsj.com/story/experts-energy/SS-2-135538/SS-2-199809/?mod=wsj_streaming_experts-energy)

## ACTION #1

# Table or speak at an Earth Day Event.

We have plenty of resources on our website that you can use. Here are some of the resources:

## Our Banners



[Canada's CCL Banner](#) - Colour, 96" by 24" (pdf)

[Canada's CCL Banner](#) - Black and White, 96" by 24" (pdf)

[Canada's CCL Header](#) - Colour to put on your documents

## Pamphlets and Handouts

[The Carbon Fee and Dividend Act](#) - it is a two page bill not an omnibus bill, revised April 2013 (pdf)

[Generic C-CCL Trifold Brochure](#) - add your contact information, print both sides. From March 2013 (Word)- thank you CCL-Toronto

[Bilingual Generic C-CCL Recruiting Poster \(pdf\)](#) - add your contact information. Also available as a [jpeg image](#) - Thank you CCL-Ottawa

[Carbon Tax Questions](#) - US units but useful (pdf)

[Key Talking Points and History of Citizens Climate Lobby in Canada](#) - three pages (pdf)

[The Case for Citizens Climate Lobby](#) - Great things people are saying about us (Word)

[Citizens Climate Lobby Half-pager Brochure](#) - saves paper and tells our story. From November 2011 (pdf) -(needs a new photo of many CCLers at Parliament Building ASAP - so dated)

[Parliamentary Petition Project](#) - a link to our Parliamentary petition page

[A Collection of our Laser Talks](#) - learn to speak about climate change like a pro - practice our laser talks (Word)

[C-CCL's Media Hits 2012](#) - a collection of Canadian CCLer's media hits from 2012 (pdf)

## Giant Carbon Bonus Cheques 62.5" by 23.5"



[Giant Blank Cheque](#) - Black and White (pdf)

[Giant Blank Cheque](#) - Colour (pdf)

[Giant Carbon Bonus Cheque \\$350.00](#) - Black and White (pdf)

[Giant Carbon Bonus Cheque \\$350.00](#) - Colour (pdf)

[Small coloured cheque \\$350.00](#) - image (png) 27" by 10.5"

## Carbon Conversations and CARBON TAXES



Citizens Climate Lobby is proudly helping [Climate Conversations](#) get the conversation going on CARBON taxes in Canada. Ask your audience to take the survey [HERE](#) and help all of us understand better what Canadians really know about CARBON TAXES. [Here is an image](#) you can use to help you direct your audience to take the two minute survey.

## Citizens Climate Lobby Thank You Cards



[Coloured Thank You Cards](#)

[Black and White Thank You Cards](#)

## Posters - all Black and White 20" x 30"



[A Solution: The Carbon Fee and Dividend Act](#)



[Everything is Connected](#)



[Margaret Mead Quote](#)



[What we do](#)



[Ten Key Strategies of Citizens Climate Lobbyist](#)



[Montage of CCLers across Canada](#)



[Guests on Our Monthly Calls](#)

Be sure to check the website periodically for updates as it is continuously being updated:  
<http://citizensclimatelobby.ca/content/outreach-and-tabling>

Hopefully we will have a template for business cards by the end of the year on this page too. CCL is currently revamping our colour scheme.

## ACTION #2

### **Ask Local NDP Members to consider the NDP Northern Council's Carbon Pricing Policy Resolution by Tuesday April 9, 2013**

By Tuesday, April 9, 2013, phone and then email your NDP MP. If you do not have an NDP-MP, the your local NDP Riding association. Ask him/her/them to consider the NDP Northern Council's policy resolution for Carbon Pricing before the upcoming National NDP Policy Convention the weekend of April 12-14, 2013. Use the sample email below as a guideline.

*BE IT RESOLVED THAT Federal NDP undertake an immediate review of current climate change science and policy to determine an effective alternative to Cap-and-Trade which can be implemented quickly should efforts to establish a carbon market fail to reduce actual CO2 emissions by 2016.*

You can find your local NDP riding association here: <http://www.ndp.ca/your-riding>

---

**BACKGROUND:** The policy motion below was passed by the NDP's Northern Ontario Federal Ridings (the Northern Council) in November 2012 in Timmins. It will be one of the policy resolutions tabled at the NDP Policy Convention in Montreal at the Palais du Congress the weekend of April 12-14, 2013. As far as we know at least two other NDP riding associations in Toronto have passed resolution too.

---

#### **Here is a sample email:**

Dear \_\_\_\_\_ (MP's name or Riding Association President Name)

My name is \_\_\_\_\_ . I am a citizen in your riding that is concerned about climate change.

This upcoming weekend, NDP members will meet in Montreal to discuss policy resolutions. Please consider the following policy motion that will be tabled by the NDP Northern Council (Northern Ontario) and other ridings.

*BE IT RESOLVED THAT Federal NDP undertake an immediate review of current climate change science and policy to determine an effective alternative to Cap-and-Trade which can be implemented quickly should efforts to establish a carbon market fail to reduce actual CO2 emissions by 2016.*

If you could support it at the NDP Policy convention too, that would be great.

Thanks for your time.

Truly

---

your name address and phone #

### **ACTION #3**

## **Register support for CCL online**

To help with our fundraising and expansion efforts, Citizens Climate Lobby would like to update its membership rolls.

If there is Internet access at your meeting, go to CCL's home page – [www.citizensclimatelobby.org](http://www.citizensclimatelobby.org) -- and register your support for Citizens Climate Lobby. You can do this by clicking the “Donate or Register Support” button.

If you wish to make a contribution to CCL or increase your monthly donation at this time, you are welcome to do so, but it is not required. The important thing is for everyone to register so that we can communicate with our membership about fundraising campaigns, critical actions and upcoming conferences. These communications will be minimal – no more than once a month.

The speed with which CCL has grown is breathtaking and encouraging. By “Registering your Support” on our webpage, we can show foundations our big and growing numbers of volunteers.

This action is the first step toward fulfilling our fundraising goals for the year. At your meetings, please talk about your group's strategy for helping CCL reach our goals.

Please note that all donations from Canada will be used for Canadian activities and will not be used for salaries. The funds will be used primarily to fund a conference and lobbying days in Ottawa in November and for some of the travel expenses to train chapters. We are very grateful to CCL in the USA for being our fiscal agent.

Please note donations made by Canadians are not tax deductible as we do not have charitable status in Canada.

For more information about fundraising in Canada, please check out our webpage:

<http://citizensclimatelobby.ca/content/donate-now>

A summary of Canada's finances and fundraising for our National initiatives will be available in May on our strategy call Monday, May 13, 2013 at 6 pm PST / 9 pm EST.

**THANK YOU!**

## Why do we want 100% revenue neutrality?

1. A 100 percent rebate ensures that two-thirds of Canadian households will come out equal or ahead regarding the increase in energy costs. This calculation takes into account not just direct energy costs, but the pass-through businesses will add to the cost of their products.
2. Members of Parliament whom feel pressured to not increase taxes can still vote the right way.
3. If while steadily raising the price of carbon-based fuels we eliminate all energy subsidies, we allow the market to go to work without the government picking winners and losers. Venture capitalists, banks, and entrepreneurs seeing a predictable price signal will create breakthroughs in innovation that in some cases are even unimaginable at this point. A carbon fee is the most efficient and direct way to send a meaningful price signal to the markets, better than subsidies, but also better than alternatives such as government regulations or cap and trade.
4. Asking citizens to voluntarily curtail their use of fossil fuels when others may not choose to do so can be demoralizing and ineffective. To maintain public support at the price we will ultimately need to stabilize CO2 emissions, citizens will need to receive a significant dividend.