



# Citizens' Climate Lobby Lobby Climatique des Citoyens

## CCL Monthly Conference Call, Saturday, December 5, 2015

Groups meet at **9:45am PT / 12:45pm ET**. The conference call starts at **10am PT / 1pm ET**.

The call lasts for a little over an hour and then the groups meet for another hour after that to plan actions.

**Call-in number: 1-866-642-1665: Passcode: 440699#**

**Instructions:** Sign on to the call at least 5 minutes before the start time. When you first join the call, announce your name, city, and how many people are in the room.

### Our December guest is Retired Navy Rear Admiral David Titley



Dr. David Titley, a professor of practice in meteorology at Pennsylvania State University and the founding director of their Center for Solutions to Weather and Climate Risk. He was also NOAA's chief operating officer from 2012-2013. Before assuming these positions, he was a rear admiral and the chief oceanographer of the U.S. Navy, in which he served for 32 years.

While serving in the Pentagon, Dr. Titley initiated and led the US Navy's Task Force on Climate Change.

### NATIONAL ACTIONS:

1. Participate in the updated Canadian version of the CCL Endorsement project. Get leaders and organizations to support our carbon fee and dividend proposal or our recommended carbon pricing guidelines. **(Note that it has been updated from our August endorsement project ask).** Please send your signed endorsed letters from leaders to: [endorsecanada@citizensclimatelobby.org](mailto:endorsecanada@citizensclimatelobby.org)
2. Ask friends to donate to Citizens' Climate Lobby Canada. Additionally, on December 15, 2015, share our donation pitch via email and/or social media with your friends.

### REGIONAL ACTIONS:

1. **CCL BC:** Group leaders please look for an email for organizing the next stage of the "Hike the Tax" campaign in BC from Cathy (national office) and Laura (Nelson).
2. **CCL Ontario:** Submit to the MOECC recommendations for carbon pricing by December 15, 2015, to Melissa Ollevier at [melissa.ollevier@ontario.ca](mailto:melissa.ollevier@ontario.ca). Your input will inform the design of the cap and trade draft regulation, which they plan on releasing in the New Year. Before its release, they intend to share a summary of the comments with stakeholders in January, 2016. Look for an email from us mid-next week to help you with your efforts. Currently, we are posting and organizing our ideas in a Facebook event [HERE](#).

**ONGOING ACTION: LOBBY YOUR NEW OR RETURNING MP:** Firstly, create or update their MP portfolio. Lobby your new and/or returning MP for carbon fee and dividend by early in 2016. The instructions are in our November Action Sheets (re-attached to email).

## LASER TALK #1: Does the private sector support a carbon tax?

Yes, an increasing number of companies and investors around the world are promoting the idea of a carbon price. Corporate leaders explain that a carbon price enables companies to factor the costs of GHG emissions into their decisions<sup>1</sup>. A transparent carbon price creates an incentive for companies to reduce GHG emissions, invest in low-carbon options and plan long term.<sup>2,3</sup>

Here are just a few of the many examples of corporate leadership in promoting a carbon price:

- The **2012 Carbon Price Communique** that proclaims that “putting a clear, transparent and unambiguous price on carbon emissions must be a core policy objective”<sup>4</sup> has been signed by 164 companies including global industry leaders such as BP, Shell, Statoil, and Unilever.<sup>5</sup>
- In the US, industry leaders such as [Exxon Mobil](#), Walmart, Microsoft, [ConocoPhillips](#), [Chevron](#) and Google are already factoring a carbon price into their financial planning.<sup>6</sup>
- **The 2014 Global Investor Statement on Climate Change**, signed by over 360 investors with more than \$24 trillion in assets<sup>7</sup>, calls upon governments to “provide stable, reliable and economically meaningful carbon pricing that helps redirect investment commensurate with the scale of the climate change challenge”.<sup>8</sup>
- In Canada, **the Clean50**, a group of corporate leaders, addressed the country’s leadership and all Canadians with a November 2014 open letter calling for a “framework that includes setting a price on carbon at some specific date in the future, that would reduce other taxes, and provide an incentive for businesses and individuals to take steps to reduce their use of carbon”.<sup>9</sup>
- In October 2015, three new climate change indices were introduced on **Dow Jones S&P Indices** and the **Toronto Stock Exchange**<sup>10</sup>
- On November 24, 2015 an alliance of **78 major firms** including HSBC, Siemens, SOHO China, PepsiCo, Engie, Mahindra Group, Tata, Nestlé, BT Group, Unilever and PwC, urged governments to include the pricing of carbon emissions as part of policies to curb global warming<sup>11</sup>.

### References:

1. Anthony Earley. “Energy CEO: California Shows How Carbon Pricing Can Reduce Emissions Efficiently & Cost Effectively”. September 17, 2014. The World Bank. Last accessed: 3-05-15. URL:<https://blogs.worldbank.org/climatechange/energy-ceo-california-shows-how-carbon-pricing-can-reduce-emissions-efficiently-cost-effectively>
2. “Why putting a price on carbon is becoming a business and economic reality”. September 26, 2014. PwC. Last accessed: 5-03-15. URL: <http://pwc.blogs.com/sustainability/2014/09/why-putting-a-price-on-carbon-is-becoming-a-business-and-economic-reality.html>
3. “Sustainability Review 2013”. 2013. BP p.l.c. Last accessed: 5-03-15. URL:[http://www.bp.com/content/dam/bp/pdf/sustainability/group-reports/BP\\_Sustainability\\_Review\\_2013.pdf](http://www.bp.com/content/dam/bp/pdf/sustainability/group-reports/BP_Sustainability_Review_2013.pdf)
4. Cambridge Programme for Sustainability Leadership. “The Carbon Price Communique”. 2012. Last accessed: 3-05-15. URL:[http://www.climatecommuniques.com/~media/Files/Communique/Previous%20Communiques/The\\_Carbon\\_Price\\_Communique\\_.pdf](http://www.climatecommuniques.com/~media/Files/Communique/Previous%20Communiques/The_Carbon_Price_Communique_.pdf)
5. Cambridge Programme for Sustainability Leadership. “Carbon Price Communiqué?” 2015. Last accessed: 3-05-15. URL: <http://www.climatecommuniques.com/Carbon-Price.aspx>
6. Coral Davenport. “Large Companies Prepared to Pay Price on Carbon”. December 5, 2013. The New York Times. Last accessed: 3-05-15. URL:[http://www.nytimes.com/2013/12/05/business/energy-environment/large-companies-prepared-to-pay-price-on-carbon.html?pagewanted=all&\\_r=0](http://www.nytimes.com/2013/12/05/business/energy-environment/large-companies-prepared-to-pay-price-on-carbon.html?pagewanted=all&_r=0)
7. International Investors Group on Climate Change. “2014 Global Investor Statement on Climate Change Summary”. 2014. Last accessed: 3-05-15. URL:<http://www.iiqcc.org/publications/publication/2014-global-investor-statement-on-climate-change>
8. International Investors Group on Climate Change. “Global Investor Statement on Climate Change”. September 2014. Last accessed: 3-05-15. URL: <http://www.iiqcc.org/files/publication-files/GISCC13Jan2015.pdf>
9. Clean 50. “Advocacy Statement”. November 29, 2014. Last accessed: 3-05-15. URL:<http://clean50.com/advocacy-statement/>
10. Three New Climate Change Index Series Launched by S&P Dow Jones Indices and Toronto Stock Exchange <http://www.newswire.ca/news-releases/three-new-climate-change-index-series-launched-by-sp-dow-jones-indices-and-toronto-stock-exchange-538268551.html>
11. Alliance of 78 major firms urges carbon pricing to slow global warming [http://www.straitstimes.com/world/europe/alliance-of-78-major-firms-urges-carbon-pricing-to-slow-global-warming?&utm\\_source=facebook&utm\\_medium=social-media&utm\\_campaign=addtoany](http://www.straitstimes.com/world/europe/alliance-of-78-major-firms-urges-carbon-pricing-to-slow-global-warming?&utm_source=facebook&utm_medium=social-media&utm_campaign=addtoany)

## Laser Talk #2: Canadians back bold climate-change action

The Globe and Mail and CTV news commissioned The Nanos Research Group to do a telephone poll of 1,000 Canadians between Nov. 21 and 24, 2015. [The results were](#): 73% agree or somewhat agree that “climate change presents a significant threat to our economic future,” while only 16% disagree or somewhat disagree. The telephone survey carries a margin of error of 3.1 percentage points, 19 times out of 20.

The poll finds a clear view among Canadians: 72% think the science of climate change is irrefutable, 79% believe Canada’s international reputation has been hurt by its previous efforts, and 63 % indicate they would pay more for certain products so Canada could meet its climate commitments.

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### **ACTION #1.** – An updated version of the Endorser Project

Participate in the updated Canadian version of the CCL Endorser Project. Get leaders and organizations to support our carbon fee and dividend proposal or our recommended carbon pricing guidelines.

Use the laser talks this month to help you with your preparation.

In August, we asked our members to get community leaders to endorse carbon fee and dividend or climate action but the election took over and not many people got leaders to sign. As Parliamentarians move closer to supporting carbon pricing, endorsements from community leaders for carbon fee and dividend back in their ridings will be a critical factor in their decision to sponsor or vote for our legislation.

Therefore, for December, January and February, we are asking CCL chapters to seek and secure these endorsements. The approach we are taking to secure endorsers is the same approach we use to lobby our Members of Parliament and Senate. That approach begins with a request for a meeting.

#### **At your meeting this month:**

- Make a list of community leaders/organizations your group will approach for endorsements. Church leaders, municipal politicians, academics, newspaper editors, business leaders, social justice/advocacy groups, environmental groups, etc.
- Assign a volunteer to each leader. That volunteer will request a meeting.
- Decide who will lead the endorsers project and support volunteers in their efforts.

**Two letters of endorsement:** One letter endorses CCL’s Carbon Fee and Dividend proposal. Think of this as your primary ask. If the endorser isn’t quite ready to support CCL’s proposal, we also have a letter endorsing climate pricing (new). Think of this as your supporting ask. Both of these letters are attached with these action sheets.

**PLEASE SEND YOUR SIGNED ENDORSED LETTERS FROM LEADERS TO: [endorsecanada@citizensclimatelobby.org](mailto:endorsecanada@citizensclimatelobby.org)**

**Sample email requesting a meeting with a potential endorser:**

Subject: <Leader Name> – Support for Climate Action

<Intro, appreciation and/or reference common interests>

I am writing regarding the subject of climate change, a looming crisis that threatens our way of life and that requires immediate action at the national level. I am a member of Citizens' Climate Lobby (CCL), and we are asking community leaders to sign onto a letter confirming their support for carbon pricing.

We are currently engaged in conversations with Members of Parliament, and your support could be a determining factor in whether they choose to take action.

We would like to meet with you or your staff to discuss the issue, the solution and your possible support. When would be a good time for a meeting?

Thank you, NAME

Citizens' Climate Lobby (CCL), <CITY> Chapter  
<EMAIL> | <PHONE> | <http://canada.citizensclimatelobby.org>

Many thanks to CCL Nelson and CCL Toronto members for updating this project and helping manage it.

## ACTION #2: Ask friends to donate to Citizens' Climate Lobby Canada

Twice a year, CCL Canada asks our members to ask their friends to donate money. Earlier this year our members raised over **\$10,000** for our wildly successful "[Waking the Frog](#)" Campaign where we created three public service announcements for radio and TV. Excitingly, our public service announcements played during the final game of the World Series!

In your group meeting, set a goal for how much money you will raise for CCL Canada this month. To help you in your efforts ask your members to share our special fundraising pitch in emails, on Facebook and Twitter on **Tuesday December 15, 2015**. (Details will be sent the day before).

People can donate directly on our website starting next week:

<http://canada.citizensclimatelobby.org/donate/>

### If friends would prefer to donate by mail, they can make their cheque out to "Citizens' Climate Lobby Canada" and mail them to:

Citizens' Climate Lobby Canada  
c/o Dr. Sanjiv Mathur and Cathy Orlando  
435 Notre Dame Ave, Lower Level  
Sudbury ON, P3C 5K6

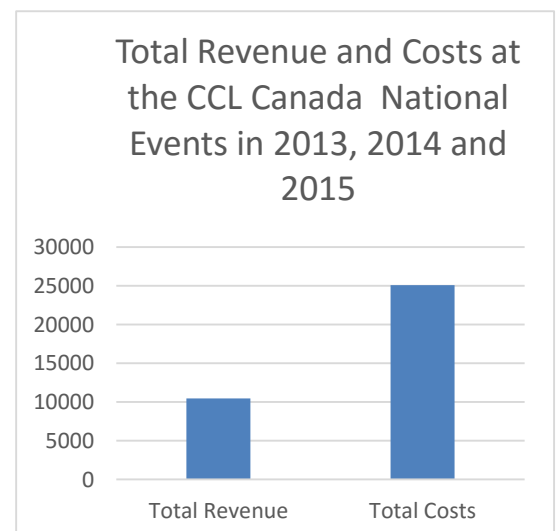
We are raising money for two upcoming national events in 2016 in **Ottawa** in June (**\$3000**, for a half day meeting and a lobbying day) and **November 2016 (\$12,000**, for a three day national conference and lobbying days). We currently have \$5,000 set aside for our 2016 National events. We need to raise an additional **\$10,000** to make sure we can hold these national events at the caliber that is expected of us. Any additional monies raised will be used for professional translation of our resources and/or travel stipends for interns and helpers at our two national events.

**We take great care of all the money donated to us. Note that we have only taken money out of our national account three times:** for the three national events that we held in Ottawa in November 2013, November 2014 and June 2015. All national events had pre-approved budgets and we stayed under budget. Monies were not used to cover the salaries, stipends or travel costs for the conference organizers. CCL USA is our external auditor. Mark Reynolds, our international executive director has commented positively about how low our budgets are for conferences in Canada given the caliber of our events. We will also have a CCL Canada board scrutinizing all monies to be spent in 2016 too and two people must sign to get money out of the CCL Canada account.

\*(Separate specified donations from CCL Toronto and CCL Sudbury, plus registration fees and separate fundraising were used for the CCL Ontario meeting in October 2015).

We don't recoup the cost of conferences (**costs**) from registration fees (**revenue**). Between our three national events in the past two years we spent **almost \$15,000 more** than what we raised in fees from participants. Thank you to everyone who donated prior to our national events because it would have been completely irresponsible and stressful to conduct conferences without the money set aside first. Actually, they probably never would have happened.

Our national events are what make us so much more than just a "Facebook or Online Group". They are the key to our credibility and success.

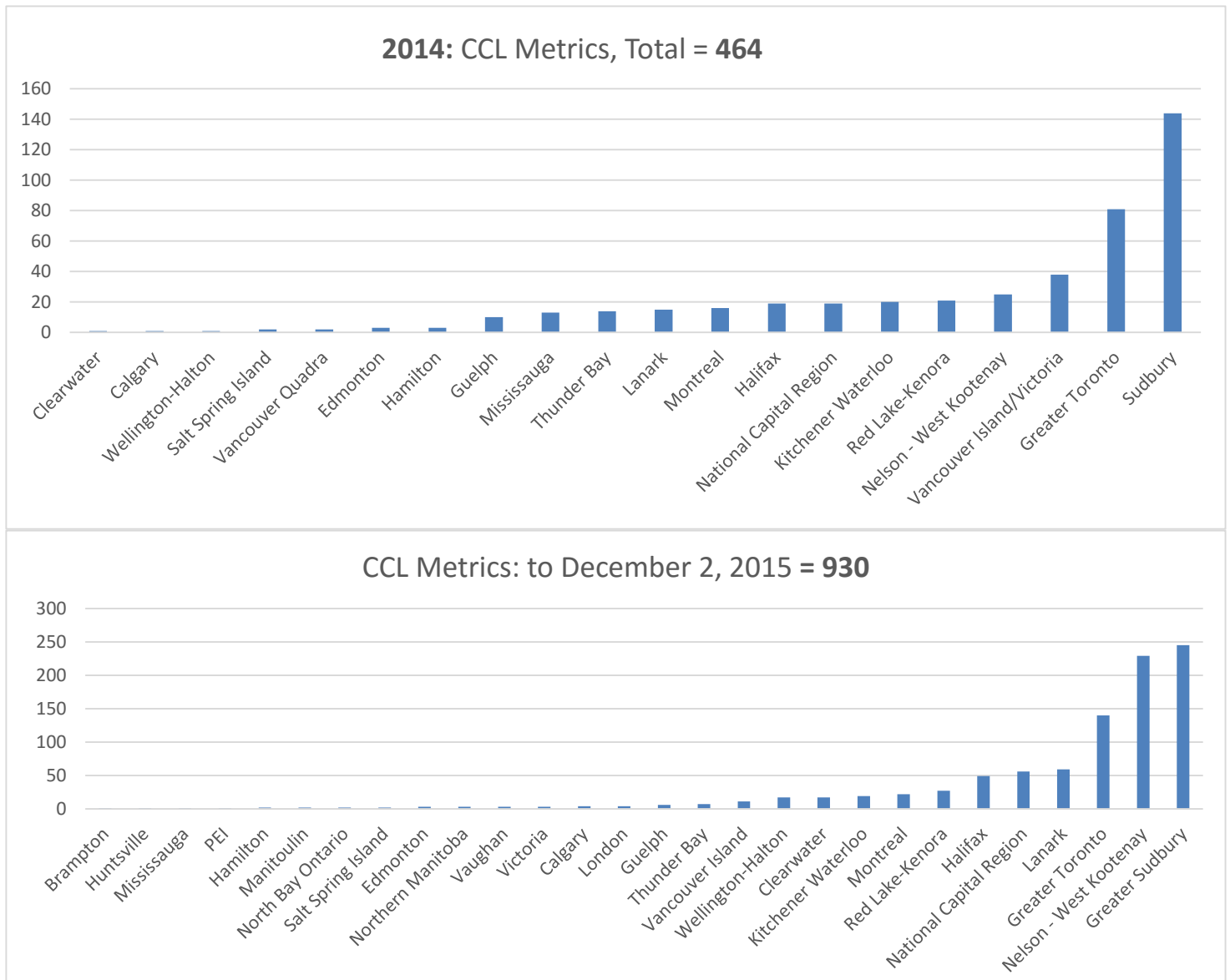


Together in the past five years we have **lobbied at least 91 federal parliamentarians** and **45 provincial parliamentarians** (the last official tally was in June 2015), many of them repeatedly in your home ridings.

We have lobbied together eight times on Parliament Hill. Two days after election 2015, a Canadian Senator said the following: *“You have done so much “ground work” that can now start to really pay off. I feel that the prospects for climate action are exceptional.”*

Thank you everyone for all that you have done over the past five years: attending CCL conferences, conducting special projects for CCL, all your outreach, media hits, personal letters to parliamentarians, recruiting new members and groups and all the CCL local meetings that you have attended. You have done this all out of pocket and we are grateful.

**Look what we have achieved in just the last two years for our key metrics, lobbying, personal letters and media hits. Let’s keep the momentum going in 2016:**



You are part of something extraordinary. You are the snowflakes that will create the avalanche that will make sure *“winter is always coming”*. **Hockey forever Canada!** Merci, miigwech and thank you for all you are doing for Citizens’ Climate Lobby.

To help you prepare for asking your friends and family for money, read the quotes aloud on the next page for motivation and inspiration.

## Quotes from Giving Tuesday at CCL USA on DECEMBER 1, 2015

*"Because CCL is doing groundbreaking and essential work building bridges for a nonpartisan solution to a global problem."*

*"You have changed my life and given me hope and purpose! You/we are an amazing group and I'm forever grateful to be part of it."*

*"I am so happy to support what I believe is the single most effective organization in terms of dramatically reducing carbon emissions."*

*"In addition to being a volunteer for CCL, I am a Girl Scout Leader, who lives by the Girl Scout saying: Always leave a place better than you found it. Being part of CCL helps me to reach my goal of leaving a better world for my children and my grandchildren."*

*"CCL is simply the best organization working on climate change solutions. I love it's clear, laser focus on what is the single best solution to climate change. I also love its bipartisan appeal and how it works from a place of appreciation and respect instead of shame and admonition."*

*"CCL is full of paid and volunteer Rock Stars who have fun while doing politics, moving the needle for effective, efficient, and equitable solutions to the Climate Crisis."*

*"Carbon Fee & Dividend is the fastest, most pragmatic, and most actionable solution to climate change of any I've seen. It addresses the needs of individuals, small and big business, and the environment, by accounting for the feedback loops inherent in all complex systems. An elegant win-win solution!"*

*"Because CCL has changed my life, my way of doing politics and other relationships, and given me a hopeful venue in which to do what I yearn to do: contribute to saving the planet I love. And it's given me a whole world of far-flung friends"*

*"There are few organizations I would donate twice in one year. I thought I was done for this year after my donation a few months ago, but I had to add a little more. CCL helps all of us give a little more of ourselves, and helps us become the better selves we wish to be. It is part of creating livable world -- one where there are better, more giving people, and because of that, we will have the political will for a livable world."*

*"1) Deeply important and morally valuable work. 2) Your efforts to work bipartisan and respectfully despite the difficult challenges in that regard as we seek real change."*

*"Love all you guys--Marshall, Mark, Amy, Lynette, et. al. No other organization does what the CCL does; it's unique and invaluable"*

*"CCL promotes a realistic approach to the most urgent issue of our day and gives me a way to be involved in creating the political will for a livable world. CCL values not only my money, but also the best of my mind, my heart, and my energy, giving me a way to honor my call. ("The place God calls you to is the place where your deep gladness and the world's deep hunger meet."-Frederick Buechner)"*

*"As a CCL volunteer, I am passionate about this work. I am always impressed by the beautiful mix of high level professionalism and simple "people connection" I encounter in this organization. I treasure the mix of hope and realism. I have found working with CCL both empowering and inspiring, and I'm so glad to have found this effective way to channel my activism energy around this most fundamental of all causes."*

Along with the matching grants CCL USA raised a one-day total of \$261,628 on December 1, 2015.