

## February 8 Guest Speaker—Bob Inglis, Executive Director of republicEn.org



Our February guest, Bob Inglis, is no stranger to Citizens' Climate Lobby. A member of CCL's advisory board and the governing board of Citizens' Climate Education, Bob served as a Republican Congressman from South Carolina from 1993 to 1999 and again from 2005 to 2011. During his tenure, Bob introduced the Raise Wages, Cut Carbon Act — a revenue-neutral carbon tax. After leaving Congress, he started [republicEn.org](http://republicEn.org), an organization devoted to persuading conservatives to address climate change with market-based solutions. Bob has been a featured speaker at CCL national and regional conferences, coaching volunteers on how to effectively engage conservatives on climate change.

### CCL Canada February 2020 actions at a glance:

1. Get ready for lobbying in May and check the to-do list so as to spread the work out over the next three months.
2. Maximize the number of letters to the editor you and your group get published.
3. Start getting ready for April 2020 outreach: National Fridays For Future strike on Friday, April 3, 2020, and the 50th Anniversary of Earth Day, Wednesday, April 22, 2020.

**OPTIONAL—Senate Lobbying Action Team:** Canada's unelected senate has been evolving since the 2015 election. There are more Independent Senators and it appears they are using that "second-sober" thought more than previously. Anyone who is planning to lobby with us in May in Ottawa and is wishing to be assigned a senator to build a relationship is asked to join this team. This is to make sure we do not cross wires and work effectively, efficiently and most of all, have fun.

**If you want to join the team, please contact [cathy@citizensclimate.org](mailto:cathy@citizensclimate.org) between February 10 and February 21.**

Upcoming CCL Calls	Date and Time	Call Options
<b>Canada:</b> All CCLers welcome. We check in with each other, share field reports, and go over monthly actions.	Option 1: <b>Thur, February 6, 2020</b> , 6 pm PT/ 9 pm ET Option 2: <b>Fri, February 7, 2020</b> , 8 am PT / 11 am ET Option 3: <b>Mon, February 10, 2020</b> , 6 pm PT/ 9 pm ET  Just pick 1 to attend. <a href="#">Sign this Doodler to RSVP.</a>	Uberconference Line ( <a href="tel:1-888-570-6238">1-888-570-6238</a> ) or <a href="#">log in online for free.</a>
<b>CCL International</b>	<b>Sat, February 8, 2020</b> , 10 am PT/ 1 pm ET	<a href="#">Zoom Room 2017201717</a> or call +1 877.369.0926, code: 2017 2017 17
<b>CCL Canada Education Call with Guy Dauncey on <a href="#">Climate Emergency: A 26-Week Transition Program for Canada.</a></b>	<b>RESCHEDULED to Tue, March 3, 2020</b> , 4 pm PT/ 7 pm ET  <a href="#">Go to this NEW Doodler to RSVP and learn more about this presentation.</a>	<a href="#">Zoom Room 3920795005</a> or call +1 877.369.0926, code 3920 7950 05

## **ACTION 1: Get ready for lobbying in May by completing the lobbying checklist**

**Why?** Relationship building with our own MPs is the absolute essential core for the success of our work. We are in a critical window of influence. Once the CPC chooses their leader in June, this minority government will most likely flip into “election mode” soon thereafter and then all Parliamentarians stick to “talking points”.

Please note we only make lobbying appointments with our own MPs. Registration opens February 15, 2020. **Please bookmark this page.** <https://canada.citizensclimatelobby.org/ccl-canada-spring-rendez-vous/>

### **THANK YOU, MERCI AND MIIGWECH FOR YOUR ATTENTION TO DETAILS.**

- ASAP**, send MPs a save-the-date to the reception as indicated [in the January 2020 action sheets](#) and file a [field report](#) that you did so under "Letters to Members ..." and/or "Phone Calls to Members" - both count.
- Register online for the conference. **Conference registration closes on May 1 or when we exceed 75 registrants.** Register early. Note registration fees will double on April 1.
- By early April (date TBA in March Action Sheets) book a hotel room (TBA in March) or arrange nearby accommodations. Note May and June are peak tourist season. Book early.
- Send your MP an official invitation to the reception on May 11 and an invite to be lobbied in Ottawa on May 12 or around that time in their home riding. Also consider following up with a phone call or visit to their local office. **We will start inviting them in early April.**
- By Friday, May 1, 2020**, [please send us your lobbying appointments as soon as you get them to by filling in this Google Form](#). We will still accept lobbying appointments made after this date – even at the conference and lobbying days. We will make it work. (Note that the schedule will be finalized on Saturday before the conference. However, we anticipate 25% of appointments changing.)
- By Friday, May 1, 2020**, send MP Bios to [canada@citizensclimatelobby.org](mailto:canada@citizensclimatelobby.org). **1 page maximum.** [Here is the outline in Word](#). Any MP bios sent after that time may or may not be photocopied or formatted in time for the conference by us. We will still accept appointments even at the conference and lobbying days, but we can't be responsible for making MP bio copies for your lobbying team. By Monday, May 4, 2020, all bios will be sent to the printers.
- RECOMMENDED:** Attend special calls over Zoom in April in preparation for this conference. Dates TBA in March: **A CCL Canada Climate Advocate Training** workshop tailored specifically for CCL outside the USA and **Tips on Being a Local CCL Spokesperson**, to help you get media attention for your heroic journey to Ottawa to save the world and help make sure we are all disciplined in our messaging. Focus = success.
- Friday, May 8 to Sunday, May 10 – days of travel and rest for the conference team. Thus, we will have limited contact via the internet and our workflow will be only what is absolutely necessary.

## **ACTION 2: Maximize the number of letters to the editor you and your group get published.**

**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 can also share copies of published LTEs to our local representatives to build political will.

Thanks to our volunteers and established PressReader system, CCL Canada again punched above its weight and reported a record number of LTEs published last year.

Note that 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. 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. 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 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.

## ACTION 3: Start getting ready for April outreach.

### National Fridays For Future strike on Friday, April 3, 2020

It appears that the big student group in Quebec, as well as other university students in the FFF movement, have asked for the next big Canadian strike to be Friday, April 3, 2020. Here are some links to help keep you get ready:

<https://fridaysforfuture.ca/> (Canada) and <https://fridaysforfuture.org/> (International).

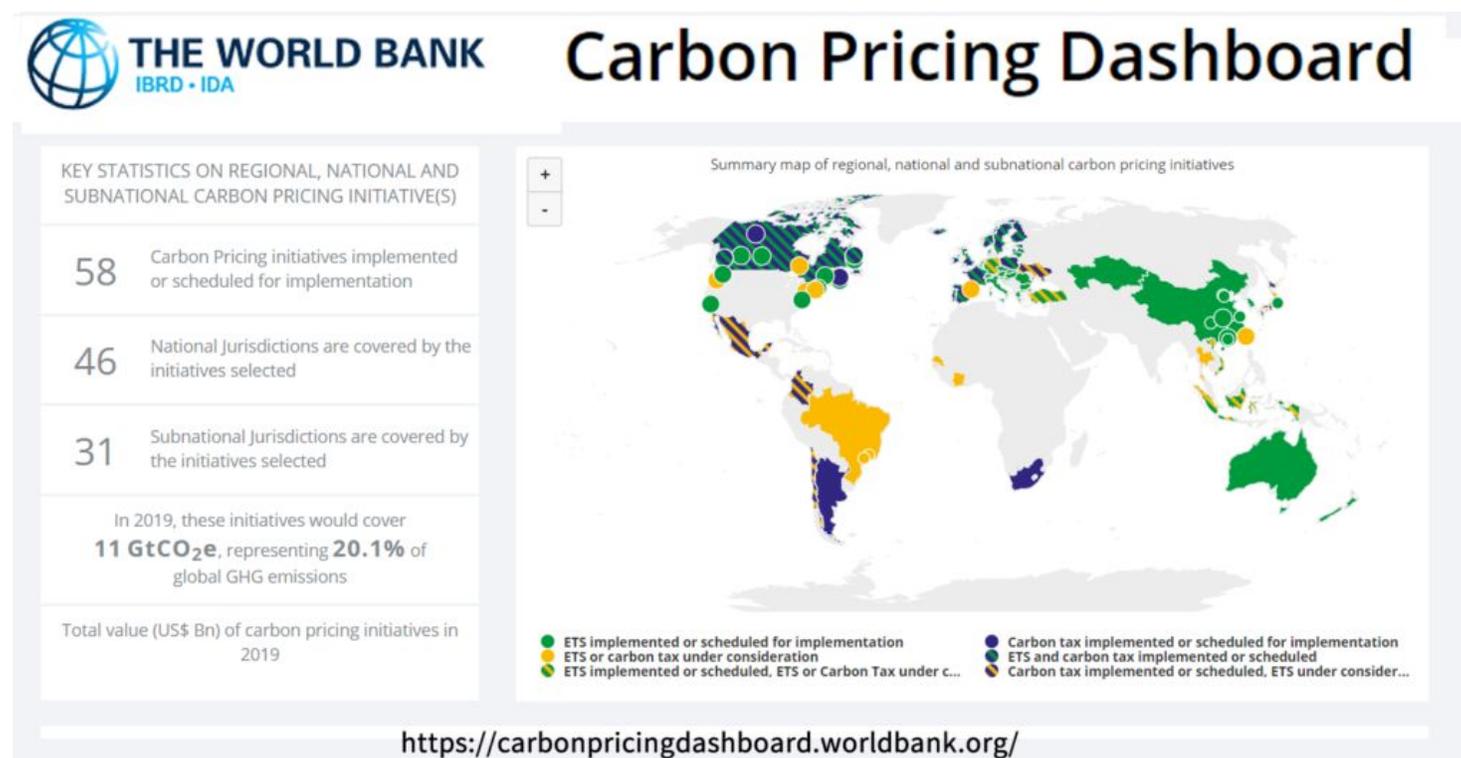
In the Fridays For Future movement, all age groups are working together. The key message of Fridays For Future is Unite Behind the Science. Some climate strikers globally follow the [Lausanne Climate Declaration](#) which includes the following key demands:

1. Keep the global temperature rise below 1.5 °C compared to pre-industrial levels.
2. Ensure climate justice and equity.
3. Listen to the best-united science currently available.

Now is the time to search for Earth Day events in your communities. Earth Day 2020 is on Wednesday, April 22 and a chance to engage in grassroots, as well as grasstops, outreach. <https://www.earthday.org/take-action-now/>

You can check out the “Outreach and Tabling” menu [on the volunteer resources page](#) for display materials, handouts, and more..

## LASER TALK 1: Carbon Pricing Around the World (Updated)



Around the world, carbon pricing initiatives have been implemented or scheduled for implementation in 58 jurisdictions. In total, there are [46 national initiatives](#) and 31 subnational initiatives. In 2019, these initiatives would cover 11 GtCO<sub>2</sub>e, representing 20.1% of global GHG emissions.

In 2019, of the 185 Parties that have submitted their [Nationally Determined Contributions \(NDCs\)](#) to the Paris Agreement, 96—representing 55 percent of global GHG emissions—have [stated](#) that they are planning or considering the use of carbon pricing as a tool to meet their commitments. That is an increase of eight Parties from 2018.

At COP25, the [Carbon Pricing Leadership Coalition](#) conducted a dialogue with [real-world examples](#) that showed that businesses that price carbon pollution [have the advantage](#).

As well, the World Bank, and several country partners including Canada, launched the [Partnership for Market Implementation](#) at COP25 which will assist countries in the Global South in either improving their current carbon pricing or implementing carbon pricing.

Citizens' Climate Lobby (CCL) prefers a revenue-neutral and steadily rising carbon price, called carbon-fee-and-dividend. [This approach](#) is simpler and more transparent than cap and trade and thus lends itself better to coordinating carbon prices globally, which will be needed as carbon prices rise.

Currently, no country has implemented [border carbon adjustments](#). As the carbon price rises, CCL thinks that border carbon adjustments are the best policy for ensuring a level playing field and that governments should be studying this now.

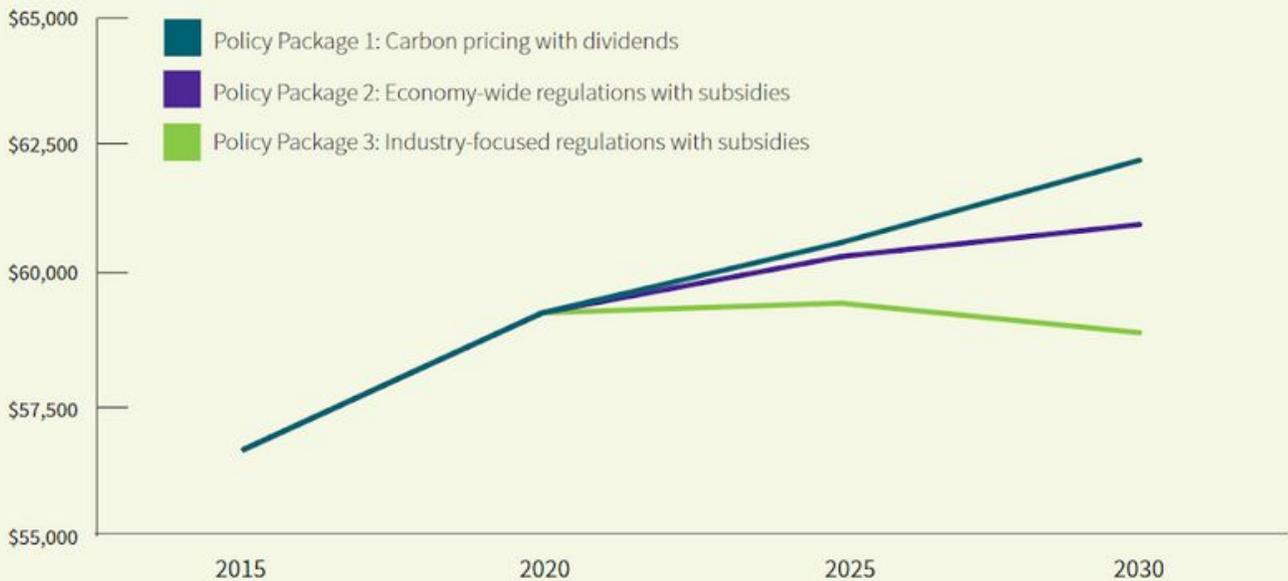
**Learn more here:** The Carbon Pricing Leadership Coalition's [FASTER Principles](#)

## LASER TALK 2: Canada's Ecofiscal Commission's Final Report

Canada's Ecofiscal Commission was a group of independent, policy-minded Canadian economists working together to align Canada's economic and environmental aspirations. [Their final report](#) published in November 2019 presented new evidence and economic modelling to inform the debate on how Canada can close "the gap" between its current GHG emissions trajectory and its 2030 Paris Agreement target.

The report mapped out 3 pathways to close the gap: using (1) mainly carbon pricing with dividends, (2) regulations and subsidies other than carbon pricing, and (3) regulations and subsidies that do not directly increase household costs. Among the findings was that GDP per capita would increase the most through the carbon pricing with dividends policy package.

Figure ES-1: Projected 2030 GDP per capita under each of the three policy packages



This figure illustrates past and projected GDP per capita (GDP divided by population) under the three policy approaches. Projections are developed using the GTECH computable general-equilibrium model.

In the carbon pricing with dividends policy package, the price of carbon covers 89% of emissions, rises to \$210 per tonne by 2030, and includes [an output-based pricing system for large emitters](#). Their modelling estimates this form of carbon pricing, along with complementary policies, gets Canada to its 2030 Paris Agreement target.

Based on the evidence, the report listed 3 recommendations:

1. Governments should evaluate whether their policies are stringent enough to meet targets, and close any gaps.
2. If governments wish to meet their climate goals at least cost, they should rely on increasingly stringent carbon pricing.
3. If policymakers choose not to close the gap to Canada’s emissions target using carbon pricing, they should rely on increasingly stringent flexible regulations instead.

As part of a final word on cost-effectiveness, the report stated that “policymakers who believe that achieving Canada’s GHG targets requires compromise on climate policy cost-effectiveness should proceed with caution... All the approaches we assess in this report impose costs on the economy, so minimizing their costs to households and businesses is a worthwhile goal.” It also points out that less cost-effective climate policies carry with them increased political risk—due to their costs.

### **LASER TALK 3: CCL Canada and Canada’s Ecofiscal Commission**

- The EcoFiscal Commission began in the November 2014 and has now come to its anticipated end.
- Their final report revisited the question of carbon pricing as a policy lever to bridge the emissions gap.
- To achieve Canada’s 2030 target, policies will have to be significantly more stringent than they are today.
- They mapped out two alternatives: a mix of non-market-based regulations & subsidies VS carbon pricing.
- Their analysis shows that carbon pricing tops the list. It delivers the lowest cost emissions reductions. A steadily rising carbon price can achieve Canada’s target and maintain strong economic growth. It can also generate revenue that can be returned to Canadians to maintain affordability.
- There is a role for complementary policies to accompany carbon pricing.
- Two of our “Blue Ribbon Panel” Economics panelists in our [National Conference in 2014](#) included Ecofiscal Commission’s chair Dr Chris Ragan and commissioner Dr. Stewart Elgie. In 2018, Dale Beguin, of the Ecofiscal Commission was a keynote speaker at our national conference.
- Jason Dion, now formerly the lead researcher at Canada’s Ecofiscal Commission, is now the Mitigation Research Director at the [Canadian Institute for Climate Choices](#) and will be our keynote speaker at our national conference on May 11, 2020 in Ottawa.

#### **References:**

<https://ecofiscal.ca/wp-content/uploads/2019/11/Ecofiscal-Commission-Bridging-the-Gap-November-27-2019-FINAL.pdf>

<https://ecofiscal.ca/reports/bridging-gap-real-options-meeting-canadas-2030-ghg-target/>