

CCL Guest: Nathaniel Stinnett, Environmental Voter Project



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 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 International 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/tzaqt8eqnru7zk4v>

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 En-ROADS 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/2wbvKfR>

RSVP: <https://doodle.com/poll/wrvzt72iuq54hrrh>

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 & WDTN

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_0bzYVLibISdO9q1T2Zgs7tk

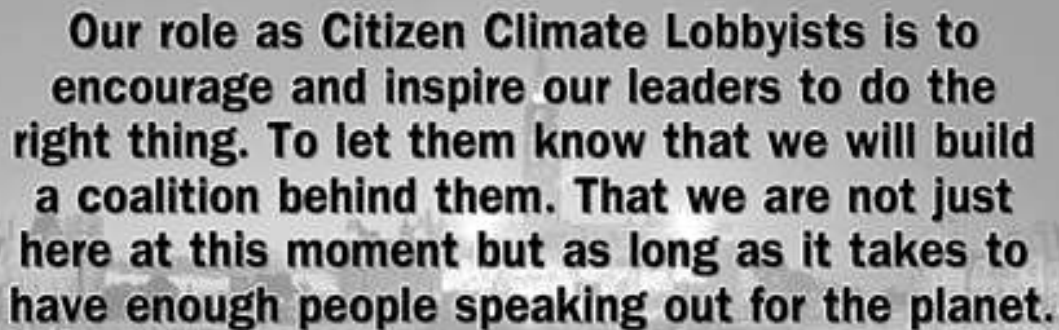
Uniting from Home | Virtual CCL Earth Day Event w/ Dr. Hayhoe

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=IwAR1bd5qXjUGCNLmBFFqEjm3wEUbj1RNyXLpvVxpJ_xfvzP_ifHcY8bQAEc



Our role as Citizen Climate Lobbyists is to encourage and inspire our leaders to do the right thing. To let them know that we will build a coalition behind them. That we are not just here at this moment but as long as it takes to have enough people speaking out for the planet.

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 Behinds](#) 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 your 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/> and <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>

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](#), [Facebook](#) and [Instagram](#).

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](#); Céline Bak, Founder and President of [Analytica Advisors](#); Dr. Dianne Saxe – President [Saxe Facts](#); Danielle Gallant – Lawyer [Ontario Targets Case – Ecojustice Canada](#); 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/>

Spring Rendezvous 2020
Monday, May 11, 2020

Citizens' Climate Lobby Canada's
Virtual Conference & Lobby Training

Jason Dion Climate Choices Mitigation Research Director	Céline Bak Analytica Advisors President	Angie Nussey Special Musical Guest https://angienussey.com/music	
Dr. Dianne Saxe Saxe Facts President	Danielle Gallant Ecojustice Lawyer	Alex Neufeldt #GenClimateAction Plaintiff	Sophia Mathur #GenClimateAction Plaintiff
Andres Jimenez Citizens' Climate Education Senior Director Government Affairs	Joseph Robertson Citizens' Climate Education Director Global Strategy	Princella Talley Citizens' Climate Education Development Associate/ Diversity Outreach Coordinator	Cathy Orlando Citizens' Climate Education Canadian Director/ Int'l Outreach Manager

Citizens' Climate Lobby (CCL) Canada is a non-profit, non-partisan, grassroots advocacy organization funded solely by Canadians. Our focus has been on building the political will for carbon fee and dividend since 2010. We are winning and going to win because we literally have the best volunteers in the planet. Join our online event and find out more about us and how we balance making connections to everything while staying focused.

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.

