

“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



**Citizens' Climate** Lobby

# 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  
Mom of three girls born in 1996, 1997, and 2007  
Climate Reality Alumna 2008

# Our Learning Objectives

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

1

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

2

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

3

# 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

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**Our solution to  
climate change?  
Democracy.**

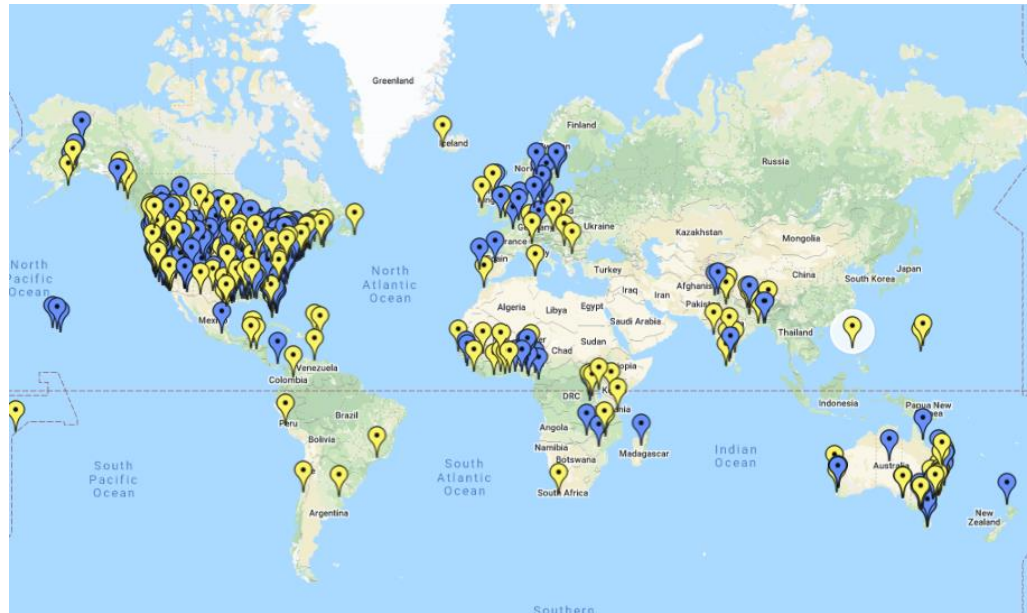
**And we need you on  
our team.**





# 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!



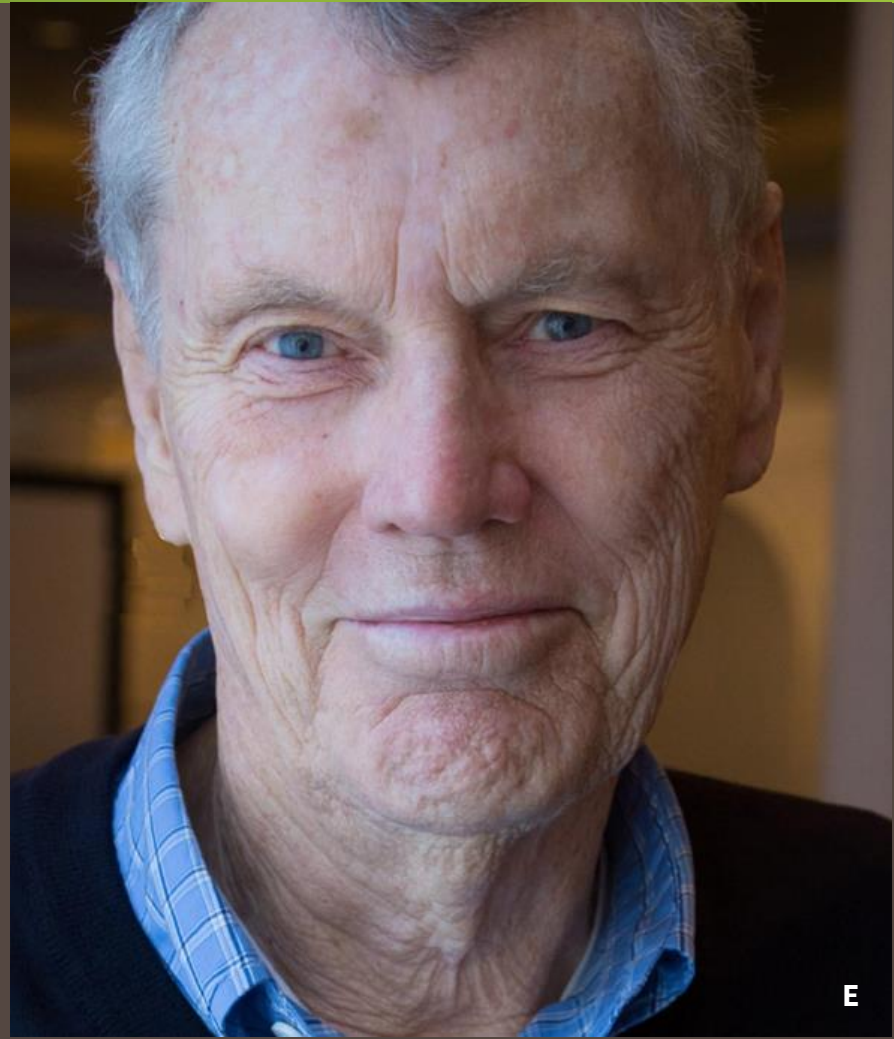
Chapters:  IN PROGRESS  
 ACTIVE



“...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.”

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*Marshall Saunders, CCL Founder*





**E.B. White**

Author

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“ 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. ”

# FOCUS IS OUR SUPERPOWER

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## HOW WE HAVE LEARNED TO SAVOUR FIRST

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

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# THE MANY WAYS TO PRICE CARBON POLLUTION

Listed from least transparent to most transparent

**Status Quo**

**Regulation**

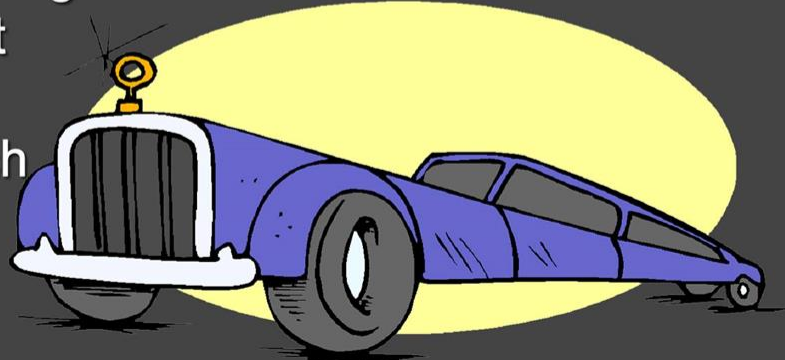
**Cap & Trade**

**Subsidies**

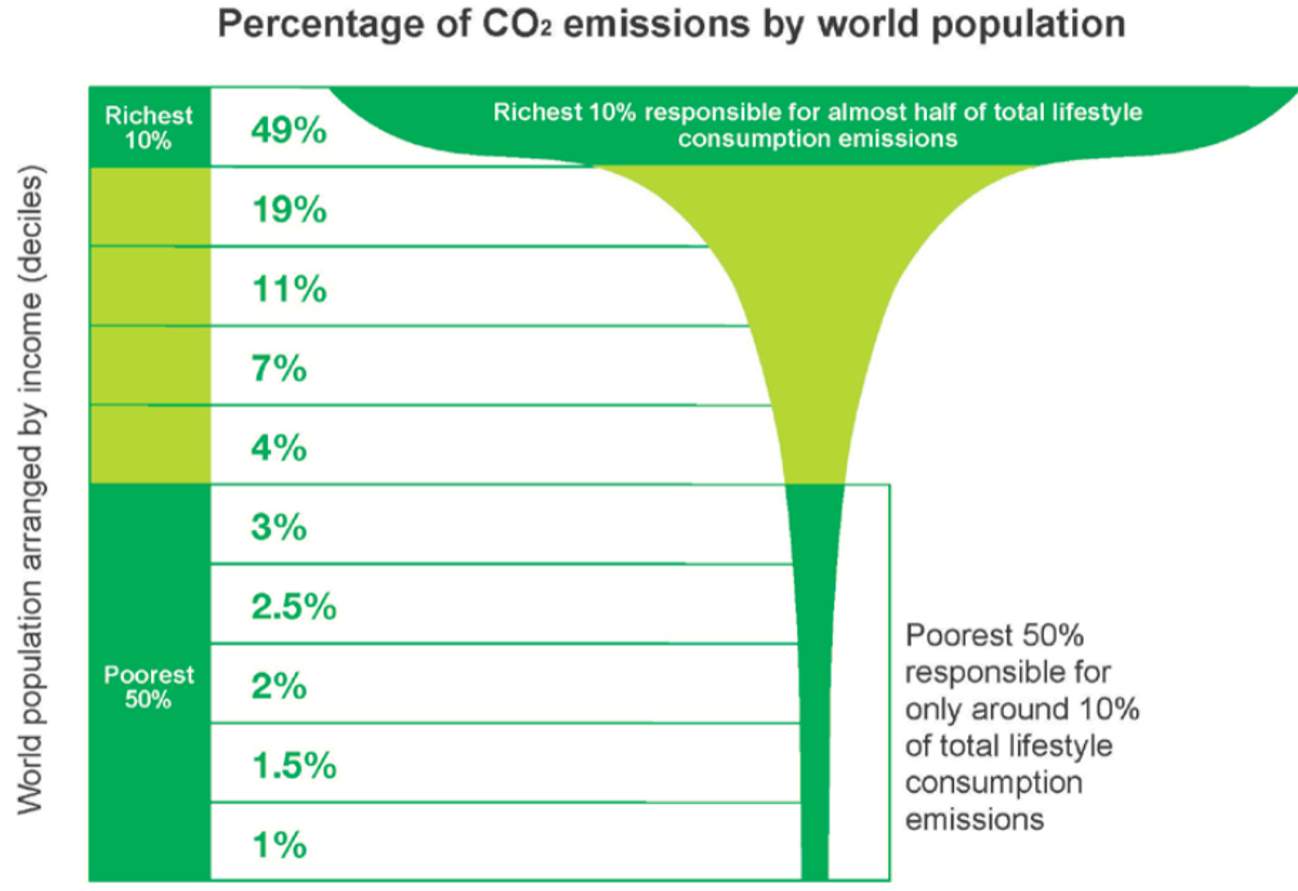
# HOW SUBSIDIZING ENERGY BENEFITS THE RICH

Subsidizing energy, even clean energy, disproportionately 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**





# Carbon Fee and Dividend Rewards Carbon Conscious Consumers

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.

**Saving the planet is so simple:  
tax destructive consumption habits  
and reward good consumptive habits**

**Carbon Fee and Dividend does  
precisely that for carbon pollution**

CARBON FEE AND DIVIDEND: put an incrementally increasing fee on carbon pollution  
and return 100% of the dividends to households on an equitable basis.

It is quite simple, the less carbon you consume, the greater your return.



**CITIZENS' CLIMATE LOBBY**

# **THE MANY WAYS TO PRICE CARBON POLLUTION**

**Listed from least transparent to most transparent**

**Status Quo**

**Regulation**

**Cap & Trade**

**Subsidies**

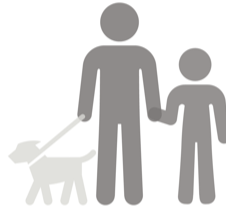
**Carbon Tax**

**Fee & Dividend**

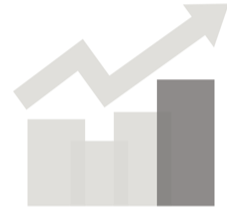
# Carbon Fee and Dividend Policy Benefits



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





## 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."*

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**-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<sub>2</sub>e)
  - Gasoline: 4.42 ¢/L
  - Light fuel oil: 5.37 ¢/L
  - Natural gas: 3.91 ¢/m<sup>3</sup>
  - Propane: 3.10 ¢/L
- Some exclusions

FUEL  
DELIVERY



## FUEL CONSUMPTION & HEATING FUEL

- 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



## OBPS FACILITY

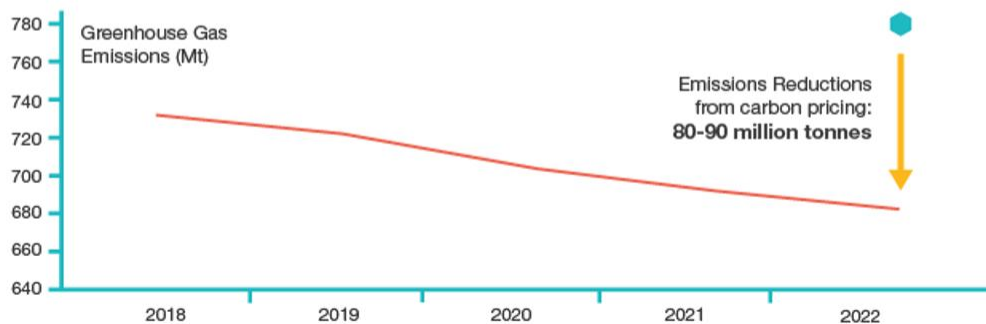
- Registered OBPS facilities would generally not pay the charge on fuels that they purchase

- 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



Carbon Pricing Scenario

No carbon pricing in Canada

## ESTIMATED RESULTS OF CANADA'S CARBON POLLUTION PRICING SYSTEM

April 30, 2018

### PRICING POLLUTION IN PERSPECTIVE

**CLEAN FUEL  
STANDARD**  
30 MT  
(2030)

**COAL  
PHASE-OUT**  
16 MT  
(2030)

**METHANE  
REGULATIONS**  
21 MT  
(2025)

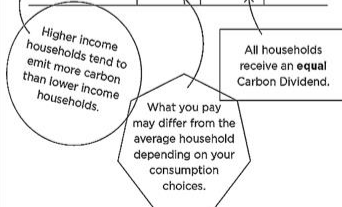
**CARBON PRICING**  
80-90 MT  
(2022)

# 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.

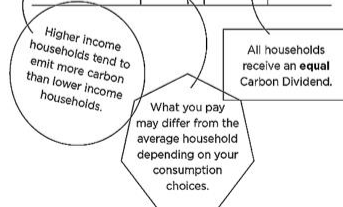
## Alberta 2020

Household income	What you pay/yr Average household	What you get/yr Average household	What you save/yr Average household
\$20K or less	\$310	\$1,268	<b>+ \$958</b>
\$20K - \$40K	\$379	\$1,268	<b>+ \$889</b>
\$40K - \$60K	\$435	\$1,268	<b>+ \$833</b>
\$60K - \$80K	\$451	\$1,268	<b>+ \$817</b>
\$80K - \$100K	\$495	\$1,268	<b>+ \$773</b>
\$100K - \$150K	\$542	\$1,268	<b>+ \$726</b>
\$150K or more	\$602	\$1,268	<b>+ \$666</b>



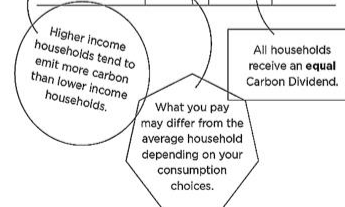
## Saskatchewan 2020

Household income	What you pay/yr Average household	What you get/yr Average household	What you save/yr Average household
\$20K or less	\$351	\$1,567	<b>+ \$1216</b>
\$20K - \$40K	\$356	\$1,567	<b>+ \$1211</b>
\$40K - \$60K	\$422	\$1,567	<b>+ \$1145</b>
\$60K - \$80K	\$468	\$1,567	<b>+ \$1099</b>
\$80K - \$100K	\$514	\$1,567	<b>+ \$1053</b>
\$100K - \$150K	\$561	\$1,567	<b>+ \$1006</b>
\$150K or more	\$648	\$1,567	<b>+ \$919</b>



## Ontario 2020

Household income	What you pay/yr Average household	What you get/yr Average household	What you save/yr Average household
\$20K or less	\$222	\$517	<b>+ \$295</b>
\$20K - \$40K	\$258	\$517	<b>+ \$259</b>
\$40K - \$60K	\$317	\$517	<b>+ \$200</b>
\$60K - \$80K	\$340	\$517	<b>+ \$177</b>
\$80K - \$100K	\$391	\$517	<b>+ \$127</b>
\$100K - \$150K	\$446	\$517	<b>+ \$71</b>
\$150K or more	\$501	\$517	<b>+ \$16</b>



<https://www.carbon-dividends.ca/>

# CCL Canada during the elections

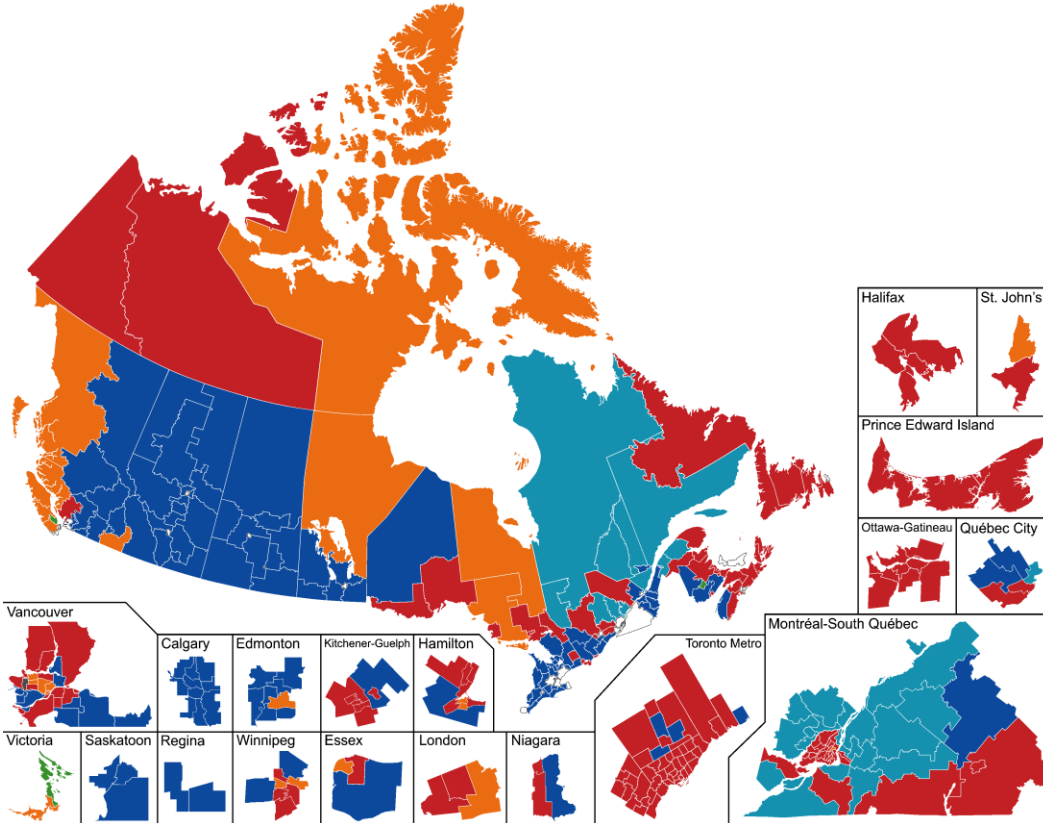
During elections we educate the public while being careful not to take sides.

CLIMATE ACTION COUNTS - FEDERAL ELECTION 2019				
Category	LPC	CPC	NDPC	GPC
GHG targets Mt = Megatonnes of CO <sub>2</sub> eq	Exceed Canada's <b>219.3 Mt</b> (30% below 2005) reduction by 2030. Net-zero emissions by 2050.	<b>219.3 Mt</b> (30% below 2005) reduction of GHGs below 2005 levels to be achieved by 2030.	<b>281 Mt</b> (38.4%) reduction of GHGs below 2005 levels, to be achieved by 2030. Net zero-emissions by 2050	<b>438.6 Mt</b> (60%) reduction of GHGs below 2005 levels, to be achieved by 2030, net zero-emissions by 2050
Carbon pricing	Current plan is to raise the price until 2022. Work with provinces and territories to determine next steps.	Will cancel carbon price.	Maintain carbon pricing policy.	Maintain carbon pricing policy and rise it past 2022.
Financial impact of carbon pricing	Household carbon pricing rebates leave 8/10 households better off.	The Conservative plan would cost the average family \$295 by 2022.	Maintain the household rebate but with no rebate to millionaires.	Maintain household rebate.
Fuel Standards	Maintain fuel standards	Cancel Fuel Standards	Maintain Fuel Standards	Maintain Fuel Standards
Transitioning workers	Powering Past Coal is one policy enacted. Smattering of programs.	Lack details	They have detailed plans.	They have detailed plans..
Keeping high carbon / vulnerable industries in Canada	Output-based carbon pricing for Emission Intensive Trade Exposed industries to pay carbon price over certain thresholds.	Vague about the output-based carbon pricing threshold for large emitters.	Propose lowering the threshold for output-based carbon pricing from 90% to 70%.	Carbon tariffs on countries with lower carbon tax rates. These are also known as border carbon adjustments or border taxes.
Stop subsidizing fossil fuels with public money	Yes by 2025	Fossil-fuel subsidies "could" be cut to slash corporate handouts.	Yes	Yes
How they will fund the low-carbon transition?	A \$70 billion multi-pronged plan. Half tax rate for clean tech.	Will give subsidies and tax credits for industries that use clean tech innovations.	Use money from canceling fossil fuel subsidies, stock option loophole & tax havens. Create a super wealth tax.	Tax reform which will not impact the majority of households..
Climate emergency?	Yes	No	Yes	Yes
Making climate crisis a non-partisan issue	Created independent review panel. Emergency Declaration Motion step toward enshrining targets under national law.	Not clear.	The NDP have been pushing to enshrine science-based targets under national law since 2008.	Establish an inner cabinet of all parties to address the climate crisis.
<b>Bloc Québécois:</b> Voted "yes" that we are in a climate emergency and have a plan to end fossil fuel subsidies. Their climate reduction targets are 219.3 Mt (30% below 2005) reduction of GHGs. The Bloc Québécois does not have a national climate plan, but supports policies aligned with Quebec's provincial plan.				

This table was last updated on October 16, 2019.

For more details visit: <https://canada.citizensclimatelobby.org/media-release-climate-action-counts-in-election-2019-and-the-youth-and-the-world-are-watching/>

# 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.

# Important Post-Election Poll

- 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



# 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.



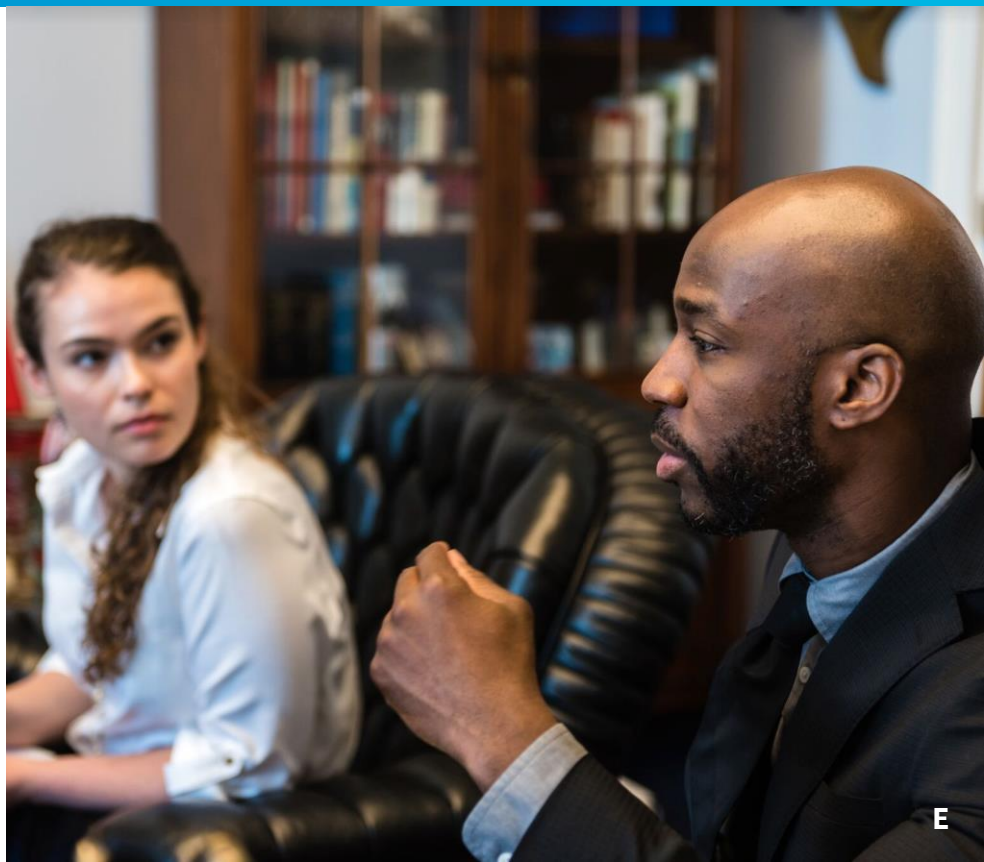


# The “CCL Way”

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# 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

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**To build  
political will for  
a livable world**



**Citizens' Climate Lobby**

# Building Political Will

## What does this look like?

- 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

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To empower  
people to have  
breakthroughs in  
personal and  
political power



**Citizens' Climate** Lobby



# Power Vs. Force

*“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



# CCL's Levers of Political Will

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# 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

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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

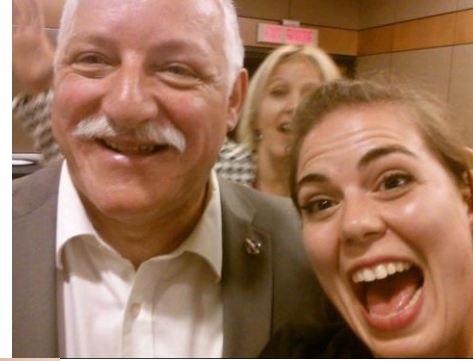
**We are citizen lobbyists  
not experts or  
professional lobbyists.  
How do they differ and  
what does that mean for  
your tactics when  
lobbying?**



# 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.



# CCL's Monthly Meetings

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

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# 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**

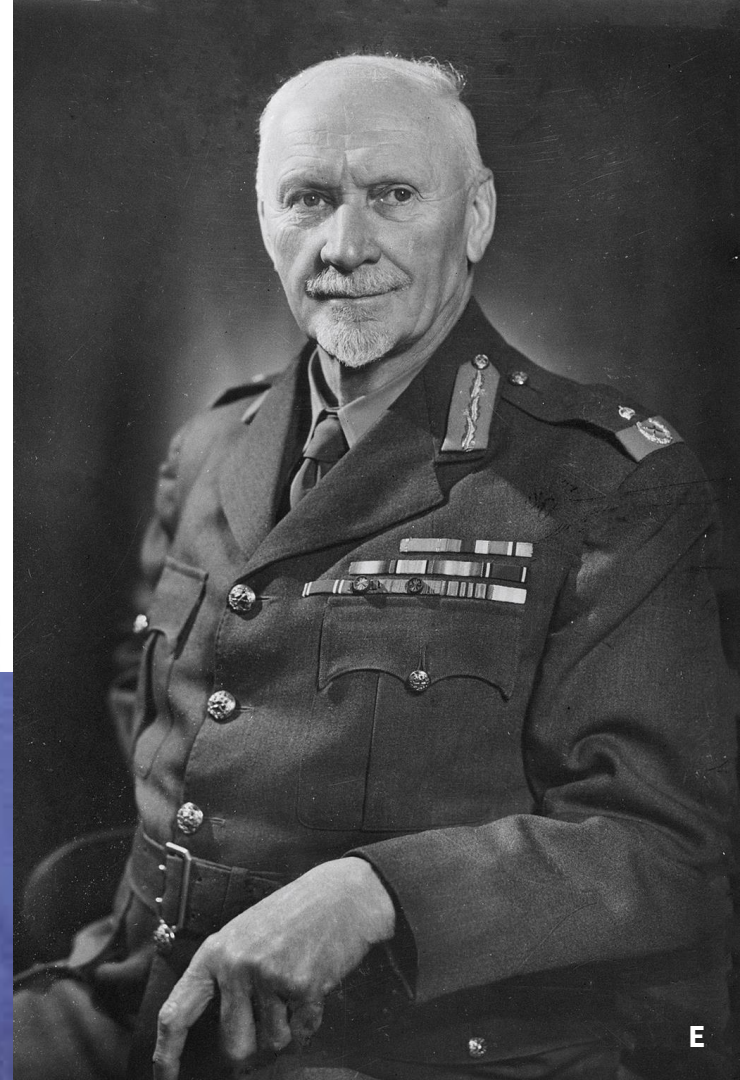
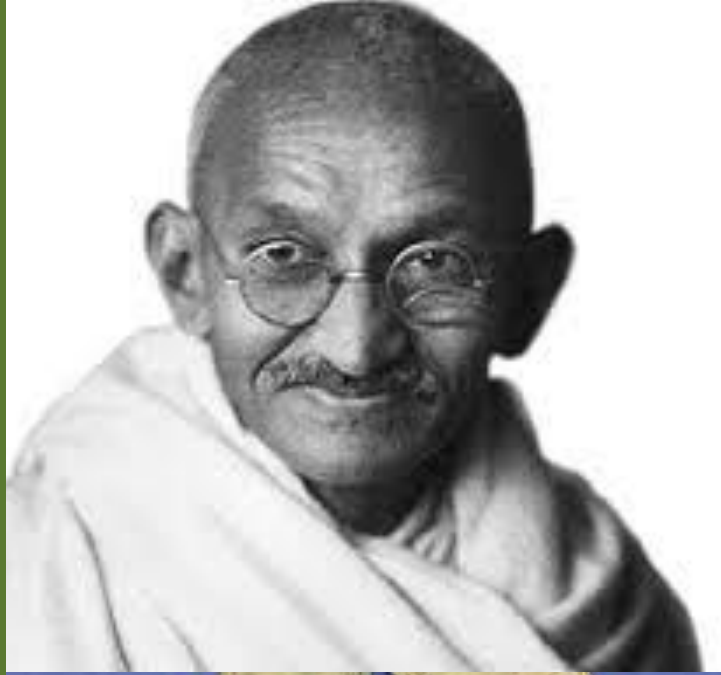
# Debriefing The Meeting

**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](https://canada.citizensclimatelobby.org)

