



Climate Advocate Training

Canadian version February 2022

Our solution to
climate
change?
Democracy.

Thank you for
being on our
team



Our Learning Objectives

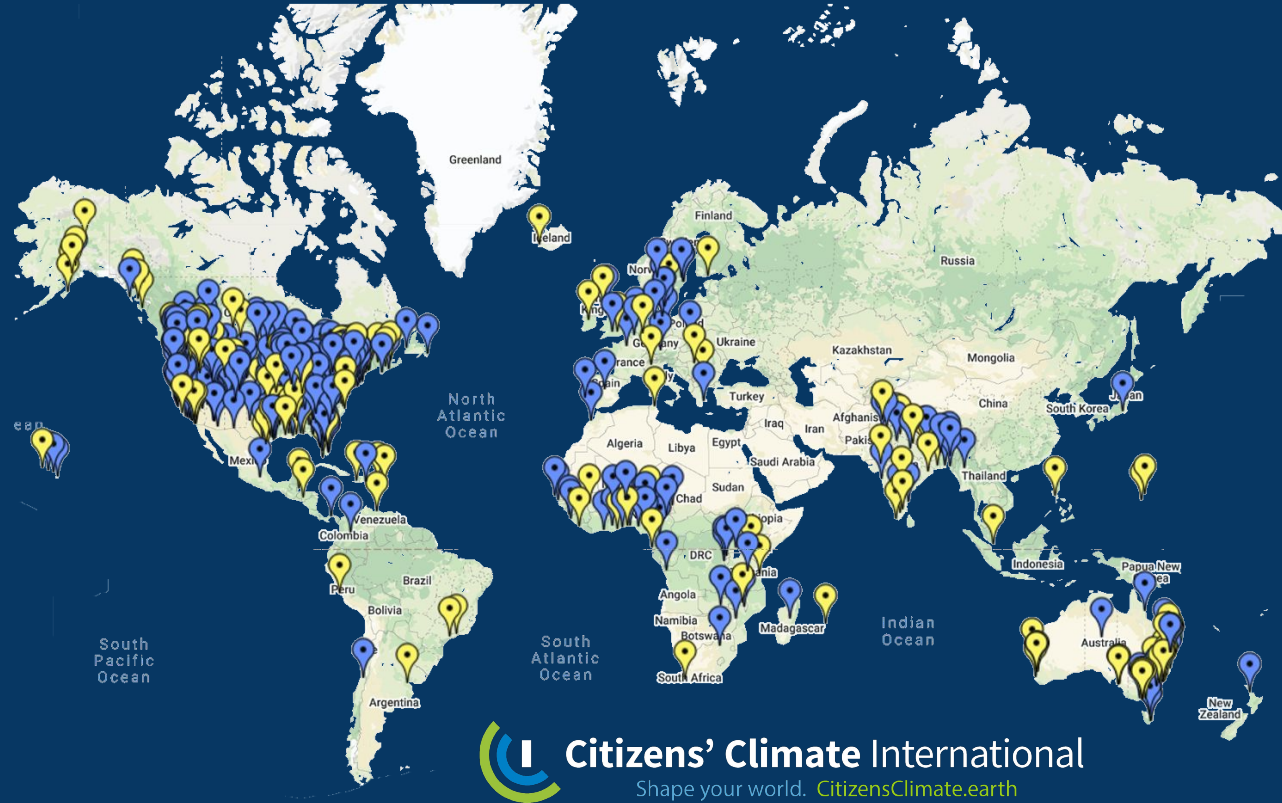
Absorb our history, culture including our unique niche, our one and only rule, our values and our 5 levers of political will. **1**

Articulate the benefits of carbon pricing and border carbon adjustments. **2**

Learn how to be an effective citizen lobbyist. **3**

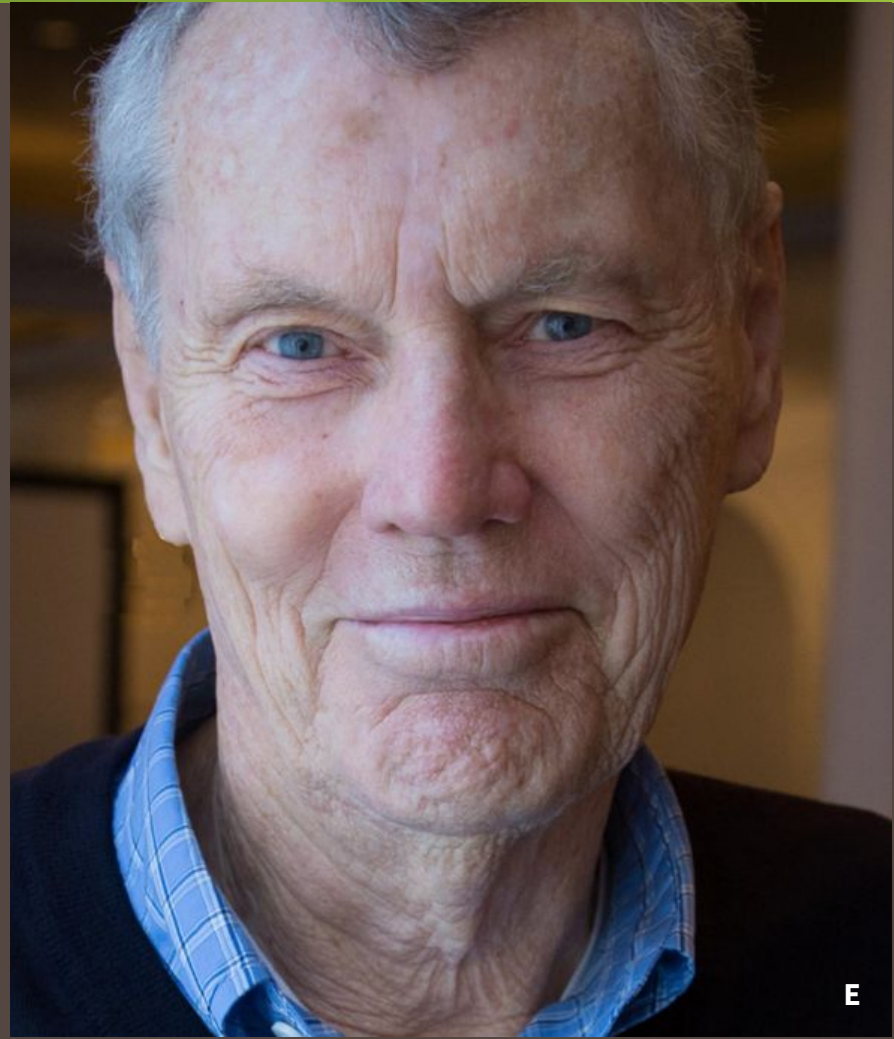
Overview

- Citizens' Climate Lobby established in **2007**
- **145** active chapters outside USA
- Outside the USA, **17,613** supporters organized in **76** countries, with **51** countries with active CCI chapters
- Canada joined in 2010. Australia and Sweden in 2013. By 2015, connecting globally.



“...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.”

Marshall Saunders, CCL Founder



Our Mission

To build political will
for a livable world.

To empower people to
have breakthroughs in
personal and political
power.



Citizens' Climate Lobby

Our niche

We train and support volunteers, organized by ridings, to lobby their parliamentarians and build political will for improvements to the Greenhouse Gas Pollution Pricing Act.

We have been meeting monthly and providing our volunteers with actions since September 2010.

Our one and only rule

**Respect,
admiration,
and gratitude
for service**



Our Values



Focus



Integrity



Optimism



Diversity



Personal Power



Relationships



Being Nonpartisan

Canada's Carbon Pricing Timeline



3 Ways to Price Carbon

Cap and Trade (ETS)

(QC, NS)

Carbon Tax

(PEI, NB, BC, the Territories)

Climate Income / Carbon Fee and Dividend

Federal Greenhouse Gas Pollution Pricing Act 2019

“Back Stop” Policy and it applies to AB, SK MB and ON

Climate Income / Carbon Fee and Dividend

Federal Greenhouse Gas Pollution Pricing Act 2019

“Back Stop” Policy and it applies to AB, SK MB and ON



Canada is studying
Border Carbon Adjustments

The Federal Backstop Program for Carbon Pricing in the Greenhouse Gas Pollution Pricing Act / Loi sur la Tarification de la Pollution Causée par les Gaz à Effet de Serre (Canada)

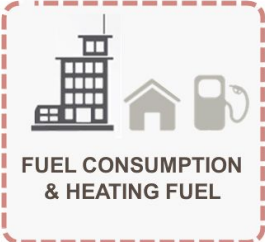
Overview of the federal backstop

FUEL PRODUCTION AND DISTRIBUTION



- Pay fuel charge to GoC
- Rates Apr 1/20 - Mar 31/21 (= \$ 30/t CO₂e)
 - Gasoline: 6.63 ¢/L
 - Light fuel oil: 8.05 ¢/L
 - Natural gas: 5.87 ¢/m³
 - Propane: 4.64 ¢/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

ESTIMATED RESULTS OF CANADA FEDERAL GHG POLLUTION PRICING ACT

PRICING POLLUTION IN PERSPECTIVE

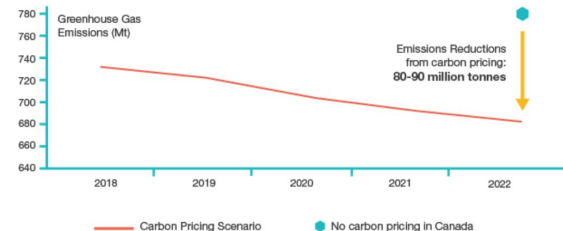
**CLEAN FUEL
STANDARD**
30 MT
(2030)

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

**METHANE
REGULATIONS**
21 MT
(2025)

CARBON PRICING
80-90 MT
(2022)

PROJECTED GREENHOUSE GAS EMISSIONS IN CANADA WITH AND WITHOUT CARBON PRICING



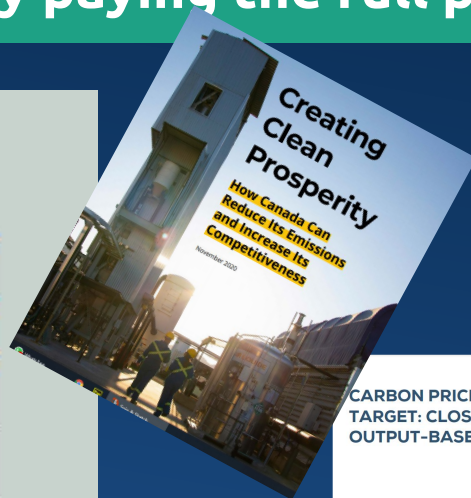
Canadians for Clean Prosperity Data

Border Carbon Adjustments and Industry paying the full price.

Figure 2: Impact of increasing carbon pricing on climate targets

	Emissions Reduction (Mt)		As share of gap to Climate Target (%)*		Carbon Price (\$, 2020)	
	2030	2040	2030 (Paris)	2040 (Net-zero)	2030 (Paris)	2040 (Net-zero)
Scenario 1 (OBPS + \$10/t pa)	71	N/A	92%	N/A	120	N/A
Scenario 2 (Full pricing \$10/t pa)	114	250	148%	30%	120	195
Scenario 3 (Full pricing \$15/t pa to 2030, \$10/t pa to 2040)	159	319	206%	63%	165	241

Note: The emissions gap in 2030 is assumed to be the 77 Mt gap used by the federal government, based on their projection that emissions are currently expected to be 588 Mt in 2030. The gap to net zero is assumed to be 508 Mt, which is derived based on the 588 Mt starting point in 2030 and assuming emissions need to decline to 80 Mt. The gap to net zero is shown for 2040 as carbon pricing is not expected to rise beyond 2040. Between 2040 and 2050, technologies like direct air capture will become cost-competitive due to rising carbon prices and are projected to scale up to cover any remaining emissions gap.



CARBON PRICING FOR THE PARIS TARGET: CLOSING THE GAP WITH OUTPUT-BASED PRICING



https://www.pbo-dpb.gc.ca/web/default/files/Documents/Reports/RP-2021-019-S/RP-2021-019-S_en.pdf

https://www.cleanprosperity.ca/wp-content/uploads/2020/12/Creating_Clean_Prosperty_Nov2020.pdf



Puts Money in Your Pocket

The money collected from the carbon fee is given as a dividend, “climate income” payment to every person to **spend with no restrictions**. Most low and middle income people will **come out financially ahead or break even**.



Shape your
world.

We can reduce GHGs and Income Inequality at the same time

Policy Brief | [Published: 29 November 2021](#)

CLIMATE POLICY

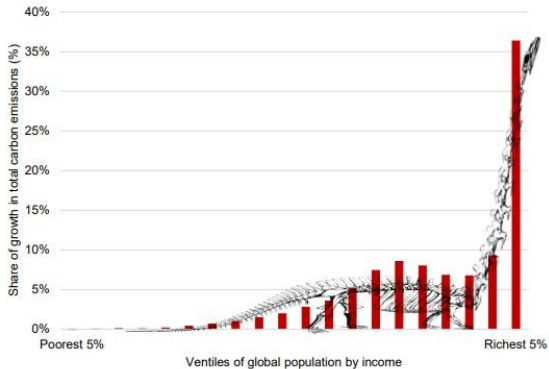
Protecting the poor with a carbon tax and equal per capita dividend

[Mark Budolfson](#) , [Francis Dennig](#), [Frank Errickson](#), [Simon Feindt](#), [Maddalena Ferranna](#), [Marc Fleurbaey](#), [David Klenert](#), [Ulrike Kornek](#), [Kevin Kuruc](#), [Aurélie Méjean](#), [Wei Peng](#), [Noah Scovronick](#) , [Dean Spears](#), [Fabian Wagner](#) & [Stéphane Zuber](#)

Nature Climate Change **11**, 1025–1026 (2021) | [Cite this article](#)

335 Accesses | 103 Altmetric | [Metrics](#)

We find that if all countries adopt the necessary uniform global carbon tax and then return the revenues to their citizens on an equal per capita basis, it will be possible to meet a 2 °C target while also increasing wellbeing, reducing inequality and alleviating poverty. These results indicate that it is possible for a society to implement strong climate action without compromising goals for equity and development.

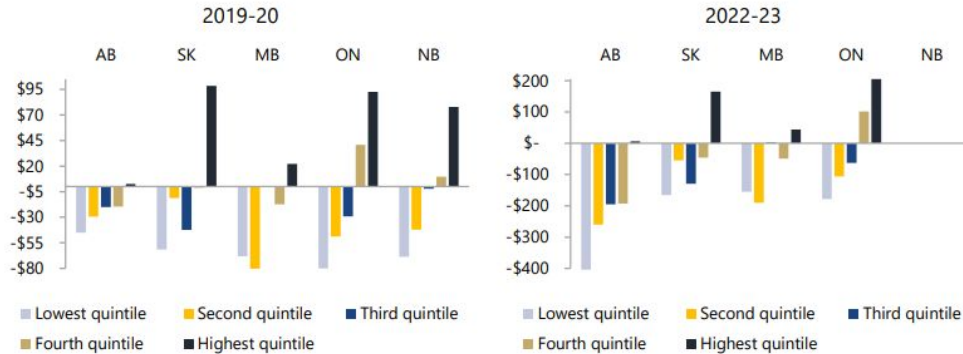


<https://www.sei.org/publications/the-carbon-inequality-era/>

<https://www.nature.com/articles/s41558-021-01228-x>

Parliamentary Budget Office Data

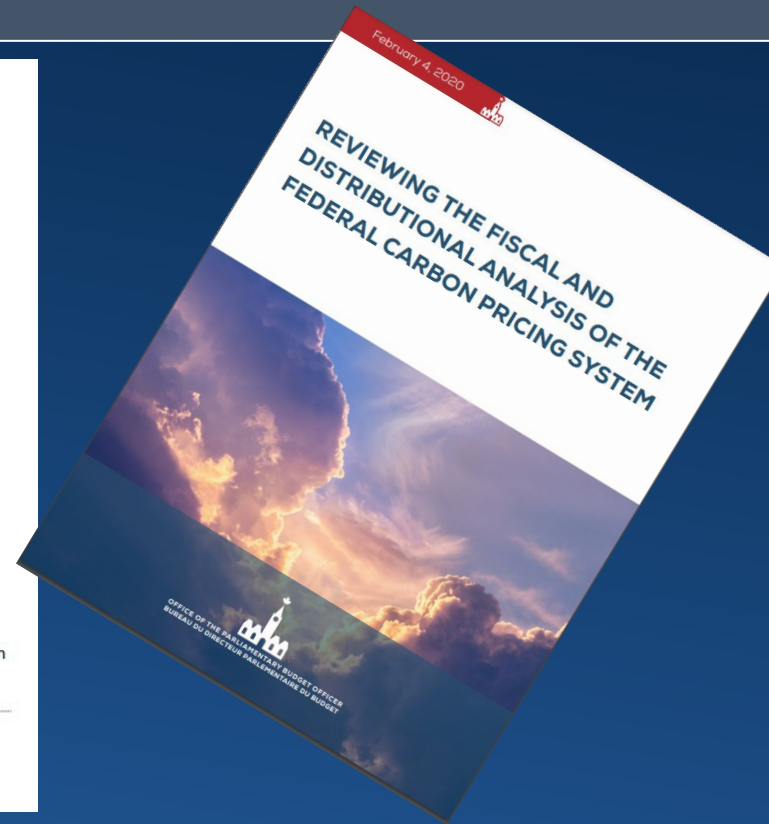
Summary Figure 2 Quintile distribution of household carbon cost net of rebate



Source: PBO calculations.

Notes: Negative cost means rebates exceed the gross household carbon costs.

New Brunswick's proposed fuel charge would replace the federal fuel charge in 2020-2021.



Fair Path Forward's Rebate Calculator

Urban family of three



ONTARIO

MANITOBA

SASKATCHEWAN

ALBERTA



Rural family of three

<https://fairpathforward.ca/rebate-calculator/>



Net Zero by 2050

Climate Income is the **single most powerful tool we have to get us to net zero by 2050.**

EnROADS

A cutting-edge simulation model to test climate solutions and generate climate scenarios for the future.

Global impact of

- ★ Removing Fossil Fuel Subsidies
- ★ Subsidizing Clean Energy
- ★ Maximizing Tree Growth
- ★ Carbon Pricing

On

- ★ Global Primary Sources of Energy
- ★ Air pollution
- ★ Global Temperatures



climateinteractive.org
en-roads.org



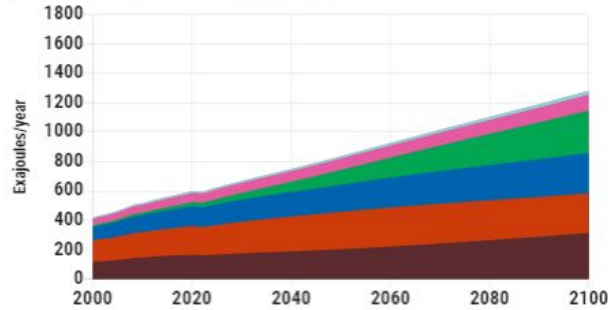
Baseline Global Scenario



English - Simulation - Graphs - View - Help -

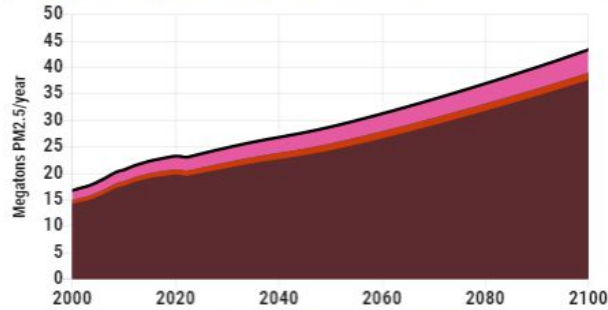
[Share Your Scenario](#)

Global Sources of Primary Energy



COAL OIL GAS RENEWABLES BIOENERGY NUCLEAR NEW ZERO

Air Pollution from Energy by Source – PM2.5



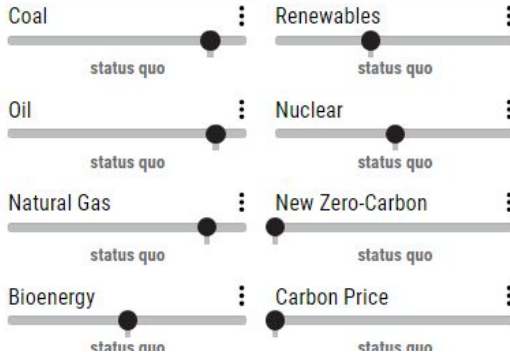
BASELINE COAL OIL GAS BIOENERGY

+3.6°C

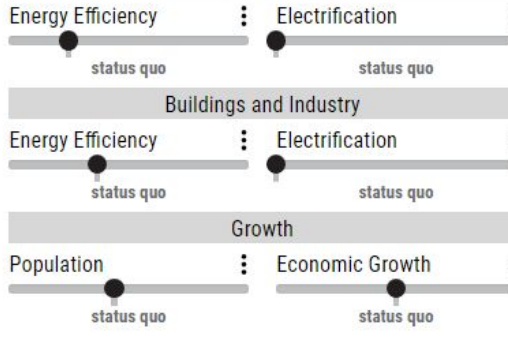
+6.5°F

Temperature Increase by 2100

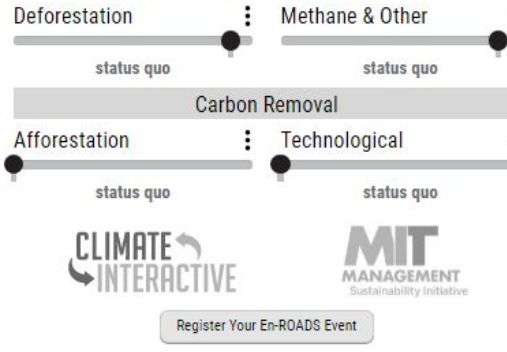
Energy Supply



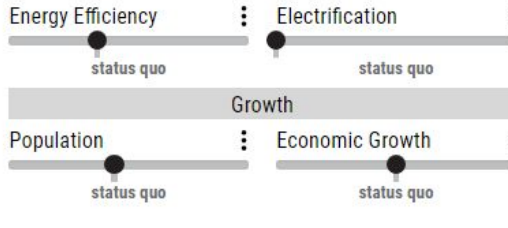
Transport



Land and Industry Emissions



Buildings and Industry



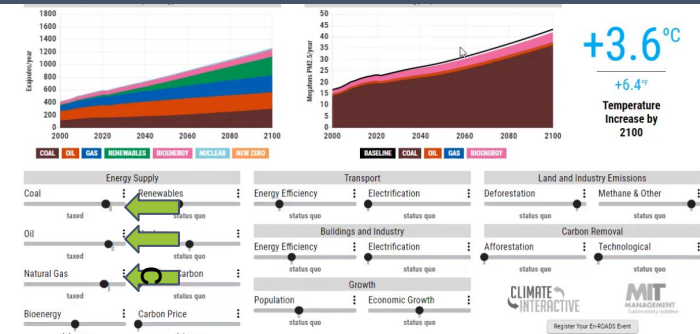
Growth



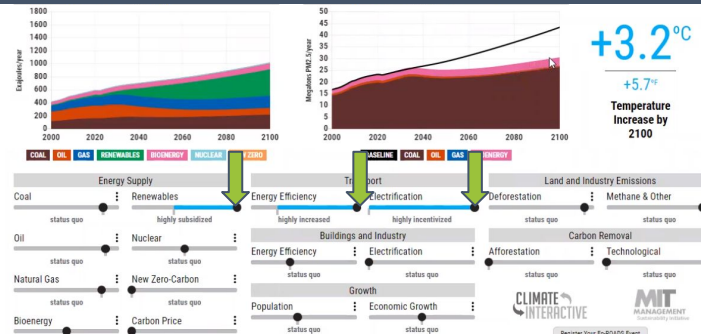
[Register Your En-ROADS Event](#)

En ROADS Carbon Pricing vs Other Policies

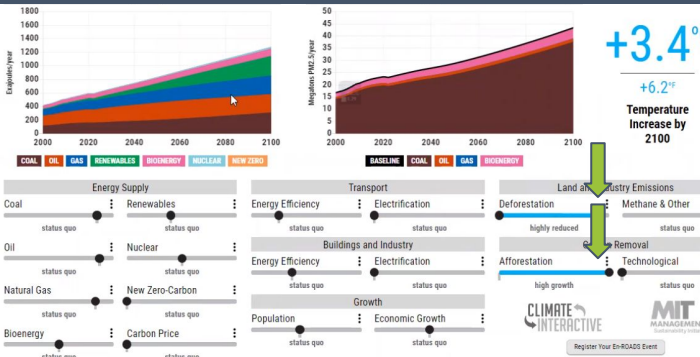
Removing all fossil fuel subsidies globally



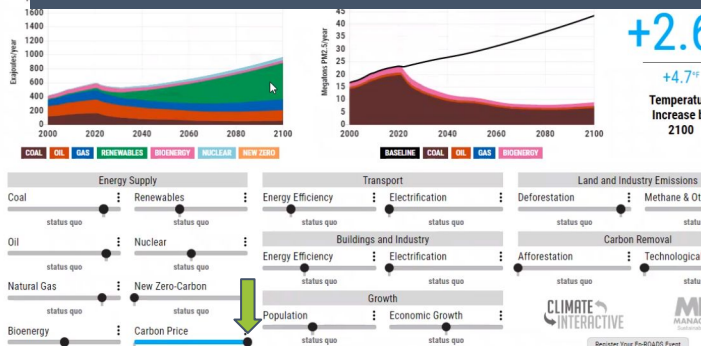
Maximizing clean energy subsidies



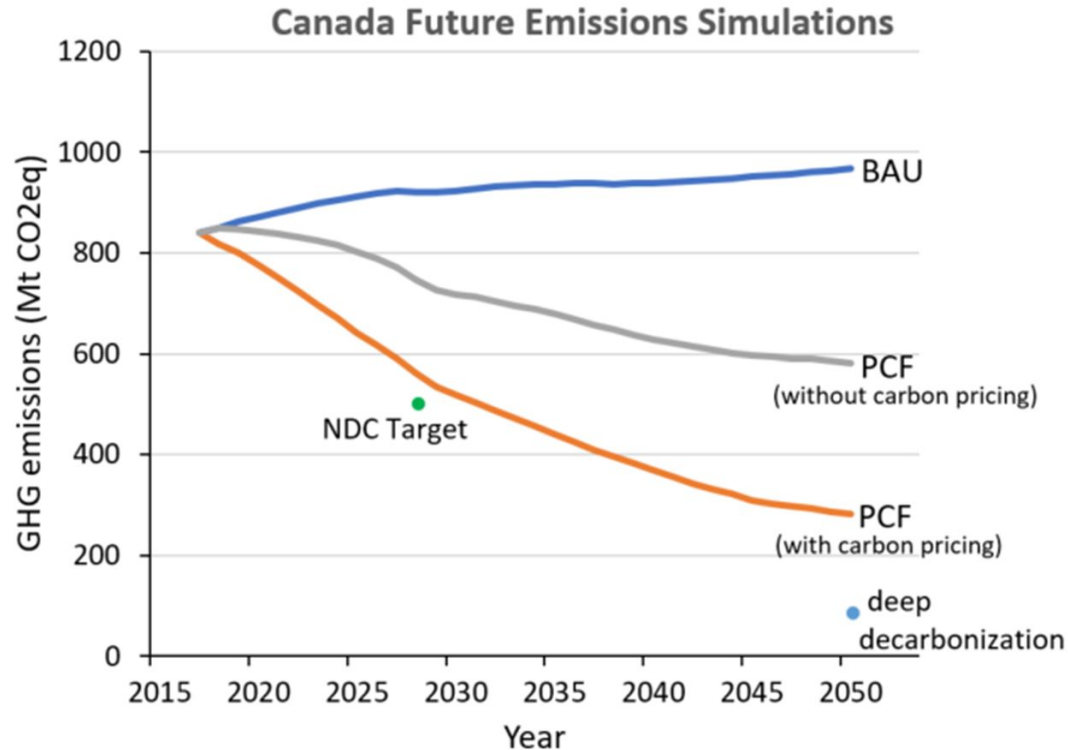
Maximizing Tree Growth



Maximizing carbon pricing



Pembina Simulator (2018 data)



CCCL's Levers of Political Will

CCL's Monthly Actions

Every month read the Canadian action sheets and laser talks and with your group determine what is best for your group.
Let's row together.



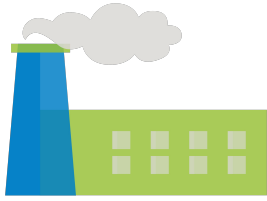
What Are Laser Talks?

- 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

[Go to January Action Sheets](#)



LASER TALK: Carbon Fee & Dividend



Place a fee on fossil fuels at the source (mine, well or port).
Start at \$15/tonne CO₂e, increase \$10/tonne annually



Return net revenues to households equally, protecting lower/middle class.



A border adjustment on goods imported from or exported to countries without an equivalent price on carbon.

CCL's Five 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.



Five Levers of Political Will

Media

Lobby

Grasstops

Tabling

Grassroots

Presentations

Group & Volunteer Development

Monthly Meetings, Training, Hospitality

Research the Politician First

Find something you can appreciate the MP for and get to know them. Search their websites, social media, and the Hansard. Sign-up to receive alerts at openparliament.ca Be sure to also include contact information and the name of the politicians' staffers. Share it with your team.



Securing the appointment

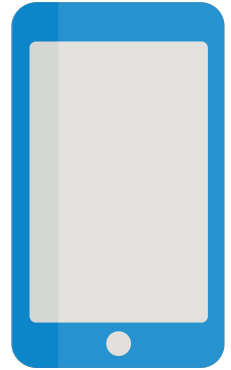
Phone and then email. If need be, leave a voicemail and follow it up with an email.

If you are a constituent, identify yourself as one.

Be sure to mention you are with Citizens' Climate Lobby Canada.

In March, in the Action Sheets there will be scripts to phone and email to tell inform of your hope to lobby your MP in early May

In April, in the Action Sheets there will be scripts for you to secure an appointment.



Practicing Meeting with a Politician

Discussion

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



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.

BASIC STEPS

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. Your MP should be doing most of the talking.



CCL Canada's Interim Lobbying Asks

1. We support the federal government's announced intention to gradually increase the federal carbon price to \$170/tonne by 2030 and that the rebates will be in the form of quarterly dividends
2. Furthermore, we are now recommending the government study the following carbon prices: [\\$210 by 2030](#) to [\\$295 by 2035](#) and in the context of complementary policies also enacted.
3. We have always recommended that carbon price must be revenue-neutral, upstream, economy-wide with minimal, principled exceptions and dividends returned to households equitably.
4. All measurable GHGs must be priced. To begin with, we need [natural-gas produced electricity](#) to be removed from the Output-Based Pricing System and pay for all their GHG emissions, immediately. As well, a full accounting of all measurable GHGs must be included in the Federal GHG Inventory including and not limited to volatile anaesthetics such as Desflurane and Sevoflurane.
5. We encourage the government to enact Border Carbon Adjustments (BCAs) and work with trading partners to have them implemented by 2025 at the latest. BCAs will ensure Canadian industries and jobs are protected.
6. We applaud the government's intentions to review the standards used to assess provincial carbon pricing systems, and engage with provinces and territories as well as with Indigenous Peoples in this review. Strengthening and harmonization of carbon pricing across jurisdictions will be necessary to ensure our carbon pricing policies comply with international trade laws including border carbon adjustments.

Getting Outside Our Comfort Zone



Roles in Your Meeting

- Lobby Lead
- Appreciator
- Time Monitor
- Notetaker
- Discussion
- Asker
- Deliverer
- Follow-up
- Photographer
- Observer



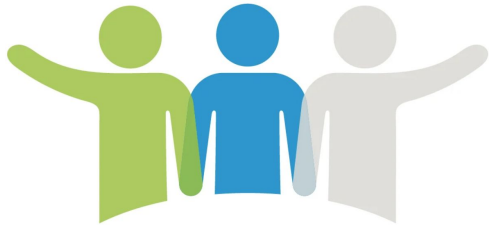
These are suggestions,
be flexible. Be ready to
assume multiple roles.
Encourage everyone
to participate in the
discussion.



Basic Meeting Outline

Beginning

thanks, how much time, intros, appreciation, state our purpose and ask.



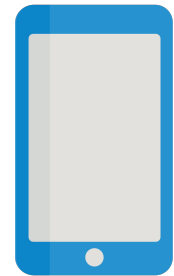
Middle

exchange thoughts, MI questions, listening for values, and moving MP forward.



End

clarify supporting ask(s), plans for follow-up, photo, and thank them for time.



Role Play a Meeting

- Identify the “Lobby Lead”
- Settle on who you plan to lobby
- “Lobby Lead” facilitates assignment of roles and your team’s meeting plan
- Come up with 2 or 3 Motivational Interviewing questions
- Make sure everyone has a role and participates
- Role play
- Debrief As A Group

Debrief

- What was effective?
- What would you change?
- Biggest takeaway?

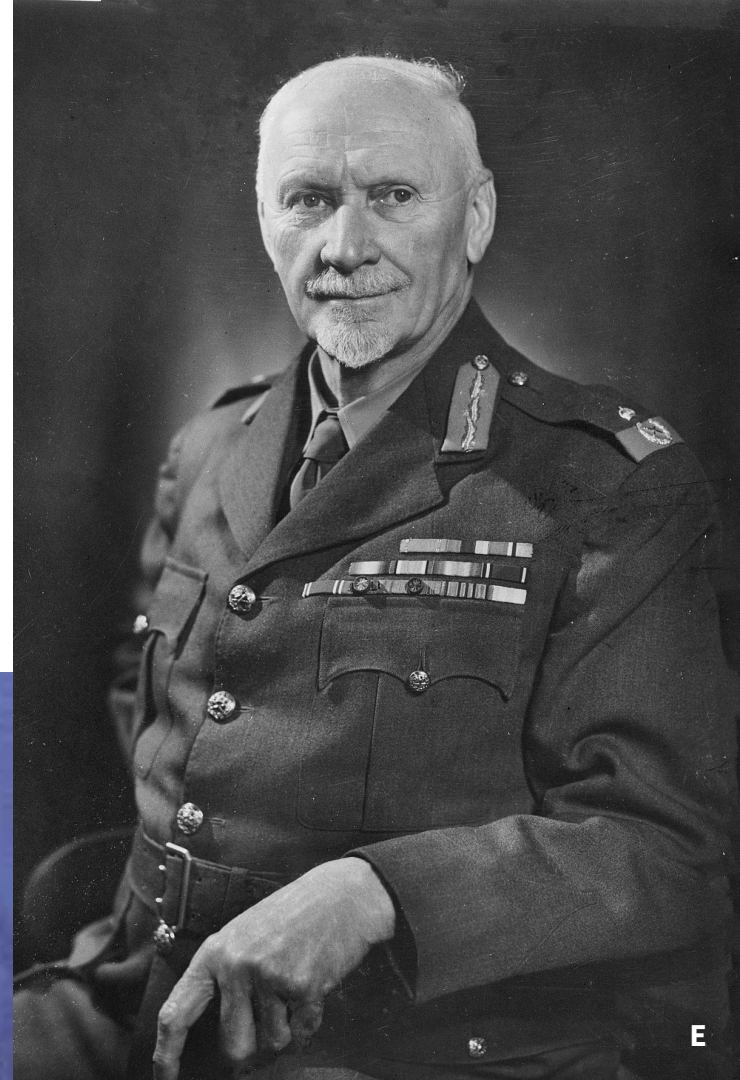
Additional Photos



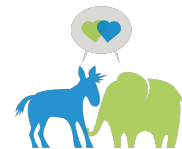
“I have worn these sandals for many a summer, even though I may feel that I am not worthy to stand in the shoes of so great a man. It was my fate to be the antagonist of a man for whom, even then, I had the highest respect”.

“J'ai porté ces sandales pendant de nombreux étés, même si je pense que je ne suis pas digne de me mettre à la place d'un si grand homme. C'était mon destin d'être l'antagoniste d'un homme pour qui, même alors, j'avais le plus grand respect”.

-Jan Smuts



ICONS



Thank You!
Merci !



Citizens' Climate Lobby

www.citizensclimatelobby.org

