

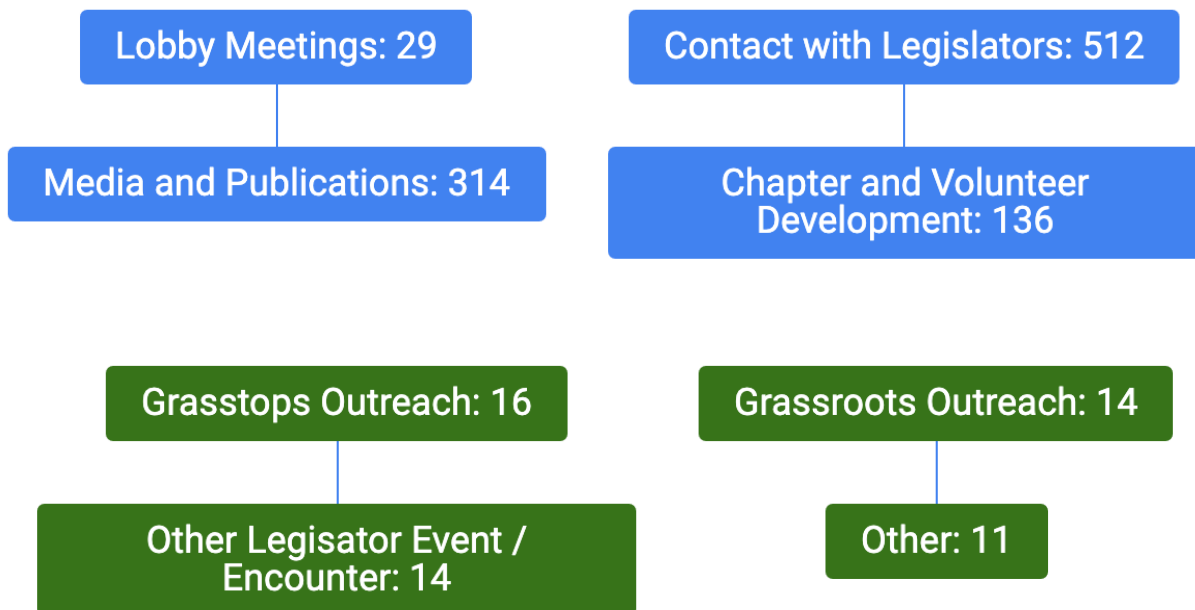


Citizens' Climate Lobby Canada Lobby Climatique des Citoyens

Citizens' Climate Lobby Canada First Quarter Report, 2024

We want a liveable world, so we want to see bold action to fight climate change. Since 2010, we have trained and empowered our volunteers to engage their elected leaders in conversation and advocate for the legislation and policies we need to make that liveable world a reality. Here is a summary of our achievements through the first quarter of 2024 (January 1 – March 31), as well as a preview of what's in store for the coming months.

CCL Canada members have reported a total **1046 actions** in the first three months of this year! Keep reading to hear more about what we've accomplished since the beginning of January.



Lobbying and Advocacy

Lobbying Event in Ontario

On Monday, February 26, CCL Ontario collaborated with **9 other environmental groups** to host “Transforming Ontario’s Energy Sector,” a breakfast and lobbying event at the Ontario Legislative Building. The event focused on energy production in Ontario and how to transition away from methane gas. In total, **58 citizen lobbyists** from CCL and partner organizations attended and spoke with **14 MPPs from all four political parties**, as well as **staffers from 4 other MPP offices**. On the tables at this event was an art installation of **20 miniature snowmen (and women)** holding placards, with phrases such as “Protect our winters.” More information and a video from the event can be found [here](#). CCL was invited back to the Ontario Legislature the following week to participate in a press conference, which can be viewed [here](#).



CCL Ontario members and MPPs at Queen's Park

Getting What We Lobbied For

Back in October 2023, CCL Canada volunteers met with their MPs on Parliament Hill, and one of our lobbying asks was for the government to make the former Climate Action Incentive payment easier for Canadians to understand. We lobbied for a simpler name and for bank statements to be clearer about what this payment is. In February of this year, the government announced that they would be [rebranding this quarterly payment as the Canada Carbon Rebate](#) and they urged financial institutions to identify clearly what this payment is.



CCL Canada members in Ottawa for the fall 2023 lobby days

Having Our Say

CCL Canada volunteers have submitted feedback on **three important pieces of legislation** this winter. **Over two dozen CCL Canada volunteers** sent comment letters on Canada's legislation for emission caps in the oil and gas sector. Check out our contribution [here](#). We also weighed in on the Federal Budget, with **nearly 50 CCL Canada members signing an open letter** to Canada's finance minister just before Valentine's Day, expressing love for the planet and urging action in Budget 2024. In addition, **over 20 CCL Canada members sent letters** to their MPs and Environment Minister Steven Guilbeault regarding Canada's [Clean Electricity Regulations](#).

Communications

Connecting on Social Media

We recently expanded our social media presence by joining Threads and Bluesky. We are developing a habit of converting our Laser Talks into social media posts. Here are [The Uninsurable World](#) and [Redirecting Financial Flows](#). As of March 31, CCL Canada has sent 340 tweets and retweets (replies not included) and is on pace to double our Instagram posts compared to 2023. In Q1 of 2024, compared to Q4 of 2023, our Facebook account has seen the following increases: reach is up 63%, content published is up 26%, engagement is up 90%, and net new followers are up 107%. Stay connected to us by following all our social media channels:

[Threads](#)

[Bluesky](#)

[Twitter](#)

[Facebook](#)

[Instagram](#)

[YouTube](#)



A glimpse of CCL Canada's Instagram page

Connecting Through Mainstream Media

CCL members regularly engage with local and national media outlets through letters to the editor and OpEds, as well as radio and television. We also send out [media releases](#), and **have sent out 6 media releases** so far this year, compared to 1 at this time last year. In total, from the beginning of January through the end of March, CCL members have connected with and/or appeared in the mainstream media **314 times**. We have begun work on **television commercials** to air by summer, and in March, we also had our **first media scrum** in a parliamentary building, which can be viewed [here](#).



CCL members address the media along with with MPPs Shaw and Wong-Tam

Two Laser Talk Booklets

Every month, CCL Canada releases a few **laser talks**, short write-ups on specific climate-related topics designed to keep our volunteers informed and give them the tools to discuss these topics with their elected representatives, family and friends, and the media. In January, CCL Canada released "[Where There's Smoke: Laser Talks for De-Mystifying Carbon Pricing](#)," a collection of laser talks focusing on strategies for communicating with those who dismiss carbon pricing and climate action more broadly. In addition to reading this booklet for their own information, volunteers shared the booklet with local media outlets and with their MPs. In March, we prepared a second laser talk booklet, "[Seven Lucky Laser Talks: Reflections on Canada's Progress and Barriers to Climate Action](#)," which has just been released. In addition, laser talks were embedded into the conference booklets for lobbying events in [Ontario](#) and [Manitoba](#).

Volunteer Development

Onboarding Calls

In February and March, CCL Canada hosted **6 onboarding calls**, which were attended by **17 volunteers**. These calls gave new volunteers the opportunity to learn more about CCL, and to connect with their local chapter or start a new chapter. One of the calls can be viewed [here](#).

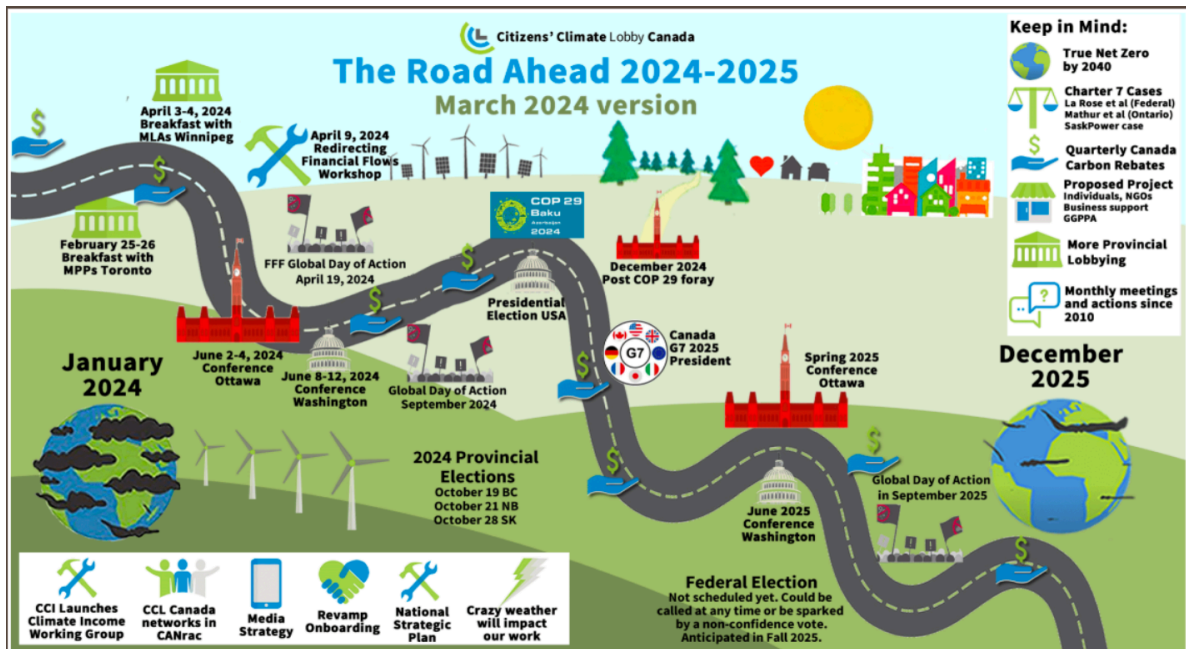
Canada-Specific Volunteer Resources

We have been hard at work developing new informational resources for Canadian volunteers. We are just putting the finishing touches on a new Canada-specific **volunteer manual and introductory video**.

Organizational Development

Strategic Planning

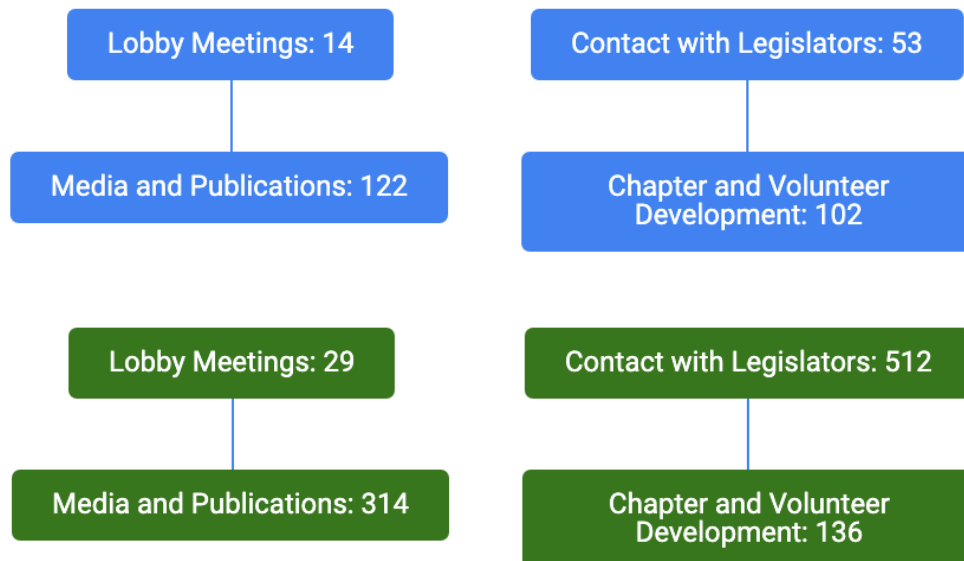
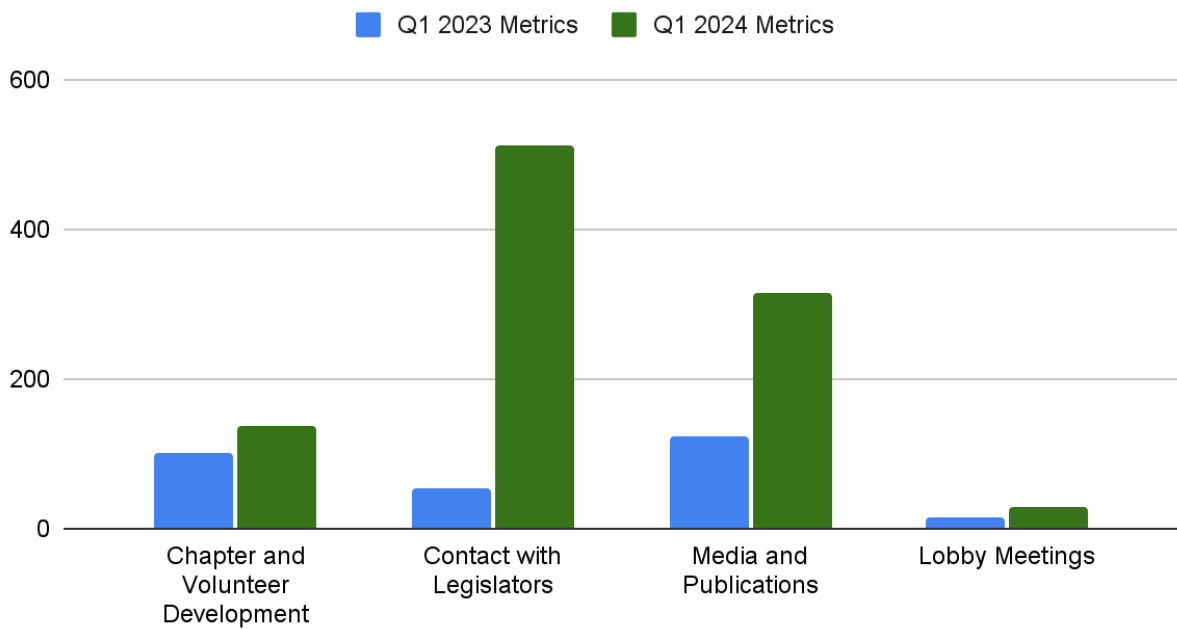
In January, we met for our annual **national planning session** and worked collectively and collaboratively with volunteers to create a national plan from now until election 2025. The [video](#) and [slides](#) from the session are available for viewing, and the graphic below summarizes our vision of the road ahead:



Two Part-Time Staff

For the first time, CCL Canada has **2 paid part-time staff** members. Having paid staff has allowed us to take on new projects, such as the laser talk booklets, volunteer manual, introductory video, and TV commercials mentioned above. It has also helped us to increase our metrics in several key categories compared to the first three months of 2023.

CCL Canada Metrics, Q1 2023 vs. Q1 2024



What We've Started in April

Lobbying Event in Manitoba

On Thursday, April 4, CCL Manitoba collaborated with 5 other environmental groups to host "Citizens for Climate: Uniting Voices for a Healthy Manitoba." The event was a breakfast and lobbying event focused on Manitoba's role in the Pan Canadian Framework. 14 MLAs attended, 4 of them government ministers. More information about the event can be found [here](#). Our members were asked by MLAs in attendance, "When are you coming back?"

What's Coming in May and June

Mother's Day Event at the Ontario Legislature

In May, CCL members will be participating in a media event at the Ontario Legislative Building focused on children and youth. The event will take place circa Mother's Day, and we will ask the provincial government to make the future of young people in Ontario a priority by moving on from burning fossil gas (methane) for electricity generation.

Lobbying on Parliament Hill in June

CCL Canada's National Conference and Lobby Days, "Dream No Small Dreams," will take place in Ottawa from June 2-4. In addition to meeting with MPs from all over Canada, we are planning to build a giant dreamcatcher on Parliament Hill with Indigenous artist Will Morin.



Artwork by Erica Bota at [ThinkLink Graphics](#)