



Citizens' Climate Lobby Canada Second Quarter Report, 2024

Since 2010, we have trained, helped, and empowered our volunteers to get involved in the political process by talking to their elected leaders. We want a liveable world, so we need bold action to fight climate change, and that takes political will. The power to create that political will lies in the people of Canada. Here is a summary of our achievements through the first half of 2024, with an emphasis on the second quarter (April 1 – June 30).

CCL Canada members have reported a total of **1583 actions** in the first six months of this year! Keep reading to hear more about what we've been up to since the beginning of April. Our first quarter report is available [here](#).

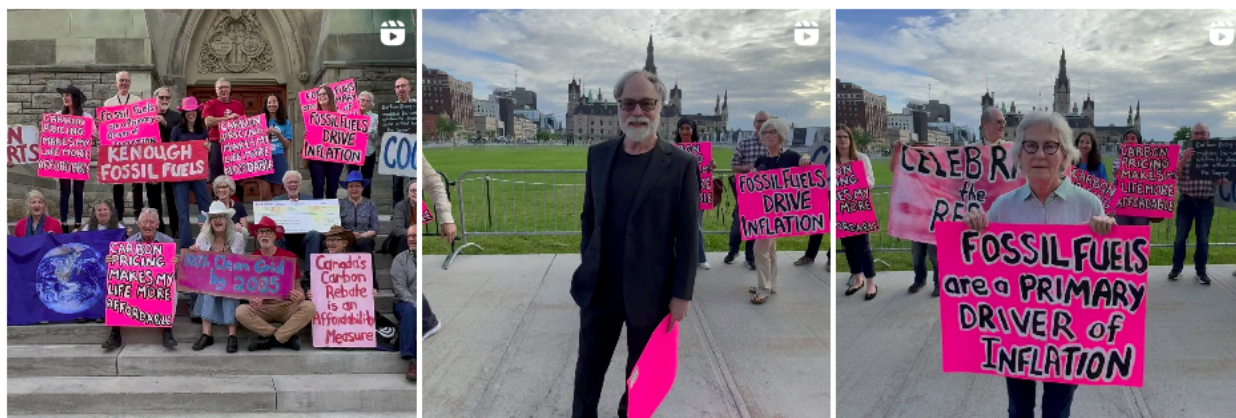


CCL Canada members celebrate the rebate at the national conference in Ottawa

Lobbying and Advocacy

National Conference

CCL Canada's spring 2024 national conference and lobby days, "Dream No Small Dreams," took place in Ottawa from June 2-4. [Seniors for Climate Action Now! Ottawa](#) and the [Canadian Association of Physicians for the Environment](#) were co-hosts, making this our first national conference to be hosted in collaboration with partner organizations. The conference yielded **25 lobby meetings with MPs**, and members will continue to meet with their MPs in the ridings throughout the summer. The conference featured a **keynote address from the Honourable Catherine McKenna**, Canada's former Minister of the Environment and Climate Change. On CCL's role in putting a price on carbon in Canada, McKenna said, "You guys were amazing, because it was really important to show that this was something that had broad public support ... We needed people to actually speak up and say this is what we want, and this is good for people." MP Adam van Koevorden also [recognized CCL Canada's efforts](#) by mentioning us during Question Period in the House of Commons. A series of "Celebrate the Rebate" [Instagram reels](#) that we made on Parliament Hill during the conference have accumulated **over 49,000 views**.



Thumbnails of some of the [Instagram reels](#) we recorded on Parliament Hill

A special event highlight occurred when conference attendees collaborated with Indigenous Artist Will Morin to build a giant dreamcatcher on Parliament Hill. Joining us for the dreamcatcher event were MPs from the Liberal Party of Canada, the New Democratic Party, the Conservative Party of Canada, and the Bloc Québécois.



CCL members and MP Marc Serré (far right) build a giant dreamcatcher

More information about the national conference is available [here](#). The presentations from the conference's guest speakers were recorded and are available for viewing:

- [Carbon Border Adjustment Mechanisms with Dr. Ross Astoria](#)
- [Bill C-372 with Dr. Leah Temper and Dr. Sehjal Bhargava](#)
- [Our Lobbying Asks Explained by 11-Year-Old Climate Champion Robert](#)
- [Keynote Address from the Honourable Catherine McKenna](#)
- [Climate Finance with Senator Rosa Galvez](#)
- [Pub Chat with Economists Dr. Chris Ragan and Dr. David Robinson](#)

Lobbying Event in Manitoba

On April 4, close to **40 Manitobans** gathered for a breakfast event at the provincial legislature. The event was attended by **18 MLAs** (or their staff). **Co-hosts for the event** were MLA Mike Moroz, CAPE (Canadian Association of Physicians for the Environment) Manitoba, CANE (Canadian Association of Nurses for the Environment) Manitoba, For Our Kids Manitoba, Manitoba Energy Justice Coalition, and Re-Generation. The two main lobbying asks were for Manitoba to fulfill their role in the [Pan-Canadian Framework on Climate Change](#) and for Manitoba to sign on as a friend of the [Beyond Oil and Gas Alliance](#). The media release sent out following the event is available [here](#), and more information is available [here](#). The Honourable Tracy Schmidt, Manitoba's Minister of Environment and Climate Change, posted [this video](#) about the event on Instagram.



CCL Manitoba members listen to a presentation by Dr. Tamara Miller and Dr. Christine Polimeni from CAPE Manitoba

Mother's Day Event in Ontario

On May 6, in the lead-up to Mother's Day, CCL Ontario joined forces with CAPE (Canadian Association of Physicians for the Environment) Ontario, For Our Kids Toronto, Toronto East Residents for Renewable Energy, and Seniors for Climate Action Now to **speak out against** the Ontario government's planned expansion of **fossil gas infrastructure** for electricity generation. The event was **youth-focused** and featured a press conference co-hosted by the Green Party of Ontario, with remarks by Party Leader Mike Schreiner, medical student [Grace Kuang](#), 11-year-old climate activist [Robert](#), and CCL Canada Deputy Project Manager [Mary Blake Rose](#). Attendees included an infant and three other youth under the age of 12, and some had travelled from as far away as North Bay, Ontario. More information, as well as the video from the press conference, can be found [here](#).



Mother's Day Event attendees with MPPs Mike Schreiner and Aislinn Clancy

Signatures on a Carbon Pricing Petition

Canadian volunteers helped generate a fair share of the **1492 signatures** on a [House of Commons petition](#) urging legislators “to fully support the planned increase to the Federal Carbon Tax in April of 2024 and to **renew their commitment to current Federal Carbon Tax legislation** for the good of all Canadians.” This petition was not initiated by CCL Canada, but we chose to help gather signatures because its message is so close to our work. Images that we posted on social media during this campaign were shared hundreds of times, with no paid advertising.

This is Paul Romer



Alongside 27 Nobel laureates and thousands of economists worldwide, he endorses carbon fees with rebates. If they are not impeccable with their word, they lose their job.

This is Oil & Gas



With pockets deeper than many governments, they thrive on free pollution. Some have bankrolled climate disinformation for years, profiting from deceit.

It's time to MAKE POLLUTERS PAY

Sign e-4876 if you agree



Citizens' Climate Lobby Canada
Lobby Climatique des Citoyens

An example of a [graphic CCL Canada used](#) to help promote the petition

Crashing an Axe the Tax Rally

An increase in the federal fuel charge came into effect on April 1, bringing with it a series of “Axe the Tax” rallies from opponents of Canada’s price on carbon. Our National Director Cathy Orlando attended one such rally as a **solo counterprotester** holding a “Carbon pricing makes my life more affordable” sign. It is uncomfortable to do such things, but at this time in history, there is no time for nonsense and we must stand up against it in real time. Read more [here](#). Within two weeks of this incident, the giant “Axe the Tax” billboard in Cathy’s community was taken down. Her experience was broadcast across Climate Action Network Canada, yielding massive appreciation. In [a more recent “Axe the Tax” tour](#), Sudbury was the only city where the event was not referred to as “Axe the Tax,” but instead was called “An evening with Pierre Poilievre in support of the Conservative Party of Canada.”



Parry Sound–Muskoka MP Scott Aitchison attends the “Axe the Tax” rally outside the office of Nickel Belt MP Marc Serré. Cathy Orlando attends as a counterprotester. Photo credit John Lappa, The Sudbury Star.

ENVI Committee: National Flood and Drought Strategy

On April 9, National Director Cathy Orlando and Caterina Lindman, leader of CCL's Waterloo Region group, presented to the House of Commons Standing Committee on Environment and Sustainable Development (the **ENVI Committee**) regarding [Bill C-317, *An Act to establish a national strategy respecting flood and drought forecasting*](#). Canada is currently the only G7 country that does not have a national flood and drought strategy, and that is a concern, given that [the world is becoming uninsurable](#). The presentation drew on Cathy and Caterina's **personal experiences with the effects of precipitation and drought**, and on Caterina's **professional expertise as a retired actuary**. CCL Canada's written submission can be viewed [here](#).

ENVI Committee: Cap on Emissions

On June 6, the National Director was a witness in the room when Canada's major oil companies were grilled by the **ENVI Committee** regarding the **Cap on Emissions**. Alongside six other climate-impacted Canadians, Cathy met with five MPs to relay her story. She drew on her personal experience with the **direct effects of climate change**; several years ago, her house was condemned after the internal structure of her roof had catastrophic failure following extreme snowfall. She tells her story in [this video](#), and here are some [Facebook infographics](#) about it.

Mentions in the House of Commons

We generate political will by **building relationships**. One way we can see that our relationship-building is working is **when MPs mention us** in the House. On June 7, the day after our National Director was a witness in the room when Canada's major oil companies were grilled by the ENVI Committee regarding the **Cap on Emissions**, NDP Environment Critic [Laurel Collins drew on the climate impact stories of Cathy Orlando and others](#) in a question about strengthening the emissions cap. In his answer, the Minister of the Environment's Parliamentary Secretary [Adam van Koevorden thanked Citizens' Climate Lobby Canada for our advocacy](#).

Communications and Informational Resources

Connecting on Social Media

CCL Canada continues to connect with members, our elected officials, and the community at large through social media. In Q2 of 2024, compared to Q1 of 2024, our Facebook account has seen the following increases: **net new followers are up 90.7%**, **page visits are up 174.9%**, and **reach is up 405.7%**. On our Instagram account, we have made more posts in the second quarter of 2024 than we had made in all of 2023. A series of “Celebrate the Rebate” Instagram reels that we made at our national conference on Parliament Hill have accumulated **over 49,000 views**. This quarter, we have also published **588 tweets and retweets** (replies not included), **81 posts on Threads**, and **60 posts on Bluesky**. In addition, we have posted **15 YouTube videos** so far this year, up from 6 in the first half of last year. Stay connected to us by following all our social media channels:

[Threads](#)

[Bluesky](#)

[Twitter](#)

[Facebook](#)

[Instagram](#)

[YouTube](#)

CARBON BORDER ADJUSTMENT MECHANISMS EXPLAINED

citizenslobbyca

citizenslobbyca Carbon Border Adjustment Mechanisms
CCL's Climate Income policy has a provision built in to protect trade competitiveness: a "Carbon Border Adjustment Mechanism" (CBAM) imposed on carbon-intensive trade-exposed goods [1] that cross our border in either direction. Products imported from a country that does not bear a carbon price equivalent to ours will have to pay a surcharge to make up the difference. Conversely, a Canadian-made product exported to such a country will get a refund for the carbon fee associated with its carbon footprint.

This CBAM prevents Canadian manufacturers from being put at a competitive disadvantage in global markets because of the fee. It will also remove the incentive for them to relocate overseas to avoid the carbon fee. In addition, it will encourage foreign countries to adopt their own carbon fee, so they would get the money instead of us. Climate Income's CBAM is designed to comply with international trade law. [2,3]

Note that exported fossil fuels don't get any special border treatment. Our proposal does not include a refund for Canadian-produced fossil fuels that are exported, and imported foreign oil has the same carbon fee placed on it as domestically produced oil. The CBAM applies only to carbon-intensive products, not fuels.

An important underlying principle as carbon pricing rolls out internationally is that CBAMs must abide by common but

Liked by **sophia.mathur** and 21 others
May 13

Add a comment... [Post](#)

An informative post on CBAMs from CCL Canada's Instagram page

Connecting Through Mainstream Media

A very important tool for building political will in our communities is **engaging with local and national media outlets** through letters to the editor and OpEds, as well as radio and television. In total, from the beginning of January through the end of June, CCL members have connected with and/or appeared in the mainstream media **449 times**. While there is not space here to share every success story, here are a few highlights.

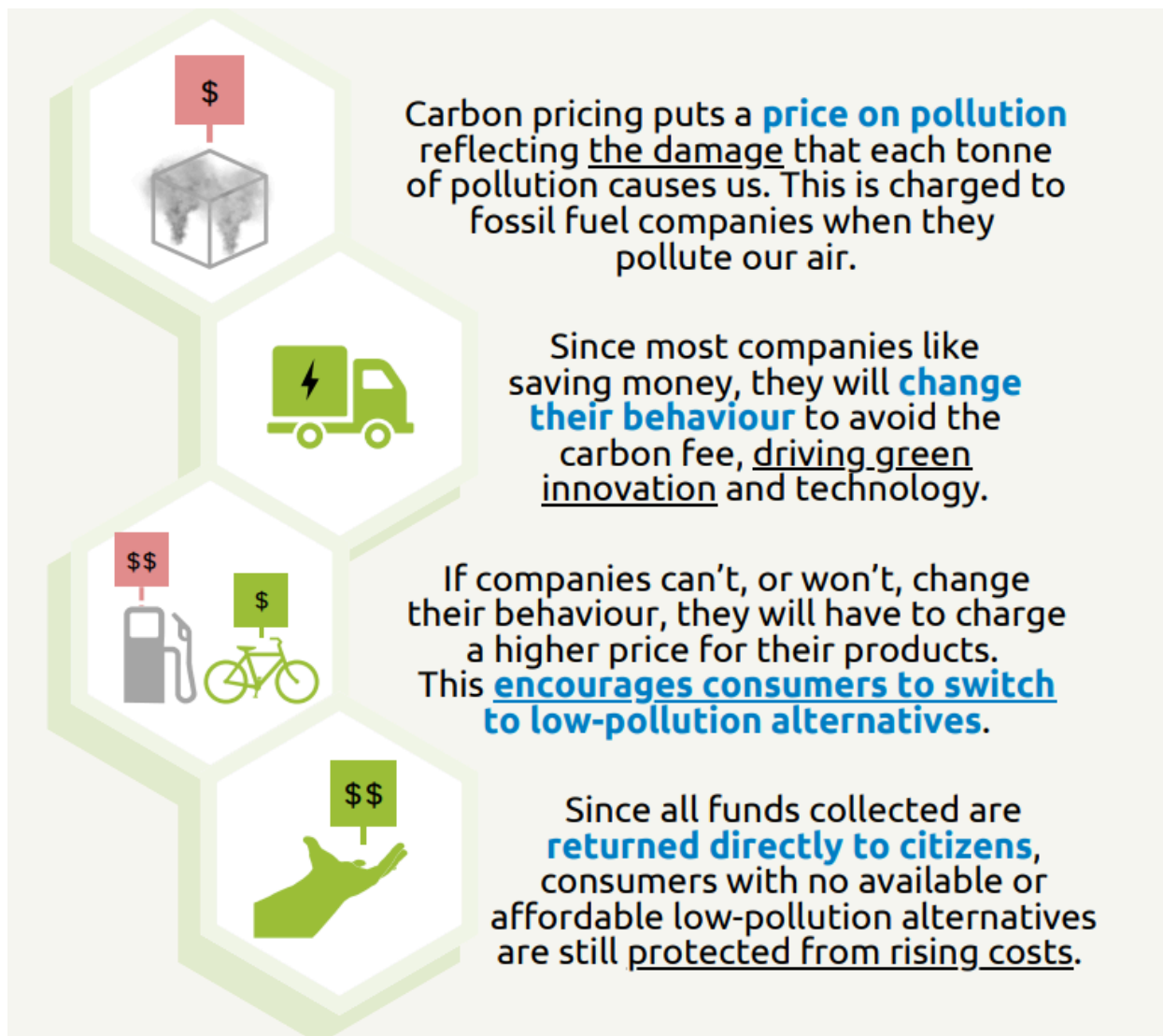
CCL Canada co-founder Cheryl McNamara of Toronto, Ontario opened the month of April with a [piece in the *National Observer*](#) about how Canadians may come to appreciate our price on carbon if it is taken away. Circa Earth Day, Donna Freedman in Milton, Ontario had an [OpEd published in *Milton Today*](#) calling on Canadians to celebrate the carbon rebate. CCL Canada co-founder Gerry Labelle had an [OpEd published on the same topic in the *St. John's Telegram*](#). Labelle's piece was published in English and French, and was our first OpEd published in Newfoundland. Andy Kubrin of Calgary, Alberta had an opinion piece published in the *National Observer* in May called "[Now is the time to defend carbon pricing.](#)" In June, Mary Blake Rose of London, Ontario, one of CCL Canada's Deputy Project Managers, was [interviewed in French by Radio-Canada's Marie Villeneuve](#).

Informational Resources on Our Website

CCL Canada's website contains a wealth of information and resources for volunteers and anyone interested in learning about effective climate solutions. We continue to build our collection of laser talks, short but informative write-ups on specific climate-related topics. We've recently added two laser talk compilations; "[Seven Lucky Laser Talks](#)" was added in early April and "[Spring 2024 Laser Talks](#)" was added in advance of our national conference. We also continue to update our laser talks in light of recent events and as new information becomes available. For example, the laser talks "[Carbon Pricing Works](#)" and "[Our Rights and a Liveable World](#)" have recently been updated. Other informational resources on our website include recent [media releases such as this one](#) sent in response to the early season uptick in wildfires, and [recordings from our national conference](#).

Volunteer Handbook

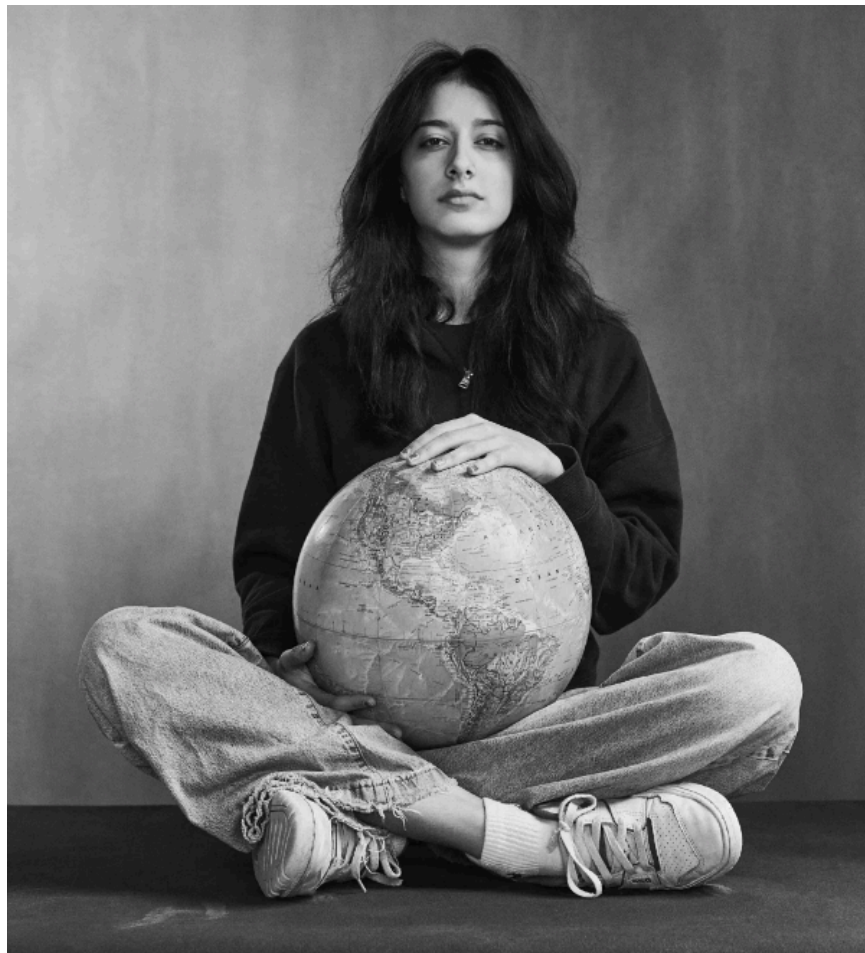
CCL Canada Deputy Project Manager Mark Taylor—with the help of volunteers from across Canada—has just created our first [volunteer handbook](#). The handbook conveniently has the information new volunteers need to get started all in one place. Seasoned volunteers will likely find the handbook helpful as well. The handbook was created in Canva and is visually stunning.



A glimpse of the [volunteer handbook](#)

Member Spotlight: Sophia Mathur

In April, 17-year-old Sophia Mathur was featured in the [Maclean's 2024 Power List](#). The profile, written by Katie Underwood, describes Mathur as Canada's "**No. 1 climate crusader.**" Mathur is the youngest daughter of CCL Canada's National Director Cathy Orlando, and had her start as a climate activist at a very young age, attending **lobby meetings with MPs as early as 7 years old**. In 2018, at age 11, Mathur became the **first person outside of Europe** to organize a school strike as part of Greta Thunberg's **Fridays for Future** movement. In November 2019, Mathur made history as a plaintiff in *Mathur et al.*, a **youth-led climate lawsuit** filed against the Ford government in Ontario. The full write-up on Sophia Mathur's inspirational climate work can be found [here](#).



A photo of Sophia Mathur from her Maclean's profile. In this photo, Sophia is wearing a pair of jeans that used to belong to her mother and has been worn by her two sisters as well. Photo credit: Luis Mora.

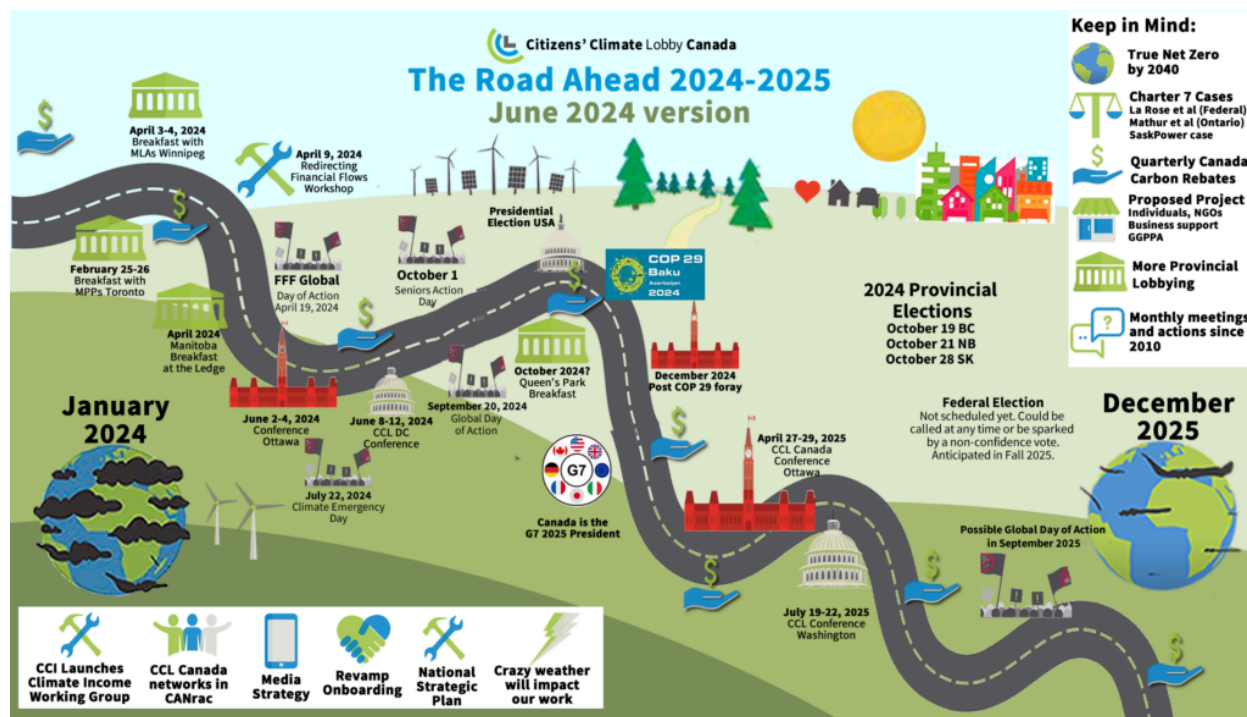
Organizational Development

Building Organizational Wisdom

The National Office has been diligently setting up a system in Basecamp to **build organizational wisdom and memory** and to ensure continuity in the event of any unforeseen circumstances.

Master Plan to Election 2025 and Beyond

We have finalized our **master plan for election 2025 and beyond**, which was done through three meetings (in October, January, and again in June) and ongoing consultation with our volunteers. The master plan is dynamic because we await the results of the US elections and the UN climate negotiations in November before we can finalize what we are doing in 2025. We have, however, confirmed that our national conference in Ottawa will take place April 27-29, 2025. The Plan is informed by advice volunteers give us, as well as what we learn from lobbying.



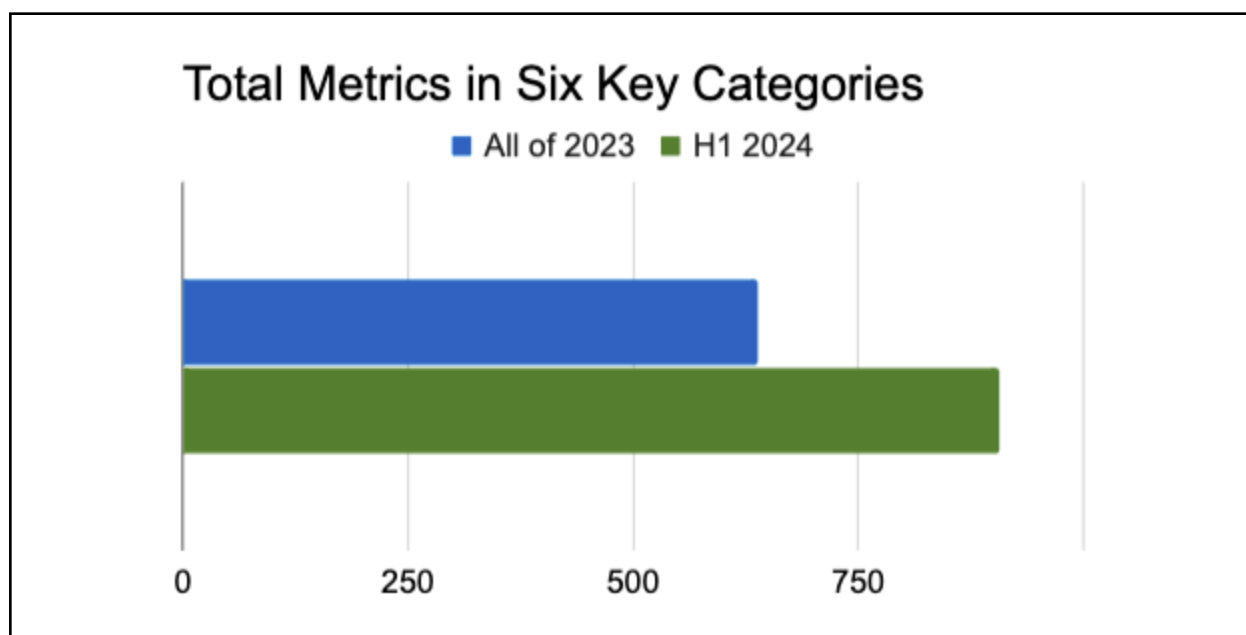
CCL Canada's road ahead through 2025

Fundraising

We are humbled and grateful to have received the **highest ever amount in donations** from members in our Earth Hour to Earth Day fundraiser this year, approximately \$13,500. As always, [we are accepting donations](#) and appreciate any help that you are able to provide. Our major 2025 donation drive will happen from **Valentine's Day to Easter**, in the lead-up to our **biggest conference ever** from April 27-29. Our new goal is to be able to provide funding to conference attendees who wouldn't otherwise be able to come.

Building on 2023

CCL Canada takes pride in our successes from previous years and looks to build continually on these successes. 2024 has been going very well in this regard. CCL Canada volunteers submit field reports when they complete actions to build political will, such as meeting with an MP or writing a letter to the editor. These field reports generate metrics, which we can compile to track our progress. In all categories except for "Contact with Legislator,"¹ **our metrics from the first half of 2024 (H1 2024) equal or exceed our metrics from all of 2023**. This means that we are on pace to increase these metrics by **more than 100%**. Here is a comparison of our numbers from H1 2024 compared to the entirety of 2023 in six key categories.



¹ We conducted an extensive online campaign in November 2023, which generated a large number of emails to elected officials, leading to very high "Contact with Legislator" numbers for this particular month.

