



Citizens' Climate Lobby Canada

Third Quarter Report, 2024

For the last 14 years, CCL Canada has worked to achieve a liveable planet by training, helping, and empowering volunteers to get involved in the political process. We highly value all of the time and energy that our volunteers put in throughout the year, especially during our busiest times. Therefore, in the months of July and August, we encourage volunteers to take time to relax, recharge, and spend time enjoying the planet we are all working to protect. Nevertheless, our members' commitment is steadfast, and CCL Canada members have outdone themselves in the third quarter of 2024 (July 1 – September 30) compared to the third quarter of 2023.

Keep reading to hear more about all that CCL Canada members have accomplished in the third quarter of this year. Our first quarter report is available [here](#) and our second quarter report is available [here](#).



Delegates at Climate Action Network Canada's [Climate Action Convergence Conference](#), which our National Director attended on behalf of CCL Canada.

Lobbying and Advocacy

"I Love My Carbon Rebate" Digital Campaign

Over the summer, CCL Canada ran a [digital campaign](#) that gave our members the opportunity to write to their parliamentarians saying why they love their **Canada Carbon Rebate**, and to encourage their friends and family to do the same. In total, **462 people sent messages** to their parliamentarians as part of this campaign, making it our largest digital campaign to date. In our [second-largest digital campaign](#), 370 people sent messages.



A graphic that CCL Canada used to promote the "I Love My Carbon Rebate" campaign on social media.

Climate Action Convergence Conference

From September 25-27, 2024, our National Director, Cathy Orlando, attended **Climate Action Network Canada's (CAN-Rac) Climate Action Convergence Conference** in Montreal. Alongside climate, labour, agriculture, legal, and social justice leaders from dozens of civil society organizations across Canada, she participated in workshops, facilitated discussions, panels, and keynote addresses.

CCL Canada has been a **member of CAN-Rac since 2011**, and Cathy has attended every national CAN-Rac event, including this one, at her own expense.

The purpose of the Climate Action Convergence was to **seize this unique moment** to build relationships and trust across organizations, create space for learning, and develop strategic plans for the climate movement over the next two pivotal years. Participants explored critical topics, including the 2025 Federal Election, coalition-building, climate justice, just solutions and transition, anti-austerity efforts (focusing on affordability and supporting the working class), decolonization, and Canada's fair share in the global effort to limit warming to 1.5°C.

There was a clear affirmation that **the way we work at CCL Canada aligns with best practices in the field**. Through discussions with some of the facilitators in Canada, attendees distilled several key insights about what works and what doesn't in the movement:

1. **Campaigns that focus on leadership development and support decentralized action have lasting impacts.**
Since 2010, we have empowered leaders to build political will for a liveable world in Canada one constituency at a time. **We are inherently decentralized**, and that is our strength.
2. **A whole-of-civil-society approach leads to clearer victories.**
In our efforts to build political will for carbon pricing in Canada, we intentionally engaged with local, provincial, and national groups to garner support through grassroots and grasstops efforts.
3. **Unified actions with bold demands build momentum.**
We demanded a price on pollution without burdening households and stood in solidarity with climate actions by other groups aligned with our goals, such as the whole of society pivoting away from fossil fuels and calling out the lies of the fossil fuel industry and their enablers.

4. **Solidarity is built on meaningful relationships, making us stronger together.**

Building strong relationships is at the core of what we do. We actively engage in creating a robust network of organizations, evolving civic engagement in this crucial moment in Canadian history.

5. **Claim victories and celebrate them.**

At CCL Canada, we may be small, but we are mighty. We celebrate every victory and document our impactful actions.

6. **Absorb people into the next step.**

We are like a well-run "soap opera" at CCL Canada. Once people understand how we operate, it's easy for them to get involved in the next steps of our work, and they do.

7. **We don't let perfection be the enemy of progress.**

By 2013, we overcame this pitfall. Our institutional wisdom and respectful ways of communicating have allowed us to focus on building political will at the local level for a liveable world and consequently still have plenty of time to savour the planet.

8. **Allow for multiple roles in the movement.**

We embrace our niche of training volunteers to build political will and lobby for evidence-based climate policies, while respecting and supporting the work of others.

9. **Prepare and plan to win.**

Together, we have built three strategic plans through facilitated discussions and feedback that guide our work.

Lastly, we are fully aligned with the broader movement's goals and are honoured to be part of such a strong and compassionate national network.

Our Next National Conference

CCL Canada has set the dates for our next national conference and lobby days. The conference will be called The People's Ministry of the Future, and will take place from **Sunday, April 27 – Tuesday, April 29, 2025** in Ottawa. Early bird registration is [now open](#). This marks the first time we have ever solidified a conference date and set up registration more than three months in advance. This is one of the strategies the volunteers suggested to make sure that we have optimal attendance at our 2025 conference.

Communications and Informational Resources

Connecting on Social Media

CCL Canada continues to grow our presence on social media in order to better connect with members, our elected officials, and the community at large. While we work to harness the power of social media, we do not pay for sponsored posts as using money from donors thus is inconsistent with our values.

To expand our social media presence, we joined **Threads** earlier this year (on February 28, 2024). During the third quarter of this year, our number of followers on the platform **increased by over 100%** (from 180 to over 430) and had a total of **over 5000 views**, with **nearly 700 interactions**.

Our **Facebook** page remains an important way to get our message out. Comparing our Facebook metrics from the third quarter of 2024 to the third quarter of 2023, our reach and content interactions have **increased nearly tenfold**, our link clicks have **nearly tripled**, and our page visits have **more than doubled**.

Stay tuned for an update on our **Bluesky** account in the fourth quarter report, and note that we are slowly moving away from the platform formerly known as Twitter. Stay connected to us by following all our social media channels:

[Threads](#)

[Bluesky](#)

[Twitter](#)

[Facebook](#)

[Instagram](#)

[YouTube](#)

Connecting Through Mainstream Media

Even through the summer, CCL Canada members work to build political will by interacting with the mainstream media by submitting content such as letters to the editor and op-eds.

In early August, volunteers had three **letters to the editor** published in Parliament Hill's national newspaper, **The Hill Times**. You can read more about it on our social media posts on [Threads](#), [BlueSky](#), [Twitter](#), and [Facebook](#). In September, CCL Canada published **op-eds** in three outlets — [Doppler Online](#), [Milton Today](#), and [Sudbury.com](#) — tied to the Summit of the Future and the impact climate change has on the Sustainable Development Goals.

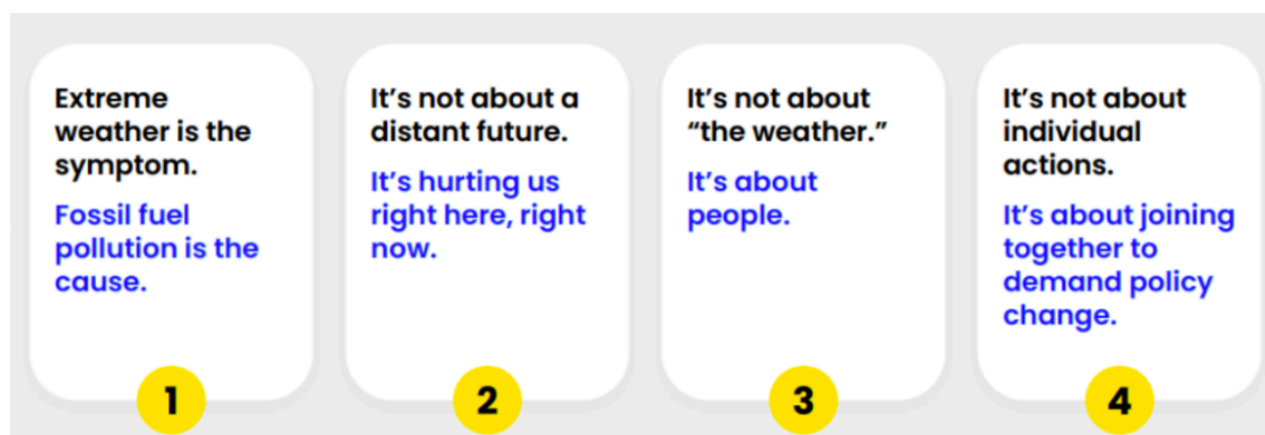
A team of CCL Canada members spent time this summer developing **public service announcements** (PSAs) in support of bold climate action to air on radio

and television. Listen for the radio PSAs now, and keep an eye out for the television PSAs in 2025.

Informational Resources on Our Website

A fundamental tool that CCL Canada uses to keep our members and the general public informed is the “What’s New” tab on our website, where we post announcements and informational resources. In the third quarter of 2024, we made twice as many “What’s New?” posts as we had in the third quarter of 2023.

One informational resource on our website worth highlighting is [“Talk Effectively About Climate Change,”](#) a well-researched primer on evidence-based ways to talk about climate change so as to resonate with listeners.



A panel highlighting the basic principles of effective climate communication, from [“Talk Effectively About Climate Change.”](#)

Fundraising and Organizational Development

The national office continues our work in **building institutional wisdom** by documenting and organizing projects within Basecamp, and by ensuring that more than one person can perform essential tasks. This work in organizational development is important for building our capacity and resilience as an organization.

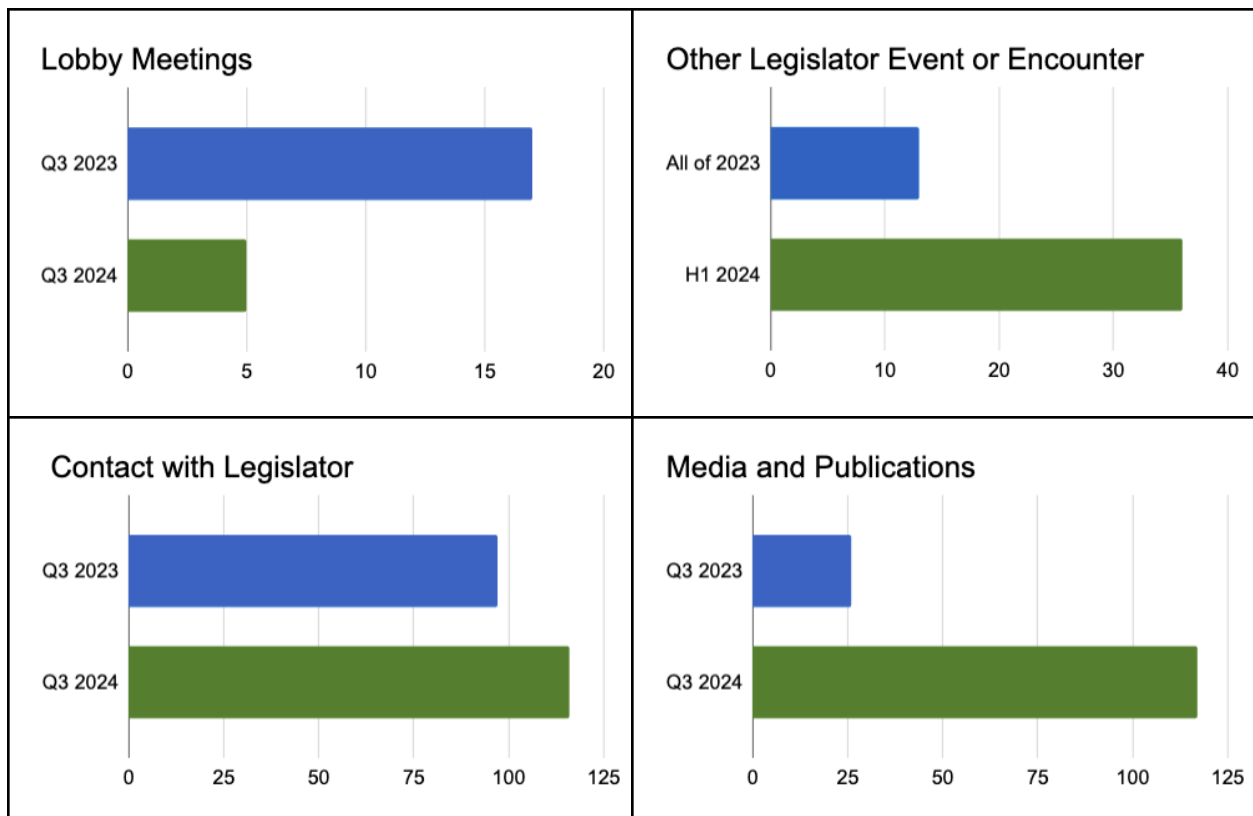
The national office has also been researching grants that CCL Canada can apply for. While accessing grant funding is not easy for an organization that does advocacy work (as it affects eligibility), we have **researched over 50 granting organizations**, and have identified a small handful of programs to which CCL Canada can consider applying. Diversifying our funding sources is an important

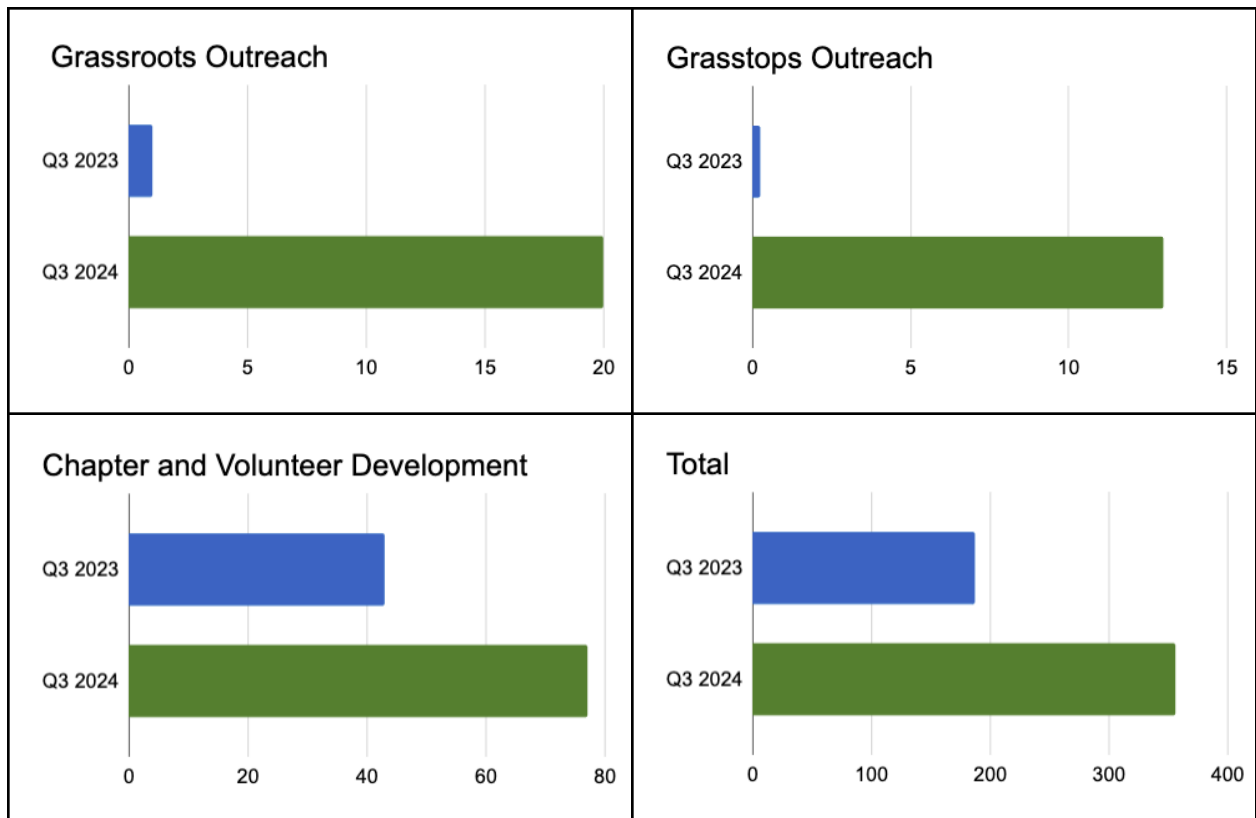
component of building organizational capacity going forward, but the specific kind of work that we do makes it very difficult to access grant funding. This is why donations from our members continue to be critically important.

Another initiative that CCL Canada is undertaking is creating an **online store** using Zazzle. The platform will allow us to sell merchandise so members can spread our message far and wide, and will help us raise some money. Here is the [American CCL Zazzle store](#). Keep an eye out for the Canadian one, coming soon!

Growing Our Metrics

The summer is a slower time for CCL Canada because we encourage our members to rest and recharge, but they have nevertheless outdone themselves this quarter. Our metrics from the third quarter of 2024 (July 1 – September 30) are up in all categories but one compared to the third quarter of 2023 (Q3 2023 saw more lobby meetings because there was a lobbying event at the Ontario Legislature in September 2023). It is also important to note that the below metrics do not include the letters sent to parliamentarians as part of our “I Love My Canada Carbon Rebate” digital campaign (including these metrics, “Contact with Legislator” would be even higher than what is shown below).





As always, thank you to our volunteers for everything that you do. Keep building political will in your communities, and let's all have a strong finish to 2024!