



# Citizens' Climate Lobby Canada Lobby Climatique des Citoyens

## Citizens' Climate Lobby Canada Year-End Report, 2024

This past year was a difficult time to be a climate activist. Our societal fabric was fragmented as we dealt with the lingering impacts of the COVID-19 pandemic, an affordability crisis saw millions struggling to make ends meet, foreign interference was rampant, and [aggressive misinformation campaigns](#) capitalized on our vulnerability to put the blame for our difficulties on the “carbon tax.”

Citizens' Climate Lobby Canada's members were undaunted. We **doubled our metrics** compared to 2023, including **over 100 lobby meetings** and **over 1000 messages to our legislators**. We held the flag for truth, for a fairer society, and for a liveable planet, and we never stopped working to change hearts and minds in our communities.



*CCL Canada members celebrate the Canada Carbon Rebate in Ottawa at our national conference and lobby days in June.*

# Lobbying and Advocacy

## Lobbying

2024 was an eventful year for lobbying! Our national conference and lobby days, “[Dream No Small Dreams](#),” took place in Ottawa in June, and featured a keynote address from the Honourable Catherine McKenna and building a giant dreamcatcher on Parliament Hill with Indigenous Artist Will Morin. The conference yielded **25 meetings with federal parliamentarians**, on topics including Carbon Border Adjustment Mechanisms, the *Climate-Aligned Finance Act*, and *Bill C-372: An Act respecting fossil fuel advertising* [Q2].

Our volunteers were also busy lobbying at the provincial level. In February, CCL Ontario members [co-hosted a breakfast with nine other NGOs](#) at their provincial legislature to talk about transitioning Ontario’s energy sector away from fossil gas [Q1]. In April, CCL Manitoba members [also co-hosted a breakfast with 4 NGOs](#) at their provincial legislature focused on Manitoba’s role in the Canadian Confederation in light of attacks on climate policies from other provinces [Q2].



CCL Ontario and [CAPE](#) Ontario members talk energy solutions with Hon. Nina Tangri, Associate Minister of Small Business, at the provincial legislature in February.



In fall 2024, CCL Canada members lobbied Senators to support the *Climate-Aligned Finance Act (CAFA)*. During this time, CCL Canada also held our first-ever and second-ever phone zaps, one in support of CAFA and one in support of *Bill C-372: An Act respecting fossil fuel advertising*. The CAFA phone zap had over 35 participants calling Senators and the fossil fuel advertising phone zap had over 30 participants calling MPs. These numbers are comparable to turn-out numbers for phone zaps hosted by much larger organizations.



*CCL Canada members cheer on the Climate-Aligned Finance Act (CAFA) after calling Senators and asking them to support the bill.*

## Digital Campaigns

Over the summer, CCL Canada ran a digital campaign called "[Affordable Future / Avenir Abordable](#)." Members sent messages to their parliamentarians saying why they love their Canada Carbon Rebate. In total, **462 people sent messages**, making it our largest digital campaign to date [Q3].

In the spring, CCL Canada volunteers helped generate a fair share of the **1492 signatures** on a House of Commons petition supporting the federal price on pollution, primarily through a social media campaign and directly asking our friends and colleagues to sign. This petition was not initiated by CCL Canada, but we chose to help gather signatures because its message is so close to our work [Q2].

## Open Letters Signed By CCL Members

CCL Canada sent **8 open letters in 2024**, which are all available [here](#). Our most recent open letter, [a statement on Canada's oil and gas sector emissions cap](#), gathered **over 230 signatures**, making it our most-signed open letter to date. For comparison, we had only **4 open letters in 2023**, and just **2 in 2022 and 2021**, and these letters did not have mass sign-ons from our membership. We have ironed out the logistics of getting signatures on open letters, and we look forward to sending out more of them in the coming years.

## Written Submissions

In addition to the open letter mentioned above, CCL Canada members availed themselves of other opportunities to make written submissions to public consultations. In February, CCL Canada members sent in comments as part of an earlier consultation on Canada's **oil and gas sector emissions cap**. In March, members gave feedback on the federal government's **2035 emissions reduction targets**. In April, Dr. Doug Pritchard and Jeffrey Levitt of CCL Toronto sent a [written submission to Ontario's Committee on the Interior](#) regarding *Bill 165*, the so-called *Keeping Energy Costs Down Act*.

## Every Greenhouse Gas Counts

In December, the province of Newfoundland and Labrador announced that it would [discontinue the use of the anaesthetic gas desflurane](#) because it is such a potent greenhouse gas. In May 2022, led by CCL Canada's many members who are medical professionals, we launched [this open letter](#) and our members sent **354 letters** to their Members of Parliament. In 2022, we also lobbied parliamentarians and high-level bureaucrats federally and provincially **over 70 times** between January 2022 and September 2022. We contributed to the conversation around reducing greenhouse gas emissions in the operating room. We are delighted to see Newfoundland and Labrador become the first province to take the step of moving on from desflurane.

Hot on their heels, in January, [the Northwest Territories outright banned desflurane](#). We had a hand that too! At COP 26 in Glasgow, the National Director and an anaesthesiologist did some serious lobbying of a couple of health professionals from the Northwest Territories to end desflurane and they were impressed by all your work lobbying for it and our digital campaign. Every greenhouse gas counts.



# A Year of Firsts

## Lobbying Firsts

In addition to our first-ever and second-ever phone zaps to parliamentarians (see above), this year marked [our first time holding a lobbying event at the Manitoba legislature](#) and our first time [partnering with like-minded organizations at a national-level event](#).

## Press Conferences

This year, CCL Canada tried our hand for the first time at giving **press conferences in parliamentary buildings**. CCL Ontario members joined forces with MPPs Kristyn Wong-Tam and Sandy Shaw to [speak out against \*Bill 165\*, the so-called \*Keeping Energy Costs Down Act\*](#) and then with MPPs Mike Schreiner and Aislinn Clancy to [speak against expanding fossil gas use](#) for electricity generation.



*CCL Ontario members join MPPs Sandy Shaw and Kristyn Wong-Tam in addressing media at the Ontario legislature.*

## Parliamentary Committees

CCL Canada ventured into a new arena this year: **presenting to House of Commons committees**. In April, 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 the need for a **national flood and drought strategy** [Q2]. In June, Cathy Orlando was a witness in the room when Canada's

major oil companies were grilled by the ENVI Committee regarding the **oil and gas sector emissions cap** [Q2].

In November, Andy Kubrin, a Co-Leader of the Calgary chapter, presented to the International Trade Committee on **Carbon Border Adjustment Mechanisms**. His presentation is available for viewing [here](#) (beginning at 12:07:57).

## Communications and Informational Resources

### Connecting on Social Media

In the face of the onslaught of misinformation currently circulating on social media, CCL Canada has expanded our presence to new platforms in order to continue to connect with supporters and spread our evidence-based messaging.

Of particular interest is our [Bluesky account](#), which has taken off since the US Election. Bluesky offers algorithmic choice. It is open-source and is intended to be free from billionaire control. There is no advertising. Personal data is not tracked, and users own their own data. It is the **most democratic social media space** out there.

# MILESTONE

On January 16, Bluesky became our most-followed social media account!

A heartfelt thank you to Dr. Katharine Hayhoe for featuring us in one of her Starter Packs, and to everyone who has included us in theirs.

A special shoutout to Social Media Technologies for their invaluable Bluesky training session in December.

And the biggest thank you goes to our followers and all the Canadians standing on guard for our future. We couldn't have done it without you!

Our solution to climate change? Democracy. And we need you on our team.

**BLUESKY**

**Citizens' Climate Lobby Canada**  
@citizenslobbyca.bsky.social  
4.4K followers 7.1K following 286 posts

Empowering citizens to advocate for pollution pricing, climate-aligned finance, and fossil fuel ad truth. Building a liveable world since September 2010.

Our solution to climate change is democracy. **Join Us**

Unaccountable social media platforms serve **billionaires** and **foreign-interlopers**. Thus they are a threat to **Canadian sovereignty**.

Please follow us on Bluesky and explore our website at [canada.citizensclimatelobby.org](http://canada.citizensclimatelobby.org)

**Citizens Climate Lobby Canada**  
12K likes 1.4K followers

**FACEBOOK**

Note we have had our Facebook account since 2011 and Bluesky account since March 2024.

At the beginning of November, we had 300 followers on Bluesky. By New Year's Eve, we had **3,445 followers**, surpassing our follower count on the platform formerly known as Twitter. As of January 16, it is now our most-populated social media platform. We have even been asked to give a workshop on Bluesky for members interested in learning to use the platform, and will be giving a Bluesky 2.0 workshop in February. CCL Canada's success with Bluesky shows that our flexibility, our intuition, and our skills have power. The first workshop is available for viewing [here](#).

We also created a Threads account in 2024. Content celebrating Canadian values seems to have resonated with followers on Threads. In light of the recent announcement that Meta will suspend fact checking, we are uncertain at this time as to what to do with our accounts on the Meta platforms.

In the coming year, we will work to help push the balance of information on social media toward truth, while understanding the inherent limitations of these digital spaces. We will continue to use our accounts on Meta and the former Twitter to connect with our members and keep followers informed, but our primary focus is now Bluesky, which is our most-followed platform.

[Threads](#)   [Bluesky](#)   [Twitter](#)   [Facebook](#)   [Instagram](#)   [YouTube](#)

## Connecting Through Mainstream Media

CCL Canada members consistently work to build political will by interacting with the mainstream media through letters to the editor, OpEds, interviews, and radio and television appearances. In 2024, we recorded **661 media hits**. This is up from 209 in 2023, **a 216% increase!** While we did not quite match the record we had set in 2017 (709 media hits), we did return to pre-pandemic levels, and we made up **17.8% of all media hits** in the CCL Global Network.

CCL members had exciting OpEds published this year, including several urging Canadians to **celebrate the carbon rebate** [Q2] and several discussing the impact climate change has on the UN's **Sustainable Development Goals** [Q3]. A particular congratulations to Donna Freedman, CCL Group Leader in Milton, who joined CCL Canada in 2024 and had OpEds on both of these topics published.

Other exciting moments included members having letters to the editor **published in national newspapers** and **syndicated across multiple papers**. For example, in October, Tracy Duncan of Calgary had a letter sharing her experience with the Canada Carbon Rebate published in the [Edmonton Sun](#), the [Calgary Sun](#), the



[Toronto Sun](#), and the [Sault Star](#). Later that month, Niall Whelan of Toronto tried his hand at writing a letter to the editor **for the first time**, and his letter was published in the [National Post](#). Congratulations to these members and to all who have made their voice heard through letter-writing.

Tracy's letter and Niall's letter were both drafted during CCL Canada's "Write to Ignite" call, a workshop and collaborative space for writing letters to the editor hosted by Mark Taylor of Calgary, one of CCL Canada's Deputy Project Managers. The Write to Ignite workshop was held weekly during fall 2024, and the success of these weekly calls shows how having paid staff helps us empower members and enable them to have breakthroughs.

## Laser Talks

In 2024, as always, [laser talks](#)—short, evidence-based write-ups on climate-related topics—were an important tool for keeping our members informed and for sharing up-to-date information with our elected officials and our communities. At the beginning of the year, we released **an extensive laser talk booklet** titled "[Where There's Smoke: Laser Talks for De-Mystifying Carbon Pricing](#)," a collection based on communication best practices and intended to help in changing hearts and minds on climate change. We also released a booklet titled "[Seven Lucky Laser Talks](#)" at the beginning of April, and we released a [Summer 2024](#) compilation to accompany our national conference.

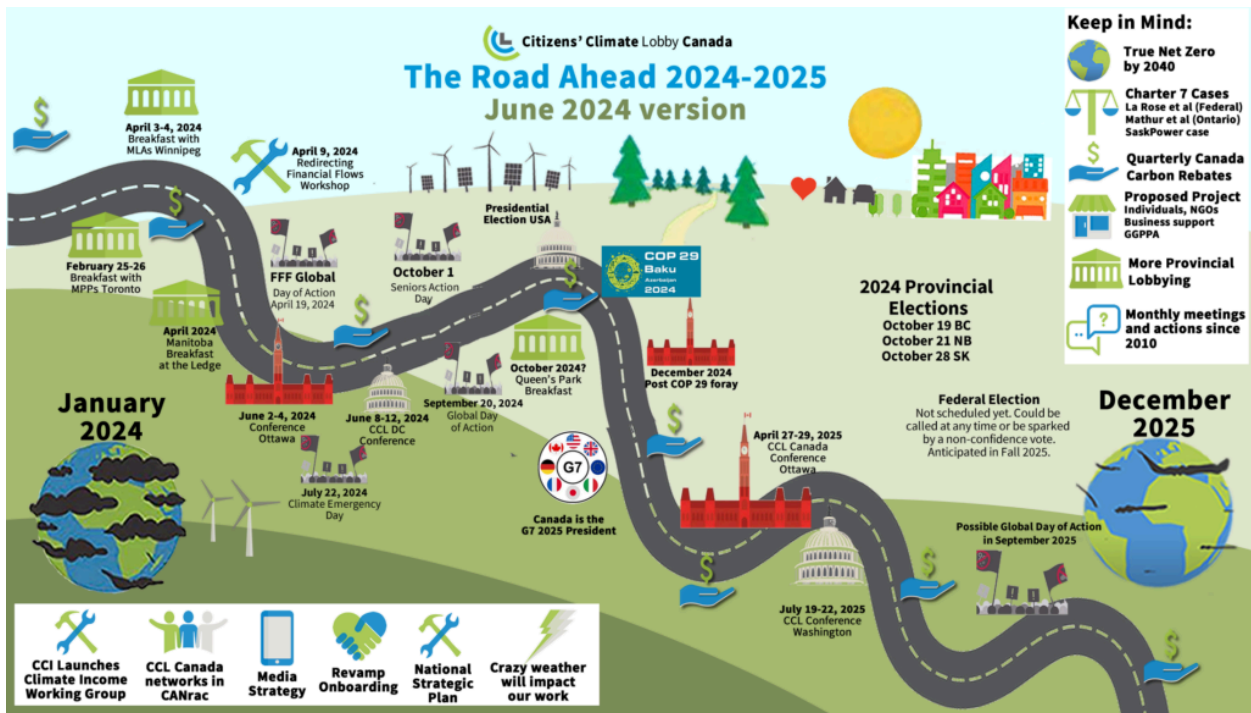
A laser talk that was put out close to the end of the year, titled "[Trends Observed in Recent Provincial Elections in Canada](#)," discusses the **results of recent Canadian provincial elections** through the lens of how the various provincial political parties approached carbon pricing in their recent elections, and how many seats these parties gained or lost. Some key takeaways are that parties who used "axe-the-tax" disinformation rhetoric actually saw a decline in support and that support for "axe-the-tax" parties is strongest in regions with limited access to accountable media.

The laser talk has an interesting story attached to it. Our National Director Cathy Orlando was on an email chain with someone at the Potsdam Institute, who gave her an analysis of recent Canadian election results that she did not entirely agree with, so she performed her own analysis. This is an example of the kind of **collaborative work** that CCL Canada does; we collaborate with **colleagues in other countries**, we collaborate with **like-minded organizations**, and we **amplify the work of think-tanks** and other NGOs.

# Organizational Development

## Planning

We have completed our **two-year plan**, which is a dynamic document. We deeply rely on our volunteers and partners to guide us.



*CCL Canada's map of the road ahead.*

## Leadership

At the end of 2024, National Director Cathy Orlando took a step back from her position at Citizens' Climate Lobby in the International Division. This gives her more time and space to **focus solely on CCL Canada** as we head into what will likely be an eventful couple of years. CCL Canada will **still be collaborating** with CCL Groups in G7 countries, Mexico, and Australia on carbon pricing initiatives. We will be involved in the civil society organizing around the G7, which is in Canada this year.

## Growing Our Membership

In fall 2024, CCL Canada hosted a weekly “**Power Hour**” call, an introduction to CCL Canada primarily aimed at new members. In total, we hosted **12 calls** and over a dozen people joined our group leader mailing list as a result. We will continue these calls into the New Year, rebranded as the “Changemakers’ Hour.”

## Fundraising

None of this would have been possible without the financial generosity of some of our members. We have doubled our output because we have part-time paid staff now. We appreciate every penny and we’re okay for 2025, but we need to raise money for 2026 now. Our most significant expenses remain our conferences, which are fundamental to the work that we do. As always, [we welcome any help you may be able to give](#) and are eternally grateful for your support.

In our 2024 fundraising drive, we surpassed our goal and raised \$10,291, and our monthly donations total increased from \$150/month to \$410/month this year. We are very fortunate to have an angel funder who is currently funding our two part-time staff positions. We thank him for his generosity and his dedication to a liveable world.

We also spent a considerable amount of time researching grants that might be available to us. Grant funding is particularly difficult to obtain given the nature of our work, mainly because many organizations do not fund advocacy work, but also because the full impact of our work changing hearts and minds can be difficult to measure using quantifiable metrics. However, we continue to work toward expanding our sources of financial support and ensuring stability in the coming years.

## Metrics Returned to Pre-Pandemic Levels

CCL Canada nearly **doubled our total number of action reports** submitted in 2024 (**2,492**), compared to 2023 (**1,272**). Particularly worth celebrating are the **1,062 messages sent to our parliamentarians** (including personal letters, telephone calls, and social media interactions, but not including digital campaigns), **112 lobby meetings**, and **51 in-person encounters<sup>1</sup>** with parliamentarians outside of lobby meetings. This is exciting because we are back to pre-pandemic levels. In 2024, for the first time, we had two part-time paid staff for the full year. This helped us not only with behind-the-scenes work, but also with supporting and empowering our members. Thank you to all of our members for the work that you have done to make 2024 one of our biggest years yet.

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<sup>1</sup> Note: Prior to 2022, in-person encounters and lobby meetings were not tracked separately.



