

Defending the Industrial Price on Pollution: The Good Ancestor Toolkit

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GENERATION | **squeeze**



**Canada's promise is fading for younger generations.
It's not too late to leave this country better than we
inherited it.**

We all know that Canada's carbon pricing
debate has changed.

But it remains critical to defend the “polluter
pays” principle

Good Ancestor Toolkit to Defend the Industrial Pollution Price

Ask governments to protect and strengthen pollution pricing -
because we all want to leave the planet fit for our
grandchildren.



IF WE DON'T PAY FOR
OUR POLLUTION NOW...

SHE'LL PAY MORE
DEARLY FOR IT LATER.

Make a difference with our pollution pricing toolkit

Need help starting a conversation? Not sure what to say to cynics? We've got you! Our toolkit will help you stand up for industrial pollution pricing.

Good Ancestor Toolkit



Why we built the toolkit?

Learning from what didn't work when defending the consumer price

Axe the Tax doesn't fight with facts — it fights with feelings.

It taps into fear, frustration, and fatigue about affordability.

Learning from what didn't work when defending the consumer price

In response, many environmental communicators tried to make the case that pollution pricing *also* improves affordability — and in many cases, that's true.

But the truth wasn't the issue.



Learning from what didn't work when defending the consumer price

Because the opposition found it easy to **sow doubt**.

Fake news about inflation and affordability spread faster than nuanced evidence that required a graph or a math lesson to explain — “you actually got more back in rebates than you paid at the pump or on your heating bill.”

Our Good Ancestor Toolkit learns from that shortcoming.

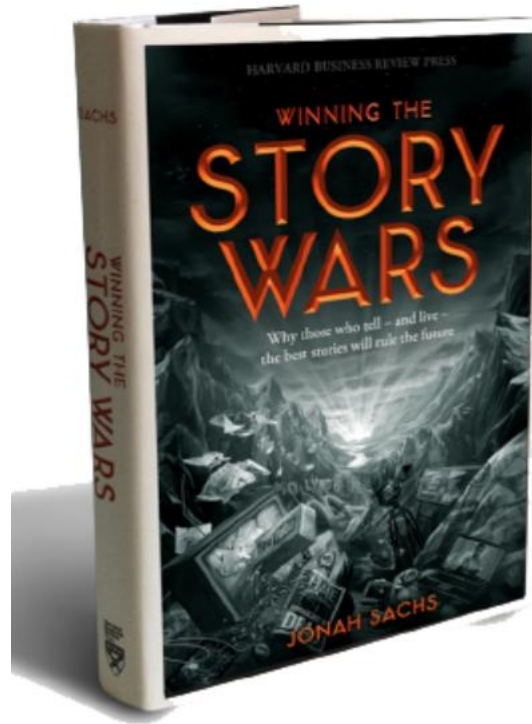
Embeds evidence in a *complementary* narrative that speaks to values & emotions.

Whereas axe the tax engages Canadians as consumers,
we speak to them as protective parents and loyal ancestors.



**Our approach draws on three powerful
insights from marketing and moral psychology**

Empowerment Marketing

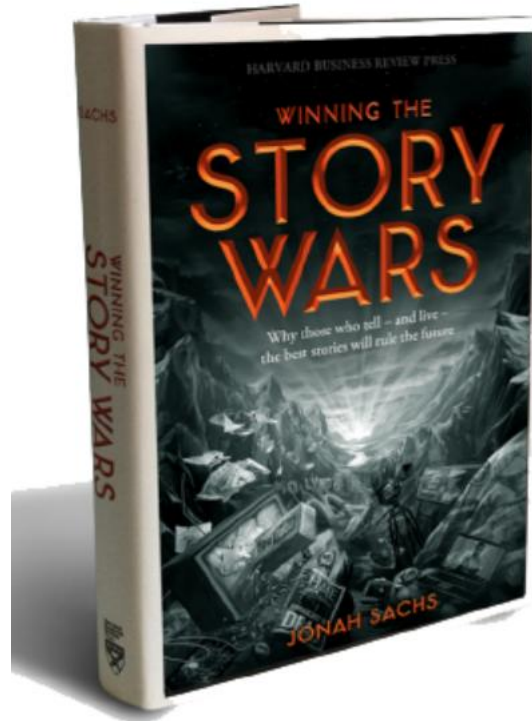


Jonah Sachs reminds us that people are often motivated by something deeper than self-interest and money.

By purpose, justice, and legacy.

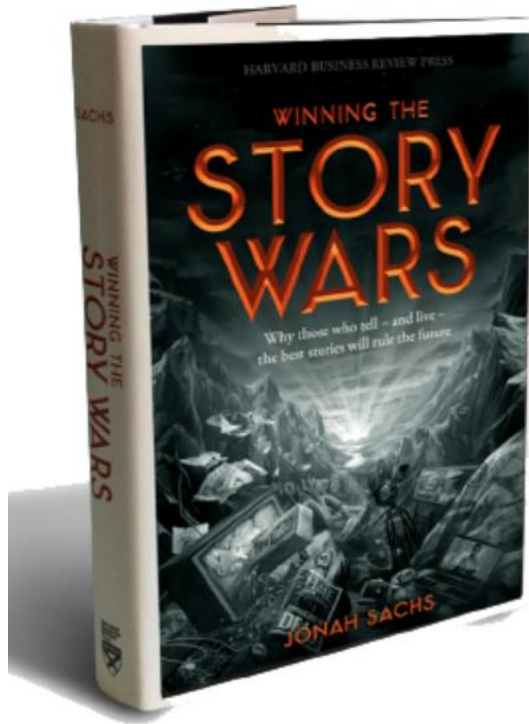
We want to be part of something larger than ourselves.

Empowerment Marketing



So our primary message isn't about whether or not big polluters pass their costs on to consumers

Empowerment Marketing



Our message is simpler, and principled:

Ensuring companies pay for their pollution is how we protect what's sacred – our kids' future, their air, water and food supply

We tested multiple framings of 18 different policies with nearly 60,000 people across 23 countries — which collectively account for 70% of the world's population — to answer these questions:

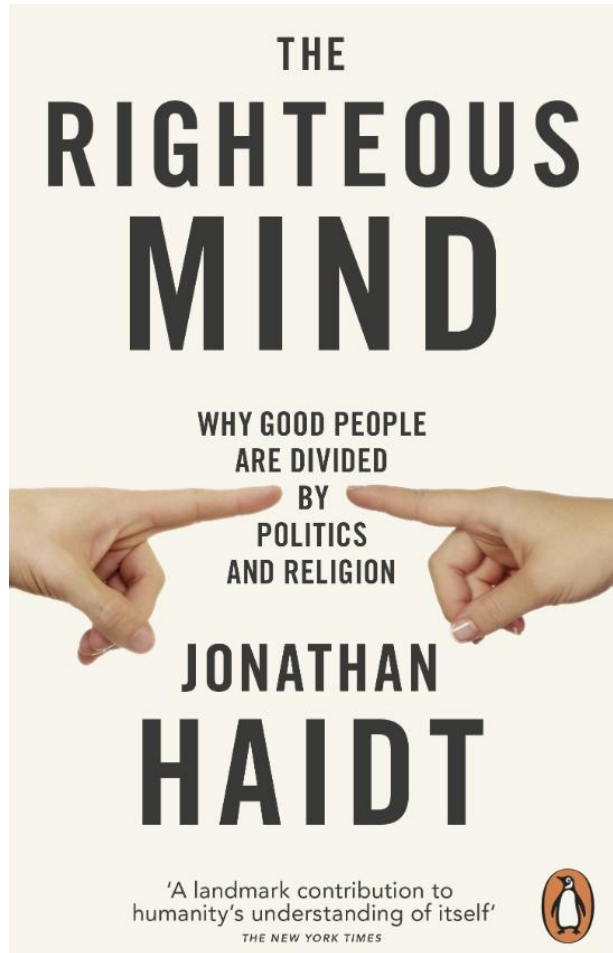
Does the world want action on climate?
How can we motivate the public to accelerate progress?

Later is too late to act on climate change

Climate action at the scale needed to save the planet requires broad public support.

Comprehensive new international research from [Marshal et al.](#) shows “love for our kids and the next generation” is a far more potent motivator for climate action across all demographics than jobs, prosperity, or reducing the cost of extreme weather.

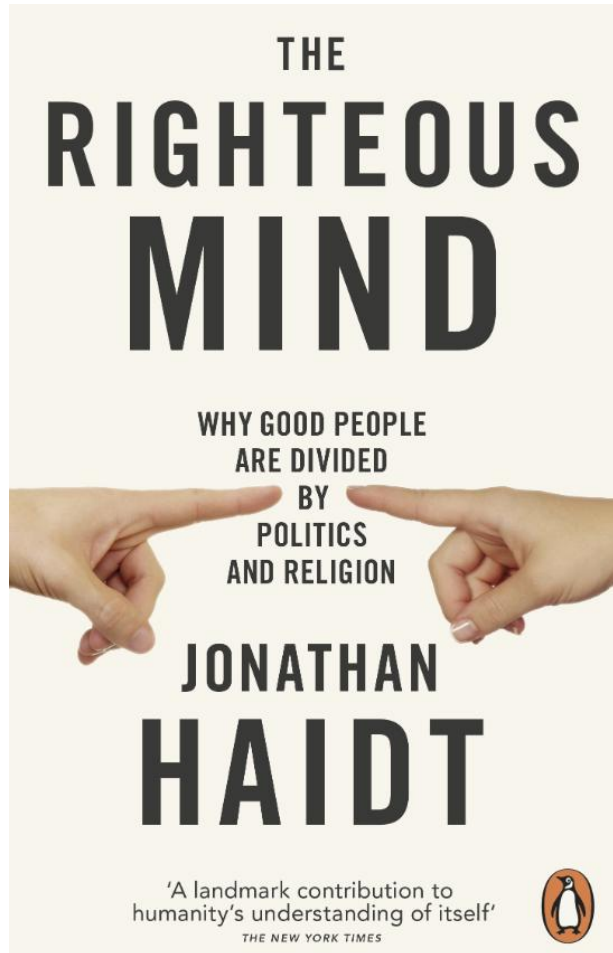
Moral Tastebuds



Psychologist Jonathan Haidt shows that conservatives and progressives share many of the same moral foundations — they just emphasize different ones

We're using those foundations to build bridges — because everyone, regardless of political stripe, shares some version of these values:

Moral Tastebuds



- **Loyalty and betrayal:** When we let industries dump pollution for free, we betray our children, forcing them to pay for messes others made.
- **Fairness and freeriding:** When big polluters don't pay, the rest of us — and especially our kids — end up cleaning up after them.
- **Sanctity and degradation:** Clean air and water are sacred. Letting pollution spread degrades what we hold dear and threatens our children's health.
- **Authority and subversion:** Older generations hold the advantage of having come first — and with it, the duty to care for our shared home so it remains worthy of our grandchildren.
- **Care and harm:** Every parent wants to protect their children from harm — including the dangers of a destabilized planet.

We want this question asked across social channels and at events!

Dear politicians who'd axe
the industrial carbon price,

WHY DO YOU BETRAY OUR KIDS?

Forcing them to pay dearly for the
pollution you'd let industry dump for free.

The toolkit in action

- **Ready-to-use messages and conversation starters** for talking to friends, colleagues, or decision-makers about why industry should pay for its pollution.
- **Responses to naysayers**
- **Infographics and shareables** that connect climate action to love for our kids and grandchildren.
- **Op ed and letter to editor guidance**
- **List of links to other evidence** – all of which can be framed by our call to action: leave the planet fit for our kids



Our guiding logic is simple:

If we remind Canadians that politicians betray our children when they let industries pollute for free — forcing the next generation to deal with a mess that is not of their making,

Then we can build the public support needed for governments to protect and strengthen the industrial price on pollution,

Because more people will see there are better ways to ease affordability pressures without betraying our kids— and that making industries pay for their pollution is essential to leaving the planet fit for our kids and grandchildren.

Our call to courage

The fight over the industrial price on pollution isn't just about economics — it's also about **character**.

Do we let short-term politics **betray our children**?

Or do we act with **loyalty and fairness**, making sure industries clean up the messes they make — so our kids don't have to?

Our toolkit gives Canadians the **language, confidence, and community** to stand up for that principle.

Because when we make a mess, we should help clean it up.

*It's a lesson **every parent teaches their child** — and one we should now expect from every industry.*

Thank You

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the industrial carbon price,

WHY DO YOU BETRAY OUR KIDS?

Forcing them to pay dearly
for the pollution you'd let
industry dump for free.

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action.gensqueeze.ca/leave_a_clean_legacy

Sign up

Leave a Cleaner Legacy

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WHY DO YOU BETRAY OUR KIDS?

Forcing them to pay dearly
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GENERATION **squeeze**

**We all want to do right by the people we love —
especially our kids, grandkids, nieces and nephews.**

They're counting on us to protect the planet they will inherit. Over 3/4 of young Canadians say climate change affects their mental health. Half feel betrayed by governments that delay or avoid meaningful action. They are asking us to do the right thing. We can begin by making sure industries can't pollute for free.

That's why we're focused on a simple principle: **if you make a mess, clean it up.**

Be part of a growing network defending industrial
pollution pricing. Sign up and use our tools to help
protect our kids' future!

First name

Last name

Email

Mobile number

Postal code

Add your name

*By clicking "Add your name", you consent to receive periodic updates from Generation Squeeze by email, text and/or phone. You can unsubscribe or text STOP at any time. Message and data rates may apply. [Read our privacy policy.](#)

Know the Facts

climateinstitute.ca/news/fact-sheet-canada-industrial-carbon-pricing-systems/



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FACT SHEET: Five things to know about Canada's industrial carbon pricing systems

21.03.25

[Download the fact sheet](#)

Frame the Facts to Win Hearts & Minds

Call on governments to strengthen the industrial pollution price so we don't leave today's messes to our kids

A close-up photograph of a sleeping baby with dark skin, wearing a white hospital gown with small dark polka dots. The baby is lying on a white surface.

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Write to federal leaders

Gen Squeeze and the Canadian Association of Physicians for the Environment want politicians to match Canadians' climate ambition. Let's call on them to act now - our kids can't wait.

action.gensqueeze.ca/leave_a_clean_legacy

Who is ready to send this letter?

cape.ca/action/meet-the-moment/

ide url

Call on Carney's government to protect our health, our economy and our children



People across Canada are ready. Political leaders must act.

Across party lines, [most people](#) want our political leaders to do more to [reduce climate risks](#) and costs which represent the greatest health and economic risks we face today. That

Email federal leaders to take climate action

415 supporters have signed. Let's get to 1500!



Here is the message we will send

Who is ready to ask this question?

Dear politicians who'd axe
the industrial carbon price,

WHY DO YOU BETRAY OUR KIDS?

Forcing them to pay dearly for the
pollution you'd let industry dump for free.

Because nobody wants to be remembered for wrecking the planet for our kids when we had a last chance to protect it.

