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Welcome to Canada's 2nd Annual CCL Conference & Lobbying Days  
**“Carbon Fee PROSPERITY - Frais Carbone et PROSPÉRITÉ”**

Citizens' Climate Lobby is back in Ottawa! Much has happened since we last gathered in our nation's capital 12 months ago. MP Bruce Hyer introduced the Carbon Fee and Dividend Bill in the House of Commons on November 19, 2013 and went on to debate with the government during Question Period four times, although genuine engagement in the debate was lacking on the Conservative side of the house.

**That is why we are here:** politicians need our help. We, the grassroots, are creating the carbon fee and dividend “parade” for them to get behind.

The carbon fee and dividend policy remains up for grabs for any political party. Citizens' Climate Lobby will stand with any politician who say something like this: *“Canadians deserve carbon fee prosperity. Carbon fee and dividend is the best carbon-pricing model for Canadians. It has something for everyone. It is a market solution that will NOT grow government size and NOT burden the poor or middle class.”*

We have the data to support our claims. In June 2014, **Regional Economic Modeling Inc. (REMI)** published a report based on U.S. statistics that strongly indicated that a carbon tax where the revenue is recycled back to households would create jobs.

The **IMF** released a report in July that said taxing our pollution and not our income would grow the Canadian economy.

In addition, a five-year study of **BC's carbon tax** has shown that their revenue-neutral carbon tax has not damaged the province's economy.

Finally, the **AR5 report** for policy makers from the **IPCC** states that there is very high confidence that for jurisdictions that have enacted carbon taxes alongside technology and other policies – that the link between GHG emissions and GDP is weakened. Conversely, the AR5 report found that cap and trade had limited short-run effects.

Dissatisfaction is growing with the Canadian government's current approach to climate policy. In early October 2014, Julie Gelfand, Canada's Environment and Sustainability Commissioner, announced her displeasure that Canada is only **7%** of the way to meeting our Copenhagen targets, that our efforts to decrease our greenhouse gas emissions are not being coordinated by Ottawa with the provinces, and that discussions about regulating the oil and gas sector have been done in secret.

That same week Mark Carney, the former governor of the Bank of Canada, was quoted in the Globe and Mail saying that we simply can't burn our remaining reserves of fossil fuel if we want to prevent devastating climate change. To top it off, the oil industry itself has publicly chastised the Canadian government for its contribution to the loss of public support for their industry. For instance, Michael Cleland, former CEO of the Canadian Gas Association, criticized the government for "Conservative policy decisions that they should have anticipated would cause major public blow-back, especially on the pipeline front," in an October iPolitics article.

The time is ripe for Canada to move in a new direction in climate policy. Citizens' Climate Lobby is in the perfect position to act. We work to create balance, countering lobbying from fossil fuel interests, and to reclaim our democracy and climate. Our highly focused lobbying for carbon fee and dividend is a proven model of creating political. We will not waiver in our commitment to lobbying for carbon fee and dividend.

Thanks to the inspiration, wisdom and leadership of visionaries such as RESULTS founder Sam Daley Harris and CCL founder Marshall Saunders, as well as the sublime leadership of our Executive Director Mark Reynolds and the dedication and commitment of volunteers like you, we are creating the political will for a liveable world.

In the journey to election 2015 – we hope the following: CCL Purposes, Creed, Prime Directives, Mandate, Goals, Four Levers of Political Will, Affirmation, and 10 Strategies, as well as Wise Advise and Sam Daley's "*Instead, Find the Trim Tab*" keep you balanced and focused while we steer the CCL-ship together into the stormy and unknown waters ahead.

Go Trim Tabs!

*Merci, Miigwech and Thank You for being on the journey with us from me to we!*

Truly,

Gerry Labelle, Cheryl McNamara, Cathy Orlando and Christine Penner Polle  
Founding Board of Directors for Citizens' Climate Lobby in Canada.

## **CCL Purposes**

To create the political will for a sustainable world.

To empower individuals to have breakthroughs in exercising their personal and political power.

## **CCL Creed**

In a non-partisan way, we stand behind the politicians and political parties that champion Carbon Fee and Dividend.

## **CCL Prime Directives**

- Create a trusting and meaningful relationships with our federal, provincial and municipal representatives around the issue of climate change.
- Keep the messages about climate change in the mainstream media truthful and hopeful.

## **CCL Canada Goals**

**To ensure success by 2015, these are the goals of our effort:**

- 1.** To rally the broadest possible coalition throughout Canada (citizens, environmental organizations, faith organizations, businesses, and other influential individuals and organizations) in support of passing a revenue-neutral carbon tax.
- 2.** To help CCL-USA in their efforts to get an explicit price on carbon pollution by attending their conferences, and collaborating and synergizing our efforts to help promote the fact there are solutions to the climate crisis.
- 3.** To educate elected officials across the political spectrum, at all levels of about the importance and benefits of responding to the challenge of climate change and to ensure that they are aware of constituent sentiment in support of action.
- 4.** Rally the support and political will for Carbon Fee and Dividend in at least 100 ridings in Canada by Election 2015.

**With these four goals in place, we will have the best possible opportunity to pass effective climate legislation in Canada.**

## **CCL Official Talking Points**

The official talking points for Citizens' Climate Lobby in Canada are to be found in our Laser Talks and Media Releases and Packages.

## **CCL Volunteer Mandate to Election 2015**

Stay highly focused on creating the political will for a federally-enacted carbon fee and dividend policy in our own ridings across Canada.

## CCL Four levers of political will in Canada

1. **Lobbying** — maintain an active liaison and lobby team for our MPs and Senators.
2. **Media** — build relationships with editors and reporters and a large presence on the opinion pages.
3. **Outreach** — engage constituents and key community groups. This form of outreach is aimed at growing a body of supporters that are outside our groups. Some of them may become part of CCL but many will not.
4. **Constituency support** – NEW! The more people we have signed onto our local emails and national and international newsletters, the more political will we will generate in our own ridings. Let's grow the force in 2015!

## CCL AFFIRMATION

### CAP AND TRADE AND OTHER POLICIES

We are not against cap and trade. It is our "second favourite policy". We would need to see the policy and the analysis done before we would criticize or support any policy brought forth by an MP or political party.

### WHERE IS THE PROOF THAT CAP AND TRADE WILL WORK?

We are seeking proof that cap and trade at the federal level will be beneficial to the Canadian economy and not burden the poor or middle class.

### WE DO NOT SUPPORT A BLENDED APPROACH TO CARBON

**PRICING?** As well, we are not for a "blending approach" to carbon pricing, as we have no proof that starting off with a carbon tax and then transitioning to cap and trade will work.

### AUSTRALIA – A CAUTIONARY TALE

In fact - we are pretty sure that a blending approach did not work, as it was tried in Australia by the Labour Government. Low and behold, PM Tony Abbott and the Australian Liberals won the next election. We can only guess what happened. Here's a good guess: **carbon pricing policies that are complicated and do not directly benefit voters are perhaps doomed.**

### CAP AND TRADE MADE SENSE IN 2008

It was understandable to support cap and trade in 2008:

- it looked like Kyoto was going to be ratified and it was a cap and trade based policy

- it was hoped that the USA would adopt cap and trade  
However supporting cap and trade for Canada in 2015 does not make much sense.

**US CONGRESS, WORLD BANK and CITIZENS' CLIMATE LOBBY**  
Canadian Citizens' Climate Lobbyists have been lobbying the US Congress and the World Bank since June 2011. CCL now works quite closely with the Civil Society groups at the World Bank. We in Canada partner very closely with our US-sister group and are in constant communication with the USA headquarters for CCL. Here is what we know to be true: cap and trade is not being considered by the US Congress and the carbon markets have not produced significant results.

### **CHINA HAS CAP AND TRADE**

Do Canadians have the appetite to trade carbon with China- when the USA is not in the game?

**THE NOVEMBER 2, 2014 IPCC REPORT: CAP & TRADE vs CARBON TAXES:** The latest IPCC report found that *"The short-run effects of cap and trade systems have been limited as a result of loose caps or caps that have not proved to be constraining (limited evidence, medium agreement). In some countries, **tax-based policies specifically aimed at reducing GHG emissions** – alongside technology and other policies – have helped to weaken the link between GHG emissions and GDP (**high confidence**)."*  
[http://www.ipcc.ch/pdf/assessment-report/ar5/syr/SYR\\_AR5\\_SPM.pdf](http://www.ipcc.ch/pdf/assessment-report/ar5/syr/SYR_AR5_SPM.pdf)

**THE BC CARBON TAX STUDY:** Canada has a domestic success story with regards to carbon taxes. A Canadian study using Statistics Canada data found that after five years that British Columbia's (BC) carbon tax has been successful in reducing greenhouse gas emissions, growing the BC economy and reducing personal income tax for British Columbians  
<http://www.theglobeandmail.com/globe-debate/the-insidious-truth-about-bcs-carbon-tax-it-works/article19512237/>

**THE INTERNATIONAL MONETARY FUND:** In July 2014, the **International Monetary Fund (IMF)**, released a report calling on Canada to raise carbon taxes and cut income taxes. The IMF study determined that a carbon tax internalizing the real cost of fossil fuels (pricing-in pollution, etc) will **increase Canada's gross domestic product by 1.4%, reduce carbon emissions by 15% and diminish deaths from air pollution by 25%.**  
<http://www.theglobeandmail.com/report-on-business/industry-news/energy-and-resources/imf-calls-on-canada-to-raise-carbon-taxes-cut-income-taxes/article19872600/>

**PS CCL have lobbied the Executive Director of the Canadian division at the IMF in June 2013. Our hour long meeting-of-minds discussion with the Honourable Tom Hockin and his amazing staff was about the efficacy of a carbon tax. Cap and trade was not on their radar – probably because it failed - *just saying*.**

**THE REMI STUDY:** In June 2014, **Regional Economic Models, Inc.**, examined a tax on the carbon-dioxide content of fossil fuels in the USA. The tax would start at \$10 per ton, increasing at \$10 per ton each year. Revenue from the tax would be returned to households in equal shares as direct payments. Under this approach, the REMI study found that recycling the revenue back into the economy would add **2.1 million jobs** over ten years. Improvements in air quality would save **13,000 lives a year**. Greenhouse gas emissions would decline by **33%**.

<http://citizensclimatelobby.org/remi-report/>

### **EASE OF ADMINISTRATION AT THE FEDERAL LEVEL**

How would the federal government super-impose a federal cap and trade on top of the currently existing provincial policies for cutting carbon emissions? Would not a carbon tax be simpler?

### **WTO and NAFTA:**

- 1) How will a cap and trade policy for carbon emissions work under NAFTA and the WTO?
- 2) How will a cap in Canada incentivize the USA to cut their emissions?
- 3) Given that border-equalization tariffs will be much more complicated with a cap compared to carbon tax – how will our manufacturing industry fair under cap and trade?

**CAP AND TRADE IS EXPENSIVE:** In comparison to a revenue –neutral carbon tax, such as a carbon fee and dividend, won't cap and trade be a lot more expensive to Canadian taxpayers to monitor, enforce and report?

### **FIRST NATIONS CALL THE CARBON MARKETS A FALSE**

**SOLUTION:** Did you know that the umbrella group for First Nations have called the carbon markets a false solution?

[http://www.citizensclimatelobby.ca/sites/default/files/files/Indigenous\\_Peoples\\_Guide-E.pdf](http://www.citizensclimatelobby.ca/sites/default/files/files/Indigenous_Peoples_Guide-E.pdf)

**THE POOR AND MIDDLE CLASS:** We have done our homework. We have direct proof that the bottom two thirds of Canadians will come out even or ahead in terms of how much they will pay in carbon fees and how much their dividends will be. Cap and trade will be a tax on everything with no monies coming from the government to offset the costs. Social programs will

have to be created to cushion the middle class and poor from price increases as we transition away from carbon. Would it not be easier to just give people money - the less carbon you use - the greater your return? With carbon fee and dividend the **polluter pays and the conserver benefits.**

<http://citizensclimatelobby.ca/content/laser-talk-carbon-fee-and-dividend-will-protect-people-living-lower-and-middle-incomes>

## **THE ONGOING ENDURANCE OF CARBON FEE AND DIVIDEND VS CAP AND TRADE:**

Every four years, Canadians get to choose their government. From election to election – which carbon pricing policy will have the ability to maintain political will:

- 1) Cap and trade
- 2) Carbon fee and dividend?

(Remember Australia when you ponder this).

**THE UNKNOWN FACTOR IN ELECTIONS:** There are three demographic groups in Canada that are not loyal to any particular party. The party that appeals to these groups could possibly win the next election: youth, the voter with post-secondary education and First Nations. Youth care deeply about the environment and if they vote – they often vote with “green intentions”. The educated voter will be looking for sound economic policies that they can easily discuss with their friends at dinner parties. A First Nations umbrella group has come out strongly against carbon markets.

If we were a betting organization – and in many ways we are because our volunteers are betting on carbon fee and dividend on their own dime and time - we would bet that carbon fee and dividend has a greater chance of attracting the youth, educated and First Nations voter and creating political will for carbon pricing for decades to come.

## **WISE ADVICE**

*Partisanship on the climate issue is capitulation and it will not work in the long run ... When climate advocates take a side on the issue - they could be possibly engaging in vendetta politics ... And it is innocents, the young people that have no say, that will pay the price for this emotional recklessness ...*

**From a well-seasoned CCL member**



# Ten key strategies for being a Citizen Climate Lobbyist

- 1) Stay connected to what you want future generations to experience. Think of something that you cherish that is possibly threatened by climate change.
- 2) Have a positive vision of the future and of human nature. You will have more energy and attract the right people to you.
- 3) Practice practice practice. Every month we receive training on delivering a "laser talk" from Citizens Climate Lobby . We practice these talks in preparation for speaking with media and politicians.
- 4) Work in teams not on your own. Working in teams is more fun, spreads the work out, you can be a LOT more effective than if you act alone and it gets you noticed!
- 5) Be a good listener - Politicians are people and are very busy people too. Give them respect and listen carefully.
- 6) Find common ground. Many politicians have personal and political reasons why they cannot act on climate change.
- 7) Stay within your allotted time and offer to leave early.
- 8) Don't automatically give out resources and proof that supports your position. Wait to be asked for references.
- 9) Make partnerships with unlikely groups, companies, organizations and people. Environmentalists are not the only people concerned about the many looming crises affecting humanity and the Earth.
- 10) Find grace in the political "losses" because they are not losses, just another chapter.



**CITIZENS CLIMATE LOBBY**  
Creating The Political Will for a Sustainable Climate



## CITIZENS' CLIMATE LOBBY'S ONE AND ONLY RULE

*Authentically treat politicians  
with admiration, respect and  
gratitude for their service.*

# “Instead, Find the Trim Tab . . . ”

**Sam Daley-Harris, founder of RESULTS, February 28, 2014**

RESULTS founder Sam Daley-Harris shared this important message for all volunteers on the Citizens Climate Lobby conference call in March 2014.

When Amy announced that Citizens Climate Lobby volunteers had had 179 letters to the editor published in January 2014, an organizational record, I thought, “Amazing! Astounding!” Then I wondered, are we getting all the mileage and impact out of the letters and op-eds that we could? When you get a letter to the editor or op-ed published do you send it to your representative and both senators? Do you, or does the person who is the group contact for each rep. and senator follow up on the phone to make sure the aide saw the letter or op-ed? 179 letters a month would mean more than 2,100 letters published this year. 2,100 letters sent to at least one rep. and two senators would mean 6,300 touches, 6,300 reminders with letters to the editor alone. Something else I wondered was, do you mention the name of your representative and senators in the letter perhaps thanking them for co-sponsoring a bill or asking them to co-sponsor or to make sure legislation is introduced? And do you realize that if a bill is not exactly what you want, you can urge your members of Congress to cosponsor the bill and work to amend it to, for example, by making the carbon fee fully refundable? Do you also alert others on social media with a link to your letter?

The germ of these ideas come from futurist and inventor Buckminster Fuller. Fuller would say, “If you want to turn around a huge ocean liner, don’t try to push it around from the front of the ship, don’t even try to turn the massive rudder. Instead, find the trim tab, that little rudder at the end of the big rudder and turn that. Then the rudder will turn more easily and then the ship itself.” Fuller would go on to say, “With regard to the Ship of State, don’t ever try to turn the whole government or even the rudder. Find the trim tabs and turn those. Then the ship of state will turn more easily.”

So what are the trim tabs for turning the Ship of State? Members of Congress [Parliament] certainly are trim tabs. The media certainly are trim tabs. So if a letter to the editor or op-ed is a trim tab, then you want to make sure your members of Congress [Parliament] see them.

When Amy announces the number of letters to the editor and op-eds that have been published each month ask yourself: Were they sent to the representatives and senators from that district and state. Did someone follow up to make sure the aide saw them? Did the letters mention the members of Congress by name? And did the letters ask for a co-sponsorship? Let’s make sure we use all our trim tabs to the max. Congratulations!

Sam Daley-Harris, CEO

Center for Citizen Empowerment and Transformation

A Project of RESULTS Educational Fund

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## “Speaker Biographies in Alphabetical Order”



**Céline Bak:** Céline Bak is the President of Analytica Advisors. In 2007 she recognized that innovation-based industries were poorly represented through existing primary economic research and identified that this lack of evidence distorted the whole lifecycle of innovation-based companies, from incubation and capital raising to securing domestic reference customers and participating in global markets. In order to change this, she has authored and published four annual evidence-

based national reports that have catalyzed the growth of Canada's emerging sustainable industries

Her research has changed the investment and policy landscape, and has formed the basis of hundreds of millions of dollars in catalytic public program investment. She is engaged in consultancy projects addressing finance, public policy, innovation and trade across Canada and around the world.

Céline has had an international career having worked in 20 countries, first as a Principal of A.T. Kearney, a global management consulting firm, and later as an operating executive in two high growth Canadian technology companies, Solest Technology group and Bridgewater Systems, both of which were acquired by Amdocs (DOX). Her current leadership roles include her position as Global Practice Lead and Chair of the Sustainable Technology Private Sector Advisory Board for the Department of Foreign Affairs, Trade and Development. She is a member of the Asia Development Bank Low Carbon Technology Steering Committee to build innovative finance vehicles for broad adoption of low carbon technologies. She also sits as an independent director of Green Centre Canada and serves on the Core Evaluation Team for Genome Canada's Genomic Applications Partnership Program.

Celine is the recipient of the Clean 16 award, which recognizes her contribution to building sustainable capital markets in Canada. She is also is one of Canada's Women of Nature. She is a graduate of the University of Guelph in Commerce and has earned the MBA from Bath University in the UK. She is a scholar of Lester B. Pearson United World College of the Pacific and of the Rotary Foundation.



**Councilor David Chernushenko:** David Chernushenko was elected in 2010 to serve Capital Ward. He serves on the City of Ottawa's Transportation Committee and the Environment Committee, as well as the newly formed Board of Health, Crime Prevention Ottawa, and the Rideau Valley Conservation Authority. He was born in 1963 in Calgary, and he has lived, worked or studied on every continent, yet he has called Ottawa home for most of his life. He is fluently bilingual.

David holds a B.A. in Political Studies from Queen's University and a Master's in International Relations from Cambridge University. He is a "green building" professional accredited by the LEED (Leadership in Energy and Environmental Design) certification program. As owner of the consulting firm Green & Gold Inc. starting in 1998, David advised public, private, and non-profit organizations on adopting more sustainable and socially responsible practices.

He served as Vice Chair of the National Round Table on the Environment and the Economy (NRTEE) and was an appointed member from 2006 to 2009.

From 1998 to 2004, David served on the International Olympic Committee's commission on Sport and the Environment. In 2001, he co-founded Clean Air Champions, a national charity that engages athletes in raising awareness about air pollution, climate change and the benefits of physical activity.

An active and dedicated community volunteer, David has served as a director of the Sustainable Ottawa Energy Co-operative, and as a community ambassador for the Ottawa Sustainability Fund. He is a founding board member of Conservation Co-operative Housing Inc. in Sandy Hill, and a founding supporter of the 1,000 Solar Rooftops campaign. Ottawa's Social Planning Council honoured him with the Marion Dewar Defender of the Public Good Award in 2010.

David established the Living Lightly Project in 2007 to share the stories and solutions of people working to build a rich future for all on a healthy planet. He has directed and produced two Living Lightly films: *Be the Change* (2008) and *Powerful: Energy for Everyone* (2010).

He has written several books on sustainable management practices, including *Sustainable Sport Management*, *Greening Our Games: Running Sports Events & Facilities that Won't Cost the Earth* and *Greening Campuses and their Communities*.

David, a married father of three, lives in Old Ottawa South. He is an avid cyclist, cross-country skier, hockey player and speed skater. He enjoys photography, live theatre, and singing.



**Stewart Elgie:** Stewart Elgie is a professor of law and economics at the University of Ottawa, and director of the University's interdisciplinary Environment Institute. He is also the founder and chair of Sustainable Prosperity, Canada's major green economy think tank and policy-research network. His research involves many aspects of environmental and economic sustainability, with a particular focus on

market-based approaches.

Elgie started his career as a Bay Street lawyer. He went off to Harvard for an LL.M., then ended up in Alaska with a public interest environmental law firm, including litigating over the Valdez oil spill. He returned to Canada and founded Ecojustice, now Canada's largest non-profit environmental law organization, and was counsel on many precedent setting cases and law reform initiatives from 1991-2001, before returning to school for a doctorate in law and economics (Yale). He has served on or chaired many government advisory bodies in the environment/sustainability area. In 2001, Elgie was awarded the Law Society of Upper Canada medal for exceptional lifetime contributions to law – the youngest man ever to receive the profession's highest honour.



**Katharine Hayhoe:** Katharine Hayhoe is an atmospheric scientist who studies climate change. An expert reviewer for the Nobel Peace Prize-winning Intergovernmental Panel on Climate Change, her life's work has been dedicated to discovering and communicating the realities of a changing climate to those who will be affected most by it.

As an associate professor in the Department of Political Science and director of the Climate Science Center at Texas Tech

University, Katharine develops new ways to quantify the potential impacts of human activities at the regional scale.



**Bruce Hyer:** Bruce Hyer's past professions include terrestrial ecologist, caribou biologist, bush pilot, ecotourism entrepreneur and consultant, forester, businessperson, environmental analyst, and adjudicator for the Ontario Environmental Appeal Board. He was elected to federal Parliament as an NDP member in 2008 and 2011, sat as an Independent from April 2012 to December 2013, and then joined the Green Party as their second MP and Deputy Leader. His reasons are that they have the best platform, the best leader, and are the only truly democratic party in Ottawa who allow him to vote

primarily in the best interests of his constituents. Bruce has introduced more legislation than all the previous MP's from Thunder Bay-Superior North... combined. He is particularly focused upon electoral and parliamentary reform, along with Carbon Fee and Dividend as a good way to reduce CO<sub>2</sub> while also providing a minimum income to every Canadian.



**Michael MacMillan:** Michael MacMillan co-founded Atlantis Films Limited in 1978. In its early years, Atlantis was primarily a film and television production house, winning an Oscar in 1984 for its short film *Boys and Girls* and an Emmy in 1992 for *Lost in the Barrens*, amongst other awards. In 1993 Atlantis became a broadcaster with the launch of its first network, Life Network. In 1998 Atlantis acquired Alliance Communications in a reverse takeover and the company became Alliance Atlantis Communications. Under Michael's continued leadership, as Chairman and CEO, the company

operated 13 Canadian television networks including HGTV Canada, Showcase Television, History Television and Food Network. The company also distributed and produced movies and television programs including the hit series *CSI: Crime Scene Investigation*. In 2007, Michael retired from Alliance Atlantis after selling the company to Canwest Communications and Goldman Sachs.

In 2007 Michael co-founded Samara which is a charity that works to strengthen and improve the state of Canadian politics. Michael is the Chair of Samara.

Michael is a co-founder and co-owner of Closson Chase Vineyards and Winery in Prince Edward County, Ontario. It makes Chardonnay and Pinot Noir wines.



In 2011, Michael co-founded and is CEO of Blue Ant Media, a new Canadian media company. Blue Ant owns eight Canadian specialty television channels, as well as digital media properties and magazines, including Cottage Life.

Michael has volunteered with numerous community and industry organizations over many years, and is currently involved with Open Roof Films, Human Rights Watch, Civix, and the Community Food Centres Canada, amongst other organizations.



**Christopher Ragan:** Christopher Ragan is an Associate Professor in the Department of Economics at McGill University. He is the Chair of Canada's Ecofiscal Commission, which launched in November 2014 with a 5-year horizon to identify policy options to improve environmental and economic performance in Canada. He is also a Research Fellow at the C.D. Howe Institute, from 2010-13 he held the Institute's David

Dodge Chair in Monetary Policy, and for many years was a member of the Monetary Policy Council. In 2009-10, he was the Clifford Clark Visiting Economist at Finance Canada; in 2004-05 he served as Special Advisor to the Governor of the Bank of Canada.

Ragan's published research focuses mostly on the conduct of macroeconomic policy. His 2004 book, co-edited with William Watson, is called *Is the Debt War Over?* In 2007 he published *A Canadian Priorities Agenda*, co-edited with Jeremy Leonard and France St-Hilaire from the Institute for Research on Public Policy. He is the author of *Economics* (formerly co-authored with Richard Lipsey), which after fourteen editions is still the most widely used introductory economics textbook in Canada. Ragan also has a regular column in *The Globe and Mail*. Ragan teaches regularly for McKinsey & Company in its internal MBA program. He also teaches in EDHEC's Global MBA program in France. In 2007 Ragan was awarded the Noel Fieldhouse teaching prize at McGill University.

Ragan received his B.A. (Honours) in economics in 1984 from the University of Victoria and his M.A. in economics from Queen's University in 1985. He then moved to Cambridge, Massachusetts where he completed his Ph.D. in economics at M.I.T. in 1989. See his personal McGill website for downloads of his published research as well as his newspaper columns:

<http://people.mcgill.ca/christopher.ragan/>

**Tom Rand:** After a number of years as a successful software entrepreneur



Tom now focuses his efforts on carbon mitigation. He's active in Cleantech venture capital, technology incubation & commercialization, and public advocacy. Tom is Managing Partner of ArcTern Ventures, a Senior Advisor at the MaRS Discovery District and sits on the board of a number of clean energy companies and organizations. Tom also developed Planet Traveler, a low-carbon hotel project in downtown Toronto. Tom's first book *Kick the Fossil Fuel Habit* was published in early 2010 and his second - *Waking the Frog* - became a bestseller in Spring 2014. It is his belief that we have yet to have a serious, public conversation about the threat of climate change, and the economic opportunities afforded by the global transformation to a low-carbon economy. Tom holds a BSc in electrical engineering (U of Waterloo), an MSc in philosophy of science (University of London and LSE) and an MA and PhD in philosophy (U of Toronto) and is an Action Canada Fellow.



**David Robinson:** Dr. David Robinson teaches economics at Laurentian University and is Director of the Institute for Northern Ontario Research and Development. As a leading expert on Northern Ontario economic development, he was the first person to identify and promote the Northern Ontario Mining Supply and Service sector as the City of Greater Sudbury's leading sector. He was the first person to propose Northern Ontario School of Architecture and launched the community committee that brought it into being. He also drove the creation of the School of Northern Development at Laurentian.

He has written a book on 2x2 game theory, consulted for forest-dependent communities and is working on a book on the economics of community forestry. He is best known in Northern Ontario for columns in Northern Ontario Business Magazine that focus on Northern economic issues and for frequent media interviews and appearances on TVO's Agenda with Steve Paiken.



**“Carbon Fee PROSPERITY - Frais Carbone PROSPÉRITÉ”**  
**CCL Members presenting**



**Yannick Trottier:** Mr. Yannick Trottier holds a degree from MIT in aerospace engineering, and completed a nine-week MIT class on Climate Science. He was a co-founder of Spectral Applied Research, a high-technology startup that built the MOST space telescope and operated a LIDAR ozone observatory in the Arctic. Spectral was sold to Oxford Instruments in 2013. Mr. Trottier worked on nuclear

reactors for 9 years before committing himself to the climate change cause, joining the Climate Reality Project, Citizens' Climate Lobby, and founding Engineers for Carbon Ethics. He has given lectures about climate change to Chinese universities and professional groups across Canada.



**Val Blab:** A self-confessed information junkie without “official” training, over the years Val has followed climate science with an interested but detached perspective, noting the facts and making connections. Five years ago she experienced her global warming holy s\*\*t moment, realizing that the proverbial stuff-hitting-the-fan moment was not some distant curiosity but *now*. The

resulting fear with its attendant feeling of powerlessness was sent packing when invited to a Citizens’ Climate Lobby meeting in 2011. Val readily embraced CCL when she recognized its active, solutions-oriented approach with its emphasis on building relationships as the same approach that she uses in her sales career. Val has found her sales training a surprisingly perfect match for CCL’s objectives. Val’s stock response to inquiries about her background and credentials is “I pretty much sell lipstick.”

## Our Intrepid Executive Director

### Mark Reynolds:



Mark Reynolds has been working with organizations and individuals for over thirty-one years to empower them to make a difference in their world. Much of that time was spent in the public and corporate world providing training programs he designed and led on effective communication, leadership, team building and time management. As the scientific body of evidence showed a consensus in peer reviewed papers, studies and publications, Mr. Reynolds looked for an avenue to reverse man-made problems related to climate change.

The purpose of Citizens Climate Lobby is to create the political will for a sustainable climate and to empower individuals to have breakthroughs in exercising their personal and political power. Mr. Reynolds chose to leave the corporate world to apply his expertise to a non-profit organization that had an approach for responding to climate change which is a match for the science.  
*n.b. Mark is facilitating the conference on Saturday afternoon and leading a session on the Sunday morning.*

## Canadian Founding Board



**Gerry Labelle:** Gerry is a long time resident of Sudbury and is an Organizational Development consultant and Certified Facilitator. He loves change, is a voracious reader writer and enthusiastic and tireless researcher. His currently sits on the following boards/committees: Imagine Sudbury, Coalition for a Liveable Sudbury, Citizens Climate Lobby, Good Green Questions for Good Green Jobs, past chair of Northridge Savings and Credit Union and past chair of their Green Committee, vice chair and co-founder of Music and Film In Motion, Poverty Activist, "*Citizenship has its responsibilities.*" Gerry Holds an IBA, a designation bestowed on him by a good friend, but we'll let him tell you what that stands for. Gerry has been Cathy Orlando's trusted advisor for getting CCL off the ground in Canada and sits on the funding board for CCL in Canada. Gerry was present in the very first CCL group meeting that took place on October 2, 2010 in Sudbury.

*n.b. Gerry is moderating the conference on Saturday morning and all day Sunday.*



**Cheryl McNamara:** Cheryl McNamara is a communications specialist, who has worked primarily in the not-for-profit sector for 15 years. She is currently the media coordinator of KAIROS and serves as a communications consultant for the Blue Green Group, which specializes in deep energy retrofits for commercial buildings and residential properties. Cheryl is the founder of the Toronto chapter of the Citizens Climate Lobby. Her op-eds, articles and letters have appeared in the Toronto Star, Globe & Mail, Vancouver Sun, the Sudbury Star, Rabble.ca, the Beacon News and other local media.



**Cathy Orlando:** Cathy Orlando has worked full-time as the Canadian National Manager since September 2011. She is a published scientist, first author twice in peer reviewed scientific articles. She is one of the eight founding members (1991) of a national science outreach organization called Let's Talk Science. Cathy was the lead-developer of an award-winning workshop that teaches professional scientists and engineers how to communicate science. She worked as the Science Outreach Coordinator at Laurentian University from 2005-2011. Cathy has received training from Vice

President Al Gore and the Climate Reality Project in Montreal (2008), Nashville (2009), Nashville (2010) and Chicago (2013) and has shared well over 100 presentation (she has lost count). A National Environmental Stewardship Award was named in Cathy's honour, she is the recipient of a Queen Elizabeth II Diamond Jubilee Medal (2013) and Greater Sudbury Civic Award (2014). This fall two CCL volunteers nominated Cathy for Samara Canada's Everyday Political Citizen Award.

Cathy founded the first Canadian CCL chapter and has been involved in the initiation of all of the other Canadian chapters currently covering more than 50 ridings in Canada. Cathy has had countless letters to the editor and opinion pieces published in every province in Canada on carbon pricing.

*Cathy will give closing statements at the conference.*

## Christine Penner Polle:



Christine Penner Polle is Citizens Climate Lobby Canada's Regional Coordinator for Manitoba and Northwestern Ontario.

Christine comes to her current unwaged role as a climate activist with a background as an educator, researcher & writer, and former nurse, but it's her role as a mom that most inspires this work. She moved with her family to Red Lake from Winnipeg 11 years ago, and has fallen in love with the place and the people of northwestern Ontario. In 2010, Christine founded one of the first three Canadian chapters of Citizens Climate Lobby in Red Lake. She has been a member of the Red Lake Green Committee for years, and is a founding member of the newly established *Transition Red Lake*.

Christine will be presenting with Gerry Labelle and Val Blab on how to improve CCL's fourth Metric.

### Margaret Mead said to her friend Jean Houston:

*"Forget everything I have been teaching you about governments and bureaucracies." If we are to survive and create the world we could have—it's a question of citizens' volunteer groups; citizens getting together, deepening, growing, expanding their capacities, and then going out and making a difference."*

# CCL Canada Timeline

**October 5, 2007** - The first Citizens' Climate Lobby chapter in Coronado, California started by our President, Marshall Saunders.

**June 2010:** At a Climate Reality Conference in Nashville, Marshall Saunders recruits our future Canadian manager to CCL. He thought she was an American

**September 2010** - 1st Canadian CCL chapter is formed in Sudbury ON.

**November 2010** - Two more chapters begin, in Red Lake, ON and Toronto, ON. Cheryl (Toronto), Christine (Red Lake) and Cathy (Sudbury), are affectionately called "the three Cs from Canada" by our US counterparts.

**June 2011** - 7 Canadians join 85 US citizens at the CCL International Conference in Washington DC and lobby congress for carbon fee and dividend and lead a delegation to the Canadian division at the World Bank in Washington DC

**September 2011** - Cathy Orlando offers to volunteer full-time as national manager for CCL until election 2015.

**October 2011** - national CCL office opens in Sudbury ON

**November 2011** - 10 ridings are now covered by CCL volunteers. Two CCL volunteers lobby 11 MPs in Ottawa for carbon fee and dividend. We become truly sea-to-sea when Joanne (Halifax) and Jan (Salt Springs) join us.

**December 2011** - Facebook page started for CCL Canada.

**June 2012:** We lobby on Parliament Hill, give a presentation to Parliamentarians at an All-Party-Climate-Caucus event and MP Hyer indicates that he favours the carbon fee and dividend model.

**July 2012** - a dozen Canadian CCL volunteers join 175 US citizens at the CCL International Conference in Washington DC and lobby congress and the World Bank for carbon fee and dividend.

**November 2012** - 20 ridings are now covered by CCL volunteers and 10 CCL volunteers lobby in Ottawa for carbon fee and dividend.

**December 2012** – CCL Canada reaches 350 Facebook followers.

**July 2013** - 22 Canadians join 375 US Citizens at the CCL International Conference in Washington DC. Canadians lead delegations to meet with representatives of the World Bank, the IMF and the Canadian embassy.

**July 2013** - Two year plan for CCL (Canada) is finalized after over 20 teleconference calls with the CCL Canada diaspora and a facilitated discussion at the CCL Conference in Washington, DC.

**November 2013** - Our first national conference and lobbying days in Ottawa, 36 volunteers lobby 28 MP Offices in Ottawa and 41 ridings covered by CCL volunteers.

**December 2013** - 700 Facebook followers

**January 2014** – Facebook cuts page penetrance into newsfeeds by about 80%, causing problems for our social media outreach.

**June 2014** – Mini Lobbying Blitz. Also The Change Agents premieres in Parliament and we get invited to dine three times in the Parliamentary dining hall.

**July 2014** – 26 Canadians CCLers lobby the US Congress alongside over 600 US citizens for carbon fee and dividend.

**September 21, 2014** - 25 Canadian CCLers join over 200 CCLers and the 400,000 marchers at the Peoples' Climate March in NYC.

**November 2014** - over 1600 Facebook followers

## Key Laser Talks

### **The Canadian Citizens' Climate Lobby**

Citizens' Climate Lobby is an international and nonpartisan organization that empowers citizens to lobby their representatives for a revenue neutral price on carbon pollution. Currently we have over 200 chapters in North America. It was founded in the USA in 2007 by Marshall Saunders and is modeled after the international poverty reduction organization called RESULTS. RESULTS is also our sister organization. Since September 2010, Canadian Citizens Climate Lobbyists have, chiefly through regularly scheduled teleconference calls and monthly action sheets, educated ourselves about the various aspects of climate change from the economics and science to the sociology, communication and its myriad connections to almost everything. After three years of building a small and effective army of concerned citizens in Canada from over 40 ridings, we descended on Parliament Hill, Monday, November 18, 2013, to lobby our MPs for a price on carbon pollution. We lobbied 26 MPs, one senator and the aides of Justin Trudeau and Elizabeth May for carbon fee and dividend.

In June 2014, 26 Canadians joined approximately 600 of our US colleagues and lobbied the offices almost 500 members of the US Congress in Washington DC for a carbon tax. We also lobbied the World Bank, and the Canadian Embassy in Washington. This was Canadian CCL's fourth year lobbying in Washington, DC. We are returning to Ottawa on November 22-24, 2014 to advance our understanding of the politics, economics and communication climate change at a conference and then lobby our MPs and senators for carbon fee and dividend.

### **Carbon Fee and Dividend**

Carbon Fee and Dividend is a revenue-neutral price on carbon that functions as follows:

- A fee is placed on carbon-based fuels at the source (well, mine or port of entry)
- This fee increases steadily each year so that clean energy is cheaper than fossil fuels within a decade
- All of the money collected is returned to Canadians on an equitable basis
- Under this plan 66% percent of Canadian households would break even or receive more in their dividend check than they would pay for the increased cost of energy, thereby protecting the poor and middle class.
- A predictably increasing carbon price will send a clear market signal, which will unleash entrepreneurs and investors in the new clean-energy economy.

### **The Five Chief Ways to Price Carbon**

There are five ways to price carbon. They are listed here from least transparent to most transparent:

i) The Status Quo: external costs of climate change are not internalized and the taxpayer is forced to pay for climate and health-related damages.

ii) Regulation: sector by sector regulation of all the sectors in the economy that produce carbon pollution

iii) Cap and Trade: put a mandatory limit (or "cap") on some portion of national emissions, and allow firms to buy and sell rights to emit within the cap as well. This can be with or without offsets. A carbon offset is a reduction in emissions of carbon dioxide or greenhouse gases made in order to compensate for an emission made elsewhere

iv) Carbon Tax: a tax based on greenhouse gas emissions generated from burning fuels. The tax may or may not be revenue neutral. A revenue neutral tax is one that does not have a net increase in overall federal tax revenues.

v) Carbon Fee and Dividend: An incrementally increasing fee is placed on carbon pollution and 100% of the money is returned to households. The term fee is used deliberately to indicate clearly that it is a revenue neutral pricing system. Carbon Fee and Dividend, as proposed by Citizens Climate Lobby, is an upstream fee and is levied at point of production of fossil fuels (at the well head, mine or point of entry). A downstream tax, on the other hand, would be levied at the point of consumption of fossil fuels and/or products dependent on fossil fuels.

## **Discours de motivation sur le prélèvement et le dividende**

Une taxe sur les émissions carboniques sans incidence sur les recettes fonctionne ainsi:

- une taxe est imposée sur les combustibles à base de carbone, à la source (puits, mine, port de débarquement);
- cette taxe augmente chaque année de façon constante, de sorte que l'énergie propre se révélera plus économique que les combustibles fossiles dans dix ans;
- tous les fonds amassés sont redistribués équitablement aux citoyens canadiens;
- aux termes de ce plan, 66 % de tous les foyers entreront dans leurs frais ou recevront un chèque-dividende plus généreux que s'ils avaient défrayé le coût de plus en plus élevé de l'énergie, solution qui protège les citoyens pauvres et ceux de classe moyenne
- une hausse prévisible du prix du carbone enverra un signal clair au marché, qui mobilisera les entrepreneurs et les investisseurs autour de la nouvelle économie de l'énergie propre;
- selon les estimations, la mise en œuvre de ces lois entraînera la création de plus de quatre millions d'emplois

# Saturday, November 22, 2013

10 am - 12 pm	<b>1) CCL metrics in Canada:</b> Cathy Orlando <b>2) The 4th metric: Growing the force:</b> Gerry Labelle, Christine Penner-Polle and Val Blab <b>3) Regional Planning</b> - Work with others in your region to increase the number of CCL supporters, members, letters to the editor and in general political will for Carbon Fee and Dividend regionally by election 2015.
12 pm 1:15 pm	<b>Lunch on your own</b>
1:15-1:30 Jean Pigott	<b>Welcome and Icebreakers:</b> Cathy Orlando and Gerry Labelle
<b>1:30 pm - 6:00 pm</b> in Jean Pigott Room is <u>compulsory</u> for anyone who intends to lobby on Monday and has not received our Group Start training.	
1:30 to 2:30	<b>Advanced Lobbying:</b> Mark Reynolds, the Executive Director of CCL
2:30 - 4:30 Jean Pigott	<b>CCL Group Start Workshop:</b> This session is for CCL members who have not attended a group start workshop. It covers the basics of CCL, how we got started, and the CCL methodology and advocacy tools that we use. Experienced CCLers are welcome to be part of this session
4:30 - 5:00 Jean Pigott	<b>Mock Lobbying sessions:</b> experienced lobbyists and newbies will conduct mock-lobbying sessions
5:00 pm - 5:30 pm	Group Photo and Lobby Assignments will be handed out. Jean Pigott
3:30- 3:45	<b>Refreshment and Bathroom Break - Everyone</b>
2:30 - 3:30 pm Honeywell Room	<b>Canada and Carbon Capture and Sequestration (CCS)</b> Yannick Trottier: Canada is an oil-producing country and has set itself up to become a world leader on carbon capture and sequestration (CCS). As Canadian climate lobbyists, it is advisable that we have a clear understanding of what has been done, what is proposed and to drill down into the complexities of CCS and carbon fee and dividend.
3:45- 4:30	How to get a letter to the editor published and if time Flash mobbing 101.
6:00-7:30	<b>Dinner (On Your Own)</b>
7:30 - 11:00	<b>Evening Social:</b> Space themed Costume party and dance. We want awesome photos again this year so that we can show the world that we are not you "mom and dad's" environmental group. Ottawa Marriott Courtyard in the Byward Market, 350 Dalhousie Street.
<b>DRESS CODE:</b> Business casual - nice jeans are fine. Note that you can bring your own food into the Ottawa City Hall. Light refreshments will be provided. <b><i>Please bring reusable coffee mugs and reusable water bottles to reduce our garbage generated.</i></b>	



# Sunday, November 23, 2013

9:30-10:00	Opening Comments: Cathy Orlando, Gerry Labelle, Salina Mathur and Councilor David Chernushenko.
10:00 - 10:30	Skype Appearance from Dr. Katharine Hayhoe - Texas Tech University, Canadian climate scientist, author of <b><i>"A climate for change"</i></b> and advisory board member, Citizens' Climate Lobby.
10:30- 11:30	Morning Keynote: <b><i>"Tragedy in the Commons"</i></b> Michael MacMillan, Acting Director, co-founder and chair of Samara Canada. Samara is a non-partisan charitable organization that works to improve political participation in Canada.
11:30 - 12:30	<b><i>The Way Forward</i></b> - Mark Reynolds, Executive Director of Citizens' Climate Lobby
12:30-1:30	Lunch (On your own) or Funders Lunch (Breakout Room)
1:30 - 2:15	Afternoon Keynote <b><i>"Waking the Frog"</i></b> . Tom Rand will speak about the underlying reasons that keep us from acting with effort to solve the climate change problem, from the psychology of denial to a deep and inherent conservatism in the business community. A hard-hitting blend of psychology, economics, finance and technology.
2:15 pm - 3:45 pm	<b>Tom Rand</b> will then join an Economics Panel on carbon pricing that includes: <b>Celine Bak</b> (President of Analytica Advisors), <b>Stewart Elgie</b> (Sustainable Prosperity, University of Ottawa and the Ecofiscal Commission), <b>Professor Christopher Ragan</b> (CD Howe Institute, McGill and the Ecofiscal Commission) and <b>Professor David Robinson</b> (the Institute for Northern Ontario Research and Development and Laurentian University). The panel discussion will be facilitated by Gerry Labelle. If you have a questions for the panelists, please write it down and we will do our best to pick diverse and interesting questions from those submitted.
3:45-4:15	<b>CCL PRESS CONFERENCE</b> Note that the Honeywell room will be open all day for interviews with the press.
3:45- 4:15	Coffee and Tea break and mingling with guest speakers
4:30- 5:00	Closing comments. MP Bruce Hyer and Cathy Orlando
5:00- 6:00	Lobbyists meet up each other in teams and discuss
<p><b>DRESS CODE:</b> Business casual - really nice jeans are fine. Note that you can bring your own food into the Ottawa City Hall. Light refreshments will be provided.</p> <p><b><i>Please bring reusable coffee mugs and reusable water bottles to reduce our garbage generated.</i></b></p>	

# Monday, November 24, 2013

8:30 am	Picture on Parliament Hill in front of the Centennial Flame. Please arrive on time.
9:00 am to 5:00 pm Parliament Hill Sharing stories at the Chateau Laurier	We have booked L'Orangerie Room on the mezzanine floor of the Chateau Laurier. You can gather there all day long between lobbying. The Chateau Laurier is located just to the east of Parliament Hill on the other side of the Rideau Canal. It has a copper roof similar to the Parliament Buildings. We affectionately call this room the <b>CAT room</b> - which is an acronym for <b>Climate Action Theatre</b> . Please don't order pizzas or takeout food to the room that is not from the Chateau Laurier. You can order in-room dining from the hotel and pay for it yourself. It is prohibited to bring in external food into the room.
8:30 am - 6:00 pm	Lobbying all day
5:30 pm - 6:30 pm	Grab a bite to eat in the Byward Market
7:00 pm - 9:00 pm	Lobbying Day Reception at the Ottawa Marriott Courtyard in the Byward Market, 350 Dalhousie Street. Light snacks and refreshments provided.
<p><b>DRESS CODE:</b> Business formal - which means ties for men. Be sure to pack healthy snacks and a reusable water bottle. <b>You <u>must</u> have photo I.D. to enter all Parliamentary Buildings.</b></p>	



**Citizens' Climate Lobby and Glenn Thibeault, Member of Parliament for Sudbury cordially invite the New Democrats, MPs and staff, for breakfast and interesting discussions about carbon pricing.**

**Tuesday, November 25th 2014**

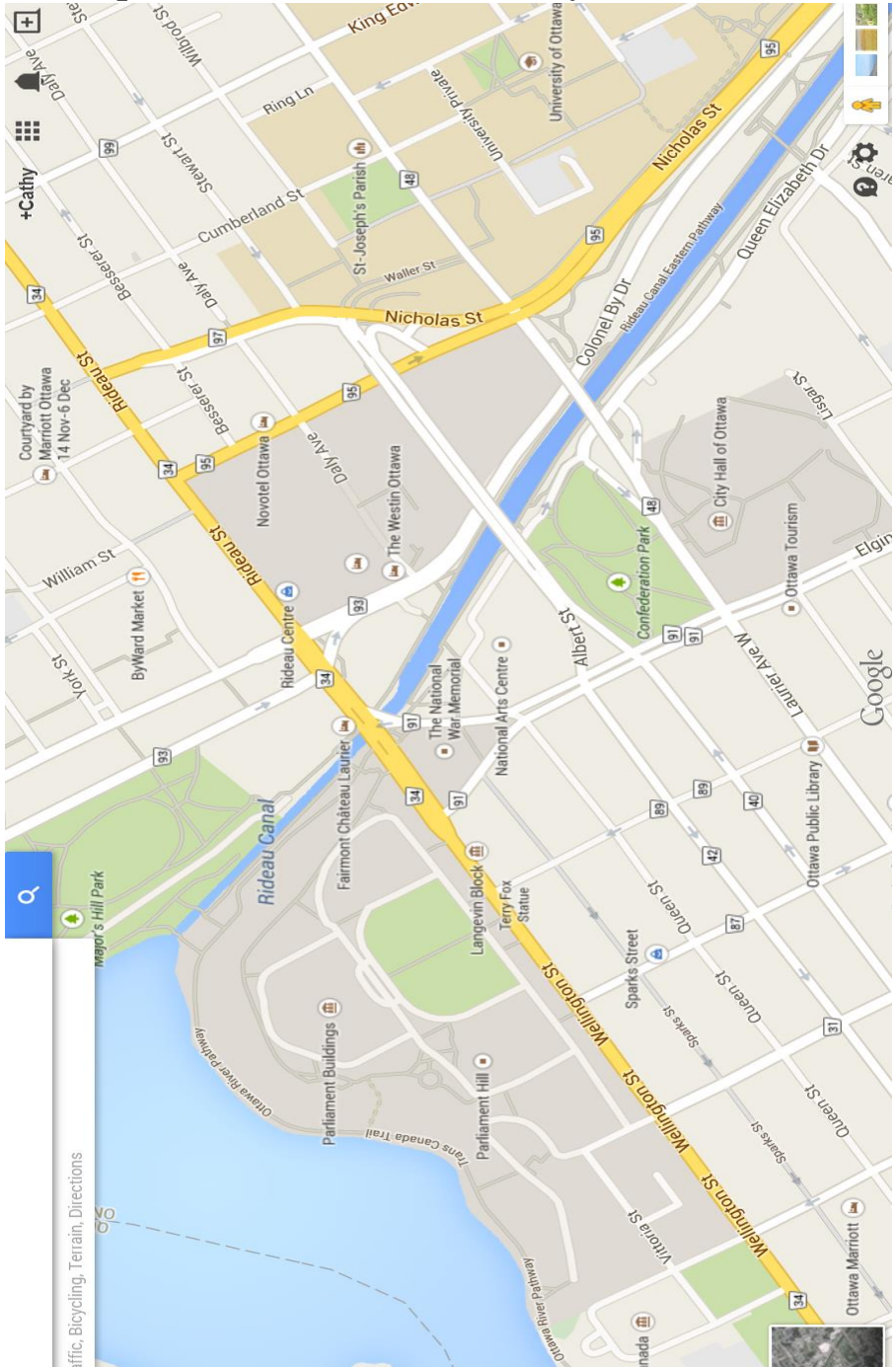
7:00 am to 9:00 am,

Room C-180, 1 Wellington Street

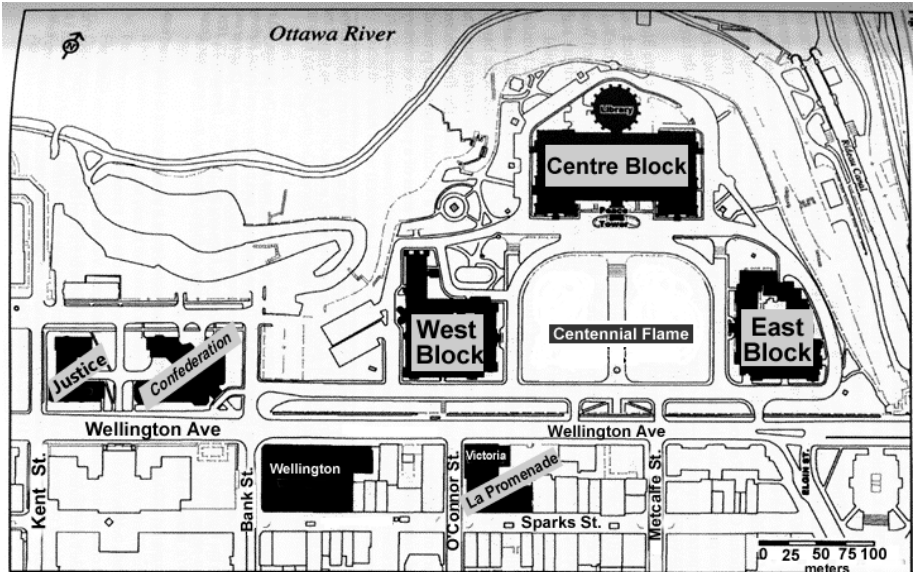
Please RSVP to [rsvp@citizensclimatelobby.ca](mailto:rsvp@citizensclimatelobby.ca)

by November 17

## Map with our Hotel, Ottawa City Hall and Parliament



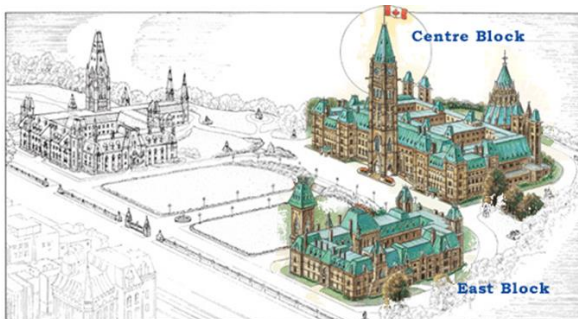
# MAP OF THE PARLIAMENT BUILDINGS



The main buildings for MPs are Confederation, La Promenade, Justice and Centre Block. Centre Block is where the Senate and House of Commons debate. It is also where the Opposition Lobby and Government Lobby are located. La Promenade is a high rise building on Sparks Street at the corner of O'Connor. Across the road on Sparks Street is "Yesterdays" restaurant, and right beside it is a Black's camera store.

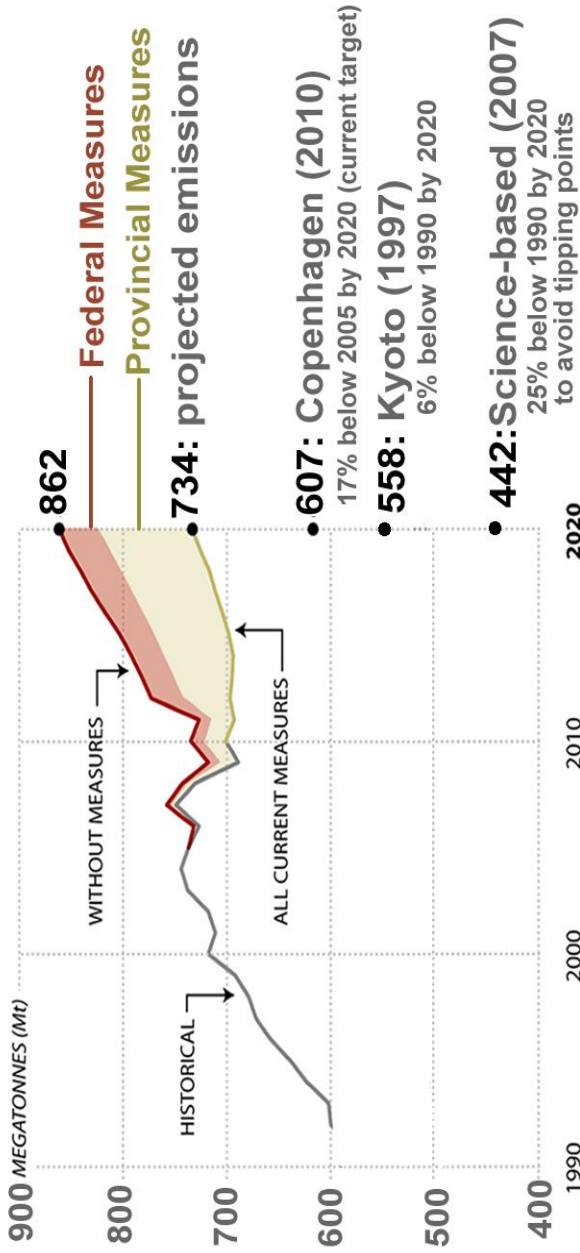
If parking is necessary, friends on Parliament Hill suggest parking at the World Exchange Plaza, located at 111 Albert Street. However OC Transpo provides a direct bus from our hotel to the Parliament Building area.

Upon arrival at all parliament buildings you will need to check in at the security desk. They will ask to see one piece of I.D. You will then proceed to a security check point (similar to airport security) and any 'no fly' items will be kept at the security desk until the end of the meeting. They will also "hold" items that are deemed political - such as pins with political messages on them and American flags. Note that while Parliament Buildings, we are signed in as guests of the Parliamentarians that we are lobbying



# CANADA'S GREENHOUSE GAS EMISSIONS AND TARGETS

*A look at the projected effect of government measures on Canada's greenhouse gas emissions, current targets and historical targets*



SOURCE: Canada's Commissioner of the Environment and Sustainable Development (Oct 2014). Additional information added on by CITIZENS' CLIMATE LOBBY using government sources.

Bank of England governor  
**Mark Carney**  
 says that the vast majority of  
**oil reserves**  
 should be considered  
**"unburnable"**  
 if the world wants to avoid  
**catastrophic**  
**climate change**



**Mark Carney is the former  
 governor of the Bank Of Canada**

## **INSURABLE DISASTER CLAIMS IN CANADA**

Note that homes and businesses are not covered  
 by insurance for overland flooding in Canada. Thus taxpayers  
 footed much of the bill for 2013 Calgary and Toronto floods.

Up until **2009**

**\$400 million**

From **2009 to 2012**

**\$1 billion**

In **2013**, with catastrophic  
 flood damage in Southern Alberta and Toronto,  
 as well as huge storms on the east coast

**\$3.2 billion**

**CONCLUSION: Unchecked climate change is not  
 sustainable for insurance companies and taxpayers.**



# Key REMI graphs

## Total Employment (national level)

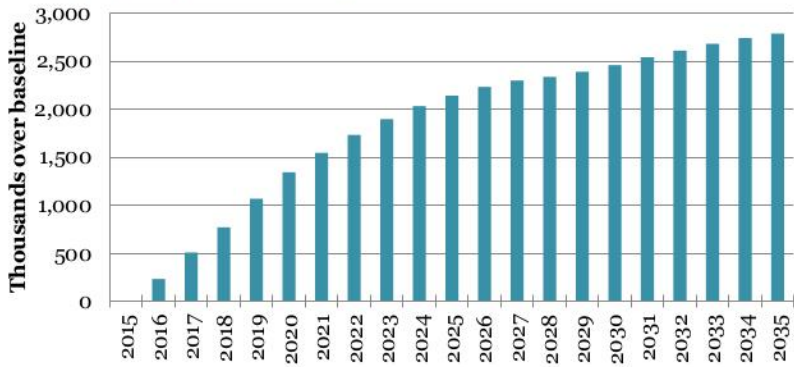


Figure 3.3 – This is the same data as that in Figure 3.2 agglomerated up from the regions to the nation. Thus, net employment levels at the national level from the F&D carbon tax are between 2 million and 3 million over baseline (approximately a 1% increase) when counting higher energy costs versus rebates to households and changed investments.

## Carbon Dioxide Emissions (annual forecast, national level)

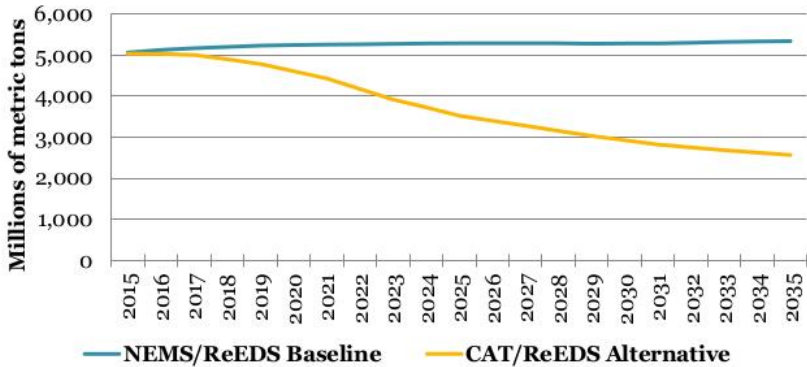


Figure 3.14 – These lines illustrate a baseline for emissions without the tax from the Reference Case in the AEO and ReEDS (blue). The alternative (gold) after a \$10 per year tax, price elasticity of demand in CAT, and grid optimization in ReEDS represents a significant reduction in emissions—of 52% by 2035. The baseline is not exactly the same as the one in the AEO because this projection uses ReEDS for the power generation portion of the emissions forecast. They are rather close, however. AEO 2013 projects a 2.4% increase in national emissions from 2015 to 2035 while the blue line above projects a 5.5% total increase.

# A page of gratitude:

I am very grateful that the founder and president of CCL, Marshall Saunders, thought I was US citizen and recruited me to his visionary organization in June 2010 (true story).

Citizens' Climate Lobby in Canada is now more than half-way through our two year journey to create the political will for carbon fee and dividend in Canada by election 2015. In 2012, while creating our 2013-2015 plan, two main things that jumped out at me were: we needed two national conferences and the money to conduct those conferences. We do not have an angel funder in Canada, nor did we have paid positions. In 2012 a group Canadian citizens generously donated money to make certain that we had enough money to seed two national conferences and these donors are clearly highlighted in our 2013 conference booklet. In December 2013, we made a call out for donations and we received enough money to be certain we could conduct a second conference.

Conferences takes countless hours to pull together. Many thanks to: the MP Bio crew at CCL Ottawa and all the volunteers that submitted those bios – that was an incredible amount of work! Doug Grandt for helping manage the lobbying schedule again. Yannick for taking on the videoconference tasks. To Bill McElree for the great “DJing” both of our national conferences.

To all the people that gave up their weekend including speakers, lobbyists and guests, to be here and to all their partners and social support systems - I thank you all for helping us create the political will for a liveable planet.

To councilor David Chernushenko for the donation of the venue. Your unconditional and unsolicited donation fueled hope in me. To MP Bruce Hyer, thank you for all you are doing to educate your fellow parliamentarians about carbon fee and dividend. I have watched C-PAC and your unflagging commitment to getting us our dividend cheques has been a joy to witness.

THANK YOU: To the International Office of Citizens Climate Lobby for unconditionally sharing absolutely everything with us; RESULTS for creating this effective business model that genuinely creates political will; and Mark Reynolds for mentoring me and helping me keep CCL in Canada true to the CCL way. I have been forever changed in a positive way.

To the founding board of the Canadian arm of Citizens' Climate Lobby for the ongoing encouragement and wisdom in growing our organization with extremely limited financial resources. They have helped in many ways but specifically I would like to highlight one thing from each member: Gerry has been my constant advisor since September 2010. His sage advice has helped keep me highly focused on the most important things we need to do and not be distracted by things that do not get us closer to our main goal of creating political will for carbon fee and dividend in at least 100 ridings by 2015. Christine found the money to fund a part-time assistant to take some of the data management jobs off my plate and Kate has been a huge help and a big part of why we are achieving more this year. Cheryl's ability connect with movers and shakers in Canada is truly propelling this organization forward.

To my family, that have supported me since April 2008 – when I was first trained by Al Gore and I committed to working with everything I had to help the politicians create real climate actions - I did think it would take so long. I am hugely grateful to my husband, children, siblings, in-laws and especially my parents, who taught me freedom is a huge responsibility.

Thanks everyone for being journey with us from me to we! Love, Cathy



# THE CCL STORE

We are thinking ahead and fundraising for our  
2015 Conference and have items for sale.

## *Thank You Cards*

3 for \$10

## *Coasters with our new logo*

1 for \$1.00 or 7 for \$5.00

to remind people to stop coasting in the issue

## *Buttons with our new logo*

limited number

\$2.00 minimum donation

They all make great stocking stuffers and  
are also great gifts to give your MP.