



CCL Monthly Conference Call, Saturday, February 1, 2014

Groups meet at 9:45am PT / 12:45pm ET

The international conference call starts at 10:00 am PT/1:00 pm ET **SHARP!** The conference call part of the meeting is a little over an hour long and the groups meet for another hour after that to plan actions.

Call-in number: 1-866-642-1665: Pass code 440699#

Instructions: Sign on to the call at least five minutes before the start time. When you first get on the call, announce your name, city and how many people are in the room.

Jon Haidt, The Righteous Mind



Jonathan Haidt, a professor in the Business and Society Program at NYU-Stern, is a social psychologist and author of *The Righteous Mind* and *The Happiness Hypothesis*. He'll discuss how we came to be so politically polarized as a nation and what needs to happen to restore a more cooperative system of governing.

Actions:

1. Have friends sign a Parliamentary Petition specifically asking for Carbon Fee and Dividend.
2. Get in the habit of writing Letters to the Editor to newspapers that conservatives read regularly, such as the Sun Media chain. As well, consider conservative newspapers that are national in scope and/or influential. Rural Canada tends to have conservative papers that are in need of climate facts and solutions too.
3. Break out the doilies. In line with our goal to be in regular communications with our federal representative, send your MP a Valentine's Day Card. You can use our resources or make your own.

Upcoming:

- i. Minister Flaherty is going to release the budget February 11. We are going to ask you to send an open letter to your local newspapers. Here is a [sample](#).
- ii. Executive producers James Cameron, Jerry Weintraub, and Arnold Schwarzenegger have recruited an all-star cast for an important documentary event. [Years of Living Dangerously](#) will air on Showtime in April 2014. Perhaps arrange to watch it with community members in a "coffee house" as an outreach event in April (thanks Terry in Haliburton for the heads up).
- iii. We have finalized the date for the mini-lobbying blitz in Ottawa. It is Tuesday, April 15, 2014. Details to be announced in the March actions sheets. CCLers not making the trek to Ottawa will be asked to meet with their MP in their home riding in April during the Easter Break. Please do not book us a meeting with your MP in Ottawa if you are not coming to Ottawa.
- iv. Citizens Climate Lobby's fifth International Conference and Lobbying Days will be in Washington, June 21-23, 2014. Register here: <http://citizensclimatelobby.org/2014-international-conference/> now before it is too late. There is limited space.

ACTION #1

THE PARLIAMENTARY PETITION PROJECT

For over 2 years now, we have been circulating various versions of [Parliamentary Petitions](#). Now that MP Hyer has asked the Environment Minister to consider Carbon Fee & Dividend, it is time to catalyze the carbon tax discussion. We have made a Parliamentary Petition asking Canada to consider Carbon Fee & Dividend in both French and English.

Purpose: to educate some MPs and [CPAC](#) watchers about the urgency of the climate crisis and its impacts and to consider Carbon Fee & Dividend specifically as a solution.

Instructions:

- Be sure to use either our English or French Carbon Fee and Dividend Petition (not the other versions) found on our [Parliamentary Petitions page](#).
- Print the petition on **legal** (8.5 x 14) or **letter** (8.5 x 11) paper.
- Make sure there is a line at the top of every signature page thereafter indicating it is a parliamentary petition for climate change
- Get **at least 25 signatures** on the petition - follow the instructions closely. We need cities, postal codes and signatures. Please do not print your name. To be safe we recommend getting 27 signatures.
- Once completed, copy the petition for your files, then bring the original file to your MP's office to be read in Parliament. Do not publish the names and addresses of signatories anywhere.
- Start a new petition once you have 27 signatures. The goal is to get the petitions read in the House of Commons repeatedly and they need a minimum of 25 signatures to be read aloud.
- Call your MP's office.
- Identify yourself as a constituent of his/her riding.
- Ask if your MP if he/she would be willing read a Parliamentary Petition in its entirety (excluding the names of the signatories) on carbon fee and dividend in the House of Commons
- If your MP will not read it, we can send the Parliamentary Petition to other MPs who will gladly stand up in the House of Commons and ask Parliament to consider Carbon Fee and Dividend.
- Follow-up with the MP and ask about when it was read in Parliament and how it was received. Be sure to thank them.
- SUGGESTION: Have someone follow your MP in Facebook because some MPs announce in Facebook when they have read parliamentary petitions.
- You can search the [Debates/Hansard Parliamentary Website](#) for "Carbon Fee and Dividend" to follow which MPs are reading our Carbon Fee and Dividend petition.
- Cabinet Ministers are not permitted to read petitions in the House of Commons as it would constitute a conflict of interest. Thus if your MP is a cabinet Minister you should inform him/her about the petition and ask if he or she could suggest a colleague who could read the petition.
- For more details, please see:
http://www.parl.gc.ca/About/House/PracticalGuides/Petitions/petitionsPG2008_Pg02-e.htm

Please inform us in your **monthly Citizens Climate Lobby field report** when you have completed a petition and sent it to be read in the House of Commons. It will count as Outreach.

To get signatures, bring the petition to outreach events. As well, always have the petition on your person. Then you can ask friends to sign the petition. The goal is for each group to submit 10 completed petitions in 2014 or one per month between February and November.

ACTION #2

WRITE “CONSERVATIVE PAPERS” LETTERS TO THE EDITOR



Seventeen year old Sudbury intern Valerie from the Ottawa Valley made insightful comments on a Sun Media article. She said that the Ottawa Sun is the paper her grandparents read and that they have inaccurate ideas about climate change. She mentioned that they often repeat the Sun Media rhetoric such as “ethical oil” and have intense disdain for Al Gore and David Suzuki.

Thus to hasten our efforts to find common ground with the conservatives, writing LTEs in Sun Media newspapers and other “conservative” newspapers must be part of our strategy. Building on last month’s action of honing your Letter to the Editor (LTE) writing skills and today’s teaching by our CCL guest, Jon Haidt, we are asking our volunteers to get in the habit of reading and responding to Sun Media articles about climate change **the CCL way**: by finding common ground and being non-partisan.

Conservative Values and Moral Domains: Cheryl in Toronto reminded us that we should use conservative values when writing these letters to the editor. Conservative values are: **1)** respect for authority, **2)** purity and sanctity, **3)** in-group loyalty. Thus, currently when appealing to conservatives, words such as *dirty*, *disgusting* and *now more than ever* have sway on conservative minded people. Appealing to their in-group loyalty to family and religion also can help. Evoking national pride is another tool. In Canada, mentioning about PM Mulroney’s incredible environmental track record (Montreal Protocol and the Acid Rain Treaty) will have sway.

Find out more: A year ago, Dr. Rob Willer was our CCL Monthly guest. He shared with us the moral domains of Conservatives and Liberals. [Listen to the January 2013 Conference Call](#)

Dire messaging holds little sway: Previously at CCL, Rob Willer shared with us the consequences of [dire messaging](#). ***“Fear-based appeals, especially when not coupled with a clear solution, can backfire and undermine the intended effects of messages.”*** Yes, the facts about climate change are dire but the studies clearly show we need to balance our messages with a solution if we are to be effective. We suggest you conclude letters to the editor with the Carbon Fee and Dividend solution.

Moral Wooing Followed by Facts: In [November 2013](#) Eric Sapp, founder of Eleison Group, was our monthly guest at CCL. He has found that when appealing to the “Faith Folks” in the USA, a category that includes the majority of conservatives, if one begins with moral arguments such as Creation care and environmental stewardship and follows with facts, conservatives are more open to believe what is being said. *“If you meet them where they are”* with moral arguments and then present the science, you are more likely to sway their ideas. According to Mr. Sapp, national security is another touchstone for climate arguments when appealing to conservatives. Caterina in KW recently used moral wooing followed by facts in a [letter to the editor](#).

Progressive values: Christine in Red Lake has pointed us towards George Lakoff. Are conservatives are winning the *language wars*? In [“Don't Think Of An Elephant”](#) George Lakoff makes a list of progressive values that have broad appeal, even to conservatives, to counter the language conservatives have used. **“Stronger America / Canada”** vs. “strong defense”, **“Broad Prosperity”** vs. “free markets”, **“better future”** vs. “lower taxes”, **“effective governance”** vs. “smaller government” and **“mutual responsibility”** vs. “family values”.

Canadian Messaging: From [How to Talk to a Conservative about Climate Change](#): For over 20 years, climate change has been the rallying cry of the “liberals”. Consequently “conservatives now see global warming solutions, and the science itself, as attacks on values they hold dear.” Thus it is imperative that the message and the messenger temper their “leftie” language, judgment and personal affect.

Amplify your message: Our rampant growth in the number of LTEs in January 2014 was no accident. Anita in Perth showed us that if you submit letters to multiple papers, you can get more than one LTE published. Sun Media recently has cut a lot of their work force, so they may be looking for content. On the next page is a list of Sun Media papers. Note that not all Sun Media articles and editorials are published consistently in all their newspapers. They sometimes change the heading of the articles too. Thus, before you submit your LTE be sure to include the url (web address) and correct heading of the article or editorial you are referring to from the website of the newspaper you are submitting an LTE to.



Big Sun Media Papers

Calgary Sun	Calgary, AB	http://www.calgarysun.com/letter-to-editor
Edmonton Sun	Edmonton, AB	http://www.edmontonsun.com/letter-to-editor
Ottawa Sun	Ottawa, ON	http://www.ottawasun.com/letter-to-editor
Toronto Sun	Toronto, ON	http://www.torontosun.com/letter-to-editor
Winnipeg Sun	Winnipeg, MB	http://www.winnipegson.com/letter-to-editor

Community Dailies

Barrie Examiner	Barrie, ON	http://www.thebarrieexaminer.com/letters
Belleville Intelligencer	Belleville, ON	http://www.intelligencer.ca/letters
Brantford Expositor	Brantford, ON	http://www.brantfordexpositor.ca/letters
Chatham Daily News	Chatham, ON	http://www.chathamdailynews.ca/letters
Cornwall Standard-Freeholder	Cornwall, ON	http://www.standard-freeholder.com/letters
Fort McMurray Today	Fort McMurray, AB	http://www.fortmcmurraytoday.com/letters
Kingston Whig Standard	Kingston, ON	http://www.thewhig.com/letters
London Free Press	London, ON	http://www.lfpress.com/letters
Niagara Falls Review	Niagara Falls, ON	http://www.niagarafallsreview.ca/letters
North Bay Nugget	North Bay, ON	http://www.nugget.ca/letters
Northumberland Today	Cobourg, ON	http://www.northumberlandtoday.com/letters
Orillia Packet and Times	Orillia, ON	http://www.orilliapacket.com/letters
Owen Sound Sun Times	Owen Sound, ON	http://www.owensoundsuntimes.com/letters
Pembroke Daily Observer	Pembroke, ON	http://www.thedailyobserver.ca/letters
Peterborough Examiner	Peterborough, ON	http://www.thepeterboroughexaminer.com/letters
Sarnia Observer	Sarnia, ON	http://www.theobserver.ca/letters
Sault Star	Sault Ste. Marie, ON	http://www.saultstar.com/letters
Simcoe Reformer	Simcoe, ON	http://www.simcoereformer.ca/letters
St. Catharines Standard	St. Catharines, ON	http://www.stcatharinesstandard.ca/letters
St. Thomas Times-Journal	St. Thomas, ON	http://www.stthomastimesjournal.com/letters
Stratford Beacon Herald	Stratford, ON	http://www.stratfordbeaconherald.com/letters
Sudbury Star	Sudbury, ON	http://www.thesudburystar.com/letters
The Daily Graphic	Portage La Prairie, MB	http://www.portagedailygraphic.com/letters
The Daily Herald Tribune	Grande Prairie, AB	http://www.dailyheraldtribune.com/letters
The Daily Miner and News	Kenora, ON	http://www.kenoradailyminerandnews.com/letters
The Recorder and Times	Brockville, ON	http://www.recorder.ca/letters
Timmins Daily Press	Timmins, ON	http://www.timminspress.com/letters
Welland Tribune	Welland, ON	http://www.wellandtribune.ca/letters
Woodstock Sentinel Review	Woodstock, ON	http://www.woodstocksentinelreview.com/letters

Other “conservative” papers national in scope and/or influential

NATIONAL POST

letters-2@nationalpost.com

Editor-in-Chief Stephen Meurice: smeurice@nationalpost.com

FINANCIAL POST

fpleters@nationalpost.com

Terry Corcoran, Editor Financial Post: TCorcoran@nationalpost.com

Paul Russell: prussell@nationalpost.com

GLOBE AND MAIL

letters@globeandmail.com

Jim Sheppard, Executive Editor, Globe & Mail: JSheppard@globeandmail.com

CALGARY HERALD LETTER TO THE EDITOR FORM:

<http://www.calgaryherald.com/opinion/letters/letters-to-the-editor.html>

Thanks to Sharon at CCL Toronto for the email addresses, links and inspiration to include this information.

For those of you living outside of urban Canada, chances are you live in a Conservative riding. It should not be surprising to note that rural Canada tends to have conservative papers that are in need of climate facts and solutions. Please target one paper, and start submitting letters to the editor regularly. Become your climate champion.

BUG EATER ALERT!

PS – a [reliable source](#) has told us conservatives equate "sustainability" with walking and eating bugs. Thus, when trying to appeal to conservatives, avoid saying “bug-eater” - whoops we mean to say sustainability.

ACTION #3

HAPPY VALENTINE’S DAY

Break out the doilies. In line with our goals to be in regular communication with our federal representatives, send your MP a Valentine’s Card. Be sure to have people include their home address on their Valentine’s Day Cards. You can use our resources or make your own. [Valentine's Day Resources](#)



Don't know what to say? Be sure to ask for Carbon Fee and Dividend and perhaps some cooperation in Parliament around the issue. Climate change is non-partisan issue, after all.

Here are a couple other talking points:



WORLD BANK COURSERA - Suggest to your MP that he/she or a staff member could sign up for the next for the free Coursera for policy makers at the World Bank: [Turn Down the Heat: Why a 4°C Warmer World Must be Avoided](#). The sessions are 3-5 hours of work per week and last 4 weeks. The first session has already begun, but there will be future sessions. The Future Sessions sign-up can be found in the drop down box on the right of the webpage. (This idea came from Laura in Nelson BC).

INVITE MPs JOIN US IN WASHINGTON - Invite your MP or someone from their Party to join Canada's Citizens Climate Lobby at our [international lobbying and conference days](#) in Washington DC, June 22-24, 2014. This year's keynote speaker is a politician: former Congressman Bob Inglis. The founder of the Energy and Enterprise Initiative, Bob will tell us how to make our case with Republicans on Capitol Hill.

Given that:

- the USA is Canada's largest trading partner and Canada is the USA's 2nd largest trading partner (China is their #1 trading partner);
- our [energy sectors are de facto integrated](#);
- there are environmental protection provisions in the [North American Free Trade Agreement](#) (NAFTA);
- and the Harper Government has expressed in writing and demonstrated in action that they are intent on aligning Canada's climate and energy policies with the USA's; it makes a lot of sense for Canadians to lobby on Capitol Hill and for our MPs to join us.

You can also inform your MP that in North America there are now 140 fully-fledged chapters of CCL covering just over half the congressional districts in the USA and 41 ridings in Canada and we are growing rapidly.

At last year's CCL conference in Washington, 22 Canadians lobbied alongside approximately 350 US citizens in the halls of Congress, at the World Bank, the Canadian Embassy and the IMF.

(Maureen in Vancouver-Quadra suggested this idea).



SEND YOUR VALENTINE'S DAY CARD TO:

YOUR MP'S NAME

House of Commons,
Ottawa, Ontario,
K1A 0A6

NO STAMP REQUIRED IF MAILED IN CANADA

Suggestion – if you get a bunch of people to sign Valentine's Day cards to your MP, package them together and put in one envelope and then mail them to your MP *en masse*. Canada Post will mail any sized package to your MP free of charge.

Celebrate every milestone: Take a picture of the group of Valentines before you send them and send the picture to us and we will post them in Facebook. Be sure to arrange the Valentine's cards in such a way as to show the comments of the writers but not their addresses.

Again our here are our [Valentine's Day Resources](#).

FEBRUARY 2014 LASER TALK

NAFTA and Carbon Fee and Dividend

On January 1, 1994, the North America Free Trade Agreement (NAFTA) went into effect. Under NAFTA, Canada, the USA and Mexico have an obligation to protect the environment.

The North American Agreement on Environmental Cooperation was negotiated and implemented in parallel to NAFTA. It requires that each Party ensures its laws provide for high levels of environmental protection without lowering standards to attract investment. Each Party agreed to effectively enforce its environmental laws through the use of inspectors, monitoring compliance and pursuing the necessary legal means to seek appropriate remedies for violations. Each Party must also provide a report on the state of its environment, develop environmental emergency preparedness measures, promote environmental education, research and development, assess environmental impacts and promote the use of economic instruments. (2)

As well, under NAFTA Article 604: Export Taxes (3), parties are allowed to maintain duties, taxes or other charge on the export of any energy or basic petrochemical good to the territory of another Party if the duty, tax or other charge applies to the exports of any such good to the territory of all other Parties and any such good when destined for domestic consumption.

Thus, we are confident that Carbon Fee and Dividend would be acceptable under NAFTA rules.

REFERENCES:

- 1) <http://www.economist.com/news/briefing/21592631-two-decades-ago-north-american-free-trade-agreement-got-flying-start-then-it>
- 2) <http://www.cec.org/Page.asp?PageID=1226&SiteNodeID=567>
- 3) <http://www.sice.oas.org/trade/nafta/chap-06.asp>

BONUS LASER TALK

Carbon Fee and Dividend

Carbon Fee and Dividend is a revenue-neutral carbon tax works like this:

- A tax is placed on carbon-based fuels at the source (well, mine or port of entry)
- This tax increases steadily each year so that clean energy is cheaper than fossil fuels within a decade
- All of the money collected is returned to Canadian on an equitable basis
- Under this plan, approximately [2/3 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.

