



CCL Monthly Conference Call, Saturday, November 2, 2013

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.

Working with Faith Communities

Saturday, November 2, 2013 1 p.m. EDT, 10 a.m. PDT



Eric Sapp is founder of Eleison Group, a consulting firm that helps political, non-profit, business and government entities better understand America's rich and complex faith landscape and build relationships with people of faith from across the ideological spectrum on the local and national level. He has been a regular speaker on faith and politics on television and radio shows.

Actions:

1. In November, there should be plenty of opportunities for media hits given that:
 - there is the United Nations Framework Convention on Climate Change in Warsaw;
 - a national day of climate action has been called in Canada for November 16;
 - *and* an intrepid bunch of CCLers will be lobbying their MPs for a carbon tax.

Write letters to the editor using this month's laser talks. Submit the media release about Citizens Climate Lobby's first Canadian Conference to your local media outlets. Call in and leave a voice message or submit online to your local radio stations our public service announcement for our upcoming conference and lobbying days.
2. In preparation for the lobbying days in Ottawa, please start practicing [The Time is Now - Le Moment est Venu Laser Talks](#).
3. **ONGOING:** Le moment est venu – the time is now for Citizen Climate Lobbyists to meet with your Member of Parliament in Ottawa during our first annual conference and lobbying days. Monday, November 18, 2013 is the preferred day for us to lobby our Members of Parliament as that is our official day of lobbying. Please note, however, that some of us will be lobbying in Ottawa until Thursday, November 21st.
4. **OPTIONAL ACTIONS:**
 - Watch the webcast from 2020 on **Wednesday, November 6, 2013** – Canada 2020's event, ["The politics of climate and the climate of politics in Canada"](#) in Ottawa and via live webcast.
 - There is a national day of Climate Action on November 16, 2013 [Defend our Climate! Defend our Communities!](#)

November LASER TALK #1

A Graceful Solution to a Global Problem

From November 11th to the 22nd the world's attention will turn towards the 19th session of the Conference of the Parties (COP19) of the United Nations Framework Convention on Climate Change (UNFCCC) in Warsaw, Poland. (1)

The Kyoto Protocol is an international binding agreement linked to the UNFCCC. Canada has been widely criticized for being the first and the only nation to have backed out of the Kyoto Protocol. They officially did so December 13, 2011.

The oft-cited reason Canada withdrew from the Kyoto Protocol was because the USA never signed it. *"If the Americans move we'll move in **lock-step** with them because of the integrated nature of the economies,"* said Fen Hampson in December 2011. At that time, Hampson was the director of the Norman Paterson School of International Affairs at Carleton University in Ottawa. (2)

After the US failed to sign the Kyoto Protocol at the UNFCCC meetings in Copenhagen in 2009, Canada and the USA signed the Copenhagen Accord, an international non-legally binding agreement that had much weaker greenhouse gas (GHG) emission reduction targets.(3) Just like the USA we agreed to go 17% below our 2005 GHG emission levels.

Reducing our GHG emissions is one area in which Canada *is not* moving lock-step with the USA. Between 1990 and 2011 Canada's GHG emissions grew by 18.7% whereas the US emissions grew by 8.4%. In 2010 and 2011, Canada's GHG emission slightly grew and we are currently only 28% of the way towards meeting our Copenhagen Targets (4) (5) and according to Environment Canada data it is apparent Canada will not meet its Copenhagen targets even with the oil and gas regulations that have yet to be enacted. (6)

Most provinces are decreasing their GHG emissions, especially Ontario. By far the largest increase in emissions has come from Canada's oil sands, where they have risen 62% since 2005. It is logical to conclude that the oil sands will continue to struggle with social license and market access barriers related to their high carbon intensity and Canada's continued failure to meet its emissions targets. (7)

Canada does not need to move in *"lock-step"* with US government on climate change. We can create our own national solution, significantly reduce greenhouse gas emissions while growing our economy by integrating our clean technology industry through all other industries. A revenue neutral carbon tax with border tax adjustments would allow Canada to gracefully turn the page and finally act effectively on climate change while supporting the burgeoning clean tech sector.

(1) Official website http://unfccc.int/meetings/warsaw_nov_2013/meeting/7649.php

(2) Analysis: Canada's withdrawal began when Bush bolted (December 13, 2011)

<http://ca.reuters.com/article/topNews/idCATRE7BB1X420111213>

(3) Flaws of the Copenhagen Accord Revealed (David Suzuki, February 4, 2010) <http://www.davidsuzuki.org/blogs/climate-blog/2010/02/flaws-of-copenhagen-accord-revealed/>

(4) "Our Greenhouse gas policy is your Greenhouse gas policy" (National Post February 25, 2013)

<http://fullcomment.nationalpost.com/2013/02/25/peter-kent-to-the-u-s-your-greenhouse-gas-policy-is-our-greenhouse-gas-policy/>

(5) 2013 UNFCCC National Submissions

http://unfccc.int/national_reports/annex_i_ghg_inventories/national_inventories_submissions/items/7383.php

(6) Canada falling short on emissions goals – Environment Canada report. Globe and Mail (October 24, 2013)

<http://www.theglobeandmail.com/news/politics/canada-well-short-of-cutting-greenhouse-gas-emissions-by-2020-environment-canada-says/article15056716/>

(7) Tales from the National Inventory: a look at Canada's latest greenhouse gas emissions report (PJ Parthington, Pembina Institute April 2013) <http://www.pembina.org/blog/712>

November LASER TALK #2

Time to Take a Serious Look at Canada's Clean Technology Industry

There's an industry in Canada that few are talking about, but it's contributing to the country's economic growth and it has the potential to become a major economic driver if the federal government and industry play their cards right.

This industry is clean technology. It is currently under the radar, because it is made up of 700 small to medium-sized enterprises with most generating less than \$50 million in revenue. But taken together, Canada's clean technology industry contributes \$10.6 billion to the Canadian economy and invests \$1 billion a year in research and development. The industry employs 52,600 Canadians, equivalent to the oil and gas sector, with 82 percent of these companies exporting to foreign markets. This is important because Canadian growth in GDP now depends on export sales.

Clean technology is a highly resilient industry as shown during the height of the recession, when its revenues increased 23 percent. It offered job opportunities to many Canadians at a time when many industries were laying off workers.

Renewable energy may immediately come to mind when we think of clean technology, but the industry is more than that. It also covers transportation, manufacturing, agriculture, water and waste water.

According to Ottawa-based Analytica Advisors, the economic benefits of this industry are of the same scale as that represented by the Comprehensive Economic Trade Agreement with the EU that the federal government is working so hard to ratify.

Clean technology is starting to transform how major global players are doing business. Japan, China, Germany and now South Korea are integrating their clean technology industries with other sectors. They view research and development, domestic technology adoption, international development and export competitiveness as tightly woven strands. As a result, they are growing their economies and generating quality jobs for their citizens.

By adopting similar measures, Canada will not only increase its productivity and global competitiveness, it will reduce its carbon footprint, giving sectors such as oil and gas* the social license to operate in the eyes of its global partners.

Right now in Warsaw, Canada is facing tough questions about meeting its Copenhagen emissions targets. Canada is now missing out on a significant opportunity. It could join other countries in positioning its clean technology industry in this global market. By doing so, its clean technology sector could potentially grow to a \$62 billion industry by 2020, according to Analytic Advisors.

Another way to help drive this industry is to implement a revenue neutral carbon tax, as was done in BC. After introducing the carbon tax in 2008, B.C. is undergoing [a clean tech growth spurt](#). More than 200 clean technology companies operate in B.C. alone, employing 8,400 British Columbians and generating \$2.5 billion in sales in 2011, a 48 percent increase between 2008 and 2010.

All stats are from the [2013 Canadian Clean Technology Industry Report](#) by Analytica Advisors.

*Please note that Canada's oil and gas sector makes up 6 percent of the country's GDP. If it were to disappear overnight, the hit to the Canadian economy would be profound. Canada needs to wean itself off of oil and gas. Clean technology offers tremendous potential to help with that process, by helping Canada transition to a clean energy economy while reducing the environmental footprint of oil and gas as much as possible.

Action #1

Get media hits and thereby create the political will for climate action. Write letters to the editor using this month's laser talks. Both of these laser talks contain information about the United Nations Framework Convention on Climate Change and offer hopeful solutions.

Here are some media tips about CCL to help you with your writing this month:


CITIZENS CLIMATE LOBBY

Media Tips Card
www.citizensclimatelobby.org
www.citizensclimatelobby.ca

DO

- Make sure you know who will be interviewing you and which media outlet they represent
- If possible, find out the general line of questioning in advance
- Prepare and gather your thoughts – if you are caught off guard, ask if you can call them back
- Write down your key messages
- Always stay composed and in control
- Speak s-l-o-w-l-y and clearly
- Assume you are always on “on the record” – anything you say can be used by the journalist
- Keep positive
- Use examples & analogies to illustrate what you are saying
- Use interesting statistics or facts to make key points
- Check at the end of the interview that you have gotten across your key messages
- Get their business card and send a thank you note
- Send in your field report to CCL

DON'T

- Get led astray from your message
- Use complicated language and jargon
- Give yes or no answers
- Lie or make things up- it is okay to say ‘I don't know’
- Sound negative or defensive

CONTROL PHRASES

These are useful phrases to help you keep control of the interview

- Before I forget, I wanted to say...
- It's important to remember...
- What I really wanted to talk about was...
- I don't have any details on that, but what I can tell you is...
- The real issue is...
- Could I add ...
- Before time runs out I just wanted to say...

PHOTOGRAPH TIPS:

- ★ When asked for a digital photo, send files that are of high resolution, preferably over one megabyte in size

TELEVISION TIPS:

- ★ Dress the part
- ★ Avoid shiny or tiny print clothing
- ★ Solids work best

RADIO TIPS:

- ★ Paint pictures with your words
- ★ Sound confident and in control
- ★ Find out ahead if it is taped or live
- ★ Smile while you talk and people will “hear you smile”

NEWSPAPER TIPS:

- ★ Behave as if a microphone is on
- ★ Bring support materials

TELEPHONE TIPS:

- ★ Find out ahead of time if segment is live or taped
- ★ Eliminate distractions in room where you are taking call

CITIZENS CLIMATE LOBBY

Our Purposes:

To create the political will for a stable climate.
To empower individuals to have breakthroughs in exercising their personal and political power.

Our Policies:

To put a fee on carbon pollution and give 100% of the money collected back to the people, and end subsidies to the fossil fuel industry.

Our Niche:

In congressional districts and ridings across the United States and Canada, we provide ongoing support and education for our volunteer group leaders and their members so that they can effectively lobby politicians, and advance our policy via traditional and social media.

Our History:

CCL was founded in 2007 by Marshall Saunders, a Grameen Foundation Humanitarian Award recipient. He modeled it after the poverty reduction organization RESULTS. CCL Canada started its first Canadian chapter in Sudbury in September 2010. Red Lake and Toronto chapters opened up soon after. As October 2013, there are 135 CCL chapters in North America covering almost half of the Congressional districts in the USA and 40 ridings in Canada.

Citizens Climate Lobby Talking Points

- Citizens Climate Lobby (CCL) is a growing organization of local volunteer groups in Canada and the U.S. that are pressing for progressive climate legislation.
- We lobby our representatives and governments to support carbon fee and dividend and end subsidies to fossil fuel companies. The former puts a direct fee on carbon-based fuels at the source, providing a market signal to invest in clean energy technology, while returning the fee's revenue to households in the form of regular payments.

• CCL takes the view that politicians generally do not create political will, rather they respond to it. CCL uses a model for citizens to create political will that has proven to be successful in Canada and the U.S. by the organization RESULTS (which has the mandate to reduce poverty).

• CCL's mandate is to create and support the political will for a sustainable climate and to empower individuals to have breakthroughs in exercising their personal and political power.

• CCL is a non-partisan organization. People of all political affiliations are welcome.

• CCL volunteers are dedicated to fostering a legislative/regulatory environment that supports clean energy development, and a wider continental web of CCL groups working for the same purpose.

Climate Change Talking Points

- Climate change is human-caused, happening right now and poses a serious threat to civilization.
- The climate crisis is a clear and present danger.
- We have the technological and economic solutions to solve the climate crisis, all we lack is political will.

Quotes

"Everyone who wishes to preserve our planet and its life should consider joining and supporting Citizens Climate Lobby. Their advocacy of a simple rising carbon fee, with 100% distribution of funds to the public - nothing to make the government bigger - is just what is needed to incentivize a transition to clean energy. Their respectful but thoughtful demeanor is perfect."

*-Dr. James Hansen
October 21st, 2013*

"I love working with Citizens Climate Lobby - their relentless focus on the need for a fee-and-dividend solution is helping drive the debate in precisely the right direction. I'm enormously grateful for their persistence and creativity."

-Bill McKibben - Founder of 350.org

POSSIBLE RADIO HITS

Call in and leave a voice message or submit online to your local radio stations our public service announcement for our upcoming conference and lobbying days in Ottawa:

SUGGESTED PUBLIC SERVICE ANNOUNCEMENT

This is a public service announcement from Canada's Citizens Climate Lobby.

The time is now – le moment est venu Canada

The Alberta floods in June were the costliest natural disaster in Canadian history.

The Toronto floods in July were the costliest natural disaster in Ontario's history.

Humans need to reverse the trend of increasing carbon dioxide emissions which are warming our planet and disrupting the Earth's climate systems.

The sooner the better. Fortunately there is a solution.

We need a predictable price on carbon pollution to catalyze the transition to a low carbon economy.

For three years, Citizens Climate Lobby has been working towards creating the political will for a carbon tax in Canada.

From November 16-18, Canada's Citizens Climate Lobby will be hosting our first national conference and lobbying days in the Ottawa region.

You can find more about our conference online at citizensclimatelobby.ca. Be sure to navigate to the Canadian page, the dot ca site at citizensclimatelobby.ca.

Another way to find the event s on the internet is via our hashtag. Our conference hashtag is #CCCLConf2013. Again that is #CCCLConf2013*

Many thanks to donations from Canadian citizens who made this conference possible.

*(read out each letter slowly and say the numbers)

Regardless of whether or not you are attending the conference, submit the media release about Citizens Climate Lobby's first National Conference and Lobbying days to your local media outlets. It is on the next page or can be [found online here](#). Be sure to personalize it and include a quote why it is important to you that Canada acts on climate change. If you feel comfortable – please put your own contact information at the bottom of the media release.

If you do get an interview (TV, Radio or Print) be sure you are knowledgeable about the information in the media release which is on the next page. As well, use the information contained in CCL's Media Tips above.



MEDIA RELEASE

Canadians head to Parliament Hill to lobby for Carbon Fee and Dividend

For Immediate Release, Monday November 2, 2013

November 2, 2013 – In mid-November, as climate leaders gather in Warsaw, Poland for the 19th meeting of the United Nations Framework Convention on Climate Change, citizens from across Canada will be lobbying for Carbon Fee and Dividend on Parliament Hill. According to Environment Canada data it is apparent Canada will not meet its Copenhagen targets even with the oil and gas regulations that have yet to be enacted.

Volunteers attending the first Canadian Citizens Climate Lobby International Conference in Gatineau, Quebec and Ottawa, Ontario, from November 16 to November 18 will hear from renowned carbon tax expert, **Dr. Shi-ling Hsu**. Here is what Dr. Hsu recently concluded about oil and gas regulations versus carbon taxes in a blog titled [“Do you want to pay a carbon tax or higher tax?”](#): *“There are lots and lots of rules and adjustments that EPA would make ... The upshot is that this is going to be a very complicated piece of regulation, putting a lot of lawyers to work. As a law professor, I guess that is good news. For the rest of you, it is a tax.”*

Other speakers at the conference include:

Sam Daley- Harris - Founder and president of the anti-poverty organization RESULTS, currently CEO for the Centre for Citizen Empowerment and Transformation and author of Reclaiming Our Democracy: Healing the Break between People and Government

Mary Gorman - screenwriter, founding member of Save our Seas and Shores and grand prize winner of the Green Heroes Award. Driven by her love for the Gulf of St Lawrence, Mary has fought tirelessly to protect the waters from oil and gas exploration.

Marshall Saunders – Founder and President of Citizens Climate Lobby.

The two conference facilitators are Mark Reynolds, Executive Director of Citizens Climate and Gerry Labelle, a Citizen Climate Lobbyist from Sudbury and the 2008 federal candidate in Sudbury for the Conservative Party of Canada.

Citizens Climate Lobby is asking Parliamentarians to enact legislation that will place a revenue-neutral fee on carbon-based fuels, thereby accelerating the shift to low carbon economy. Although it is just our first conference in Canada, about 30 volunteers will be on Parliament Hill to press their MPs for a multi-partisan bill.

Recent flooding in Calgary, Toronto and Sault Ste Marie, underscore the urgency to reduce levels of greenhouse gases before the global warming process spirals out of control.

“These disasters are all part of the hidden cost of burning fossil fuels,” said Canada’s National Manager, Cathy Orlando. *“If those costs are reflected in the price of coal, oil and gas, we can end our addiction to carbon-based energy and preserve a livable world for future generations. And that’s the message we’re taking to Ottawa.”*

WHAT: The first Annual Canadian Citizens Climate Lobby International Conference in Ottawa, Ontario

WHEN: Saturday, November 16 to Monday, November 18, 2013

WHERE: Four Points Sheraton, Gatineau Quebec, Across the street from the Museum of Civilization, 35 Rue Laurier, Gatineau, Quebec, J8X 4E9

MORE INFO: View [the agenda of the conference](#) and lobbying days and the [webpage dedicated](#) to the conference.

CONTACT: Cathy Orlando at cathy@citizensclimatelobby.ca, 705-929-4043

Action #2

In preparation for the lobbying days in Ottawa, please start practicing [The Time is Now - Le Moment est Venu Laser Talks](#).

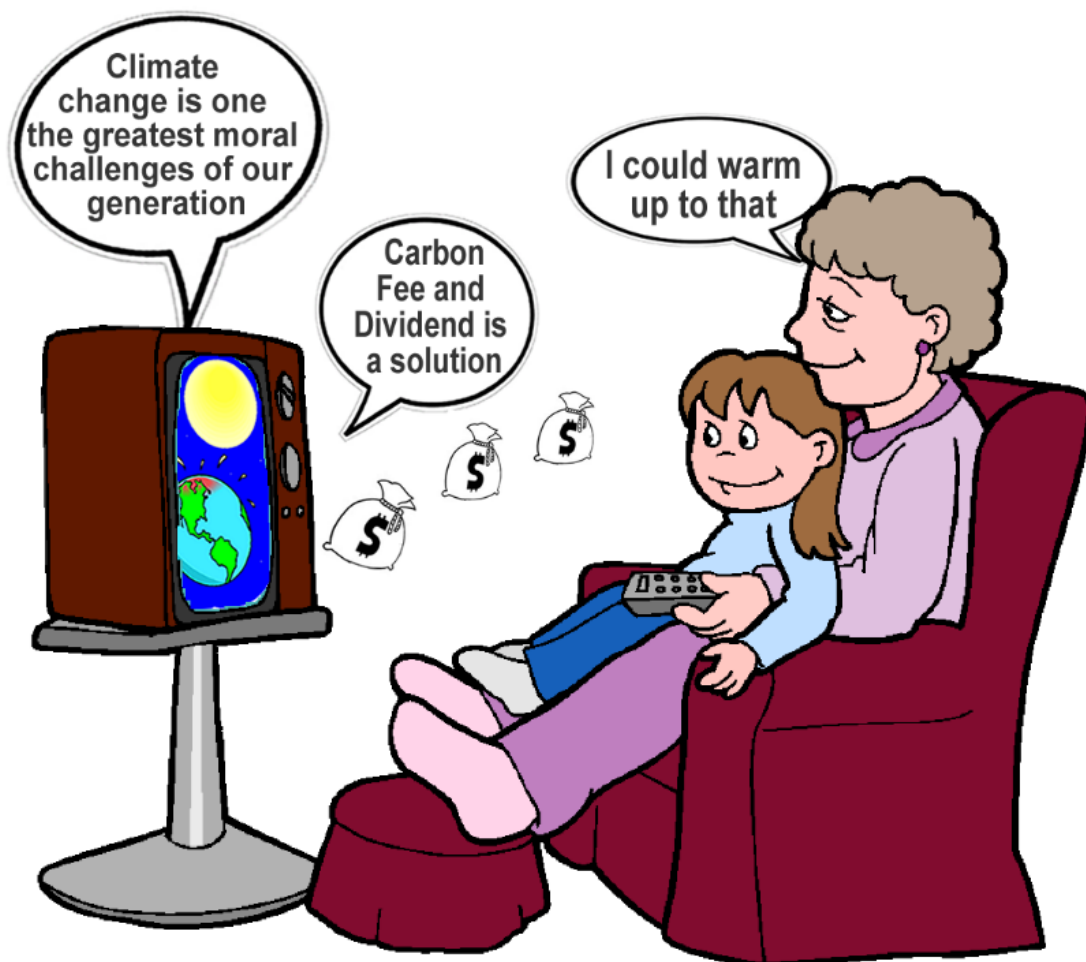
SUGGESTIONS ON HOW TO PRACTICE:

- Go out for coffee with a couple CCLers and practice the laser talks together.
- Rehearse them in front of a mirror – this is Mark Reynolds big tip on speaking effectively.
- Practice the laser talks that interest you the most – you don't have to learn all of them.
- If you are new to Citizens Climate Lobby – don't stress about learning all them. The first five laser talks will suffice.
- To all experienced CCLers please commit these two Laser Talks to memory

#10: Canadian Jobs and Carbon Pricing

#20: Time to Take a Serious Look at Canada's Clean Technology Industry which is also November 2013 Laser Talk #2

Caveat: the laser talks are not meant for people to present a monologue on the various aspects of carbon pricing and climate change. The real purpose of the laser talks is to facilitate a discussion on climate change with representatives, the media and the general public.



CITIZENS CLIMATE LOBBY

ONGOING ACTION

Schedule meetings with Members of Parliament

It is not too late to ask your MP for an appointment.

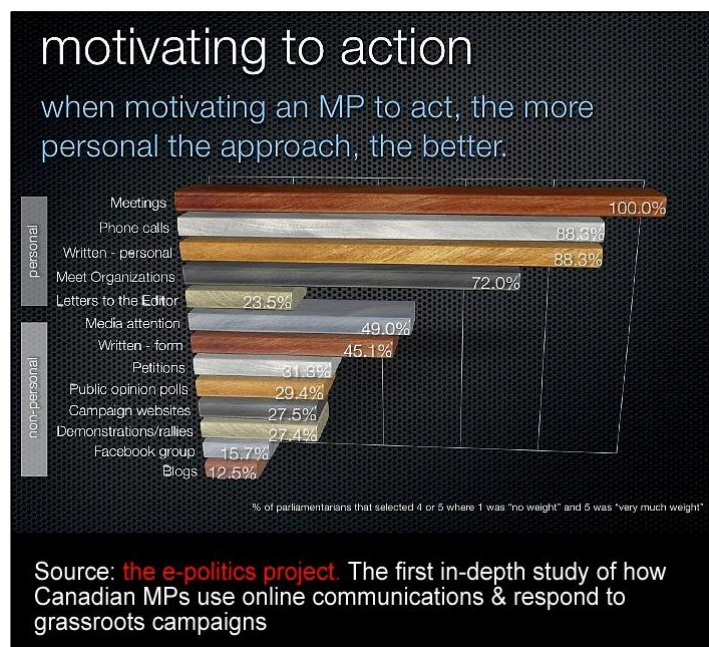
Some groups are asking for appointments in their home ridings instead of in Ottawa. MPs are home the week of November 11, 2013. As of October 30 we have 11 confirmed appointments in Ottawa plus one on Vancouver Island. Our goal is 40 lobby sessions in Canada in November.

[Download the #CCCLConf2013 Conference Pamphlet](#)

Please schedule an appointment for Citizens Climate Lobbyists with your MP regardless of whether or not you plan to attend.

With your request, attach copies or links of any recently published media from your group. You can also send your MP our most recent editorial packet: [New climate report from UN, ongoing disasters make it clear: We must cut carbon - September 26, 2013](#)

Some of us are lobbying until the Thursday. Our preferred day to meet with your Member of Parliament is Monday, November 18, 2013.



Sample request a meeting with your Member of Parliament:

Dear [SCHEDULER'S NAME],

In June 2013, 22 Canadians who are members of Citizens Climate Lobby traveled to Washington, DC. They attended Citizens Climate Lobby's conference and lobbying days. Excitingly, 374 citizens lobbied in the offices of over 450 Representatives as well as at the Canadian Embassy, the World Bank and the International Monetary Fund.

Now it is Canada's turn. We are hosting our first annual conference and lobbying days in Canada's National Capital Region from November 16. We would like the opportunity to come and talk to you about our organization and how we can work together to create the political will for climate action in Canada. Is there a date and time that we could schedule to meet with MP [NAME]?

I've attached a few pieces our group published in the [NEWSPAPER NAME] that MP [NAME HERE] might want to see.

I look forward to hearing from you.

Thanks,

[YOUR NAME],

Citizens Climate Lobby, [YOUR CITY]

[CONTACT INFORMATION]

To find your MP's contact information using your postal code please go here:

<http://www.parl.gc.ca/Parlinfo/Compilations/HouseOfCommons/MemberByPostalCode.aspx?Menu=HOC>

Outreach opportunities

We are sharing this information with you all as **an FYI**. Please keep in mind CCL's Prime Directives:

- 1) *Create a trusting and meaningful relationship with our federal representatives around the issue of climate change.*
- 2) *Keep the messages about climate change in the mainstream media truthful and hopeful.*

In addition, we are also building a broad base of support, partnership building and educating ourselves and our community about the truth and solutions of climate change.

Again, please do not feel pressured for you or any of your group members to attend any of these events. They are meant as information sharing only.



The Canada We Want in 2020

Wednesday, November 6, 2013 – Canada 2020's "The politics of climate, and the climate of politics in Canada" in Ottawa and live webcast (free registration). Canada 2020's April event, "[How to sell carbon pricing to Canadians](#)" was their largest to date, and showed that the time is right to talk seriously about climate change in this country.

How do Canadians really feel about climate change? Who do they think should take the lead on addressing it? And what is the best mechanism to do so? At this event, Canada 2020 will release a new poll tackling these questions and more. Their panel political commentators will discuss the implications of our findings for Canada's federal parties as they head towards the 2015 federal election. The event will be webcast. – go the link above to register (**it's free**) for the event in person or via webcast.



Saturday November 16, 2013: Join Defend our Climate! Defend our Communities! on November 16, a national day of action to show our provincial and federal governments that we take the IPCC seriously. All across the country, thousands will come together in their communities to build a united wall of opposition to pipelines, reckless tar sands expansion and runaway climate change. Learn more here <http://www.defendourclimate.ca/>