



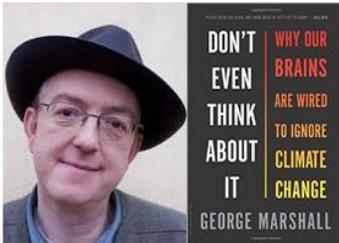
# Citizens' Climate Lobby Lobby Climatique des Citoyens

## CCL Monthly Conference Call, Saturday, April 4, 2015

Groups meet at **9:45am PT / 12:45pm ET**. The conference call starts at **10am PT / 1pm ET**.  
The call lasts for a little over an hour and then the groups meet for another hour after that to plan actions.

**Call-in number: 1-866-642-1665: Passcode: 440699#**

**Instructions:** Sign on to the call at least 5 minutes before the start time. When you first join the call, announce your name, city, and how many people are in the room.



### April Guest: George Marshall, Climate Outreach and Information Network

On our April call, we dive into the psychology of climate change communication with George Marshall, author of **Don't Even Think About It: Why Our Brains Are Wired To Ignore Climate Change**. Why is there such a big gap between what the scientists tell us about climate change and what the public believes? Marshall, co-founder of the [Climate Outreach and Information Network](#) will discuss what we can do to close that gap.

## April National Actions

- 1) With your local group strategize about how to work with **the private sector** in your community. Use this month's laser talk to help you engage with the private sector.
- 2) Have friends, colleagues and people at events sign a [Parliamentary Petition](#) specifically asking for Carbon Fee and Dividend.
- 3) **Get ready to table for Earth Day!** Explore our updated [Outreach and Tabling](#) webpage and determine which resources you would like to use for tabling at Earth Day events in your community. As part of your Earth Day outreach and beyond include Earth Too, a recruitment campaign in support of CCL.

### For the Online Warriors:

Endorse the "[Acting on Climate Change: Solutions from Canadian Scholars](#)" document online. It calls for a national carbon price. Endorse it here: <http://www.sustainablecanadialogues.ca/en/endorsement>

## Upcoming Action: Leading Change / Changement de Direction

CCL Canada is lobbying in Ottawa for the eighth time as a collective Sunday, May 31 to June 2. If you plan to lobby with us in Ottawa in June, contact your MP now to book an appointment. **Book your Hotel now too. June is peak tourist season. Note the hotel rate we have secured is only valid until April 30.** Please **do not solicit appointments** with MPs outside your riding and with Senators until you have checked in with the national office.

## Upcoming events:

- 1) Saturday, April 11, 2015: [Act on Climate](#) March in Quebec City.
- 2) Wednesday, April 22, Earth Day 2015
- 3) Sunday, May 31 to June 2, 2015, [Leading Change](#) CCL Canada's training and lobbying session in Ottawa
- 4) Sunday, June 21 to June 23, 2015, CCL [USA's International Conference in Washington](#).
- 5) For a full list of Overton Windows and CCL events in Canada and the world, please go here: <http://citizensclimatelobby.ca/content/ccl-events-overton-windows-2015>

## Suggested Ontario Action:

Don McCabe, president of the Ontario Federation of Agriculture is on [the MOECC's panel](#). Write him a letter asking him to consider carbon fee and dividend. <http://www.betterfarming.com/contact>

# LASER TALK - Does the private sector support a carbon price?

Yes, an increasing number of companies and investors around the world are promoting the idea of a carbon price. Corporate leaders explain that a carbon price enables companies to factor the costs of GHG emissions into their decisions<sup>i</sup>. A transparent carbon price creates an incentive for companies to reduce GHG emissions, invest in low-carbon options and plan long term.<sup>ii,iii</sup> Both traditional companies (e.g. energy) and new industries (e.g. the internet) are among the supporters of a carbon price.

Here are just a few of the many examples of corporate leadership in promoting a carbon price:

- The **2012 Carbon Price Communique** that proclaims that “putting a clear, transparent and unambiguous price on carbon emissions must be a core policy objective”<sup>iv</sup> has been signed by 164 companies including global industry leaders such as BP, Shell, Statoil, and Unilever.<sup>v</sup>
- In the US, industry leaders such as Exxon Mobil, Walmart, Microsoft, ConocoPhillips, Chevron and Google are already factoring a carbon price into their financial planning.<sup>vi</sup>
- **The 2014 Global Investor Statement on Climate Change**, signed by over 360 investors with more than \$24 trillion in assets<sup>vii</sup>, calls upon governments to “provide stable, reliable and economically meaningful carbon pricing that helps redirect investment commensurate with the scale of the climate change challenge”<sup>viii</sup>.
- In Canada, **the Clean50**, a group of corporate leaders, addressed the country’s leadership and all Canadians with a 2014 open letter calling for a “framework that includes setting a price on carbon at some specific date in the future, that would reduce other taxes, and provide an incentive for businesses and individuals to take steps to reduce their use of carbon”.<sup>ix</sup>

## References:

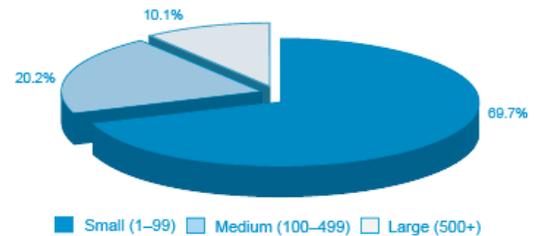
- i) Anthony Earley. “Energy CEO: California Shows How Carbon Pricing Can Reduce Emissions Efficiently & Cost Effectively”. September 17, 2014. The World Bank. Last accessed: 3-05-15. URL: <https://blogs.worldbank.org/climatechange/energy-ceo-california-shows-how-carbon-pricing-can-reduce-emissions-efficiently-cost-effectively>
- ii) PwC. “Why putting a price on carbon is becoming a business and economic reality”. September 26, 2014. PwC. Last accessed: 5-03-15. URL: <http://pwc.blogs.com/sustainability/2014/09/why-putting-a-price-on-carbon-is-becoming-a-business-and-economic-reality.html>
- iii) BP. “Sustainability Review 2013”. 2013. BP p.l.c. Last accessed: 5-03-15. URL: [http://www.bp.com/content/dam/bp/pdf/sustainability/group-reports/BP\\_Sustainability\\_Review\\_2013.pdf](http://www.bp.com/content/dam/bp/pdf/sustainability/group-reports/BP_Sustainability_Review_2013.pdf)
- iv) Cambridge Programme for Sustainability Leadership. “The Carbon Price Communique”. 2012. Last accessed: 3-05-15. URL: [http://www.climatecommuniques.com/~media/Files/Communique/Previous%20Communiques/The\\_Carbon\\_Price\\_Communique\\_.pdf](http://www.climatecommuniques.com/~media/Files/Communique/Previous%20Communiques/The_Carbon_Price_Communique_.pdf)
- v) Cambridge Programme for Sustainability Leadership. “Carbon Price Communiqué?” 2015. Last accessed: 3-05-15. URL: <http://www.climatecommuniques.com/Carbon-Price.aspx>
- vi) Coral Davenport. “Large Companies Prepared to Pay Price on Carbon”. December 5, 2013. The New York Times. Last accessed: 3-05-15. URL: <http://www.nytimes.com/2013/12/05/business/energy-environment/large-companies-prepared-to-pay-price-on-carbon.html?pagewanted=all&r=0>
- vii) International Investors Group on Climate Change. “2014 Global Investor Statement on Climate Change Summary”. 2014. Last accessed: 3-05-15. URL: <http://www.iigcc.org/publications/publication/2014-global-investor-statement-on-climate-change>
- viii) International Investors Group on Climate Change. “Global Investor Statement on Climate Change”. September 2014. Last accessed: 3-05-15. URL: <http://www.iigcc.org/files/publication-files/GISCC13Jan2015.pdf>
- ix) Clean 50. “Advocacy Statement”. November 29, 2014. Last accessed: 3-05-15. URL: <http://clean50.com/advocacy-statement/>

# Action #1: Build Bridges with the Private Sector

**ACTION:** With your local group discuss and strategize about how to work with the private sector in your community. Use this month's laser talk to help you engage with the private sector.

**RATIONALE:** Building a broad-based alliance is a key to our success in creating the political will for a carbon fee and dividend locally in our ridings.

In 2012, [Stats Canada](#) reported that over 7.7 million employees, or **69.7 percent of the total private labour force**, worked for small businesses and 2.2 million employees, or 20.2 percent of the labour force, worked for medium-sized businesses. In total, SMEs employed about **10 million individuals**, or 89.9 percent of employees.



Small businesses are a cornerstone of our economy and communities. Small business owners are motivated to vote because their cash flow depends on good policies enacted by governments. They tend to be networked throughout our community and they often donate to political campaigns.

Thus, having business owners in your corner in the lead up to election 2015, will help you generate political will locally and perhaps capture the attention of your MP.

## Here some ways to to engage the private sector locally:

- Contact your local Chamber of Commerce. Ask to meet with the leaders to discuss carbon fee and dividend using the same strategies we use with politicians and editorial boards
- Collaborate with your local Chamber of Commerce and/or other business and business groups to bring experts to community to give presentations on climate change
- Give a presentation at your local Rotary Club at their meetings.
- If a small business organization holds a debate during election time, endeavor to get a carbon pricing question on the agenda at their debate.
- Recruit small business owners to your CCL group so they can: **1)** provide feedback on the work you are doing locally; **2)** be the face of small business for your local group and; **3)** provide networking opportunities with your CCL group to other local business owners

Carbon fee and dividend could be especially helpful to small businesses. All other ways of pricing carbon are essentially a type of tax, since the government either keeps the money (non-revenue neutral tax) and/or has to fork out money to run the program (regulation and cap and trade). With carbon fee and dividend, local residents will have more money to spend and thus stimulate the local economy. As well, there will probably be less red tape with carbon fee and dividend compared to cap and trade for some businesses.

**INSPIRED BY THE CCL COLLECTIVE:** In June 2014, **MP Bruce Hyer** urged CCL to solidify our talking points and strategies with the private sector. CCL Toronto member **Alec Khachatryan** brought up a similar point about synergizing efforts between CCL and the private sector at our the Canadian CCL Conference in Ottawa in November 2014. He wrote this month's CCL laser talk. Then in discussion with **Cathy Lacroix**, she mentioned presenting to local Rotary groups to bring more conservatives on board for carbon fee and dividend. The Rotary Club is also where one can network with small business persons in our community. Thus, Cathy inspired the Rotary Club connection. **CCL Nelson** held an event in March with Tom Rand and their local Chamber of Commerce was one of the sponsors. Finally, at the 2014 AGM **for Sudbury's Chamber of Commerce**, Tom Rand was the keynote speaker. CCL Sudbury members were deliberately present at the event. They asked Tom specifically which carbon pricing mechanism he preferred. Tom Rand championed a revenue neutral carbon tax in a room of about 200 business leaders in Sudbury.

## Action #2: Ask people to sign Parliamentary Petitions for Carbon Fee and Dividend

**Purposes:** to educate parliament about the urgency of the climate crisis and our solution. As well, if an MP won't read the petition aloud in Parliament— it is a great indicator he/she is not supportive of Carbon Fee and Dividend.

Note there is a [Parliament Petitions webpage](#) under the Actions Tab on our Canadian website:

### Instructions:

- 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 our Parliamentary Petition in its entirety (excluding the signatories) on climate change in the House of Commons
- Print the petition on **legal sized** (8.5 x 14) or regular sized (8.5 x 11) paper
- Make sure there are three lines for signatures on the first page (you may have to format the page to get it to fit)
- 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
- To be safe get 27 signatures.
- Once completed, copy it for your files if you wish, bring the original file to your MP's office in to be read in Parliament or send it to your MP  
YOUR MP'S NAME  
House of Commons,  
Ottawa, Ontario, K1A 0A6.  
NO STAMP REQUIRED
- If your MP will not read it, we can send it to other MPs who will
- Follow up by asking when it will be read in Parliament, how it was received and a big thank you via snail mail, email and social media
  - Inform the National Office so we can thank them in Twitter and Facebook.
- 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 an Conservative MP from your province who might read the petition instead
- **Please inform us in your** monthly Citizens Climate Lobby field report **a petition has been read aloud in the House of Commons as it counts as a “lobbying face to face” in our field reports.**

[English Parliamentary Petition](#) - specifically for Carbon Fee and Dividend (April 2015) also in [WORD](#)  
[French Parliamentary Petition](#) - for Carbon Fee and Dividend. Please note that we used French words used in the translated documents from IPCC.

### SPECIAL FOR ONTARIO - March 2015 from Erin Ontario

[http://citizensclimatelobby.ca/sites/default/files/files/CCCLDispatch\\_Ontario%20Petition.pdf](http://citizensclimatelobby.ca/sites/default/files/files/CCCLDispatch_Ontario%20Petition.pdf)

### INSTRUCTIONS HERE:

<http://citizensclimatelobby.ca/content/ontario-petition-carbon-fee-and-dividend>



## Action #3: Get Ready to Table for Earth Day

Keep in mind that depending on the venue and/or event some of these may or may not be appropriate.

- 1) **A conversation starter.** Remember, someone who slows down or stops is signaling an interest. Ask some friendly questions about themselves. “What brings you here today?” “Where you from?” “Where’d you get that (hat)?” “Are you worried about the climate change?” Get them talking.
- 2) **A team of people.** If at all possible, work in pairs. Ideally, pair up new and experienced members. Keep shifts manageable—typically, 1 to 2 hours.
- 3) **CCL Handouts:** [Reasons We Prefer a Carbon Tax bookmark](#), [CCL brochure](#), [Introductory call admit-one cards](#), [postcards](#), [petitions](#), [cartoons](#), [the five ways to price carbon](#) and more\*
- 4) A **computer** and ask people to sign the online petition for [A Referendum on Carbon Fee and Dividend](#).
- 5) Lots of **pens** and **pencils** on hand as well as notebook for taking down information. Crayons, magic markers and colouring book pages for young people so parents will linger at your table longer.
- 6) **Books** such as The Case of Carbon Tax, Waking the Frog or Building a Green Economy.
- 7) **Water** and **snacks**, depending on the length of the shifts.
- 8) **Fire-proof tablecloths**, if none are provided.

\*Explore our updated [Outreach and Tabling Page](#) under the **Resources** button on our website.

[Our 2015 Logo Guide](#) - especially important to send to printers and swag producers so they get colour, aspect ratios and the quality of the image correct.

[Our 2015 Editable Trifold Brochure](#) in Word. Insert your local contact information.

### New 2015 Banners



Our new **Square Banner**, 15 inches by 15 inches, in [pdf](#) or [jpeg](#).

Our new **Rectangular Banner**, 31 inches by 4 inches in [pdf](#), and [jpeg](#).

## Special Action: Earth Too – For your Earth Day Outreach and Beyond

Participate in Earth Too, a recruitment campaign in support of CCL and a response to Mars One, an initiative to colonize the red planet. Earth Too officially launches on **April 16**, but CCL members are invited to participate starting April 4.

- After April, 13 visit [earthtoo.org](#) to sign up to **stay** on Earth to make it. You will be asked to submit a short (30 second) video selfie (using your computer or mobile camera) or short written statement on why you are signing up for the Earth Too mission.
- Send your selfie or written statement to your elected officials.
- Starting April 16, ask your family and friends to join you, using a sample email to be provided the week of April 13. Be sure to visit [earthtoo.org](#) to see the Earth Too video!
- Incorporate Earth Too in your Earth Day outreach. **All support material will be sent to you the week of April 13, including a press release.** Sign up new recruits online or use the Earth Too sign-up sheet. Anyone who signs up for Earth Too automatically becomes a CCL supporter.

Thanks to Cheryl McNamara and her team for her vision and hard work that made Earth Too possible.

## UPCOMING ACTION: Lobbying in Ottawa

CCL is going back to Ottawa May 31- June 2, one last time before Election 2015 for the **eighth time** since November 2011. The **main purposes of this conference** are to prepare our groups across Canada for election 2015 and to let the politicians know we are not going away and we are here to help in a non-partisan way create the political will for a liveable world. Even if you can't physically attend, you will be able to participate in the workshops via Google hangout.

The training day on Sunday will run from approximately 1 pm to 5 pm so that people can arrive in Ottawa on the Sunday.

Unlike past meetings / conference in Ottawa, we are changing the schedule to **Sunday- Tuesday** as opposed to Saturday - Monday, to help increase the likelihood of MPs and media attending our events.

**Book your hotel/hostel now** as it is peak tourist season in Ottawa in June! School Tours and the Truth and Reconciliation Ceremonies in Ottawa are that week. **You must register by APRIL 30 to the Conference rate at the Courtyard Marriott.** Accommodation details are [HERE](#).

### We will need your help this time around to:

- make sure all MP bios are up to date that are we lobbying
- coordinate the lobbying schedule.

We will be coordinating the conference in the [CCL Community event page](#) .

**SPECIFICALLY:** The person who schedules the appointment with the MP or Senator posts the appointment date and time on the [CCL Community event page](#) with suggestions of CCLers they might like to have with them that meeting. At the training sessions on the Sunday, we can sort out a final schedule for who is lobbying where. Note, because in Canada we lobby face-to-face mostly, we have to be highly flexible because lobbying schedules often change last minute.

**MP DOSSIERS:** The same person who booked the appointment is also responsible for creating or updating the bio for politician they are lobbying. **Please send it to us by May 15, 2015.** If no bio is sent in, then we cannot guarantee a bio will be available. **If you are not in CCL Community and don't want to be,** we will make it work – specifically by posting your Politician bios and Politicians Appointments in the CCL Community. [MP Dossiers materials can be found here.](#)

**AVOID CONFUSION:** In your group, determine who will book the appointment with your MP. Please **do not solicit appointments** with MPs outside your riding and with Senators until you have checked in with the national office.

### Some suggested workshops for this conference are:

- 1) How to make sure carbon pricing is an election issue in your riding during election 2015.
- 2) How to be a local spokesperson for carbon pricing.
- 3) How to use social media to your advantage in an election.
- 4) Editorial Board meetings
- 5) Writing letters to the editors, articles, and opeds

Note, there is also an [Facebook Event page](#) for our national training and lobbying days. Please do not put the MP Bios or appointments there. This FB event is just for updates and connecting.

