



Citizens' Climate Lobby Lobby Climatique des Citoyens

CCL Monthly Conference Call, Saturday, May 2, 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.



Guest: Tony Leiserowitz, Yale Project on Climate Change Communication

The "[gateway belief](#)," what makes people more likely to accept the facts on climate change and support public policy solutions, is this simple fact: 97% of climate scientists are convinced, based upon the evidence, that human-caused global warming is happening. On our May call, Tony Leiserowitz from [the Yale Project on Climate Change Communication](#) will discuss how we can get this vital information across to people and also talk about using the [Yale Climate Opinion Maps](#) as a tool for advocacy.

MAY 2015 ACTIONS

- Let's ask the hard questions about cap and trade.** The cap and trade deal struck between the provinces of Quebec and Ontario is offering us a great opportunity to have adult conversations about carbon pricing in Canada. Use this month's laser talk to help you ask poignant questions about cap and trade at town hall meetings and with cap and trade champions. As well, use the Laser Talk, [our recent editorial packet](#) and [media release](#) to help you craft letters to the editor and opinion pieces such as [Penny Henderson \(CCLOttawa\) recently did](#).
- Help crowdfund CCL TV ads and a Tom Rand documentary presented by CCL.** We all know the solution and that it requires all of us to band together and work with our governments to enact it. CCL Nelson is helping Luxx Media with a crowd funding campaign to create three Citizens' Climate Lobby TV ads and a documentary about Tom Rand with presented by CCL . Please go to <https://www.indiegogo.com/projects/waking-the-frog-a-documentary-film-ad-campaign/x/10395661> and read how we all can change the outcome on climate change.
- Get ready for our Ottawa lobbying days at the end of May. Most importantly, book your MP appointments and update your MP bios by May 15.** 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:

- May 31 - June 2, 2015 - [Leading Change](#), CCL Canada's training and lobbying days in Ottawa.
- Sunday June 21 to Tuesday June 23, 2015: [CCL International Conference](#) in Washington
- June or July: Pope Francis' Encyclical on climate change (likely).
- July 9-11- [Climate Reality](#) training in Toronto
- Tuesday, July 7th to Thursday, July 9th in Toronto: Climate Summit of the Americas - by invitation-only and we have already applied.
- For a full list of CCL events in Canada and the world, check out [our website](#).

Ongoing Action Earth Too – Ask friends and family to participate in Earth Too, a recruitment campaign in support of CCL and a response to Mars One, an initiative to colonize the red planet. Visit earthtoo.org to sign up to stay on Earth. 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.

LASER TALK - Tax the bad instead of the good

Given the size of the provincial populations, whichever carbon pricing policy Ontario and Quebec ultimately settle on will most likely have profound effect on the federal government's carbon pricing policy. Is the Quebec-Ontario cap and trade deal the best carbon pricing policy for Canada? Canada's largest trading partner, the USA, has rejected cap and trade. Even the creators of cap and trade, Crocker, Dales and Montgomery, reject cap and trade as a method for curtailing carbon emissions.

There are a number of important questions to ask about this cap and trade deal:

- 1) How hard and increasingly stringent will the caps be?
- 2) What sorts of carbon offsets will be allowed?
- 3) What financial penalties will taxpayers pay if the people of Ontario and/or Quebec want out of the proposed cap and trade system?
- 4) How many free allocations will be awarded?
- 5) What criteria will the governments use when redistributing the money collected and when awarding free allocations?
- 6) Why are corporations getting handouts, free allocations and a carbon pricing system seemingly tailor-made to suit some of them? Cap and trade costs governments and industry a lot more to monitor, report and verify than a simple carbon fee would.
- 7) How are people on fixed incomes supposed to pay for the price increases with cap and trade?
- 8) Who will be held legally accountable if the Ontario-Quebec cap and trade system is scammed and what sort of penalties will be enforced?
- 9) Does cap and trade have what it takes to generate long term political will past the next election cycle?

Canada can price carbon pollution, cut emissions and help industries without burdening the taxpayer and consumers. British Columbia has shown us the way: a simple revenue-neutral carbon fee, where all money goes back to the people. It is transparent and has the added benefit of being easily coordinated with other nations, such as our biggest trading partner, the USA. And the BC government got re-elected after twice facing the electorate post carbon tax – indicating a revenue-neutral carbon fee has staying power. Taxing the bad (pollution) instead of the good (income) is the way forward.

Action #1 – Let's start real conversations about carbon pricing

The cap and trade deal struck between the provinces of Quebec and Ontario offers us a great opportunity to open conversations about carbon pricing in Canada. Use this month's laser talk to help you ask pointed questions about cap and trade at town hall meetings and with cap and trade champions.

You can also use it, along with [our recent editorial packet](#) and [media release](#), to help you craft letters to the editor and opinion pieces such as [Penny Henderson \(CCL Ottawa\) recently did](#).

CCL Canada's Mainstream Media Resources:

- [2015 - Tips for getting your LTEs published and making the most of them](#) - includes links to National Post Media and Sun Media Newspapers
- [Tips on meeting with your editorial board](#)
- [CCL Canada 2014 Media Hits Booklet](#)

EXAMPLE

Letter: Let's get carbon pricing right

Re: [Ontario's good intentions are just a start](#), April 13

I applaud Premier Kathleen Wynne for moving ahead with a carbon pricing policy for Ontario. Because our federal government hasn't taken a leadership role to price carbon, it is up to the provinces to initiate action toward a national energy policy that will meet our global commitments and prepare our country for the United Nations Climate Change Conference, COP21, in Paris, December 2015.

However, for reasons like those given in your [recent editorial](#), I am uncomfortable with the choice of the cap-and-trade mechanism. The results of the public round table discussions conducted by Ontario's Ministry of Environment and Climate Change (MOECC) in February and March which is reported on their [website](#), indicate strong support for a fair and transparent pricing policy like B.C.'s carbon fee and dividend. Grassroots backing of cap-and-trade was negligible across the province. Yet the Wynne government announced the cap-and-trade agreement with Quebec less than two weeks after the end of these public consultations. Was the agreement a foregone conclusion? If so, what was the goal of the consultations?

At present, there are no details on the proposed policy. These will come later, according to the premier. For grassroots acceptance, it is important that the legislation be transparent, effective and fair.

Moreover, it needs to broadly target all sectors, have robust emission cutting targets and steadily decrease permit numbers over time. Revenues should be used for development and implementation of green energy technologies and/or tax relief. It would be counter-productive to see the special industry exemptions which weaken the effectiveness of Quebec's system and other jurisdictions implementing cap-and-trade. Exemptions are unfair and undermine our climate objectives. We can only hope that Wynne is sincere in her desire to reduce greenhouse gas emissions towards the province's target of 15 per cent below 1990 levels by 2020.

*Penny Henderson,
Ottawa*

ACTION #2 – ASK FRIENDS AND FAMILY TO SUPPORT A CROWDFUNDING CAMPAIGN THAT WILL “WAKE THE FROG”

CCL Nelson is helping Luxx Media with a crowdfunding campaign to create three Citizens' Climate Lobby TV ads and a documentary about Tom Rand that mentions Citizens' Climate Lobby. Learn more about this project [here](#), and share it with your friends.

It is important to do more than email people. Also talk to them in person and on the phone.

Here is an email Laura Sacks (CCL Nelson) sent to her list of people:

Hi local Citizen Climate Lobbyists and supporters,

I'd like to share with you a brand new initiative that originated from our local CCL chapter -- a crowdfunding campaign for national climate change TV ads in the lead-up to the federal election, and a longer term goal of making a documentary featuring Tom Rand's *Waking the Frog* presentation. It just went live this week! <https://www.indiegogo.com/projects/waking-the-frog-a-documentary-film-ad-campaign/x/10395661>

Lately I think a lot about the ripple effect of our actions. This campaign came about because I invited Tom to speak in Nelson while he was vacationing in the area last month. As you probably know he not only agreed, but generously donated his time and 100 books to our community. Barbara Bergen was so inspired by his message that she started this initiative and joined our local CCL chapter. Imagine our impact when we fund this campaign and get the message to a broader audience -- these ripples can turn into huge waves of change!

This is something that we can all do collectively to work toward a better future. Please consider giving what you can. Even if you can't contribute directly, we would greatly appreciate you spreading the word to your friends, family, and social networks. Together we CAN make a difference.

Many thanks! And future generations thank you too!

Laura

Here is a sample email message to go with the crowdfunding link, which you can use, modify or make a message that is all your own:

Hello –

There is a solution to Climate Change. It requires all of us to band together and work with our governments to enact it. You are invited to be part of the solution, by helping us make the documentary: “Citizens Climate Lobby presents *Waking the Frog*”, and 3 thirty-second TV ads. Please [check out the site](#) to learn how we can change the outcome on climate change.

Whether or not you can donate, please forward this email to everyone you know, share the link (<https://www.indiegogo.com/projects/waking-the-frog-a-documentary-film-ad-campaign/x/10395661>) on your Facebook page, and help this project go viral. Please don't worry that your contacts have received this from someone else – in fact, re-sending it again in a week or so would be a good thing! It's urgent that we all act now on climate change. Let's link arms and fix this.

Thank you so much.

Action #3: Lobbying in Ottawa

CCL is returning to Ottawa May 31- June 2 one last time before Election 2015. This will be our **eighth time lobbying in Ottawa** since November 2011. This conference aims to prepare CCL groups across Canada for election 2015. We're letting our politicians know that we are not going away and that we are committed to creating the political will for a liveable world without becoming partisan. Even if you can't physically attend, you will be able to participate in the workshops via Google Hangouts. 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.



Bookmark this page: <http://citizensclimatelobby.ca/content/leading-change-ccl-training-and-lobbying-days-june-2015>

Registration Page: [English registration](#) and [Enregistrement français](#)

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 get the Conference rate at the Courtyard Marriott.** Accommodation details are [HERE](#).

In the lead up to the conference, we will need your help:

- **MP Dossiers:** Please make sure that the bios for your MPs are up to date and submitted to [us](#) by **May 15**. If no bio is sent in, then we cannot guarantee a bio will be available. Contact Kate Polle, citizensclimatelobby.kate@gmail.com, with any questions.
- **Meetings with MPs:** Book an appointment with your MP for the June 1st or 2nd. Then, please post it on the Leading Change [event page](#) on CCL Community. If you would like any particular CCLers to attend with you, please post their names as well. We will sort out a final schedule at the training sessions on the Sunday. Remember that, because we lobby face-to-face with our political representatives, we have to be highly flexible. Lobbying schedules often change last minute.

Note: If you are not in CCL Community and don't want to be, [email us](#) your bios and appointment information and we will post for you. [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) Meeting with Editorial Boards
- 5) Writing letters to the editor, articles, and OpEds

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