



CCL Monthly Conference Call, Saturday, July 12, 2014

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

The international conference call starts at 10:00 am PT / 1:00 pm ET **SHARP!**

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

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.



Guest is Dr. Katharine Hayhoe, climate change evangelist

Climate scientist Dr. Katharine Hayhoe has been cited as one of Time Magazine's 100 most influential people in the world for bridging the gap on climate change between the scientific and religious communities. She's also been featured in Showtime's "Years of Living Dangerously." Katharine 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. She directs of the [Climate Science Center](#) at Texas Tech University.

Actions

- 1) Lobby your MP this summer. Introduce her/him to the Regional Economic Models, Inc. (REMI) Study.
- 2) Review your CCL group plan for 2014.

Ongoing

Continue to submit letters to the editor to multiple papers using our laser talks and media releases as guidelines. This month's laser talks are about REMI and on how climate change threatens the Canadian Health Care.

Optional for New Democrats

This is for the CCLers who are also New Democrats. Circa Saturday, July 19, 2014, NDP volunteers are canvassing door to door in ridings across Canada for Environmental Action. Contact your local NDP riding association for details.

Upcoming

[Get Ready to March](#) - New York City, September 21, 2014. Over 300,000 people have signed up online at [Avaaz](#). You can create your own local action in your city now. The "easy formula" for an action is **pick a spot, invite other groups to join**, have someone interesting give a very short speech (under five minutes), write media releases, invite media, invite politicians, takes lots of pictures and tweet and facebook.

SAVE THE DATE:

**Canadian CCL Conference 2014 date is set for November 22-24, 2014
in Ottawa**

Action #1 - Request meetings with MPs during Summer Recess

From June 23 to September 23, parliament is on Summer Recess giving us a three month window to request face-to-face meetings. In particular, we want to make sure that all MPs are briefed on the REMI study.

Assign members in your group to request meetings with your MP.

Dear [SCHEDULER'S NAME],

I'm writing on behalf of the [YOUR CITY] chapter of Citizens' Climate Lobby to request a meeting in the district with Congressman [NAME] during the August recess. Last month over 600 climate lobbyists, including 26 Canadians, were on Capitol Hill in Washington DC lobbying for a price on carbon. In Canada, Citizens Climate Lobby will hold our second National Conference and Lobbying Days on November 22-24, 2014.

We would like to talk to MP about solutions to the problem of global warming. CCL recently released a study from Regional Economic Models, Inc. (REMI) which shows that a fee on carbon, with revenue returned to households, will actually add jobs to the economy. While this study is applied to the United States, it is no doubt of great interest to other jurisdictions, such as our own. The message is clear: a revenue neutral carbon tax can stimulate the economy while reducing carbon emissions.

We are hoping to brief the MP on the study and discuss the solution examined in the study. We anticipate four or five of us will attend the meeting, myself, [LIST NAMES HERE].

Appreciate you letting us know what date and time the MP might be available to see us.

Sincerely,

NAME

PHONE NUMBER

A climate policy candidates can support

MP _____, thank you for running for office. What you're doing is very difficult, but we need people like you doing this in order to have a healthy democracy.

I'm wondering if you've heard about a policy called Carbon Fee and Dividend? Though the conventional thinking has long been that addressing climate change requires the economy to suffer, Citizens' Climate Lobby commissioned a study that showed quite the opposite.

CCL hired Regional Economic Models, Inc. (REMI) to do the study. They've done studies for the American Gas Association, the Nuclear Energy Institute, the National Federation of Independent Business, and Price Waterhouse Cooper. These are not groups that throw their money away on poor research.

This highly-respected economic modeling firm ran a 20-year analysis that examined a steadily-rising fee on carbon pollution that returns 100% of revenues back to households as a monthly dividend. The REMI study found such a fee would add 2.8 million jobs to the economy, \$1.38 trillion to GDP, and save 227,000 American lives while cutting CO2 emissions to 50% of 1990 levels.

The big winners were labour intensive industries like retail, services, and healthcare, because people had more money in their pockets. For the same reason, construction, auto manufacturing, and real estate also do better with the policy than without. Is this a policy you might consider supporting?

While this study is from the United States, it is no doubt of great interest to Canadians as well. In fact, British Columbia has a carbon tax that recycles the revenue back to citizens. A recently released five year study on BC's carbon tax found BC's per capita fossil fuel use has decreased while BC's GDP growth slightly outpaced the rest of the country.

The message is clear: a revenue neutral carbon tax can stimulate the economy while reducing carbon emissions.

References:

REGIONAL ECONOMIC MODELS INC.

The REMI study: <http://citizensclimatelobby.org/wp-content/uploads/2014/06/REMI-carbon-tax-report-62141.pdf>
CCL Legislative Director Danny Richter's [4-page summary of report](#)

BC CARBON TAX DATA

The shocking truth about B.C.'s carbon tax: It works

<http://www.theglobeandmail.com/globe-debate/the-insidious-truth-about-bcs-carbon-tax-it-works/article19512237/>

Canada's most pressing health issue is climate change

There is growing concern among Canadian public health officials about the effect of climate change on the health of Canadians. The consequences of climate change include decreased air quality, more severe weather events, and the spread of vector-borne disease, all of which are seriously detrimental to human health.

Burning fossil fuels is an obvious cause of decreased air quality, but climate change reduces air quality directly as well. Scientists predict that warmer temperatures caused by climate change will increase the amount of ground-level ozone, a harmful pollutant and an element of smog. In 2008, the Canadian Medical Association (CMA) projected that the cumulative cost of air pollution from 2008 to 2031 would be \$250 billion. They also estimated that in that period of time ninety thousand people would die from the acute effects of air pollution, with an addition seven hundred thousand dying of long-term exposure to pollution. Air pollution is a serious concern that is aggravated further by climate change.

The increase in severe weather events that is a symptom of climate change also has obvious and severe consequences for human health. Extreme weather events like heat waves and floods cause injury, disease, and death. Canada is projected to experience a higher rate of warming in this century than most of the globe, with all the accompanying risks.

The changing climate may also facilitate the spread of certain diseases. For instance, diseases transmitted by animals are limited by the animal's geographic range. Lyme Disease, carried by ticks, is likely to be seen further and further north as temperatures rise.

Recently the Globe and Mail spoke to several prominent public health officers about the linkages between climate change and health. Dr. Eilish Cleary, Chief Medical Officer of Health for New Brunswick, expressed the necessity of considering human health when making decisions about emissions. She said, "There hasn't been adequate recognition by all levels of policy-makers and decision-makers that it is really a problem that we have to do something about." Nova Scotia's Chief Public Health Officer Dr. Robert Strang concurred, adding that the discourse has been too focused on adaptation to the exclusion of mitigation planning.

In May 2009, a joint report by University College London (UCL) and the Lancet declared climate change to be the "biggest global-health threat of the 21st century." On June 25th of 2014, the British Medical Association passed a motion inspired by the Lancet Commission to "transfer their investments from energy companies whose primary business relies upon fossil fuels to those providing renewable energy sources." The BMA is the first health organization in the world to divest.

Public health officials know: if you are concerned about public health you should also be concerned about climate change. If we want to prevent the health consequences of climate change, we need to work to decrease our fossil fuel emissions. That's why Citizens' Climate Lobby supports a revenue-neutral carbon tax as proposed by MP Bruce Hyer in the House of Commons. The return of 100% of the proceeds from the tax is the spoonful of sugar that helps the medicine of divestment go down smoothly. It's time to take action.

¹ <http://www.epa.gov/climatechange/impacts-adaptation/health.html>

² http://www.cma.ca/multimedia/CMA/Content/Images/Inside_cma/Office_Public_Health/ICAP/CMA_ICAP_sum_e.pdf

³ <http://policybase.cma.ca/dbtw-wpd/Polycypdf/PD10-07.pdf>

⁴ <http://www.epa.gov/climatechange/impacts-adaptation/health.html>

⁵ <http://bma.org.uk/working-for-change/arm-2014-info/agenda/finances-of-the-association>

⁶ <http://treealerts.org/region/europe/2014/06/british-medical-association-votes-to-divest-from-fossil-fuels/>

ACTION #1 - Review your CCL group plan for 2014

CITIZENS CLIMATE LOBBY UTILIZES THE "KISS" PRINCIPLE

The methodology employed by Citizens Climate Lobby (CCL) is about 30 years old and was developed by RESULTS. Group leaders generate political will for a livable world in less than 5-10 hours per month.

To stay focussed and effective, group leaders need to do only four things with the help of the National and International Office:

KEY ROLES OF CCL GROUP LEADERS:

- 1) create a small group of people around you to help you with the CCL's monthly actions
- 2) develop a relationship with your MP around the issue of climate change with your volunteers
- 3) develop a relationship with your local media around the issue of climate change with your volunteers

THE ADDED BONUS:

- 4) Listen to and participate in teleconference calls. The weekly group leaders calls and the monthly international calls are empowering. These calls are how we get to know each other so that we can support each other.

The CCL diaspora and the regular and facilitated teleconference phone calls are the most valuable aspects of Citizens Climate Lobby. Connecting with people across Canada, the USA and the world who care so deeply about planet Earth is magical.

Thanks to all our group leaders for being on the journey from me to we!



Resource:

- [Two Year Plan to create the political will for Carbon Fee and Dividend in Canada](#) – this is our national plan you can use for reference.

Traditionally, every January we take time to do chapter and individual planning. This year we embedded that planning process in a wider context: *What do we have to do as an organization to pass our legislation?* It was meant to set the stage for our local plans—to show us what we are building toward together. In Washington DC at the International CCL Conference and for one of our July 2014 actions, we are revisiting those plans.

Goal: Parliament enacts a revenue-neutral fee on carbon by election 2015 (October 2015) or soon thereafter.

Background: Canada is not on track to meet even the scientifically inaccurate [Copenhagen Targets](#). Carbon taxes have been regularly called “[job killing](#)” in the House of Commons by the Conservatives. As well, it appears political parties may have staked out carbon pricing camps for the oil and gas sector. However, the Conservatives have delayed introduction of regulatory mechanisms for [the oil and gas sector](#). The NDP are in the [Cap and Trade](#) camp. The Liberals are in the midst of determining policy and their Leader, Justin Trudeau, appears to open to [any carbon pricing mechanism](#). The Green Party is championing Carbon Fee and Dividend. More recently, PM Harper and PM Abbott painted carbon taxes as job killing, and two days later the OECD called on Canada to enact a carbon tax.

Where we are now: MP Bruce Hyer on the floor of the House of Commons has asked the government to consider Carbon Fee and Dividend during question period and in debates in November, January, May and June. If we can find a co-champion with Bruce or a champion outside of the Green Party for Carbon Fee and Dividend, this may set the stage for the introduction of a Private Member’s Bill for Carbon Fee and Dividend. No guarantees yet though. We have to give the politicians the courage to act.

“ALL POLITICS IS LOCAL.”

THOMAS P. O’NEILL

Operational Areas: To accomplish this we have 3 “levers of political will”

- 1) **Lobbying**—an active liaison and lobby team for our MPs.
- 2) **Media**—relationships with editors and reporters and a large presence on the opinion pages.
- 3) **Outreach**—to 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.

We can’t work the levers without volunteers to do the work, so we also need...

- 4) **Development**—a chapter in at least 80 ridings by the end of 2014, and a special emphasis on the members of key committees such as Environment, Natural Resources and Finance as well as ridings where MPs won their seat by a thin margin. This requires research and outreach to increase strategically the number of CCL chapters and the number of active members within existing chapters.

Chapter/volunteer Activities: CCL is a volunteer-driven organization. We will accomplish our goals with the active participation of our most important resource—our volunteers. Below are some of the activities that should take place in 2014 to build political will.

1) Lobbying. For each MP, we need a constituent liaison who builds a relationship with the MP and aides, provides timely, appropriate, trustworthy information, maintains research on the MP’s position and interests, brings to the conversation the best messengers and information to reach the MP, and has a team to help plan and carry out activities:

- i) **Relationship:** schedules, plans and carries out meetings with the MP and key aides. Continues useful contact in between meetings.
- ii) **Information:** researches and keeps up to date MP bio and local climate impacts, identifies and locates information persuasive to the MP, such as who are their main funders locally.
- iii) **Primary Messengers:** Constituents—MP receives lots of constituent letters/contact.
- iv) **Other messengers:** Faith, business, labor, farm, major donor, community leaders, climate scientists, economists, local party activists, local elected officials, other important messengers,—identify who the key messengers are for your MP/riding and bring some to communicate with the MP.

2) Media: Relationship with editors, steady presence on the opinion pages, use of other media such as radio. How many of the 10 largest papers in Canada can we have ready to support a carbon tax when it comes up in Parliament? How many smaller papers will weigh in? How can we increase our LTEs in the Conservative base’s newspaper chain: Sun Media? How do we double our editorials, Op Eds and LTEs in 2014? How do we increase our presence in the broadcast media?

CITIZENS’ CLIMATE LOBBY’S PRIME DIRECTIVE TO OUR VOLUNTEERS

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

CITIZENS’ CLIMATE LOBBY’S VIEW POINTS

- 1) political will is all we need to solve the climate crisis
- 2) politicians do not create political will, they respond to it
- 3) all politics is local

3) Outreach:

- i) Constituents—how many emails / letters/ postcards to Parliament can we generate in 2014? Chapters each average 10 per month. CCL members can easily write that many. We can generate more by incorporating letter writing into many more outreach events, such as CCL presentations and tables. We can take our letter writing to friends/families/neighbors/coworkers by holding regular letter writing parties. How about canvassing our neighbours door to door?
- ii) How many completed [Parliamentary Petitions](#) can we complete per month? Always have a petition on hand and get people to sign them. Incorporate petition signing into your outreach events as well.
- iii) Set up meetings with key messengers in the community such local political leaders, faith, business and key community groups in support of our proposal.
- iv) Bring on board organizational partners who can also lend support such First Nations leaders, Umbrella Groups for Poverty, Unions, local Chambers of Congress, Rotary Clubs and other environmental organizations.
- v) CCL in Canada has also worked recently with [Our Horizon](#) and The Change Agents.
- vi) Please make SEPTEMBER 21 ?

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.



4) Development:

- a. **Your own chapter**—how can it become stronger? Can you liaison with other local environment groups to help your group with a carbon pricing town hall for example? Can you take in members from other ridings and become more of regional chapter. Is your group ready to host a regional CCL meeting in 2014 like they do in the USA?
- b. **Nearby areas without a chapter**—can you send presenters to local groups, and reach out to organizations and individuals there? What part of your region is strategically most important?
- c. **Nationwide outreach**—who do you know that would make a good CCLer somewhere else, how can you open doors for local organizers? Invite them to join the CCL Introductory call on Wednesday Nights.
- d. **Political Campaigns:** We can ask questions, make statements, participate in and hold candidate forums, meet with and provide information to candidates. We can participate in the development of party platforms. **We will not participate in attacks.**

CCL only lobbies for Carbon Fee and Dividend (CF&D) as written. If you have “lighter asks” of your MP, consider asking them to host a climate movie night or a carbon pricing town hall not a compromised CF&D “middle of the road” policy. If we change what we lobby for it will require an incredible amount of scientific and economic data to convince us.

BEST PRACTICES:

1) There is no time to guess if an idea will work – please build upon the best practices already tested and proven effective by others.

2) Be mindful of [Canada's two year plan](#).

3) We must strive to appeal to “conservatives” – thus, ask yourself, “will this action or idea appeal to conservatives or make CCL look “leftie”?”

4) The work plan for the Canadian Headquarters is jam-packed from July – February 2014 getting ready for the Canadian CCL conference and processing all that happened after the conference. Thus, if your plans require support from the national office please be mindful of this fact. Bear in mind, all actions done nationally as a group are folded into monthly actions, except media actions or emergency actions. The more complex the task, the more time we will need to develop an idea and roll it out efficiently and effectively.

Citizen Climate Lobbyists create political will for a stable climate and empower others by:

1) Educating ourselves, our friends and people of influence about the science, economics, sociology, business, denial machine, communication, and many other aspects about climate change.

2) Writing handwritten letters to politicians and recruiting others to do so.

3) Lobbying politicians directly in their constituency offices and in the Capital cities.

4) Participating in community events where we engage the public in climate change awareness and actions.

5) Creating awareness in the media by writing stories, blogs, media releases, letters to the editor, opinion editorials, tweets, status updates and submit them to traditional (radio, TV and newspapers) and 21st Century sources (blogs, online magazines and social media)

6) Developing partnerships, alliances and relationships with a wide range of groups towards building a broad and diverse base of support which will create the political will for a stable climate.

7) Partaking in acts of nonviolent civil disobedience to protect the climate.

| | What you have done | What you need to do |
|--|--------------------|---------------------|
| Building relationships with your MP and by extension, local riding associations, senators, MPPs, senators, municipal council and people and groups of influence including people and groups who donated time and/or money to your MPs campaign Have you completed your MP dossier? Has your group done research on how climate change is going impact your local climate and key industries Are people in your group following your MP on Twitter and Facebook? Are you liking their posts and engaging with them in a “CCL way? | | |

Media

Are you building a relationship with your local media? Does your group regularly submit LTEs, OpEds, Media Releases, Media packets, "talkback" on radio shows, and media advisories of your local actions and outreach. Have you arranged a meeting with the editorial boards.

Outreach

Keeping your community at large aware of the urgency of the climate crisis and the hopeful solutions.

Can you make it your goal for your group to become one your community's local spokespersons for carbon pricing?

Have you started planning your local action for the September 21 International day of action being coordinated worldwide by [Avaaz?](#)

Development

How can you make your local group stronger?
Can you reach out to neighbouring ridings?

Do you have a plan to send members to our national conference in November 22-24 in Ottawa?



In addition to using the methodologies developed by RESULTS, we are also being guided by the e-politics project:

<http://fivestones.ca/e-politics/>.

Typically during elections all local candidates for federal office are interviewed by the editors of their local papers. By relentlessly and patiently sending in LTEs, OpEds and media packets, as well meeting with your local editors, you are making a difference.

We have a year and half to convince our local papers that global warming is human caused and poses a serious threat to civilization, yet there is hope because we have all the solutions at hand, including a sound economic policy: carbon fee and dividend.

Check out in the **4 key lessons panel**:

#1 remember “kissing babies”.

“There are only two kinds of people in this world ... those who can hurt you at home and everyone else.” – MP

When Bruce Hyer spoke to the CCLers in Washington DC on June 23 at the Canadian breakout session, he spoke of the “reptilian brain” – the most primitive part of our brain that is instinctive and responds to pain and pleasure. In reality, successful politicians know how to use the reptilian brain to gain advantage politically.

Coincidentally, Cathy met with a political strategist that same week from a different party. This strategist feels carbon fee and dividend is the best policy for Canada and he is quite concerned too. He said we need to compel the MPs to change their policy.

That does not mean we go on attack at all. We need to compel them with public opinion and thus votes.

As we move forward towards election 2015, we need to make it difficult for candidates to run on a lame climate policy in 2015.

Keeping the truth that carbon fee and dividend is the best policy for Canada in your riding in your local media is a hugely important strategy.

Keep up the great work everyone. Check out our media hits as of June 30, 2014:

4 key lessons

for campaigning organizations to influence MPs

#1 remember "kissing babies" ...
Tools and tactics may have changed, but the basics of politics in Canada has remained constant. Building in-riding support is essential.
"There are only two kinds of people in this world ... those who can hurt you at home and everyone else." ~ MP

#2 get personal. get direct
Use new technologies to make constituent contact. With MPs be as personal and direct as possible. The campaigns that rise above the noise make personal connection with MPs.
In order of impact: face-to-face meetings, phone calls, personal letters and targetted messages.

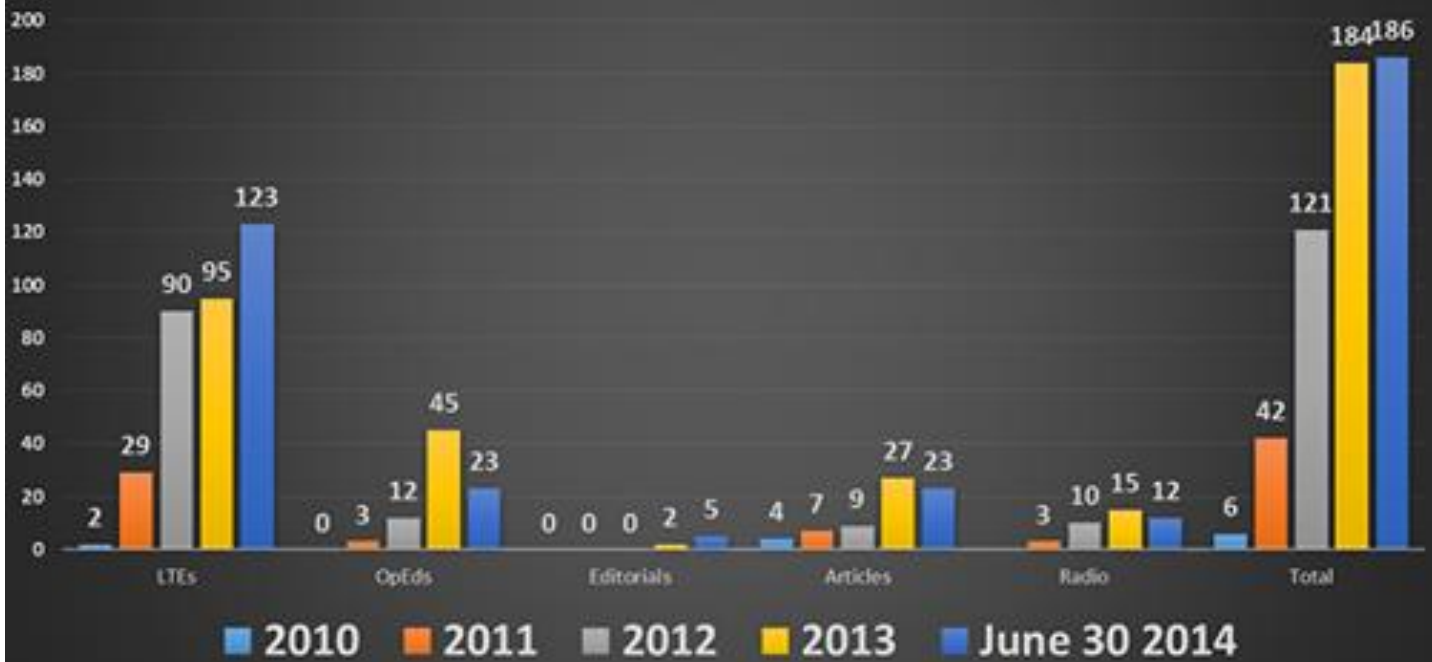
#3 demonstrate visible support
Don't neglect the power of more generic communications* when you can generate large numbers. Make sure you track everything.
*form emails, petitions, public opinion polls, facebook groups and websites

#4 approach from all angles
More and more organizations have tools for online advocacy. The groups that use an integrated approach will be most effective.
Grassroots/online, government relations, media, research data and collaboration.

Source: **the e-politics project**. The first in-depth study of how Canadian MPs use online communications & respond to grassroots campaigns



Citizens' Climate Lobby Media Hits (Canada)



We are only halfway through 2014 and we are getting a media hit a day.
 Merci, Miigwech and Thank You CCCLers for being on the journey from me to we!

