

# Welcome to Canada's First International CCL Conference and Lobbying Days

*"The Time is Now – Le moment est venu"*

Canada's Citizens Climate Lobby Conference Committee would like to extend to you a very warm welcome. We are thrilled you are joining us in this exciting adventure to create political will for a revenue neutral carbon tax in Canada.

In the spring of 2010, the four of us met in a Facebook group called *Starving For Change*. Because of Dante Ryel's leadership, we empowered each other to create the political will for the Bill C311, the Climate Change Accountability Act. We phoned our MPs and shared truths about climate change in social media.

Today, November 16, 2013, is the third year anniversary of the undemocratic demise of Bill C311 in the Canadian senate, where it was defeated without being debated.

By November 2010, Cathy, Cheryl and Christine had joined Citizens Climate Lobby. It was a devastating moment for us when Bill C311 was killed but with the help of our friends at Citizens Climate Lobby we learned firsthand strategy number 10 of being a CCLer; *'find grace in the political losses, because they are not losses, just another chapter.'*

We have no doubts that there will be a predictable price on carbon pollution in Canada and you are hastening the efforts to make it happen.

Merci, Miigwech and Thank You for being on the journey with us from me to we!

Lyn Adamson, Cheryl McNamara, Cathy Orlando and Christine Penner-Polle



# Table of Contents

Conference Agenda .....	3-5
Speaker Biographies.....	6-12
How to talk to the various deniers.....	13-15
Parliament Hill Map .....	16
Map of Gatineau and Parliament Hill Area .....	17
Conference Hall Floor Plan.....	18

# Saturday, November 16, 2013

12:00 pm -2:00 pm	<b>Registration</b> (pm Coffee & Tea)
9:30 am -11:00 am Notre Dame A	<b>Group Leader Meeting</b> (Existing Group Leaders) – <i>CCCL's Two Year Master Plan</i> (Gerry Labelle)
11:00 pm -1:00 pm	<b>Lunch on your own</b>
1:00-5:30 Notre Dame A  2:00 - 6:00 is compulsory for anyone who intends to lobby on Monday and has not received our Group Start training.	<b>Icebreakers, Group Start Workshop and Group bonding activity:</b> This session is for CCL members who have not attended a group start workshop or for new members. It covers the basics of CCL, how we got started, and the CCL methodology and advocacy tools that we use. If you have not taken part in a CCL Group Start workshop and you want to lobby with us on Monday, you <u>must attend</u> this session.
5:30 pm - 6:00 pm	<b>Lobby Assignments will be handed out.</b>
6:00 pm - 7:00 pm	<b>Dinner (On Your Own)</b>
7:30 pm -11:00 pm	<b>Evening Social</b> – TBA – Costume party and dance. The theme is global warming. Costume Ideas: climate action superheroes, winter sports forever (hockey and lacrosse), extreme weather a Keeling Curve ... Use your imagination.
<b>DRESS CODE: Comfy casual but not sloppy</b>	

# Sunday, November 17, 2013

8:30 am -2:00 pm	<b>Registration-</b> Pre-Function Area (AM Coffee & Tea)
8:30 am - 9:15 am	Christian Service - Dr. John Harvey (Notre Dame A), Meditation (Notre Dame A) or Beditation (a.k.a. sleeping in)
9:30 am -10:00 am Notre Dame A	Welcome, Opening Prayer from Daniella Harvey and Opening Remarks from Marshall Saunders, founder and president of Citizens Climate Lobby
10:00 am -11:15 am  Notre Dame A	<b>Keynote: “The Case for a Carbon Tax”-Dr. Shi-Ling Hsu:</b> Why a gradually-rising carbon tax is the least costly and most effective policy for curbing the pollution driving global warming, and how enacting such a tax can usher in a new era of clean energy and efficiency.
11:15 am -11:30 am	<b>Break</b>

11:30 am -12:30 pm Notre Dame A	<b>“Why the RESULTS/CCL Model Works”-Sam Daley-Harris:</b> Something remarkable is going on in CCL. You and your colleagues are stepping into the action and altering the conversation around climate. Learn why this model works and what we must protect in the model to have the ultimate breakthrough we are committed to.
12:30 pm - 1:30 pm	Lunch (On your own) or Funders Lunch (Renaissance Room)
1:30 pm - 2:15 pm Notre Dame A	<b>“The Struggle to Protect the Gulf of St. Lawrence from Deepwater Exploration” - Mary Gorman, Save Our Seas and Shores.</b> The story of “Old Harry” is flying under the radar for most Canadians. Mary will share her ongoing story of protecting the Gulf of St. Lawrence from offshore oil and gas development.
2:15 pm - 2:45 pm	<b>OUR STORIES: MORAL WOOING FOLLOWED BY THE FACTS</b> Christine Penner-Polle (CCL Red Lake) and Caterina Lindman (CCL Waterloo)
2:30pm - 3:00 pm Notre Dame B	<b>CCL PRESS CONFERENCE</b> Note that Notre Dame B will be open all day for interviews with the press .
2:45 pm - 3:15 pm Notre Dame A	<b>Coffee and Tea break</b>
3:15 pm - 3:45 pm	Growing the Canadian Economy in a rapidly changing world – Céline <b>Bak</b> – <b>Analytica Advisors</b>
3:45 pm - 4:30 pm	<b>“We are our stories” – Cathy Orlando.</b> Learn how to tell your story about how you became a climate champion. You are all heroes. You will empower others by telling your stories. <b>How to get an Opinion Editorial Published – Cheryl McNamara</b> – Our Canadian CCL Communications Officer will share with participants CCL’s tried and true techniques for getting opinion editorials and articles about us published.
4:30 pm - 5:00 pm	<b>Closing Comments and Conference Pictures – location TBA</b>
<b>DRESS CODE: Business casual – nice jeans are fine</b>	

# Monday, November 18, 2013

8:30 am	Picture on Parliament Hill TBA
8:30 am - 5:30 pm	Lobbying all day
5:30 pm - 6:30 pm	Grab a bite to eat in the Byward Market
6:30 pm - 8:30 pm	Lobbying Day Reception, Heart and Crown, 67 Clarence Avenue – Byward Market, Ottawa

**DRESS CODE:** Business formal – which means ties for men. Be sure to pack healthy snacks.

You **must have photo I.D.** to enter all Parliamentary Buildings.

## EVERYTHING IS CONNECTED



# “The Time is Now - Le moment est venu”

## Speaker Biographies

### Dr. Shi-Ling Hsu



Dr. Hsu is the Larson Professor of Law at the Florida State University College of Law. Prior to his current appointment, Professor Hsu was a Professor of Law and Associate Dean for Special Projects at the University Of British Columbia Faculty Of Law. He has also served as Deputy City Attorney for the City and County of San Francisco. Dr. Hsu has a B.S. in Electrical Engineering from Columbia University, and a J.D. from Columbia Law School, M.S. in Ecology and a Ph.D. in Agricultural and Resource

Economics, both from the University of California, Davis. He has taught in the areas of environmental and natural resource law, law and economics, quantitative methods, and property. He is the author of *The Case for a Carbon Tax: Getting Past Our Hang-ups to Effective Climate Policy*.

### Sam Daley-Harris



Sam is the CEO and founder of the Center for Citizen Empowerment and Transformation, which seeks to bring strategies to organizations so that a segment of their membership can create champions in Congress and the media for their causes. In 1980, he founded RESULTS, a citizen lobby working to end hunger and poverty that later became the model for CCL. In 1997 he organized the first Microcredit Summit and managed the Microcredit Summit Campaign. The Summit's goal of reaching 100 million of the world's

poorest families with micro-lending services was surpassed in 2007. This fall, he will release the 20th Anniversary edition of *Reclaiming Our Democracy: Healing the Break Between People and Government*, which includes a new chapter about Citizens Climate Lobby.

# “The Time is Now - Le moment est venu”

## Speaker Biographies

### Marshall Saunders



Marshall Saunders is the founder and president of Citizens Climate Lobby. Marshall is a Grameen Humanitarian Award Winner. He is the only non-head of state to be honoured with this international award.

*"The only revolution I want to be part of includes a lot of singing and dancing".*

### Daniella Harvey



Daniella Harvey is probably CCL's youngest volunteer at age 13. She began volunteering with us at the age of 10 at the Good Green Town Hall 10.10.10 event in Sudbury and organized worldwide by 350.org on October 10, 2010.

### Dr. John Harvey



Photo credits: Sudbury Star

Rev. Dr. John Harvey is a professor in the Theology department at Thornloe University and is the Pastor at St. James Anglican Church in Sudbury. St. James Church has provided immeasurable spiritual support in the creation and then ongoing nurturing of Canada's Citizens Climate Lobby office in Sudbury. Our national manager states that it is through John's Sunday services and communion she has learned to surrender her fears about climate change by *letting go and letting God*. We look forward to John's upcoming book *Born Again and Beyond*.

# **“The Time is Now - Le moment est venu”**

## **Speaker Biographies**

### **Mary Gorman:**



Mary Gorman is an unwaged oceans activist and writer who lives in the tiny coastal community of Merigomish, Nova Scotia on the Gulf of St. Lawrence. In the late '80's, she launched a protest about Boat Harbour, one of the worst toxic waste sites in Canada. In 1988, CBC's Fifth Estate did a documentary on 'Boat Harbour' featuring Gorman and Pictou Landing First Nations. In the '90's she worked as an organizer for the Maritime Fishermen's

Union and Gulf Nova Scotia fishermen. In the late '90's she co-founded with Elizabeth May, the Save Our Seas and Shores Coalition, to stop two oil and gas leases issued in the Gulf of St. Lawrence, along the coastline of divinely beautiful Cape Breton island.

The struggle to protect the Gulf of St. Lawrence from offshore oil and gas development continues today as Gorman and SOSS Coalition fight to stop 'Old Harry', a proposed deep-water exploration well in the Gulf's Laurentian Channel, which is the main artery in and out of Canada's Gulf for over 2,250 marine species, including endangered blue whale, right whale, leatherback turtle, harlequin duck etc.

Gorman was named a Canadian Green Hero in April, 2011. Green Hero Producers, Cinefocus Canada aired Saving Oceans on TVO in July 2013, in which Gorman and the Gulf of St Lawrence are featured along with Canadian literary icon and ardent environmentalist, Farley Mowat.



# **“The Time is Now - Le moment est venu”**

## **Speaker Biographies**

### **Caterina Lindman:**



Caterina Lindman, FSA, FCIA, is an Actuary at Manulife Financial, located in Kitchener-Waterloo. In her current role, she re-prices adjustable insurance products, as well as providing actuarial support. She enjoys analyzing issues and providing creative solutions to customers.

Caterina Lindman has an interest in ecology, social justice and climate change. She chairs the social justice committee at her church, and also is the chairperson of the Actuaries

Climate Index Working Group. The Actuaries Climate Index Group is working in partnership with climate scientists to develop the Actuaries Climate Index. Caterina enjoys working with other actuaries and climate scientists on the interesting issues associated with climate change, and on effectively communicating the state of the science with the public.

### **Christine Penner-Polle**



Christine Penner Polle is Citizens Climate Lobby Canada's Regional Coordinator for Manitoba and Northwestern Ontario.

Christine comes to her current unwaged role as a climate activist with a background as an educator, researcher & writer, and former nurse, but it's her role as a mom that most inspires this work. She moved with her family to Red Lake from Winnipeg 11 years ago, and has fallen in love with the place and the people of northwestern Ontario. In 2010, Christine founded one of the first three Canadian chapters of Citizens Climate Lobby in Red Lake. She has been a member of the Red Lake Green Committee for years, and is a founding member of the newly established *Transition Red Lake*.

## “The Time is Now - Le moment est venu”

### Speaker Biographies

#### Céline Bak



An internationally recognized author, speaker and consultant on clean technology, innovation and commercialization, Céline is the President of Analytica Advisors. She has published and authored three pioneering evidence-based national reports that connect micro-economic firm-level performance to macro-economic indicators such as productivity and trade. The **2013 Canadian Clean Technology Industry Report** builds on the 2010 and 2011 national reports for Canada's multi-billion dollar clean technology industry in the global \$1trillion market.

Céline has had an international career, first as a Principal of A.T. Kearney, a global management consulting firm where she served many multinational clients such as Rolls-Royce Aerospace, Liquid Carbonic, Prudential Insurance and General Motors. She later had executive roles in two high growth Canadian technology companies: she led operations in Europe, the Middle East and Africa at the Solect Technology Group, and held Vice President Product Management, Global Partnerships and Office of the CEO roles at Bridgewater Systems. Her current leadership roles include Global Practice Lead at the Department of Foreign Affairs and International Trade - Clean Technology Practice. Céline is also co-chair of the Canada-Brazil Science, Technology and Innovation Working Group for Cleantech/Green Energy.

She is the co-founder of the Canadian Clean Technology Coalition, which was formed to create the conditions required to make Canada's clean technology industry a driver of Canada's economic and energy productivity, as well as an enabler for Canada's greenhouse gas reduction targets.

She has been recognized as a Clean16 honouree for her contribution to sustainability in Canada, as well as by Nature Canada as one of Canada's Women of Nature. Céline resides in Ottawa with her husband and three daughters. She works in French, English and Spanish.

## **“The Time is Now - Le moment est venu”**

### **Speaker Biographies**

#### **Cheryl McNamara:**



Cheryl McNamara is a communications specialist, who has worked primarily in the not-for-profit sector for 15 years. She is currently the media coordinator of KAIROS and serves as a communications consultant for the Blue Green Group, which specializes in deep energy retrofits for commercial buildings and residential properties. Cheryl is the founder of the Toronto chapter of the Citizens Climate Lobby. Her op-eds, articles and letters have appeared in the Toronto Star, Globe & Mail, Vancouver Sun, the Sudbury Star, Rabble.ca, the Beacon News and other local media.

#### **Cathy Orlando**



Since September 2011, Cathy has worked full time and unwaged as the National Manager for CCL in Canada. She is a mother of three daughters, partner of Sanjiv Mathur for 27 years, published scientist, educational author, and a regular contributor to both of her local newspapers and Troy Media. She was trained by Al Gore in Montreal (2008) and has shared over 100 Climate Reality presentations. From 2006-2011 Cathy facilitated outreach by scientists and engineers in her waged role as Science Outreach Coordinator in the Faculty of Science and

Engineering at Laurentian University. A national award was named for her by Let's Talk Science to honor her work for environmental protection and science communication. Cathy received a Queen Elizabeth II Diamond Jubilee Medal in 2012. She currently teaches Global Warming Concepts at Cambrian College in Sudbury.

# **“The Time is Now - Le moment est venu”**

## **Facilitator Biographies**

### **Mark Reynolds:**



Mark Reynolds has been working with organizations and individuals for over thirty-one years to empower them to make a difference in their world. Much of that time was spent in the public and corporate world providing training programs he designed and led on effective communication, leadership, team building and time management. As the scientific body of evidence showed a consensus in peer reviewed papers, studies and publications, Mr. Reynolds looked for an avenue to reverse man-made problems related to climate change.

The purpose of Citizens Climate Lobby is to create the political will for a sustainable climate and to empower individuals to have breakthroughs in exercising their personal and political power. Mr. Reynolds chose to leave the corporate world to apply his expertise to a non-profit organization that had an approach for responding to climate change which is a match for the science.  
*n.b. Mark is moderating the conference on Saturday afternoon.*

### **Gerry Labelle:**



Gerry is a long time resident of Sudbury and is an Organizational Development consultant and Certified Facilitator. He loves change, is a voracious reader writer and enthusiastic and tireless researcher. His currently sits on the following boards/committees: Imagine Sudbury, Coalition for a Liveable Sudbury, Citizens Climate Lobby, Good Green Questions for Good Green Jobs, past chair of Northridge Savings and Credit Union and past chair of their Green Committee, vice chair and co-founder of Music and Film In Motion, Poverty Activist, "*Citizenship has its responsibilities.*"

Gerry Holds an IBA, a designation bestowed on him by a good friend, but we'll let him tell you what that stands for.

*n.b. Gerry is moderating the conference on Saturday morning and all day Sunday.*

## **HOW TO SPEAK TO THE DENIERS\***

### **Alarmed and Full of Despair**

They believe the science is real, but **may doubt our ability to solve the climate crisis**. Here are a few points that may inspire them to keep up the fight:



- British Columbia has a carbon tax and their GDP is performing slightly better than the Canadian average.
- A 2009 study by Delucci and Jacobson showed that we can meet the entire world's energy needs with renewables in 20 years, we can do it without nuclear, and we can do it for the same money that we'd be spending on fossil fuel power.
- According to a recent study by Analytica Advisors, Canada's clean technology sector could potentially grow to a \$62 billion industry by 2020. We need a clear market signal to spur our clean tech industry and predictable price on carbon pollution could be that market signal.

#### **TRUMP CARD:**

Yes, this is challenging. Yes, it will take time to rebuild support for national climate action. But what choice do we have? There is no time to waste, and we need to act now

\*SOURCE: this resource has been Canadianized from an NRDC resource.

## HOW TO SPEAK TO DENIERS

### The Cautious, Disengaged, Pensive or

**Doubtful** These folks probably (and wrongly) believe that there isn't a true consensus on the science of climate change. We know that's not true, but don't go on the attack! **They tend to be more open to changing their minds if they are engaged in effective conversation.**

Here are some basic facts that they'll find engaging:



- Carbon dioxide is a heat-trapping gas, and that's generally a very good thing. Without greenhouse gases, every night when the sun sets, temperatures would immediately plunge to frigid levels.
- But, we are now emitting **9 billion tons of CO<sub>2</sub>** into the atmosphere every year, and CO<sub>2</sub> levels have increased by about a third since the industrial revolution. If we don't reduce emissions, we could more than double the level of CO<sub>2</sub> in the atmosphere over this century.
- Already, food growing patterns are changing, seasons are coming earlier, water resources are strained and the number of natural disasters in the world are growing

### **TRUMP CARD**

You don't have to accept all the science. But, if you had a health condition and 98 out of 100 doctors agreed on the diagnosis, **would you base your treatment on the views of the other two?**

## HOW TO SPEAK TO THE DENIERS

**The Cautious, Disengaged, Pensive or Doubtful**  
**These folks are open to arguments about stimulating the**  
**economy and protecting national security.**

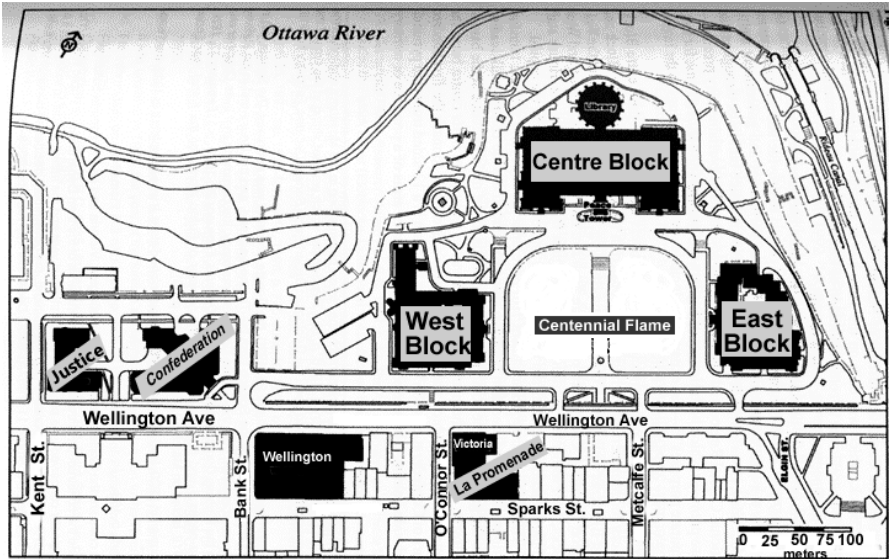


- Did you know that Blue Green Canada estimated that an investment of \$1 million in clean energy would potentially create 15 jobs compared to 2 jobs as a result of the amount of investment in oil and gas extraction? We can't afford to pass up those jobs.
  - More than 40 national governments and 20 states or other “sub-national” governments are now charging polluters for emitting greenhouse gases, or plan to start in the coming years, according to a new report from the World Bank. (June 2013)
- Of late the social contract in Canada has been compromised due to the failure of Ottawa to enact effective climate legislation, both nationally and internationally. If Canada really wants to develop the oil sands it is paramount this be done in the context of a clear and predictable price on carbon and declining greenhouse gas emissions.
  - Climate catastrophes and food shortages will destabilize many countries, including countries with nuclear bombs.

### **TRUMP CARD**

Whether climate change is real or not, the benefits of a clean energy economy are undeniable. Not only will we rid ourselves of dangerous pollution that can make us sick and even cause deaths, communities across Canada will become energy independent. **What's the downside?**

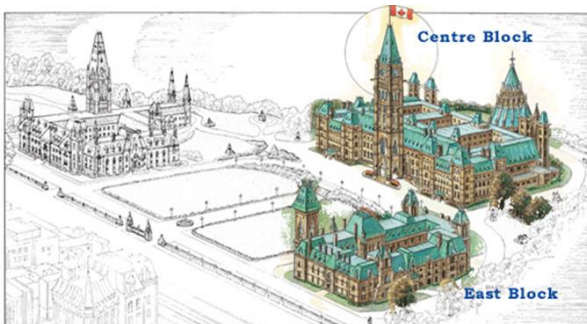
# MAP OF THE PARLIAMENT BUILDINGS



The main buildings for MPs are Confederation, La Promenade, Justice and Centre Block. Centre Block is where the Senate and House of Commons debate. The main building for the Senators' offices is East Block. However, some MPs do have offices in East Block. La Promenade does not have the traditional façade of the Parliament buildings. It is a high rise on Sparks Street at the corner of O'Connor. Across the road on Sparks Street is "Yesterdays" restaurant, and right beside La Promenade is a Black's camera store.

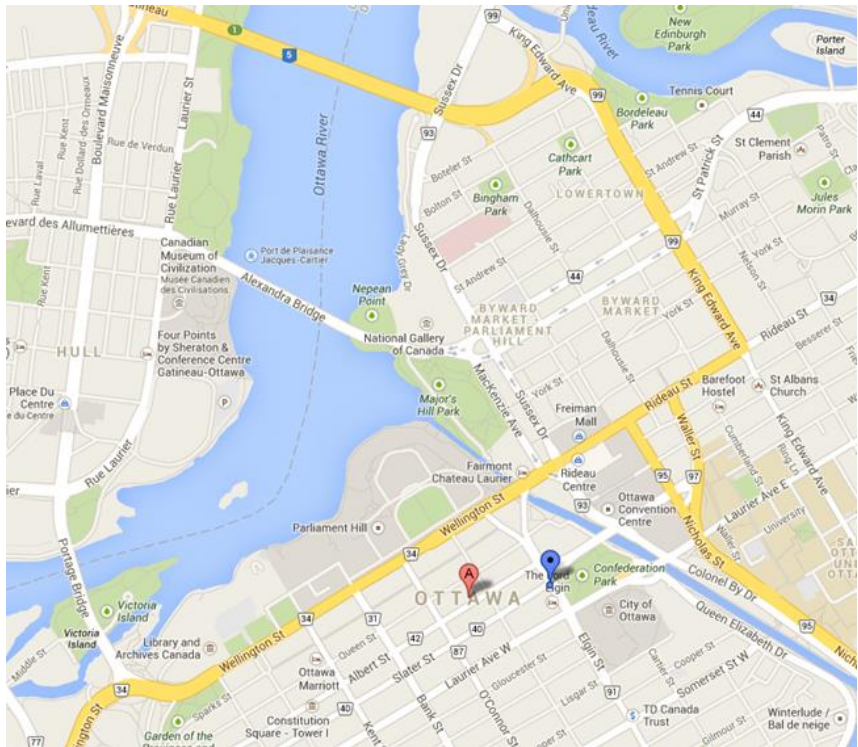
If parking is necessary, friends on Parliament Hill suggest parking at the World Exchange Plaza, located at 111 Albert Street. However OC Transpo provide a direct bus from our hotel to the Parliament Building area.

Upon arrival at all parliament buildings you will need to check in at the security desk. They will ask to see one piece of I.D. for every visitor. You will then proceed to a security check point (similar to airport security) and any 'no fly' items will be kept at the security desk until the end of the meeting.





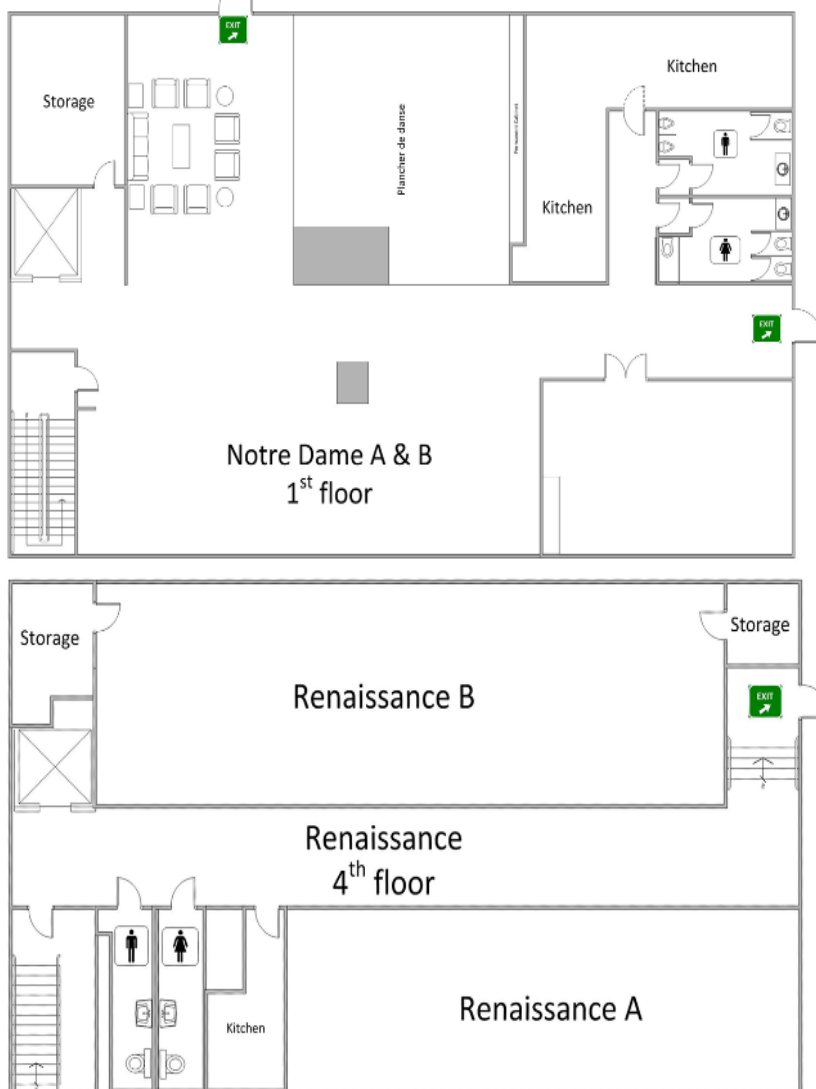
## Map of Gatineau and Parliament Hill Area



The Conference Venue is in the 19<sup>th</sup> Century building adjacent to the hotel building at the Four Points Sheraton in Gatineau.

# Conference Floor Plan

Note = that in French RC is the equivalent of Ground Floor in English and the 1st Floor is therefore on the second floor. You get used to it.



# A page of gratitude

To all the people that gave up their weekend including speakers, lobbyists and guests, to be here and to all their partners and social support systems. To the International Office of Citizens Climate Lobby for unconditionally sharing absolutely everything with us and for RESULTS for creating this magical business model that genuinely creates political will.

To the interns in Sudbury for their artwork and picky work, as well keeping our National Manager upbeat with their antics especially “I love cats”.

To the interns in Ottawa for creating the MP Bios – that was an incredible amount of work!

To Doug Grandt for programming for teaching our national manager how to program the database for lobbying.

To all the people that donated money prior to June 2013 so that we knew for certain we had the finances to run this conference and could say in all honesty we are not funded by millionaire socialists from the USA:

**Over \$1000:** *Michael Yawney, Mark Polle & Christine Penner Polle, Sanjiv Mathur and Cathy Orlando, Sumit Sharan,*

**\$500-\$1000:** *Joe Lanteigne, Dino Shukla and Sheena Thakar, Banu and Harisha Nala, Douglas Pritchard, Glenn Thibeault, Colin Pollard,*

**Under \$500:** *Mark McQuire, Majorie Wesche, Laurel Thompson, Tom Cullen, Anna Schaefer, Cheryl McNamara, Barb Saracino, Renata Mares, Diane Allen, Carolyn Bulluck.*

If we missed anyone we apologize profusely as we have no paid staff in Canada and rely on others to track this data for us.

## Margaret Mead said to her friend Jean Houston:

*“Forget everything I have been teaching you about governments and bureaucracies.” If we are to survive and create the world we could have—it’s a question of citizens’ volunteer groups; citizens getting together, deepening, growing, expanding their capacities, and then going out and making a difference.”*