



CCL Monthly Conference Call, Saturday, March 1, 2014

Groups meet at 9:45am PT / 12:45pm ET – Call in five minutes

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.

March Guest: Eli Lehrer, R Street Institute



Eli Lehrer is president and co-founder of the R Street Institute, a free-market think tank based in Washington, D.C.. On our March call, Lehrer will discuss the no-nonsense view of climate change held by the insurance and re-insurance industry, which has the most to lose for getting it wrong.

Actions:

- 1) Participate in the LTE Contest and win great prizes. **Hint:** submit letters to the editor to more than one paper.
- 2) On Thursday, March 6, 2014, send the [2014 Canadian Clean Technology Report](#) from Analytica Advisors to the media, MPs and your local senator. The packets and resources will be sent out on March 6, 2014.
- 3) **Special Action with more resources to follow in April:** With Earth Day approaching on April 22, there will be numerous opportunities for outreach in the community and media attention. Given the name change at CCL on February 25, 2014 (the apostrophe) we are in the midst of rethinking our official name in Canada. Then we have to change many of our tabling resources found on our website. Therefore, please do not go on a photocopying, banner making and/or poster printing binge yet.

Upcoming:

- i) [Canada 2020 and Clean Energy Event](#), Thursday, March 6, 2014 Ottawa, 4:30-6:00 pm Westin Hotel. They have brought **Ethan Zindler**, Head of Policy Analysis for Bloomberg New Energy Finance, to Ottawa for a free, public talk about how Canada can compete in the global clean energy boom. You can watch it on the web.
- ii) Ottawa Release of the 2014 [Canadian Clean Technology Industry Report](#)., Thursday, March 6, 2014 7:30 am to 9:30 am: Analytica Advisors in partnership with the Economic Club of Canada. It is definitely not free.
- iii) Mini-lobbying blitz circa Tuesday. April 15, 2014. This is definitely happening. Please do not book us a meeting with your MP if you do not plan to go to Ottawa.
- iv) Citizens' Climate Lobby's fifth International Conference and Lobbying Days will be in Washington, June 21-23, 2014. Register here: <http://citizensclimatelobby.org/2014-international-conference/> now before it is too late. There is limited space.

Action #1

THE 2014 LTE CONTEST

Now that we have a CCL champion in Ottawa, it is crucial that we create the political will for carbon fee and dividend across Canada so that we can give our MPs the courage to act. Publishing Letters to the Editor (LTEs) is a key thing we do at CCL to create political will. We have had great success in getting LTEs and OpEds published thus far in 2014 (more than one per day) and we want to keep that momentum going. Thus, we have started an LTE contest for the most number of LTEs published.

There will be **three reporting times** for this contest: March - May, June - August and September -November.



Prizes: Three \$100 travel bursaries and free conference registration to our November Conference in Ottawa, one for each of the three reporting times. You can only win a prize once. However, the Canadian CCLer with the most number of LTEs in 2014 as of November 1, 2014, will also be an invited guest at our Funder's Lunch at our conference, as well as receive \$100 travel bursary and free admission to our conference and lobbying days. All prizes are transferable to other CCLers (Canadian, American, Swedish, Bangladeshi or any other nationality) by the winner if he or she chooses.

For an LTE to be eligible, it must have at least one of the following elements: suggests Carbon Fee and Dividend as a solution (most preferred), mentions CCL, debunks climate myths, links climate change to a local issue, talks about carbon pricing in general, exposes the need for a national energy and/or climate strategy, or calls for an end for tax incentives / subsidies to fossil fuel companies. LTEs on democratic reform, will be judged on a case by case basis. Articles, radio interviews and OpEds with the same elements count as an equivalent of an LTE.

WANT HELP? Listen to the CCL-U tutorial on How to Write an LTE [HERE](#). For a compilation of the all LTE Resources go [HERE](#). Use our [laser talks](#) and [media resources](#) to help you craft your LTEs. Contact cathy@citizensclimatelobby.ca or connect in the new CCL Community with others to help you write LTEs.

Hint: Many papers cover the same stories. Thus, you can submit letters to editor to more than one paper.

NATIONAL AND INFLUENTIAL PAPERS

GLOBE AND MAIL - letters@globeandmail.com

TORONTO STAR – lettertoed@thestar.ca

THE POST MEDIA NEWS NETWORK RECENTLY CLOSED REDUCED MUCH OF THEIR ENVIRONMENTAL AND OTTAWA STAFF

CALGARY HERALD LETTER TO THE EDITOR FORM:
<http://www.calgaryherald.com/opinion/letters/letters-to-the-editor.html>

THE VANCOUVER SUN (This is not a Sun Media newspaper!)
sunletters@vancouversun.com labelled "Letter to the editor"

NATIONAL POST - letters-2@nationalpost.com

FINANCIAL POST - fpleters@nationalpost.com

Note above the Post Media papers have on occasion and even regularly published our letters (National Post) from people not in their ridings ... Other Post Media News includes: [The Edmonton Journal](#), [The Windsor Star](#), [The Leader-Post](#) (Regina), [The StarPhoenix](#) (Saskatoon, letters@thestarphoenix.com), [The Gazette](#) (Montreal) and [The Province](#) (British Columbia) are also part of their chain.



Big Sun Media Papers

Calgary Sun	Calgary, AB	http://www.calgarysun.com/letter-to-editor
Edmonton Sun	Edmonton, AB	http://www.edmontonsun.com/letter-to-editor
Ottawa Sun	Ottawa, ON	http://www.ottawasun.com/letter-to-editor
Toronto Sun	Toronto, ON	http://www.torontosun.com/letter-to-editor
Winnipeg Sun	Winnipeg, MB	http://www.winnipegsun.com/letter-to-editor

Community Dailies

Barrie Examiner	Barrie, ON	http://www.thebarrieexaminer.com/letters
Belleville Intelligencer	Belleville, ON	http://www.intelligencer.ca/letters
Brantford Expositor	Brantford, ON	http://www.brantfordexpositor.ca/letters
Chatham Daily News	Chatham, ON	http://www.chathamdailynews.ca/letters
Cornwall Standard-Freeholder	Cornwall, ON	http://www.standard-freeholder.com/letters
Fort McMurray Today	Fort McMurray, AB	http://www.fortmcmurraytoday.com/letters
Kingston Whig Standard	Kingston, ON	http://www.thewhig.com/letters
London Free Press	London, ON	http://www.lfpress.com/letters
Niagara Falls Review	Niagara Falls, ON	http://www.niagarafallsreview.ca/letters
North Bay Nugget	North Bay, ON	http://www.nugget.ca/letters
Northumberland Today	Cobourg, ON	http://www.northumberlandtoday.com/letters
Orillia Packet and Times	Orillia, ON	http://www.orilliapacket.com/letters
Owen Sound Sun Times	Owen Sound, ON	http://www.owensoundsuntimes.com/letters
Pembroke Daily Observer	Pembroke, ON	http://www.thedailyobserver.ca/letters
Peterborough Examiner	Peterborough, ON	http://www.thepeterboroughexaminer.com/letters
Sarnia Observer	Sarnia, ON	http://www.theobserver.ca/letters
Sault Star	Sault Ste. Marie, ON	http://www.saultstar.com/letters
Simcoe Reformer	Simcoe, ON	http://www.simcoereformer.ca/letters
St. Catharines Standard	St. Catharines, ON	http://www.stcatharinesstandard.ca/letters
St. Thomas Times-Journal	St. Thomas, ON	http://www.stthomastimesjournal.com/letters
Stratford Beacon Herald	Stratford, ON	http://www.stratfordbeaconherald.com/letters
Sudbury Star	Sudbury, ON	http://www.thesudburystar.com/letters
The Daily Graphic	Portage La Prairie, MB	http://www.portagedailygraphic.com/letters
The Daily Herald Tribune	Grande Prairie, AB	http://www.dailyheraldtribune.com/letters
The Daily Miner and News	Kenora, ON	http://www.kenoradailyminerandnews.com/letters
The Recorder and Times	Brockville, ON	http://www.recorder.ca/letters
Timmins Daily Press	Timmins, ON	http://www.timminspress.com/letters
Welland Tribune	Welland, ON	http://www.wellandtribune.ca/letters
Woodstock Sentinel Review	Woodstock, ON	http://www.woodstocksentinelreview.com/letters

Action #2

Promote the 2014 Canadian Clean Technology Report to the media, MPs and your local Senator

On March 6, Analytica Advisors will release its [4th Canadian Clean Energy Report](#), demonstrating the depth and breadth of clean technology in this country. On that day CCL group leaders will be asked to do the following:

- Email the press release to the news desks of your local media, asking them to run the story. (Link will be provided on March 6.)
- Send the CCL media packet and report's executive summary to the editorial boards and business columnists of your local papers. The packet will include a one pager on clean technology companies in your region. (Media packet and executive summary will be provided on March 6)
- Send the executive summary and media packet to your MPs and local Senators, asking that they review the summary and consider the recommendations. (A sample letter/email message will be provided on March 6).
- To find out who your local senator is go here:
<http://www.parl.gc.ca/SenatorsMembers/Senate/SenatorsBiography/ISenator.asp?Language=E> .

Does all this sound somewhat familiar? Celine Bak from Analytica Advisors was one of our speakers at our national conference in November. As well, the great laser talk in November 2013, used data from an Analytica Advisors Report too. Many thanks to Cheryl in Toronto for this incredibly valuable collaboration with Analytica Advisors.

n.b. As most of you are aware, Senators Duffy (PEI), Wallin (Saskatchewan) , and Brazeau (Quebec), all Conservative, were [ousted November 5, 2013](#) and the government website has not been changed to reflect that. As well, Senator Hugh Segal stepped down to take a position at Massey College in December 2013, too. Also note that Harper has appointed [57 senators since coming into power in 2006 – two of them twice](#).



Action #3

Make plans to get the most out of Earth Day

With Earth Day approaching on April 22, there will be numerous opportunities for outreach in our communities and for local media attention. At your meeting this month, discuss which of these opportunities your group will leverage and assign a volunteer to organize your activities with each of those opportunities.

Some suggestions:

1. Prior to the meeting, have one of your volunteers compile a list of Earth Day events at which your group can table. Decide which events your group will table and organize teams to do the tabling. In addition to providing materials at the table, invite people who stop by to join a Wednesday introductory call, write a postcard to their Member of Parliament or [sign one or more our Parliamentary Petitions](#). Get contact information and follow up with phone calls to invite them to your next meeting.
2. Assign a scribe in your group to draft and submit an Earth Day OpEd for publication in your local newspaper. Organize a team of writers who will submit Earth Day letters to the editor four or five days before Earth Day. You can reword this month's laser talk on the Three Amigos that can save the climate. Another one that is getting plenty of attention is [Which Carbon Price Would You Choose?](#)
3. Look for opportunities to do presentations with churches or other groups that are planning Earth Day programs. Include in these presentations an opportunity for the audience to write letters to their Members of Parliament and sign our [Parliamentary Petitions](#) .
4. Organize your own Earth Day Potluck and Letter-Writing parties to educate people about climate change and the market-based solution of a carbon tax that gives money back to households. Have people write letters to their Members of Parliament and allow some to read their letters aloud to the group.
5. Bear in mind MPs are in their home ridings that week. Thus, invite them out to events as part of your relationship building with them.
6. Given the name change at CCL on February 25, 2014 (the apostrophe) we are in the midst of changing many of our tabling resources found here: <http://www.citizensclimatelobby.ca/content/outreach-and-tabling> . Thus, please do not go on a photocopying binge yet. Once we finalize documents, it is going to take a considerable amount of time to make all those changes on the Canadian website.

MORE ON THE PETITIONS:

All the Parliamentary petitions and instructions are here:

<http://citizensclimatelobby.ca/content/parliamentary-petition-project>

Our most preferred petition to circulate now is the one asking for carbon fee and dividend:

[English Parliamentary Petition](#)

or [French Parliamentary Petition](#)

Please note that we used the official IPCC French wording for the scientific parts in petition where we could.

Laser Talk

The Three Amigos that Can Save the Climate

In 1994, Canada, the USA and Mexico signed the North American Free Trade Agreement (NAFTA) ⁽¹⁾. NAFTA contained provisions which provided for high levels of environmental protection⁽²⁾ and allowed for tariffs and duties on energy and petrochemical products⁽³⁾.

In the 2013, Germanwatch – CAN Europe climate change performance index, Canada and the USA ranked very poorly and Mexico ranked poorly ⁽⁴⁾. In October 2013, the Organisation for Economic Cooperation and Development (ECD) warned there will be no bail out for the climate threat ⁽⁵⁾ like there was for the financial crisis in 2008. On February 25, 2014 the International Energy Agency made it very clear that any country can reach high shares of wind and solar energy cost effectively ⁽⁶⁾.

The International Monetary Fund in March 2013 recommended that countries should eliminate all energy subsidies and redirect that public money to social programs and also that there needs to be a price on carbon pollution⁽⁷⁾.

Which carbon pricing mechanism should North America choose?

At the Three Amigos Summit earlier this month, President Obama indicated that he and PM Harper plan to work together on the climate crisis ⁽⁸⁾. It should be noted that most Republicans have taken the Norquist Taxpayer Protection Pledge. Thus, in a Republican controlled Congress, there will be great resistance to any bureaucratic regime (Regulation or Cap and Trade) for reducing greenhouse gas emission emissions.

Carbon Fee and Dividend is a carbon pricing system with minimal tax burden to citizens. It was debated in the House of Commons by MP Bruce Hyer on January 30, 2014. With Carbon Fee and Dividend, fossil fuel subsidies are eliminated and 100% of the carbon fees collected are returned back to households on an equitable basis, thus sparing families the economic burden of transitioning to a low carbon economy. This explicit price on carbon pollution will provide the market signal for North America to create clean tech jobs.

The Three Amigos, Canada, the USA and Mexico, could create jobs and save the climate with Carbon Fee and Dividend.

REFERENCES

1) <http://www.economist.com/news/briefing/21592631-two-decades-ago-north-american-free-trade-agreement-got-flying-start-then-it>

2) <http://www.cec.org/Page.asp?PageID=1226&SiteNodeID=567>

3) <http://www.sice.oas.org/trade/nafta/chap-06.asp>

4) <https://germanwatch.org/en/download/7158.pdf>

5) <http://www.bbc.com/news/science-environment-24450438>

6) http://www.iea.org/newsroomandevents/pressreleases/2014/february/name.47513.en.html?utm_content=bufferc3755&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

7) http://www.washingtonpost.com/business/economy/imf-citing-trillions-in-government-subsidies-calls-for-end-to-mispricing-of-energy/2013/03/27/09957d6e-96e1-11e2-814b-063623d80a60_story.html?wpmk=MK0000200

8) <http://www.winnipegfreepress.com/canada/harper-meets-keystone-builder-transcanada-ahead-of-obama-meeting-in-mexico-246150071.html>

Bonus Laser Talk

The Five Chief Ways to Price Carbon

There are five ways to price carbon. They are listed here from least transparent to most transparent:

i) **The Status Quo:** external costs of climate change are not internalized and the taxpayer is forced to pay for climate and health-related damages.

ii) **Regulation:** sector by sector regulation of all the sectors in the economy that produce carbon pollution (1).

iii) **Cap and Trade:** put a mandatory limit (or "cap") on some portion of national emissions, and allow firms to buy and sell rights to emit within the cap as well. This can be with or without offsets. A **carbon offset** is a reduction in emissions of carbon dioxide or greenhouse gases made in order to compensate for an emission made elsewhere.(2)

iv) **Carbon Tax:** a tax based on greenhouse gas emissions generated from burning fuels. The tax may or may not be revenue neutral. A revenue neutral tax is one that does not have a net increase in overall federal tax revenues.(3)

v) **Carbon Fee and Dividend:** An incrementally increasing fee is placed on carbon pollution and 100% of the money is returned to households. The term fee is used deliberately to indicate clearly that it is a revenue neutral pricing system. Carbon Fee and Dividend, as proposed by Citizens Climate Lobby, is an upstream fee and is levied at point of production of fossil fuels (at the well head, mine or point of entry). A downstream tax, on the other hand, would be levied at the point of consumption of fossil fuels and/or products dependent on fossil fuels.

FIVE WAYS TO PRICE CARBON

from least transparent method to most transparent method

1) THE STATUS QUO: do not internalize the external costs of climate change and make the taxpayer for climate-related damages.
2) REGULATION: sector by sector regulation of all the sectors in the economy that produce carbon pollution.
3) CAP AND TRADE: put a mandatory limit (or "cap") on some portion of national emissions, and allows firms to buy and sell rights to emit within the cap as will. This can be with our without offsets.
4) CARBON TAX: a tax based on greenhouse gas emissions (GHG) generated from burning fuels. The tax may or may not be revenue neutral.
5) CARBON FEE AND DIVIDEND: put an incrementally increasing fee on carbon pollution and return 100% of the dividends to households. The term fee is used deliberately to indicate clearly that it is a revenue neutral tax system.
DEFINITION OF REVENUE NEUTRAL: no net increase in overall federal tax revenues.
CANADA'S CITIZENS CLIMATE LOBBY

(1) The Canadian and US government are currently both using regulatory mechanisms to mitigate greenhouse gas emissions. Examples are emission standards for cars and for coal-fired power plants. The oil and gas sector has yet to be regulated in Canada.

(2) [Quebec](#), [California](#) and the [European Union](#) are jurisdictions that have implemented cap and trade with offsets to mitigate their greenhouse gas emissions.

(3) [British Columbia](#), [Norway](#) and [Sweden](#) have carbon taxes.