



## CCL Monthly Conference Call, January 10, 2015

Groups meet at 9:45am PT / 12:45pm ET

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!** 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.

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

### January's guest: David Hone, Climate Change Advisor Shell



On our January call, we'll discuss why businesses should embrace carbon pricing with our guest David Hone, Climate Change Advisor for Shell. He is also a board member of the International Emissions Trading Association and also the Washington-based Center for Climate and Energy Solutions (C2ES).

## Actions:

1. **THIS IS IT!** 2015 is the year we have been working towards in Canada. Use our 2015 Canadian CCL Planning Resources to help you and your CCL group change the course of history. The following **African proverb** encapsulates our collective journey: *If you want to go quickly – go alone. If you want to go far – go together.*
2. Invite your federal and provincial representatives to watch the “Carbon Pricing Forum” live in Toronto on Tuesday, January 27, 2014 or online. Webcast details will be sent closer to the event.
3. Please sign and share the following [iCare Petition](#) for Carbon-Fee-and-Dividend started by Keith McNeil (CCL Clearwater BC).

### Optional Action for the Online Warriors and Writers:

4. **Federal Prebudget Consultations:** It's almost budget time again Canada. By January 15, 2015 kindly ask our Finance Minister, the Honourable Joe Oliver, to consider taxing our pollution more and our income less.

## LASER TALK

What is Citizens' Climate Lobby?

Citizens' Climate Lobby is a non-partisan, grassroots advocacy organization that supports thousands of volunteers to generate the political will for a livable world.

What do we mean by “political will” and how do we generate it?

Political will is what motivates elected officials to take action on an issue, and in our case, the issue is climate change. We generate that political will by having constituents communicate their desires with members of Parliament and the Senate – through meetings, letters and getting published in their local newspapers.

To preserve a “livable world,” we must reduce the emissions of heat-trapping gases that are warming the planet. CCL advocates for a steadily-rising fee on carbon with revenue from that fee returned to households. A study released in 2014 found that CCL's proposal would cut CO2 emissions in the USA by 50 percent in 20 years while adding 2.8 million jobs to their economy. British Columbia's real-life experience with a carbon tax suggests that similar results are possible in Canada.

CCL has 15 chapters in the Canada, covering at least 51 Canadian federal ridings, and we aim to double our size in 2015. Our chapters meet monthly to connect on a national conference call with each other and to take actions that will influence decision-makers in Ottawa. We are part of an international organization that is doing similar work in several countries, especially in the USA where our organization was founded and our headquarters is based.

Our CCL chapter in [YOUR CITY] normally meets on the first Saturday of the month at [TIME]. Our next meeting is [DATE], and I'd love to have you join us. Can you come?

There's also an introductory call every Wednesday evening if you'd like to learn more about CCL and how we work. I'll send you a link for the call if you like.

## ACTION #1

# Make plans and set goals for your group in 2015

In the fall of 2013 we set out our two year Canadian plan with the goal of enacting a revenue-neutral fee on carbon in Canada by 2015 or soon after the election. We have developed a national framework for achieving that goal. In the context of that framework, we would like our groups and members to make plans and set goals that contribute to that framework, ultimately achieving our goal of enacting effective climate legislation in Canada in 2015. This is it – this is the year we have been working towards.

### Resources to photocopy for your meeting:

- **CCL National Framework for 2015** PDF
- 2015 Group planning form **WORD**, **PDF** and below

### Other resources:

- [The Four Agreements and the Essential Question](#) – a two page proposed guide to happiness and CCL group management
- [Preliminary 2015 Overton Windows for Canada \(HTML\)](#) – please inform us of other significant events
- [2015 - Tips for getting lots of letters to the editor published and getting the most out of them](#) - includes links to National, Post Media and Sun Media Newspapers

**At your meetings this month go over the Canadian CCL National Framework for 2015**. Using the national framework as a guide, turn to the 2015 group planning summary form to discuss and agree upon your group's goals and actions for 2015.

### Group planning.

Use the 2015 Group Planning form to record your plans. You can use one sheet for each MP. You might want to consider taking some extra time with this process. For those of you developing a relationship with a Senators too, come up with your group's ideas and then coordinate with the other groups that might be working with the same Senator. If your group would like to start working with a Senator – please

[cathy@citizensclimatelobby.ca](mailto:cathy@citizensclimatelobby.ca) so she can track who is developing relationships with which senators and connect people.



**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

# Group Planning Our Accomplishments in 2014

Start your planning process by listing here the things your chapter accomplished last year. Consider your chapter's growth, outreach efforts, media successes, lobby meetings, conference participation and partnerships in the community, for example. What are you most proud of?" After your meeting send it out to your membership list to celebrate it with them.



## **ACTION #2**

### **FORUM: Putting a Price on Carbon|**

Invite your federal and if applicable, your provincial representatives in Ontario and Nova Scotia (which are both possibly on the verge of picking carbon pricing mechanisms) to watch: **Putting a Price on Carbon** live in Toronto on Tuesday, January 27, 2014 or online. Webcast details will be sent closer to the event. (You should watch it too or even consider holding a viewing party.).

Dear MP,

This is a friendly reminder to mark your calendar for the Carbon Pricing Forum that Citizens' Climate Lobby. Moderated by Stephen Lewis, the forum will take place on Tuesday, January 27 from 7:30 to 9:30 pm. It will bring in top Canadian experts to discuss how to design an effective carbon pricing mechanism for our country. It will be in Toronto but livestreamed and taped so you can see it in Ottawa. Details are below. Livestream details will follow later.

Carbon pricing has been in the news a lot lately. The interest in an effective mechanism to reduce greenhouse gas emissions while stimulating Canada's economy is growing. I encourage you to watch the forum. I look forward to following up with you after January 27th to discuss it.

**Tuesday, January 27, 2015**

**7:30pm to 9:00pm, doors open at 7:00**

Isabel Bader Auditorium,

93 Charles Street West,

Victoria College University of Toronto

What's the best way to reduce greenhouse gas emissions while stimulating the economy? Join Stephen Lewis and an expert panel on how to effectively put a price on carbon in Canada. Two methods are frequently proposed – **Cap and Trade** and a **Carbon Tax**. Our Forum Panelists will present the case for each of these methods.

#### **Moderator:**

**Stephen Lewis**, Distinguished Visiting Professor, Ryerson University

#### **Panelists:**

**Nicholas Rivers**, Chairholder, Canada Research Chair in Climate and Energy, University of Ottawa

**David Robinson**, Associate Professor of Economics, Laurentian University

**Katie Sullivan**, Director, North America and Climate Finance, IETA

**Gray Taylor**, a leading climate change lawyer working in Toronto

#### **Commentators:**

**Kristyn Annis**, President, Canadians for Clean Prosperity

**Lynn McDonald**, former Federal Member of Parliament and co-founder of JustEarth

#### **Tickets**

Individual tickets (less than 5) \$20 per ticket. Group tickets (5 or more) \$10 per ticket.

<https://www.eventbrite.ca/e/forum-carbon-tax-or-cap-and-trade-tickets-14780973289>

**Sponsored by: For Our Grandchildren, Citizens' Climate Lobby,  
School of the Environment – University of Toronto**

## **ACTION #3**

### **Petition for a referendum on carbon fee-and-dividend for Canada**



Please sign and share the following [iCare Petition](#) started by Keith McNeil (CCL Clearwater). Share this petition by using the Email, Twitter and Facebook functions on the petition's webpage. As well, consider sharing this [Infographic](#) across Facebook.

## **ACTION #4**

### **Federal Prebudget Consultations**

This action is specifically for the online warriors and letter writers amongst us. By January 15, 2015, ask our Finance Minister, the Honourable Joe Oliver, to consider taxing our pollution more and our income less. Present to him our solution of Carbon Fee and Dividend. Share data from the REMI report, IMF data and/or BC carbon tax study. Use the talking points found in [our laser talks](#) and in [our editorial packets and media releases](#).

- There is an online form here: <http://www.fin.gc.ca/prebudget-prebudgetaire/page-1.aspx?lang> .
- You can email him here: [Joe.Oliver@fin.gc.ca](mailto:Joe.Oliver@fin.gc.ca)
- Or you can send him a letter here (no postage required):

**The Honourable Joe Oliver**  
Minister of Finance for Canada  
House of Commons,  
Ottawa, Ontario,  
K1A 0A6

### **Here are some talking points to get you started:**

- ✚ Despite stark warnings from many international organizations, on Oct. 7, Canada's Environment Commissioner Julie Gelfand reported that Canada is only 7% of the way toward meeting our Copenhagen targets for reductions in greenhouse gases. In her report she stated, "Overall, we found that the federal government has not provided sufficiently focused co-ordination to meet its commitment of achieving the national 2020 emission reduction target jointly with the provinces and territories."
- ✚ Canada should enact carbon fee and dividend legislation - which is a revenue-neutral carbon tax where all the money is returned to citizens on an equitable basis.
- ✚ If Canada does not have a plan for transitioning to a low carbon economy soon, we will lose out on green jobs and patents for clean tech innovations.
- ✚ It is not prudent at this time, given all the economic data available about the dangers of continued unabated climate change and the benefits of carbon taxes, to keep Canada locked into a high carbon economy.
- ✚ The data is quite clear that a revenue-neutral carbon tax will create jobs and reduce our GHG pollution while helping the poor, not burdening ordinary people and not growing government size.
- ✚ Carbon fee and dividend is a technology agnostic and free market solution.
- ✚ With carbon fee and dividend, the government does not pick favourites and thus pit provinces against each other.
- ✚ Preston Manning, the former leader of the Reform Party is calling for a carbon tax.
- ✚ Our national newspaper Globe and Mail has repeatedly extolled the virtues of carbon taxes in the editorial pages are calling for a carbon tax.
- ✚ Carbon tax data from Regional Economic Modeling Inc and the British Columbia Carbon Tax experience indicate that revenue neutral carbon taxes can grow the economy.
- ✚ Citizens' Climate Lobby has been sharing this data with MPs and Senators. We are highly organized, motivated and educated and we will be creating the political will for carbon fee and dividend in many ridings across Canada in 2015.