



## **CCL Monthly Conference Call, Saturday, August 3, 2013**

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

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

**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.

### **Guest is Sam Gomberg, Union of Concerned Scientists**



How will a carbon tax affect farmers? This is the question often asked by members of Congress who have agricultural constituents. On the August call, joining us to shed some light on this topic is Sam Gomberg, an energy analyst at the Midwest office of the Union of Concerned Scientists. He advocates for responsible energy policies that support the development of renewable energy and energy efficiency resources, and that result in significant reductions of global warming emissions. Before joining UCS, Sam was a policy manager for the Southern Alliance for Clean Energy (SACE).

### **Actions:**

1. Practice July and August's laser talks. Use the laser talks to help you craft a letter to the editor or an opinion editorial.
2. Ongoing from July: Request and plan a meeting with your Member of Parliament during the summer recess.
3. Take stock and/or familiarize yourself with some of the ongoing actions at Canada's CCL.
4. Save the date for Canada's first international CCL Conference and Lobbying days in Ottawa from Saturday, November 16 to Monday, November 18, 2013. Note our Twitter and Facebook hash tag for this event is [#CCCLConf2013](#).

## The carbon tax and farmers

Agriculture in Canada is heavily dependent on fossil fuels for running machinery and producing fertilizers, and a carbon tax would increase the price of fossil fuels.

For farmers, however, the impact associated with a carbon tax is not nearly as great – or volatile – as other factors, especially if the tax starts low and increases predictably over time. For example in Canada the price of farm machinery fuel increased by 25% in 2011 from 2010. As well, during that same time period fertilizer prices rose 29%.<sup>1</sup> Commodity prices, which determine the income farmers receive at any given time, are also a source of great volatility<sup>2</sup>.

The impact of a carbon tax will be miniscule, though, compared to the impact climate change will have on future farm productivity over the long-term if left CO2 emissions are left unmitigated.

A March 2013 Canada 2020 report concluded, "Climate uncertainty and climate extremes are givens for the future of Canadian agriculture and while there may be some initial benefits from rising temperatures and elevated carbon dioxide levels such benefits are unlikely to last. There is a growing body of evidence pointing to temperature and CO2 thresholds, beyond which yields will level off or decline. These risks need to be addressed and policies put in place to reduce them."<sup>3</sup>.

Also bear in mind, a carbon tax will be an economic opportunity for many farmers and ranchers as demand for carbon-free energy increases. Wind developers are leasing land from farmers to erect turbines. Solar farms can also replace cropland that doesn't generate enough income from traditional farming too.

Bottom line: The additional cost of a carbon tax doesn't compare to the increased volatility that comes with a changing climate. A gradually and predictably increasing carbon tax creates an opportunity for farmers to balance that volatility with steady cash flow from renewables that share land with their crops.

---

<sup>1</sup> [http://www.agr.gc.ca/pol/maddam/index\\_e.php?s1=pubs&s2=rmar&s3=php&page=rmar\\_04\\_01\\_2012-03-00](http://www.agr.gc.ca/pol/maddam/index_e.php?s1=pubs&s2=rmar&s3=php&page=rmar_04_01_2012-03-00)

<sup>2</sup> <http://www.agr.gc.ca/eng/about-us/publications/economic-publications/alphabetical-listing/overview-of-the-canadian-agriculture-and-agri-food-system-2009/?id=1261159658146>

<sup>3</sup> <http://canada2020.ca/wp-content/uploads/2013/03/Canada-2020-Analytical-Commentary-No.-2-Agriculture-and-Climate-Change-14-March-2013.pdf>

# July's LASER TALK

## What is Canada waiting for?

Member of Parliament, given the recent extreme flooding in Calgary and Toronto, massive forest fires in Quebec, and the catastrophe in Lac Megantic, don't you think it is time now for Canada to take more serious action on climate change and transitioning to a low carbon economy?

To date, Canada has been following in lock-step what the USA is doing with regards to implementing energy policies that address the climate crisis under the guise that not doing so would hurt Canadian manufacturers. Yet in 2010 and again in 2011, [Canada's greenhouse gas emissions increased](#).

With time running out to contain global warming to manageable levels, President Obama has turned to the only option at his disposal – government regulation to curtail greenhouse gas emissions from new and existing power plants. New rules will no doubt help to bring down greenhouse gas emissions.

However, conservatives in general do not like expansion of government bureaucracy. As well, these new regulations will also increase the cost of energy, placing an economic burden on consumers, which almost everyone would oppose, don't you agree?

A July 2, 2013 [Pew Global Poll](#) indicated that 54% of Canadians feel that climate change is a serious threat to our well-being. Additionally, an [April 2013 Angus Reid Public Opinion Poll](#) found that 60% of Canadians support protecting the environment, even at the risk of hampering economic growth.

So, should Canadians continue to follow what the US is doing? How can we reduce emissions without inflicting pain on households while at the same time, not increase government size and protect Canadian manufacturers?

Canadians could embrace a revenue-neutral carbon tax. It corrects the distortion in the free market that gives dirty energy an edge over clean technology. Once this distortion is corrected, the market will move away from fossil fuels and toward clean energy, reducing greenhouse gas emissions. Returning carbon tax revenue to households will enable Canadians to make this transition without economic pain.

Across Canada, conservative-minded people who are looking for an alternative to government expanding regulations should consider the market-based approach of a revenue-neutral carbon tax.

[Border Tax Adjustments](#) at the World Trade Organization and environmental provisions in the [North America Free Trade Agreement \(NAFTA\)](#) would protect domestic manufacturers and not put them at a competitive disadvantage.

In the 1980's, Canada co-lead the charge on reducing Acid Rain and protecting the Earth's ozone layer. Obviously we have been global laggards on the climate file. It is never too late to change.

Member of Parliament, would you support a revenue neutral carbon tax.

---

## ACTION #1

### Reword a laser talk into Letter to the Editor

Here is an example of how July's Laser talk was turned into a opinion piece.

<http://www.thesudburystar.com/2013/07/29/why-is-canada-waiting-on-climate-change>

Feel free to edit it and use it as your own.

## ACTION #2 – ONGOING FROM JULY

# Schedule meetings with Members of Parliament

From June 24-September 15, Parliamentarians are in their home ridings. This is a good time to schedule face-to-face with your MP.

### At your CCL meeting this month:

Assign volunteers to request meetings with your MP. The purposes of the lobbying session are threefold:

1. To introduce your MP to Citizens Climate Lobby if you have not done so already.
2. To lobby them for Carbon Fee and Dividend (see laser talk).
3. To ask them to donate money for Canada's Citizens Climate Lobby's upcoming conference and lobbying days in Ottawa in November. Cheques can be made out to Citizens Climate Lobby. The international organization is our fiscal agent and they are also acting as our external auditor. We do not have charitable status in Canada. All money's raised from Canadian donations will go toward funding our November 2013 conference and lobbying days in Canada. Money raised will be used to cover expenses such as insurance, the venue, keynote speakers, photocopying, postage, educational materials and travel expenses for some of the conference organizers and interns. Note, none of the money raised will be used for salaries. Any additional moneys raised will go towards our 2014 conference. Parliamentarians that donate money to our conference will have their names included as conference sponsors on our website and on our conference booklet. The hashtag for the event is:  
[#CCCLConf2013](#)

With your request, attach copies or links of any recently published media– editorials, letters to the editor and opeds.

### Sample request a meeting with your Member of Parliament:

Dear [SCHEDULER'S NAME],

Recently, 22 Canadians who are members of Citizens Climate Lobby traveled to Washington, DC. They attended Citizens Climate Lobby's conference and lobbying days. Excitingly, 374 citizens lobbied in the offices of over 450 Representatives as well as at the Canadian Embassy, the World Bank and the International Monetary Fund. In November 2013, the Canadian arm of Citizens Climate Lobby has a conference and lobbying days planned for Ottawa too.

During the summer recess, we would like the opportunity to come and talk to you about our organization and how we can work together to create the political will for climate action in Canada. Is there a date and time that we could schedule to meet with MP [NAME]?

I've attached a few pieces our group published in the [NEWSPAPER NAME] that MP [NAME HERE] might want to see.

I look forward to hearing from you.

Thanks,

YOUR NAME,

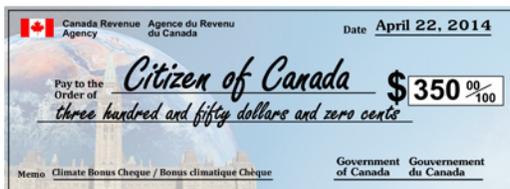
Citizens Climate Lobby, [YOUR CITY]

[CONTACT INFORMATION]

To find your MP's contact information using your postal code please go here:

<http://www.parl.gc.ca/Parlinfo/Compilations/HouseOfCommons/MemberByPostalCode.aspx?Menu=HOC>

As well, feel free to print a few copies this cheque as a visual for your lobbying sessions. It is a very useful prop. A bigger version of the cheque is on the last page. A huge pdf version of it is [here](#).



### ACTION #3

#### Citizens Climate Lobby is like a soap opera. Here is how:

In a story line you have the main characters (CCL-USA, Canada’s CCL, you, your local group, your MP’s and your local media) and key plot lines (our teleconference calls, you developing relationships with your MP’s and local media). Then we have supporting characters (partners locally, nationally and internationally) and subplots such as communicating in social media, fundraising, outreach and partnership building.

Just like a soap opera, once you have “watched” a few episodes you catch on to what is going on. Thus, even if you need to slow down for personal reasons, such as a well-deserved vacation, you can jump back into it and not miss much.

As well, just like a soap opera, there are times when the plots thicken and things get very exciting. These times are September to November as well as April through to early July.

To help you understand the CCCL plot line better – please familiarize yourself with the following ongoing actions in Canada. There are more, but these were the key ones we wanted to focus on at this time. If you're curious, a complete understanding of all the action Canada's CCL has implemented please check out our past monthly actions [here](#).

<b>OUR PRIME DIRECTIVES – Relationships and communication.</b>		
<b>ACTION</b>	<b>DESCRIPTION</b>	<b>NOTES</b>
<b>Getting published in local papers</b>	Have you identified one or two local papers to which you would like your CCL group to start building a relationship with?	
	Are you regularly submitting letters to the editor to these papers? Even if you are not getting published, you are getting noticed, as well as increasing the likelihood of other similarly themed letters getting published.	
	When you receive them, do you send the Canadian CCL Editorial Packets and media releases to your local media followed by a phone call? The <b>phone call</b> is the key action as the goal is to <b>develop a relationship</b> your local newspapers. Please do not send broadcast emails to vast numbers of newspapers as you may appear as a spammer to the editors in your province/region. Building a relationship with local media is our prime goal not disseminating information.	
	How many articles, letters to the editor, opinion editorials and editorials has your group had published?  How many letters have you submitted?  If the ratio is much higher than you hope, please contact us before you submit your next letter and we can give you a few pointers.	
	Have you met with your local editor yet? Probably not as many of you are new to CCCL and it has been a while since we have asked Canadians to do so. If you do, we can support you. We have lots of supporting materials.	
<b>Develop a relationship with your Member of Parliament</b>	Have you set up an appointment with your MP during summer recess (July Action)? This month’s action sheets include the tools on how you can approach this action.  Are you familiar with <a href="#">CCCL’s Parliamentary Petition project</a> ? Have you given your MP our petitions to read aloud in the House of Commons? Politicians love to read petitions aloud in Parliament as long as the content agrees with their party’s policy. Even though all parliamentary petitions must be officially registered, politicians are not required to read them aloud. Thus, if your MP will not commit to reading our signed parliamentary petitions aloud in Parliament, we suggest you your signed petitions to Dr. Kirsty Duncan (Liberal Environmental Critic), Megan Leslie (NDP Environment Critic), Elizabeth May (Leader of the GPC) or Bruce Hyer (Independent MP for Thunder Bay and climate hawk).	

<b>OUR FIRST ANNUAL CONFERENCE AND LOBBING DAYS</b>	<p>Who in your group plans to come to Ottawa to lobby November 16-18? Are there students or people living on limited income who want to come? Can you fundraise for them, carpool or share hotel rooms with them?</p> <p>As we plan for our November lobbying, please note there will be a reception on Monday, November 18, 2013. It is hoped that politicians from all parties and both houses will attend. Thus, please plan to invite your Parliamentarian and we will give them an opportunity to speak at our reception if they so chose.</p>	
<b>Growing your group</b>	<p>Have you called friends up on the phone or met them for coffee and asked them to listen to a CCL teleconference call with you? Emailing is not enough. The phone call is key. CCCL's calls and monthly action sheets are all archived <a href="#">HERE</a>. Have you familiarized yourselves with <a href="#">our support materials to help you start your group?</a></p>	
<b>Practicing Laser Talks</b>	<p>Do you and your group members say the monthly laser talks out loud? It is never too late to start this very effective habit. Read them aloud. Then say them aloud from memory. Read them in front of the mirror too. Reword them and use the content for letters to the editor. Before you know it you will sound like an expert.</p> <p>Prior to meeting with your MP's practice the ones that you think will be important to your MP. Assign people in your group to become experts on saying the talking points in the various laser talks. All laser talks are nicely documented <a href="#">HERE</a>. We will be Canadianizing some of the key ones by November for our lobbying sessions.</p>	

**SOCIAL MEDIA** - Please do not feel compelled to sign up in Facebook or Twitter if you are not in them already. Social media is not the prime focus of CCL and frankly can be rather distracting. However MP's have told us that our social media presence is weak. Thus, as you grow your local CCL group be sure to identify the people in your group who have talent and/or passion for social media and hook them into our social media network. Here are some guideposts to help us strengthen our presence and connectivity in social media.

ACTION	DESCRIPTION	NOTES
<b>Facebook</b>	<p>Have you liked Canada's CCL page?  <a href="https://www.facebook.com/pages/Citizens-Climate-Lobby-Canada/326480127363866">https://www.facebook.com/pages/Citizens-Climate-Lobby-Canada/326480127363866</a>            Have you liked USA's CCL page?  <a href="https://www.facebook.com/CitizensClimateLobby">https://www.facebook.com/CitizensClimateLobby</a></p>	
	<p>Have you asked your friends to like Canada's CCL page?            How many of your FB friends have liked the CCL page?</p>	
	<p>Would someone from your CCCL group like to be an administrator and post your group's media hits and upcoming events directly on our FB wall? If so contact Cathy at corlando350@gmail.com or call her at 705-523-3388 (h). CCL Hamilton, CCL Red Lake, CCL Toronto and CCL Sudbury co-administer the Facebook page and we would love more people to join us.</p>	
	<p>Who in your CCCL group have lots of friends in Facebook? What sorts of numbers do they have: 300+ FB friends , 600+ 1200+ FB friends , over 3000+ ... People with lots of FB friends are noticed by politicians especially if they have a particularly issue the are consistently and effectively communicating about in social media – so we have been told. Thus, they are a valuable asset as we create the political will for a fair, effective and explicit price on carbon pollution by 2015.</p> <p>Have you or your CCCL members connected with your MP in Facebook ? Are you liking and commenting in a "Gandhian" manner on their posts? This is highly recommended.</p>	

<p><b>Twitter</b></p>	<p>Is anyone in your group following Canada's Citizens Climate Lobby on Twitter and do they regularly retweet their posts? <a href="https://twitter.com/CitizensLobbyCa">https://twitter.com/CitizensLobbyCa</a></p> <p>Similarly, in Twitter are you following the USA's CCL and do you regularly retweet their posts too. <a href="https://twitter.com/citizensclimate">https://twitter.com/citizensclimate</a></p> <p>Who in your CCCL group has a knack for Twitter?</p> <p>Are you or someone in your group following your MP in Twitter and retweeting or favouring his/her tweets on occasion?</p> <p>Would someone from your CCCL group like to be an administrator on CCCL's Twitter and tweet your group's upcoming events and media hits and communicate with Tweeters ? Please contact Cathy for the <a href="mailto:corlando350@gmail.com">corlando350@gmail.com</a> if interested. Currently CCL Toronto and CCL Sudbury are co-administering the CCCL Twitter handle.</p>	
-----------------------	--	--

## Ongoing Actions

ACTION	DESCRIPTION	NOTES
<p><b>Register as CCLer online</b></p>	<p>Have you and your volunteers registered online on CCL's CRM-Salesforce as members? This is incredibly important as it helps us keep track of data, which in turn is essential to present to politicians and potential funders: <a href="http://ccl2.vernetti.com/group-member-registration/">http://ccl2.vernetti.com/group-member-registration/</a></p>	
<p><b>Ask your friends to be Upstanders</b></p>	<p>The fossil fuel charlatans who have hacked democracy and rigged the game in their favour are bullies. One way to stop a bully is stand united against them truthfully and peacefully. Ask your friends to register as CCL supporters so we can increase our numbers and diminish the powers of the fossil fool bullies: <a href="http://ccl2.vernetti.com/register-as-supporter/">http://ccl2.vernetti.com/register-as-supporter/</a></p>	
<p><b>Fundraising</b></p>	<p>How are you funding your local group? How do you pay for photocopying and travel? Have you fundraised locally to send members to conferences? Do you have plans to do so? Please don't hesitate to call us for advice and empowerment.</p> <p>Have you asked friends to donate to the national organization? Please note we do not have charitable status in Canada. CCL USA is our fiscal agent and external auditor. We are grateful to have their support in this manner. All donations from Canada go to Canada's CCL. <a href="http://citizensclimatelobby.org/donations/">http://citizensclimatelobby.org/donations/</a></p>	
<p><b>Writing a bio about your MP</b></p>	<p>We are lobbying our MP's in November and we need their bios for our lobbying efforts. The outline for a MP bio can be found <a href="#">here</a>. Please research your MP, write a bio about them submit them as soon as possible.</p>	
<p><b>Studying the local impacts of climate change</b></p>	<p>Whether we're talking to Members of Parliament or editorial boards about climate change, it's good to present the local angle: How does climate change affect people in your community? More information can be found <a href="#">here</a>.</p>	
<p><b>Outreach</b></p>	<p>Is there are public speaker in your group that can give presentations on climate change to churches, faith groups, schools and/or businesses. If not, a possible partner is your local <a href="#">Climate Reality presenter</a> (Al Gore trainee).</p> <p>Please circle your calendars. On October 22-23, 2013, the Climate Reality Project will be hosting their third annual 24 Hours of Reality and the theme this year is the <b>cost of carbon!</b></p> <p>You can also table at events. <a href="#">Here</a> is an extensive page of resources for outreach.</p>	



Canada Revenue Agency / Agence du Revenu du Canada

Date April 22, 2014

Pay to the Order of

*Citizen of Canada*

\$ **350** <sup>00</sup>/<sub>100</sub>

*three hundred and fifty dollars and zero cents*

Memo Climate Bonus Cheque / Bonus climatique Chèque

Government of Canada / Gouvernement du Canada



Canada Revenue Agency / Agence du Revenu du Canada

Date April 22, 2014

Pay to the Order of

*Citizen of Canada*

\$ **350** <sup>00</sup>/<sub>100</sub>

*three hundred and fifty dollars and zero cents*

Memo Climate Bonus Cheque / Bonus climatique Chèque

Government of Canada / Gouvernement du Canada



Canada Revenue Agency / Agence du Revenu du Canada

Date April 22, 2014

Pay to the Order of

*Citizen of Canada*

\$ **350** <sup>00</sup>/<sub>100</sub>

*three hundred and fifty dollars and zero cents*

Memo Climate Bonus Cheque / Bonus climatique Chèque

Government of Canada / Gouvernement du Canada