

INFORMATIONAL SESSIONS

April 2021

Please put your country and your name in the chat box
The session is being recorded.

Agenda

1. Introductions
2. Overview of CCI
3. Carbon Pricing Basics
4. The CCL Way
5. Lobbying 101



Citizens' Climate International

Shape your world. CitizensClimate.earth

Host:

CANADA: Cathy Orlando, Program Director at Citizens' Climate International

Twitter: [@Climate_INTL](https://twitter.com/Climate_INTL)

Facebook: facebook.com/Climate.INTL

Instagram: [@Climate_INTL](https://instagram.com/Climate_INTL)

Our Learning Objectives

Gain a better understanding of Citizens' Climate International

1

Understand and highlight the benefits of carbon pricing

2

Articulate our core values and the 5 levers of building political will.

3

Our solution to climate change? People.

And we need you on our team.



Join Us



Story of our founder: Marshall Saunders



“...I realized that ordinary people like me would have to organize, educate ourselves, give up our hopelessness, and gain the skills to be effective with our governments.”

Citizens' Climate International History

- We are part of Citizens' Climate Lobby (CCL) which was founded in **2007**
- CCL has approximately 130 chapters outside the USA
- Almost **200,000** supporters in over 60 countries
- Citizens' Climate International was created in September 2017 and became a legal entity in the USA in January 2021
- We create the political will for liveable world by empowering individuals to have breakthroughs in exercising their personal power



Two of Our Primary Areas of Work

Empower citizen
volunteers to
build political will
for a livable world

Facilitate
Citizens' Climate
engagement in
international
processes

Influential Moments in 2021

**LEADERS
SUMMIT ON
CLIMATE**
on **EARTH DAY**
April 22-23, 2021



GLASGOW

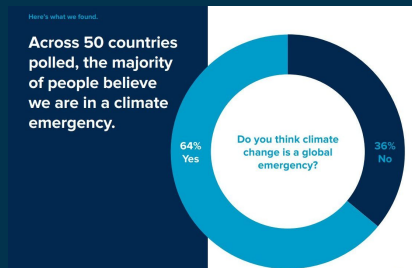
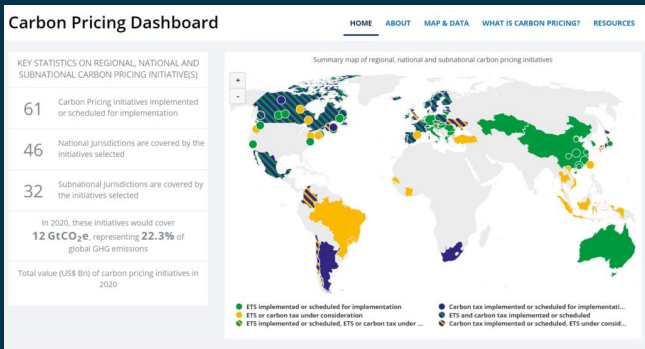
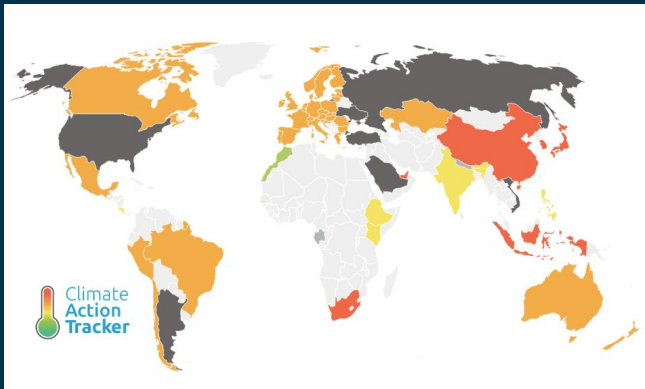
Article 6

COP26



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Carbon Pricing



IMPORTANT RESOURCES

Climate Action Tracker
Carbon Pricing Dashboard
Carbon Pricing Leadership Coalition
States and Trends of Carbon Pricing
Nationally Determined Contributions
Largest Global Survey on Climate

(The pdf of this presentation has active links to these resources)

The Many Ways to Price Carbon Pollution

Status Quo

Regulation

Cap and Trade

Carbon Tax

**Climate Income
a.k.a. Carbon Fee and Dividend**



Citizens' Climate International

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Climate Income



**Also include
Border Carbon Adjustments**

Saves Lives

A young boy and a young girl are playing in the ocean surf. The boy, on the left, is wearing a light-colored t-shirt and patterned shorts, holding an orange bucket. The girl, on the right, is wearing a black one-piece swimsuit and is captured mid-jump with her arms outstretched and her hair flying. The background shows gentle waves and a clear sky.

A study published March 2020 in the journal Cardiovascular Research estimated that in 2015, the deaths of more than 3.6 million people worldwide could have been avoided if air pollution from fossil fuels were reduced to zero.

Puts Money in Your Pocket

A couple is seen from behind, sitting on a wooden pier. They are looking out at a beach where many people are walking and playing. The sun is setting, creating a warm, golden glow over the water and sand. The couple consists of a man wearing a cap and a woman with short hair. The beach is crowded with people, and the water is calm with gentle waves.

In provinces and territories with the federal carbon pricing policy money collected from the carbon fee is given as a monthly dividend, “climate income” payment to every person to **spend with no restrictions**. Most low and middle income people will **come out financially ahead or break even**.

A person is swinging on a swing set, with their feet pointing towards the camera. They are wearing blue jeans and white sneakers with brown soles. The background is a blurred outdoor setting with greenery and a wooden fence.

Net Zero by 2050

Climate Income is the **single most powerful tool** we have to get us to net zero by 2050.

Affordable Clean Energy

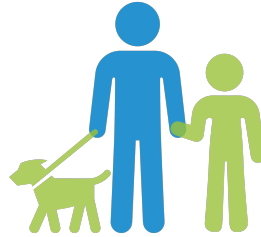
A high-speed train, white with red and grey accents, is shown in motion on a track. The background is blurred, suggesting speed. The train is moving from left to right. The sky is a clear blue.

With this policy, the government sets the direction, and **businesses respond in order to provide abundant, affordable, and reliable clean energy**. This clean energy innovation will drive us faster towards net zero pollution.

Climate Income Policy Benefits



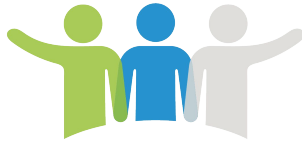
Effective



Good for
people



Good for the
economy



Nonpartisan



Revenue Neutral



CITIZENS CLIMATE LOBBY

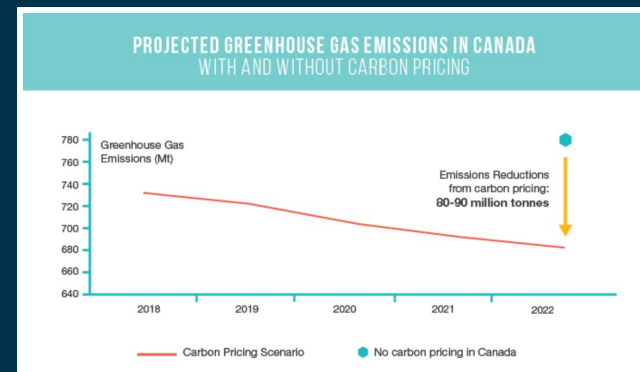
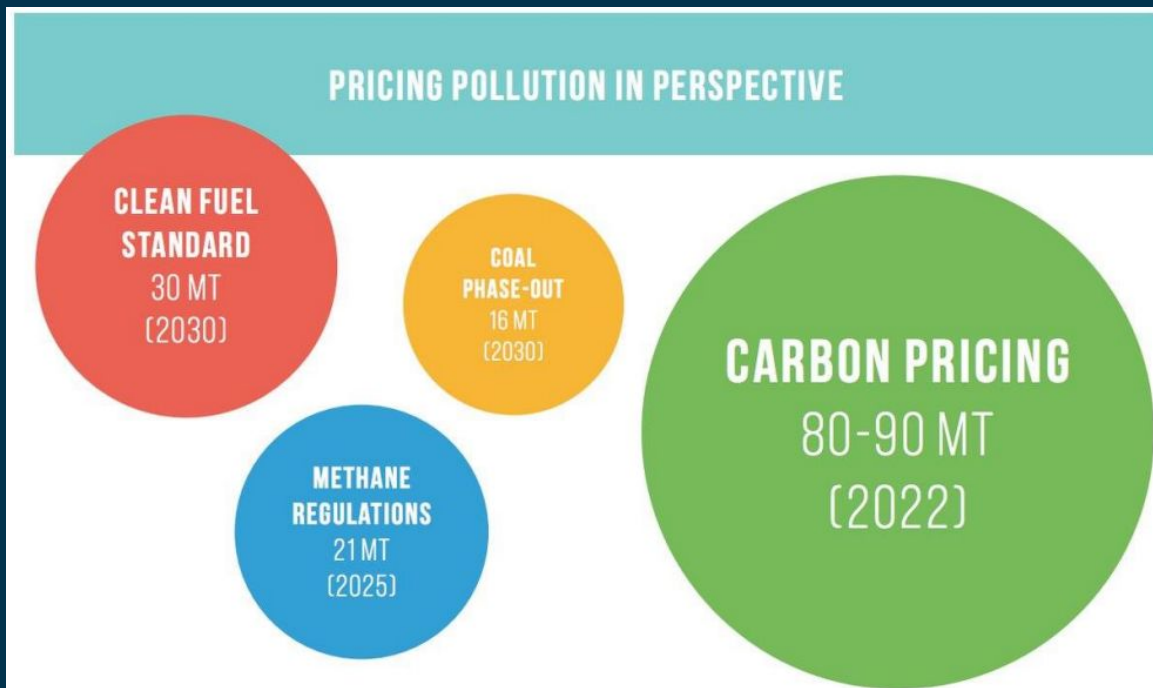


IT'S REAL
IT'S US
IT'S DANGEROUS
WE MUST CUT EMISSIONS
PRICE CARBON NOW
GIVE US BACK
THE DIVIDENDS



Citizens' Climate Lobby Canada
Lobby Climatique des Citoyens

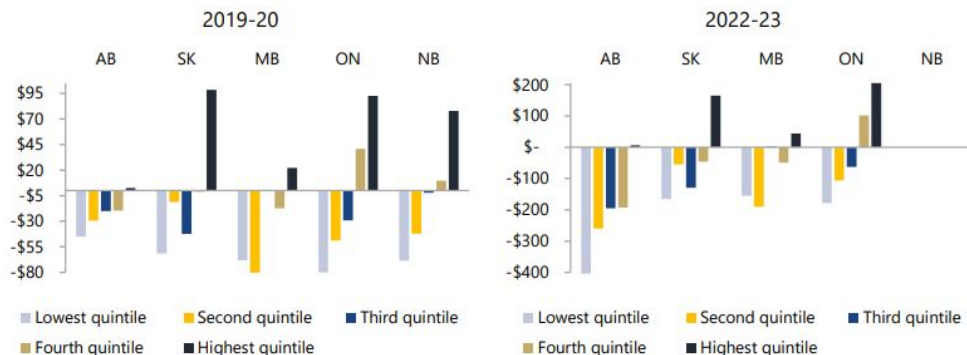
ESTIMATED RESULTS OF CANADA'S GHG POLLUTION PRICING ACT



Parliamentary Budget Office Data

Summary Figure 2

Quintile distribution of household carbon cost net of rebate



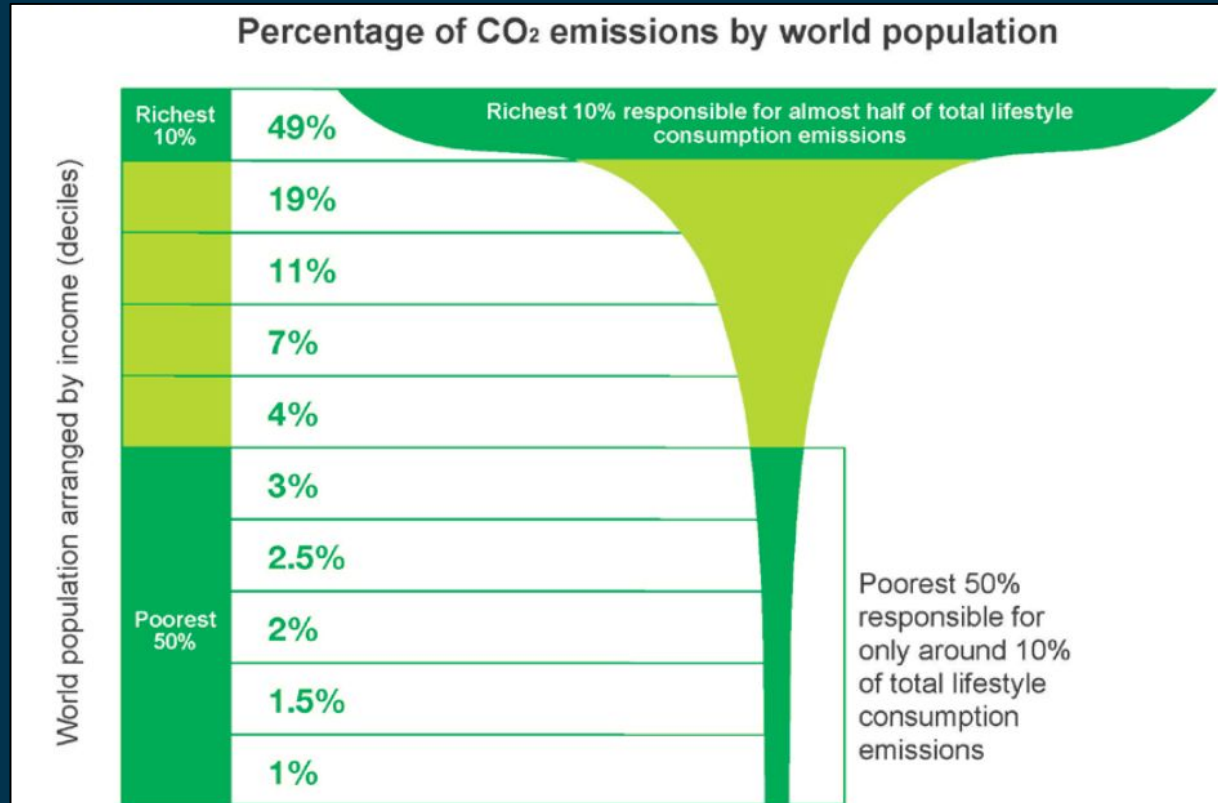
Source: PBO calculations.

Notes: Negative cost means rebates exceed the gross household carbon costs.

New Brunswick's proposed fuel charge would replace the federal fuel charge in 2020-2021.

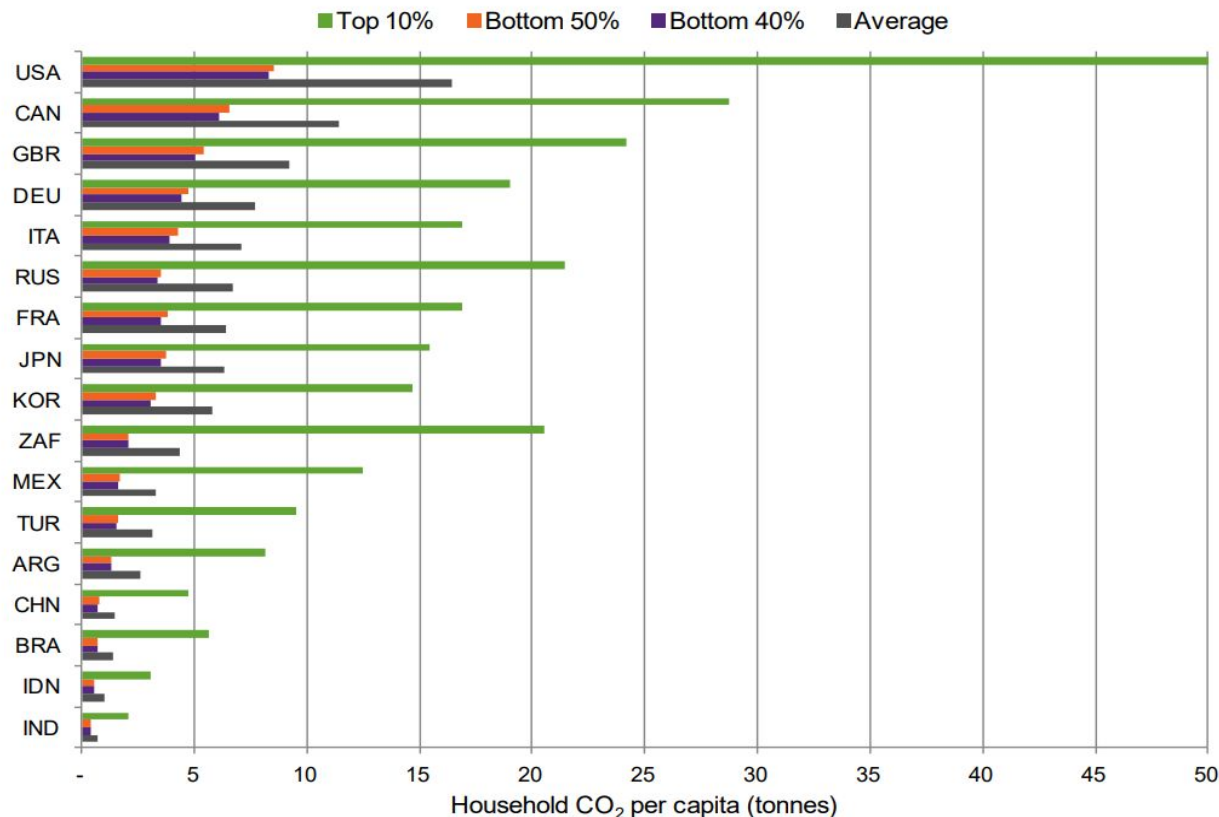


EXTREME CARBON INEQUALITY



EXTREME CARBON INEQUALITY

<https://policy-practice.oxfam.org.uk/publications/extreme-carbon-inequality-why-the-paris-climate-deal-must-put-the-poorest-lowes-582545>



The vast majority of the world's richest 10% high emitters still live in rich OECD countries, although that is slowly changing.



The Canadian Climate Plan

10 point plan

Includes a Carbon Fee and Dividend style policy.

https://www.canada.ca/content/dam/eccc/documents/pdf/climate-change/climate-plan/healthy_environment_healthy_economy_plan.pdf

Canada's carbon price in 2030
\$170CDN = \$135 USD = €112

COMPETITIVENESS AND MANAGING AGAINST ON LEAKAGE

Under the Government of Canada's current carbon pricing system, competitiveness and jobs in heavy industry are maintained through an output-based pricing model. This approach ensures there is a price incentive for industrial emitters to reduce their greenhouse gas emissions and spur innovation, while also protecting against the risk of industrial facilities moving from one region to another to avoid paying a price on carbon pollution. Most provincial pricing systems are also designed to maintain competitiveness through a similar approach.

Important economies such as the European Union are considering the potential of border carbon adjustments, and discussions on the issue are taking place in various fora.

Border carbon adjustments level the playing field across jurisdictions: they put a carbon fee on imports from countries that either do not have carbon pricing or price it too low so that those products face the same costs as those supplied by domestic producers who pay a price on carbon pollution. As such, border carbon adjustments can help maintain competitiveness while also encouraging other countries to step up and take effective action to reduce emissions.

The Government of Canada is committed to ensuring that Canada's transition to a low-carbon economy is achieved in a way that is fair and predictable for businesses, and supports Canada's international competitiveness. To this end, the Government is exploring the potential of border carbon adjustments, and will be discussing this issue with its international partners. The Government of Canada will work with like-minded economies – including the European Union and Canada's North American partners – to consider how this approach could fit into the broader strategy to meet climate targets while ensuring a fair environment for businesses.

December 12, 2020

<https://www.canada.ca/en/departement-finance/news/2020/12/government-announces-climate-action-incentive-payments-for-2021.html>



The Permanent Mission of Canada to the WTO is pleased to invite you to a webinar expert panel on:

Border Carbon Adjustments: Issues, Options, and Impacts

Thursday, March 4, 2021

15:00 – 16:30 CET / 09:00 – 10:30 EST

Zoom Platform with interpretation available in the three WTO official languages

The possibility of border carbon adjustments (BCAs) is increasingly being discussed by many countries as an approach to level the playing field across jurisdictions and address carbon leakage. As these discussions intensify, trade policy practitioners will need to understand and appreciate the concepts of BCAs and how they interact with trade rules.

WORKSHOP PROGRAMME

Introduction: Canadian Ambassador and Permanent Representative to the WTO, Stephen de Boer
Moderator: Dr. Carolyn Deere-Birkbeck, Graduate Institute Geneva

Panel:
Context: BCAs, climate targets and the Paris Agreement
Andrei Marcu, European Roundtable on Climate Change and Sustainable Development

Options: BCAs methodologies, approaches, and design
Aaron Cosbey, International Institute for Sustainable Development

Private Sector Perspectives: Preparing for BCAs and what is needed from trade policy makers
Catherine Cobden, President, Canadian Steel Producer's Association

WTO implications: Can BCAs be WTO compliant?
Ludvine Tamiotti, Counsellor, WTO, CTE/CTESS Secretary, Trade and Environment Division

Question and Answers

Closing Remarks: Canadian Ambassador and Permanent Representative to the WTO, Stephen de Boer

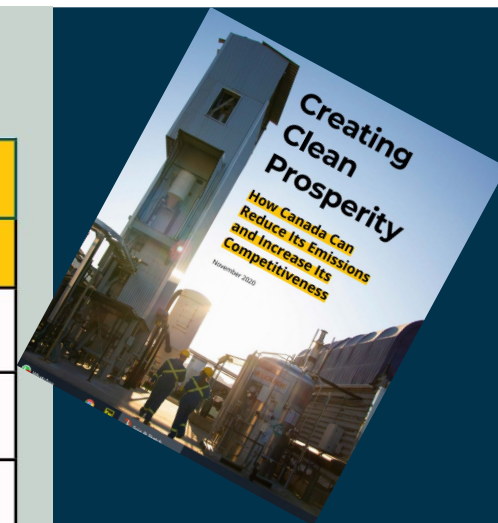
March 4, 2021

Canadians for Clean Prosperity Data (November 2020)

Figure 2: Impact of increasing carbon pricing on climate targets

	Emissions Reduction (Mt)		As share of gap to Climate Target (%)*		Carbon Price (\$, 2020)	
	2030	2040	2030 (Paris)	2040 (Net-zero)	2030 (Paris)	2040 (Net-zero)
Scenario 1 (OBPS + \$10/t pa)	71	N/A	92%	N/A	120	N/A
Scenario 2 (Full pricing \$10/t pa)	114	250	148%	49%	120	195
Scenario 3 (Full pricing \$15/t pa to 2030, \$10/t pa to 2040)	159	319	206%	63%	165	241

Note: The emissions gap in 2030 is assumed to be the 77 Mt gap used by the federal government, based on their projection that emissions are currently expected to be 588 Mt in 2030. The gap to net zero is assumed to be 508 Mt, which is derived based on the 588 Mt starting point in 2030 and assuming emissions need to decline to 80 Mt. The gap to net zero is shown for 2040 as carbon pricing is not expected to rise beyond 2040. Between 2040 and 2050, technologies like direct air capture will become cost-competitive due to rising carbon prices and are projected to scale up to cover any remaining emissions gap.




CLEAN PROSPERITY: https://www.cleanprosperity.ca/wp-content/uploads/2020/12/Creating_Clean_Prospersity_Nov2020.pdf

PBO: <https://www.pbo-dpb.gc.ca/en/blog/news/RP-2021-019-S-carbon-pricing-paris-target-closing-gap-with-output-based-pricing--tarification-carbone-accord-paris-combler-ecart-avec-tarification-fondée-rendement>

**MARCH 10, 2021: EU lawmakers voted by a wide margin (444-70, with 181 abstentions)
to support development of a Carbon Border Adjustment Mechanism (CBAM)**



A photograph of a field of golden wheat in the foreground, with a large, dark tree on the right side. The background shows a sunset sky with orange and blue hues. The sun is low on the horizon, creating a warm glow.

**The Energy Innovation
& Carbon Dividend Act
has been reintroduced!
H.R. 2307**

April 1, 2021

The CCL Way

Our Mission

To build
political will for
a livable world



Citizens' Climate Lobby

Our Mission

To empower
people to have
breakthroughs in
personal and
political power



Citizens' Climate Lobby

Our One Rule

- Respect
- Admiration
- Gratitude



Our Methodology

It's All About Relationships

1. Respect and appreciation
2. Appeal to the best in others
3. Standing for something



Our Values



Focus



Integrity



Optimism



Diversity



Personal Power



Relationships

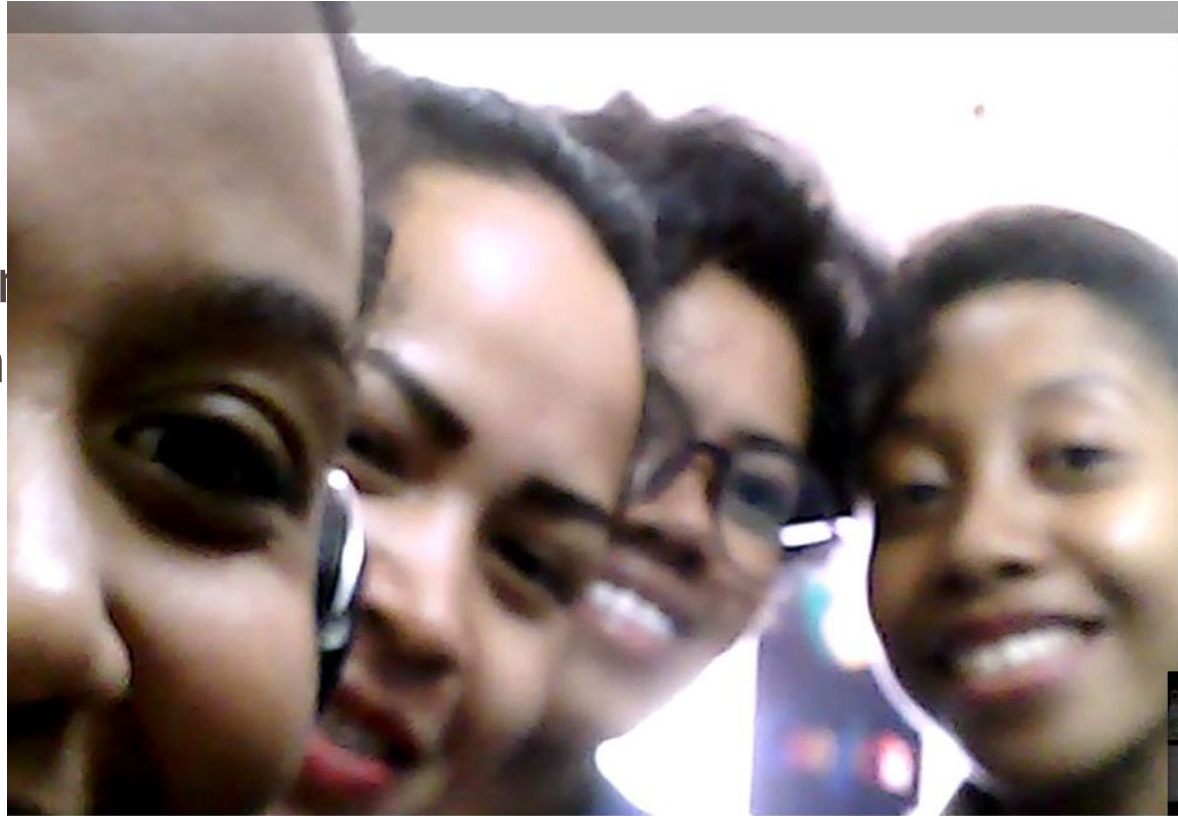


Being Nonpartisan

The Five Levers of Political Will

CCL's Levers of Political Will

We focus on **five core activities** that our chapters leverage to bring citizens into the political process and to create constructive change possible.



Levers of Political Will



Lobby

Lobbying Lever

Example Actions:

- Lobby in support of our proposal
- Build friendly relationships with our politicians



Levers of Political Will



Lobby



Media

Media Lever

Example Actions:

- Engage with and influence the media
- Write letters to the editors and op-eds
- Meet with editorial boards
- Work to place stories in all forms of media



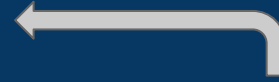
Levers of Political Will



Lobby



**Grassroots
Outreach**



Media

Grassroots Outreach Lever

Example Actions:

Writing to your Representative
Tabling

Presentations

- Educate
- Persuade
- Build goodwill

Zimbabwe Parachute Community





**Grasstops
Engagement**



Lobby



Media



**Grassroots
Outreach**

Levers of Political Will

Grasstops Engagement Lever

Example Actions:

- Educate & build partnerships
- Gain the support of community leaders and non-governmental organizations.





Chapter Development Lever

Example Actions:

- Grow group
- Manage volunteers
- Support efforts around the other four levers for building political will



Uganda training citizens to join hands with leaders to call for carbon pricing sign up

Chapter Teams

Media Team

Letters, Articles,
Social Media, and
Endorsements

Lobby Team

Lobbies Member
of Congress

Grasstops Team

Endorsements
Collaborations

Tabling

Grassroots Team

Presentations

Group & Volunteer Development Team

Monthly Meetings, Training, Hospitality

CCL's Monthly Meetings

Monthly meetings at the same time every month

- **Learn**
- **Celebrate**
- **Practice**
- **Act**



Future Training

Discussion

**We are citizen
lobbyists not experts.
How do they differ
and what does that
mean for your tactics
when lobbying?**



Motivational Interviewing

A person-centered interviewing style for eliciting behavior change by helping people to explore, find common ground and overcome obstacles and move forward together.

1. Get permissions to start a topic

2. Ask how, who, what, when and where questions. Avoid why questions

3. Get the other person talking. They should be doing most of the talking.

Possible Roles in Your Meeting

- Appreciator
- Time Monitor
- Notetaker
- Discussion
- Asker
- Deliverer
- Follow-up
- Photographer
- Observer

These are suggestions,
important to be flexible

Be ready to assume
multiple roles

Everyone participates
in the discussion

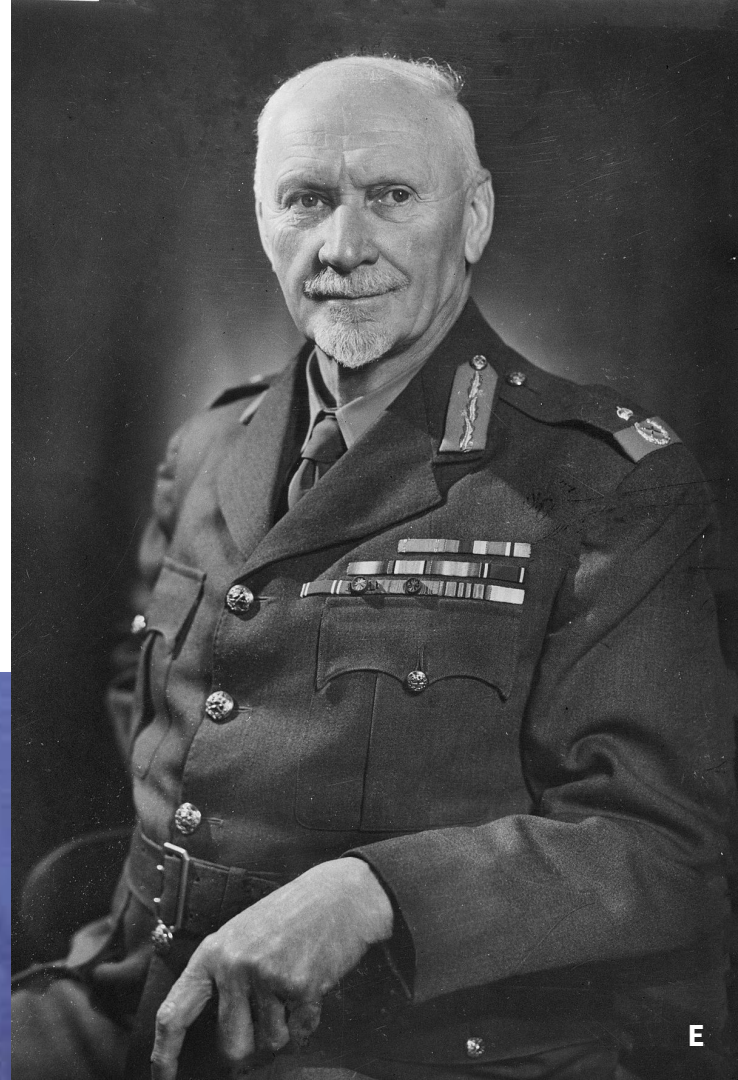
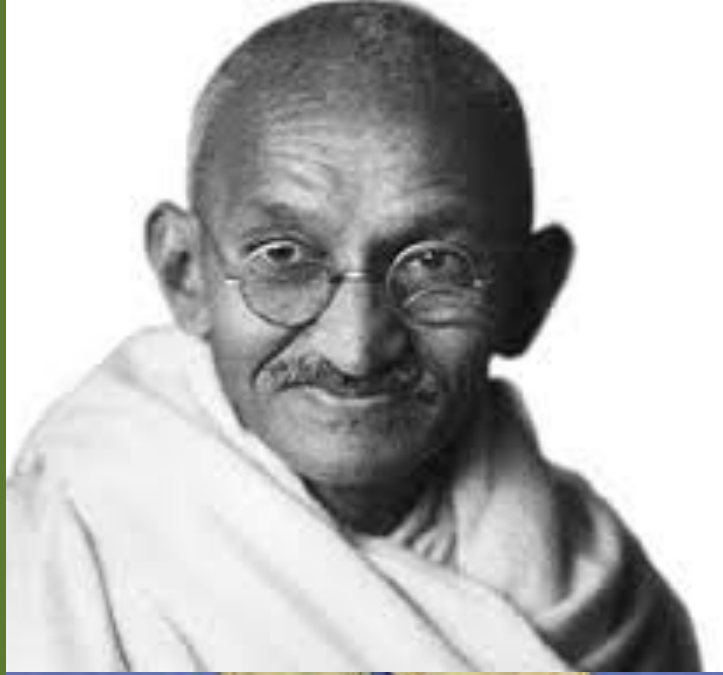
Basic Meeting Outline

Beginning: thanks, how much time, intros, appreciation, state our purpose and ask.

Middle: discussion, exchange of thoughts, listening for values , moving member forward.

End: clarify supporting ask(s), plans for follow-up, photo, and thank them for time.

“I have worn these sandals for many a summer, even though I may feel that I am not worthy to stand in the shoes of so great a man. It was my fate to be the antagonist of a man for whom, even then, I had the highest respect”.





RESTORE
OUR
EARTH



Citizens' Climate International

Earth Day Citizens' Forum

Celebrating citizen volunteers
& the role of public participation for
achieving a livable climate future.

APRIL 22, 2021

09:00 PDT | 12:00 EDT | 17:00 WAT | 18:00 CEST | 21:30 IST | 23:59 PHST

CREATING A BALANCED FUTURE

Pan-Canadian Breakfast or Brunch with our Provincial Parliamentarians



Dr. Kian Mintz-Woo
Canadian Philosopher and Carbon Pricing Expert

Sarah Lazarovic
Vice-President, Marketing at Clean Prosperity

Sophia Mathur
FFF Sudbury and #GenClimateAction Plaintiff

Sarah Van Exan & Eseoshe Ojo
GreenPac

Eric Bota

Graphic Recorder at ThinkLink

Friday, April 30, 2021

8 am PDT, 9 am MDT, 10 am CDT, 11 am EDT, noon ADT, 12:30 NDT
Host: Citizens' Climate Lobby Canada, established September 2010



<https://citizensclimate.earth/2021/04/13/earth-day-citizens-forum-to-celebrate-grassroots-climate-volunteers/>

<https://canada.citizensclimatelobby.org/creating-a-balanced-future/>



Citizens' Climate International
Shape your world. CitizensClimate.earth

Asia Oceania

Upgrading Global Climate Action in 2021 Part II

Sunday, May 9, 2021
Duration: One hour

Note your
time zones
on Zoom



THE PUSH FOR A

PRICE ON CARBON

Saturday, June 12th, 2021

1pm - 5pm ET

Online Conference

Citizens' Climate Lobby



<https://citizensclimate.zoom.us/j/9p4OuhqjMqEtefVL9mEwBUrAUfZVaK3EDh>

<https://www.eventbrite.com/e/the-push-for-a-price-on-carbon-ccls-june-2021-virtual-conference-registration-146625124695>

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