



**Citizens' Climate International**

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# Our Learning Objectives

Hone your  
communication  
skills for carbon  
pricing

1

Learn the steps  
you need to  
attain your  
certificate

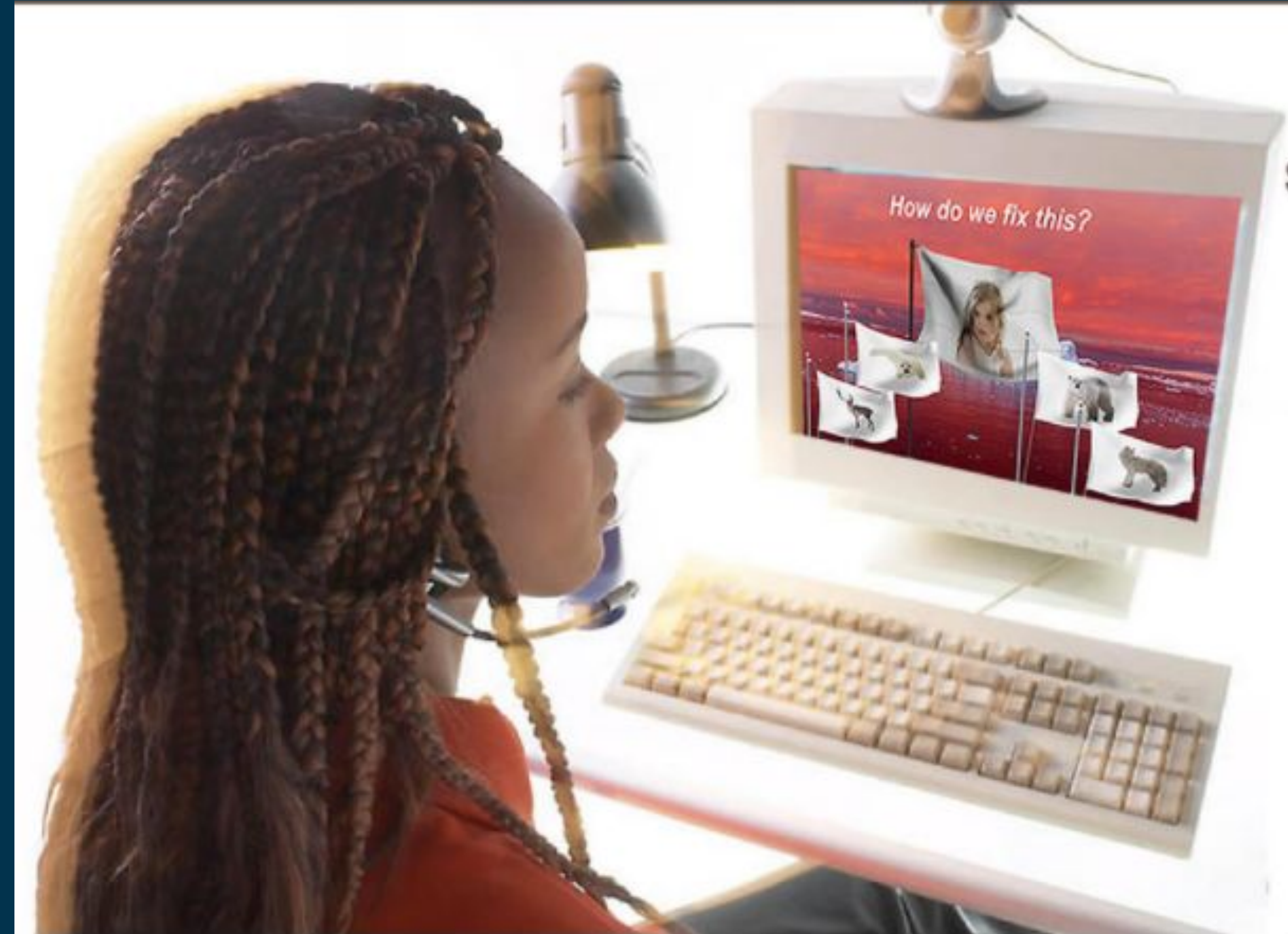
2

How to stay  
connected to  
all of us after  
today

3

# WORKSHOP AGENDA

1. Icebreaker and Introductions
2. Climate Income Laser Talk
3. CCL Community
4. Your testimonial
5. Your video
6. Media Training
7. BREAK
8. Lobbying 101
9. Your certificate
10. Staying connected
11. THE ZOOM PHOTO



**RECORD SESSION!**



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# Climate Income



**Also include  
Border Carbon Adjustments**

# Climate Income Laser Talk



**BREAKOUT 1  
FIVE MINUTES**

- Put an incrementally rising fee on carbon pollution.
- Give all the money back to the people equally, regardless of income or carbon footprint.
- Include border carbon adjustments which is a fee on carbon pollution for imports crossing the border from countries without carbon pricing.
- The predictably rising fee allows households and business to plan accordingly and signals to investors and innovators when on a timeline clean energy is cheaper than fossil fuels. It is the single most powerful tool we have to cut emissions.
- Returning the fees back to the people protects low and middle income households from rising prices and thus prevents tax revolts
- The border carbon adjustments protect domestic producers from unfair foreign competition and will encourage other countries to price pollution
- **ACTIVITY:** Mute your mikes. Say it out loud with us in unison. Then pair and share in a breakout room and do it from memory.



# Why Join CCL Community

## CCL Community

[CCL Community Bulletin](#)

[About](#)

[CCL Community Guidelines](#)

[Privacy Policy](#) (on main website)

[Terms Of Service](#) (on main website)

[Cookies Policy](#) (on main website)

Select Language ▼

## Log an Action

[How to log an action](#)



What type of action?

<b>Contact with Legislator</b> Calls, letters, lobby meetings, town halls, or social media interactions with a legislator	<b>Grassroots Outreach</b> An event where CCL was in the public eye. It includes tabling events, presentations, or other community outreach events	<b>Media/Publication</b> Letters to the editor, op-eds, editorials, articles, radio segments, or TV broadcast only
<b>Grasstops Meeting</b> You're reporting a meeting with a potential endorser, grasstops supporter or editorial board	<b>Chapter Development</b> You're reporting a chapter meeting or a chapter development exercise	

Looking for another action type? [Log a generic action report...](#)

## CCI Youth Carbon Pricing Members

Public Group

[Join this Group](#)

[Bookmark](#)

Forum Topic List

[Bookmark](#)

Topic	Replies	Last Post
<b>Testimonials / Témoignages / Testimonios</b> by <b>Cathy Orlando</b> - Aug 27, 2021 6:22 am	0	<b>Testimonials / Témoignages / Testimonios</b> by <b>Cathy Orlando</b> Aug 27, 2021 6:22 am
<b>Preconference informational sessions on September 1 / September 2</b> by <b>Cathy Orlando</b> - Aug 25, 2021 12:59 pm	1	<b>Re: Preconference informational sessions on Septembe...</b> by <b>Cathy Orlando</b> Aug 27, 2021 5:42 am
<b>Conference Promotion Resources / Ressources pour la promotion des conférences / Recursos para la promoción de conferencias</b> by <b>Cathy Orlando</b> - Aug 27, 2021 4:59 am	5	<b>Re: Conference Promotion Resources / Ressources pour l...</b> by <b>Cathy Orlando</b> Aug 27, 2021 5:37 am

[Group Forums Page - CCL Community \(citizensclimate.org\)](#)



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# Pourquoi rejoindre la communauté CCL ?

## Communauté CCL

Bulletin communautaire du CCA

Sur

Lignes directrices de la communauté CCL

Politique de confidentialité (sur le site Web principal)

Conditions d'utilisation (sur le site Web principal)

Politique de cookies (sur le site Web principal)

French ▼

## Enregistrer une action

? Comment enregistrer une action

1 SÉLECTIONNER UN TYPE D'ACTION 2 ENTRER LES DÉTAILS 3 AJOUTER DES PARTICIPANTS

Quel type d'action ?

**Contact avec le législateur**

Appels, lettres, réunions de lobbying, assemblées publiques ou interactions sur les réseaux sociaux avec un législateur

**Sensibilisation à la base**

Un événement où CCL était aux yeux du public. Il comprend des événements de dépôt, des présentations ou d'autres événements de sensibilisation communautaire

**Médias/Publication**

Lettres à l'éditeur, éditoriaux, éditoriaux, articles, segments radio ou diffusion télévisée uniquement

**Réunion des Grasstops**

Vous signalez une réunion avec un sponsor potentiel, un sympathisant local ou un comité de rédaction

**Développement de chapitre**

Vous signalez une réunion de section ou un exercice de développement de section

## Membres CCI Jeunes Tarification Carbone

Groupe public

Rejoindre ce groupe Signet

Liste des sujets du forum

Signet

Sujet	réponses	Dernier commentaire
<b>Témoignages / Témoignages / Témoignages</b> de <b>Cathy Orlando</b> - 27 août 2021 06:22	0	<b>Témoignages / Témoignages / Témoignages</b> par <b>Cathy Orlando</b> 27 août 2021 6:22 am
<b>Séances d'information préconférence les 1er / 2 septembre</b> par <b>Cathy Orlando</b> - 25 août 2021 12h59	1	<b>Re: Séances d'information préconférence sur septembre...</b> par <b>Cathy Orlando</b> 27 août 2021 5:42 am
<b>Conference Promotion Resources / Ressources pour la promotion des conférences / Recursos para la promoción de conferencias</b> par <b>Cathy Orlando</b> - 27 août 2021 04:59	5	<b>Re: Conference Promotion Resources / Ressources pour L...</b> par <b>Cathy Orlando</b> 27 août 2021 5:37 am

[Page des forums de groupe - Communauté CCL \(citizensclimate.org\)](https://citizensclimate.org/group-forums)

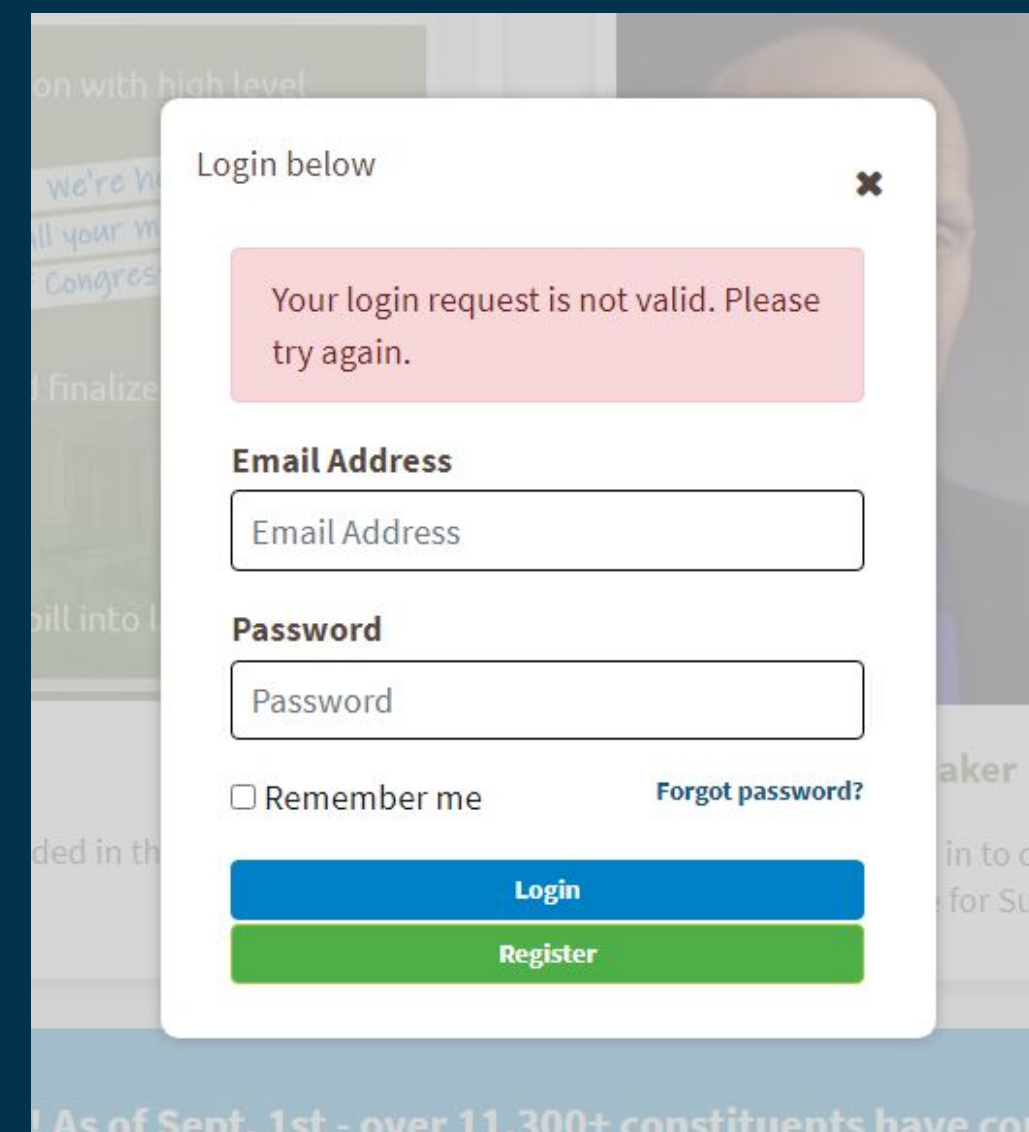
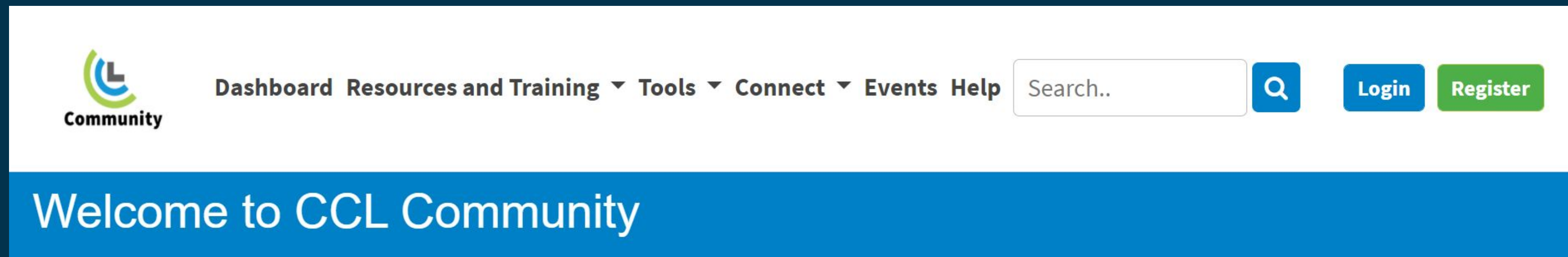


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# Join CCL Community

If you forgot your password, reset it by entering your email that address that you get CCL emails from  
<https://community.citizensclimate.org/home>






# Fill in an Action Tracker Report


- Go to the Dashboard My Dashboard - CCL Community ([citizensclimate.org](https://citizensclimate.org))
- Look in the upper left corner for Log and Track Actions





**ACTIVITY:** Fill in an Action Tracker Report for attending the conference and workshops today under “Chapter Development.”


What type of action?

**Contact with Legislator**  
Calls, letters, lobby meetings, town halls, or social media interactions with a legislator

**Grassroots Outreach**  
An event where CCL was in the public eye. It includes tabling events, presentations, or other community outreach events

**Media/Publication**  
Letters to the editor, op-eds, editorials, articles, radio segments, or TV broadcast only

**Grasstops Meeting**  
You're reporting a meeting with a potential endorser, grasstops supporter or editorial board

**Chapter Development**  
You're reporting a chapter meeting or a chapter development exercise

Looking for another action type? [Log a generic action report...](#)

Was this an action to influence federal or state/province-level legislation?

☒ Federal  
☐ State or Province

Log an Action [How to log an action](#)

1 SELECT AN ACTION TYPE 2 ENTER DETAILS 3 ADD PARTICIPANTS

Details about your chapter development action

Chapter Meeting

Other

Name of activity

When was the activity?

Notes (optional)

NEXT Back



# Filing Your Testimonial

“I support **pricing carbon pollution** because it's method to combat climate change which targets climate change's major contributors such as industry, while also promoting economic growth through its dividends. With how rapidly the threat of climate change is growing, **swift action is needed to avoid the worst**. A price on carbon would allow such action while still allowing future generations today's opportunities. As a Canadian, I am glad to have our **own carbon pricing policy** and hope for other countries to have the same opportunity for growth.”



**Ethan Fox**

Canadian, 18 years old  
Citizens' Climate Lobby Vaughan



“

Soy partidaria de la renta climática, ya que veo un método capaz de erradicar, junto con otras regulaciones, los problemas colaterales que tendremos durante la necesitada transición climática. Esta renta está pensada con la finalidad de proteger a todos los sectores de la población, incluidos los más vulnerables, pero también para incentivar el cambio.



**Tatjana Gojmerac**

24, American and Spanish  
CCL SPANISH CHAPTER



“

“Les effets négatifs des **changements climatiques prennent de l'ampleur dans le monde sans exception**. La solution à cette ère est d'atténuer ces effets néfastes sur l'environnement. Parmi les multiples solutions pour réduire ces effets, **la tarification du carbone reste une solution équitable; pollueur-payeurs**. Pour éviter de payer une grosse taxe sur le carbone, les grandes industries seront plus responsables et conscientes sur la quantité de gaz à effet de serre à émettre dans l'atmosphère”



**Mbiafeu Marlene**

Cameroonian, 29 years old  
Citizens' Climate Lobby, Cameroon



[https://docs.google.com/presentation/d/1B94GjcAMzRG9Op39NnCU0t\\_6GOiHu5UW4YzQb75UuWM/edit?usp=sharing](https://docs.google.com/presentation/d/1B94GjcAMzRG9Op39NnCU0t_6GOiHu5UW4YzQb75UuWM/edit?usp=sharing)



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# Your Video

## Begin

I am [NAME] and I live in [CITY & Country].

I am a member of [Citizens' Climate Lobby or International Chapter].

## Content

Talk about your climate work or why you do this work or what you are trying to save. Make it so people feel you and your country. You do not need to mention carbon pricing but you can if you wish.

## Timing

Less than 40 seconds is best and no more than a minute.

## Send

Then send the video file in mp4 format to us via Google Drive or any method that will transfer to us (Drop Box).

Send it to [international@citizensclimatelobby.org](mailto:international@citizensclimatelobby.org)

**Use plenty of soft light. This can be either morning or evening sun or soft lights in your house.**

**Film in landscape mode.**

**Use a “clean” background.**

**Add text or any special effects. Keep it simple.**

**Prioritize crisp, clear audio.**

**Avoid shaky footage.**

**Plan in advance.**



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# Media Training



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# How to Make a Media Pitch



Know who to contact



Timing is everything



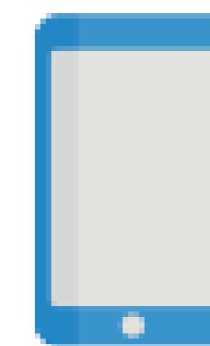
Identify your news hooks



Humanize



Tie-ins



Make Contact



# MEDIA RELEASE FOR EVENTS



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## CHECKLIST

- Citizens' Climate Lobby or Citizens' Climate International LOGO
- Basic Font (ARIAL 11 pt)
- FOR IMMEDIATE RELEASE in all caps with the date
- Contact Person's Name, Address, Phone Number, Web Address
- Catchy HEADLINE or TITLE in BOLD and centre-justified
- BODY: (City of release) in brackets
- Brief, catchy & informative lead (1st paragraph )
- Content (who, what, why, where, when)
- If it is an event, the more specific you are with timing and exact location, the more likely media will show up.
- Key messages and consistent messaging with the most up-to-date information about Citizens' Climate Lobby  
200,000 members, approximately 600 chapters in 75 countries
- Second Page indicated (if applicable). Best to keep media releases to one page.
- At the very end it is a good idea to put, #####, so that the media person knows that is the last page of the media release
- Send a media release one to two weeks (best) before an event. Send a second media release with more details 24-48 hours before an event. Send a media release after the event too.



# The Anatomy of Preparing for an Interview

- **FACE:** memorable sound bites or quotes
- **BODY:** key messages
- **FOOTPRINTS:** lasting impression



# Face Formula

*What makes a great sound bite or quote?*

- **F**eelings: compassion, emotion, balance urgency with our solution
- **A**nalysis: an amazing statistic such 63 youth from 28 countries here today
- **C**ompelling local youth attending a global carbon pricing conference
- **E**nergy non-monotone



# Body of an interview

- **Keep your message simple**

*Save the science and economics for Q&A's. You are the story.*

- **Rule of 3's**

*Stick to your top three points*

- 1.** *Global Emergency.*

- 2.** *Can't get to 1.5C without a robust carbon pricing policy.*

- 3.** *COP 26 in Glasgow is probably our last best chance stay below 1.5C. Youth voices are needed.*

- **Know your audience**

*All messaging to the general public should be at about "Grade 6 level" (half way to high school completion). Does it pass the mom test? Be kind and generous. Smile.*



# Footprints

*Leaving a positive last impression*

- **What's the bottom line?** Wrap it all up and put it “in a nutshell.”
- **Less is more,** don't overwhelm the reporter with too much information.
- Make the reporter **curious** to want more and another story down the road!
- Follow up with a personal **thank you** note via email, paper or social media.

# How to respond to the media

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# Responding to the Media

## *Notes to take*

- **Who** is making the request?
- **What** is the question/context of story?
- **Who** should respond?
- **Deadline for a response**





# Some things to remember

- Get reporter's name and contact info and store it somewhere.
- Only provide information within your area of expertise.
- Assume microphones are always on.
- Fill in field reports for your media hits.
- Don't instruct reporters what to write and not write.





# Talking to the Media

## *What are the ground rules?*

- CCL volunteers are encouraged to speak to their local media about the **mission** and **background** as well as their **personal involvement** in the *program*.
- All **national media interviews** should be referred to and approved by your national HQ.
- Any opinions expressed must **only represent you**. Remember you can't speak for Citizens Climate Lobby/ International.
- Keep in mind CCL's **Mission** and **Core Values**, and our **one and only rule** (respect and admiration for service). We are not against anything. And we don't argue.

# Our One Rule

- Respect
- Admiration
- Gratitude





# Our Mission

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To build political will  
for a livable world  
and to empower  
people to have  
breakthroughs in  
personal and  
political power



**Citizens' Climate Lobby**

# Our Values



Focus



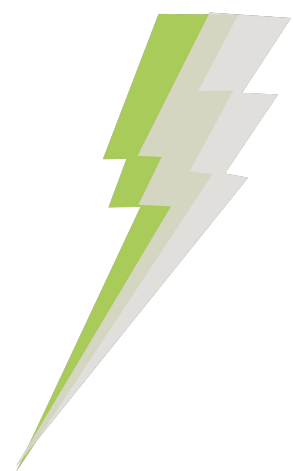
Integrity



Optimism



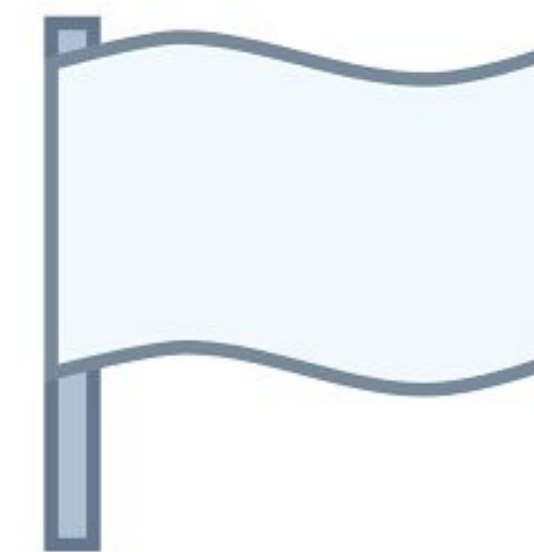
Diversity



Personal Power



Relationships



Nonpartisan



# Workshop Activity

## 5 Minutes Breakout Out 2

- Youth go into random breakout rooms and interview each other about this conference as if they were having a real interview. One person pretends they are the reporter and then they switch. Ask the person their
  - name
  - where they are from
  - What is Citizens' Climate Lobby/International
  - why did they attend the conference
  - what did they learn at the conference
- Helpers stay back here and write a media release



# 10 minute break



# Practicing Meeting with a Politician

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# 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.

**ACTIVITY:** In the chat, write examples motivational interviewing questions you would ask a politician.

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.

# Role play a meeting

**Breakout #3: 10-15 minutes**

- **Preparing For Meeting**
  - Settle on who you plan to lobby
  - Decide on roles and your team's meeting plan
- **Hold Your Meeting**
  - Make sure everyone has a role and participates
- **Debrief As A Group**



# Your Certificate

Complete 5 Actions = You choose

1. Attend the conference\*
2. Complete a testimonial for us to share
3. Create a short video for us to share
4. Get in the mainstream media\*
5. Lobby a politician\*
6. Be a guest speaker at an event\*
7. Ask a question to a politician at a town hall or public event\*
8. Engage with and get a response from a politician on social media\*
9. Write a Capstone project about carbon pricing \*
10. Run an climate event\*

\*Be sure to file a report in your Action Tracker on CCL Community

Once you have completed these actions contact [cathy@citizensclimatelobby.org](mailto:cathy@citizensclimatelobby.org)



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# Staying Connected Post Conference

1. WhatsApp
2. CCL Community
3. General CCI Informational Sessions on the third Wednesday of the Month
4. Optional check in sessions on the last Wednesday of the Month in October and November
5. Please try to have all actions completed by December 15. It will take about 15 hours to complete over 3 months. (Except the Capstone)



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# THE PHOTO