

# Climate Advocate Training

February 28, 2022



**Citizens' Climate** International

Shape your world. [CitizensClimate.earth](https://CitizensClimate.earth)

**Our solution to  
climate change?  
People**

**Thank you for being  
on our team**



# Our Learning Objectives

Absorb our history,  
and culture  
including our  
mission, values and  
5 levers of political  
will.

1

Articulate the  
benefits of  
carbon pricing  
and border  
carbon  
adjustments.

2

Learn how to  
be an  
effective  
citizen  
lobbyist.

3

# Overview

- Citizens' Climate Lobby established in **2007**
- **145** active chapters outside USA
- Outside the USA, **17,613** supporters organized in **76** countries, with **51** countries with active CCI chapters
- Canada joined in 2010. Australia and Sweden in 2013. By 2015, connecting globally.



**Citizens' Climate International**

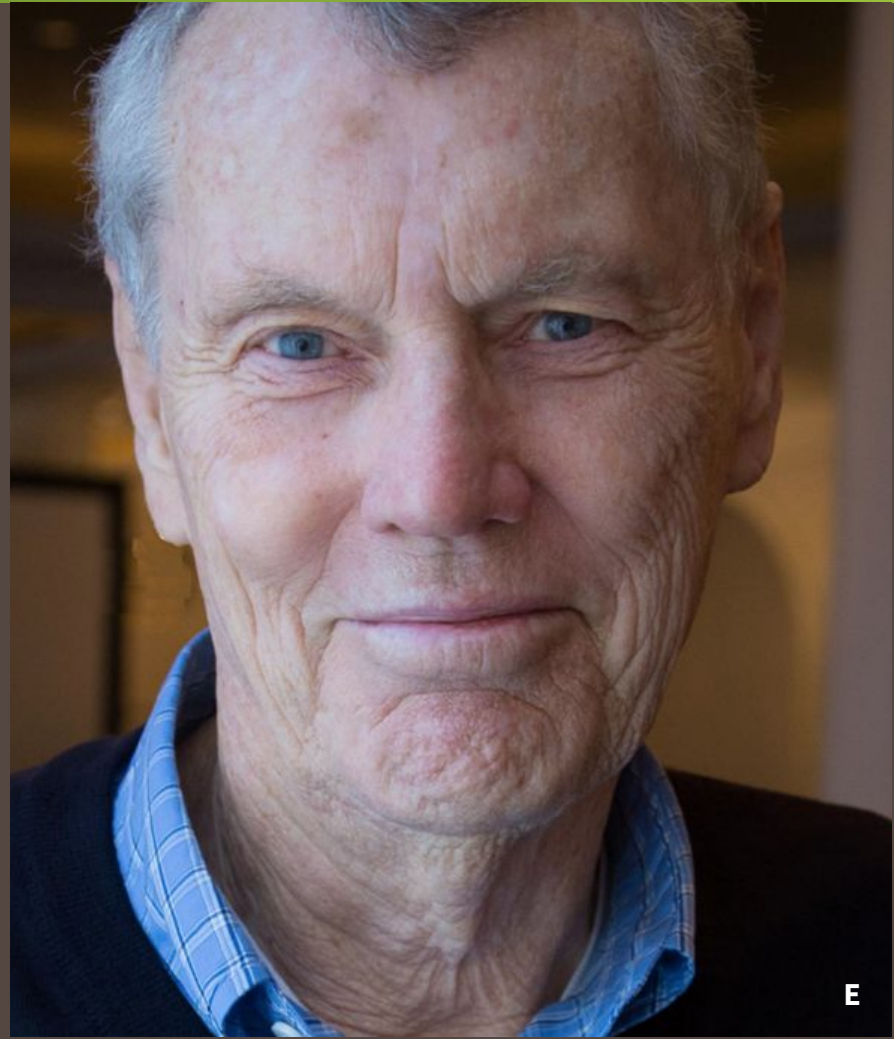
Shape your world. [CitizensClimate.earth](https://CitizensClimate.earth)



“...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 government.”

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*Marshall Saunders, CCL Founder*



# Our Mission

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We work to build political will for a livable world, by empowering citizen volunteers to have breakthroughs in the exercise of their personal and political power.



# Four Defined Program Areas



**Volunteer  
Policy  
Advocates**



**Civic  
Diplomacy**



**Carbon  
Pricing**



**Resilience  
Intelligence**

# Our Core Values



**Focus**



**Integrity**



**Optimism**



**Diversity**



**Personal Power**



**Relationships**



**Nonpartisan**

# 3 Ways to Price Carbon

**Cap and Trade (ETS)**

**Carbon Tax**

**Climate Income**

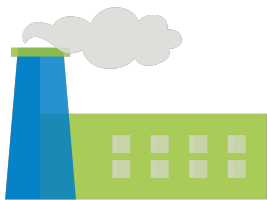
# Climate Income (Carbon Fee and Dividend)

Canada's Greenhouse Gas Pollution Pricing Act "Back Stop" or "Fuel Charge"





# LASER TALK: Climate Income



Place a fee on fossil fuels at the source  
(mine, well or port).

*Start at \$15/tonne CO<sub>2</sub>e, increase  
\$10/tonne annually*

---



Return net revenues to households  
equally, protecting lower/middle class.

---



A border adjustment on goods imported  
from or exported to countries without  
an equivalent price on carbon.

# Climate Income (Carbon Fee and Dividend)

Canada's Greenhouse Gas Pollution Pricing Act "Back Stop" or "Fuel Charge"



Canada is studying  
Border Carbon Adjustments

# The Federal Backstop Program for Carbon Pricing Greenhouse Gas Pollution Pricing Act



## Overview of the federal backstop

### FUEL PRODUCTION AND DISTRIBUTION



- Pay fuel charge to GoC
- Rates Apr 1/20 - Mar 31/21  
(= \$ 30/t CO<sub>2</sub>e)
  - Gasoline: 6.63 ¢/L
  - Light fuel oil: 8.05 ¢/L
  - Natural gas: 5.87 ¢/m<sup>3</sup>
  - Propane: 4.64 ¢/L
- Some exclusions

FUEL  
DELIVERY



### FUEL CONSUMPTION & HEATING FUEL

- Consumers do not pay the fuel charge directly to the federal government

- Fuel price paid by consumers may have costs of the fuel charge embedded



### OBPS FACILITY

- Registered OBPS facilities would generally not pay the charge on fuels that they purchase

- Instead, would be subject to the carbon price on the portion of emissions above a facility emissions limit

# ESTIMATED RESULTS OF CANADA'S FEDERAL GHG POLLUTION PRICING ACT

## PRICING POLLUTION IN PERSPECTIVE

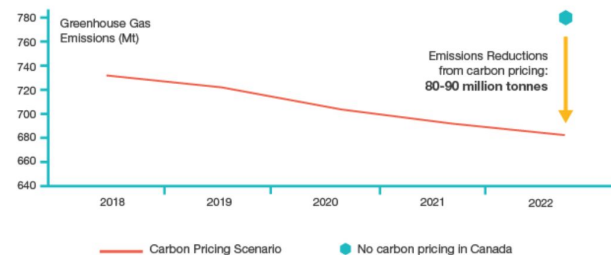
**CLEAN FUEL  
STANDARD**  
30 MT  
(2030)

**COAL  
PHASE-OUT**  
16 MT  
(2030)

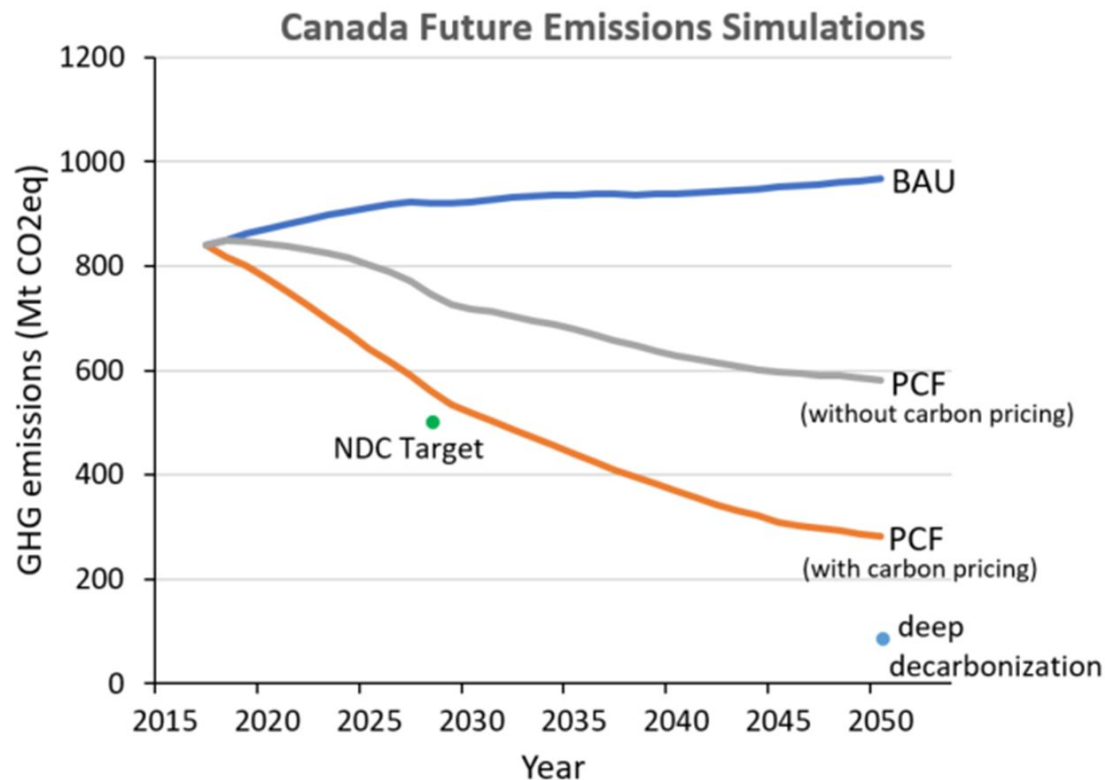
**METHANE  
REGULATIONS**  
21 MT  
(2025)

**CARBON PRICING**  
80-90 MT  
(2022)

## PROJECTED GREENHOUSE GAS EMISSIONS IN CANADA WITH AND WITHOUT CARBON PRICING



# Pembina Simulator (2018 data)



## LEGEND

BAU = Business as usual

NDC = Nationally Determined Contribution (Paris 2015 target)

PCF = Pan Canadian Framework

**TAKE HOME MESSAGE**  
carbon pricing is an essential core component of a cost-effective climate plan.

# Climate Income & Border Carbon Adjustments



**Canada is studying  
Border Carbon Adjustments. Currently,  
heavy emitters pay a much reduced carbon  
price in the Output Based Pricing System  
(OBPS)**

**What would happen if heavy  
industry paid the full price and  
OBPS was replaced with Border  
Carbon Adjustments?**



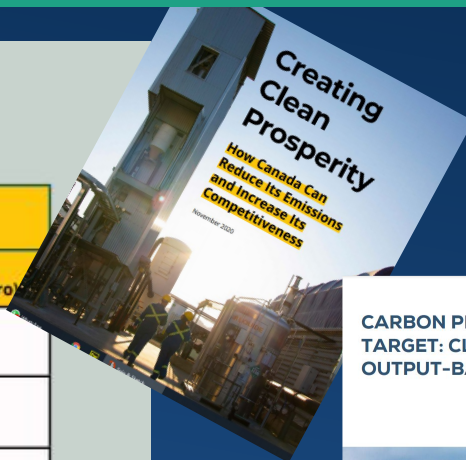
# Canadians for Clean Prosperity Data

Impacts of tightening carbon pricing for heavy emitters = Big GHG cuts

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.



CARBON PRICING FOR THE PARIS TARGET: CLOSING THE GAP WITH OUTPUT-BASED PRICING

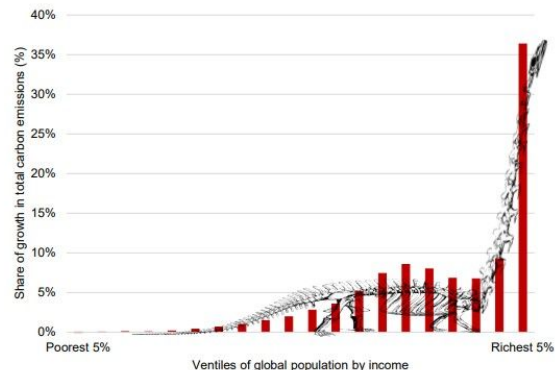


A couple is seen from behind, sitting on a wooden bench and looking out over a beach at sunset. The man is wearing a dark cap and a dark shirt, and the woman is wearing a light blue shirt. The beach is crowded with people, and the ocean waves are visible. In the background, there are houses and a clear sky with a warm orange glow.

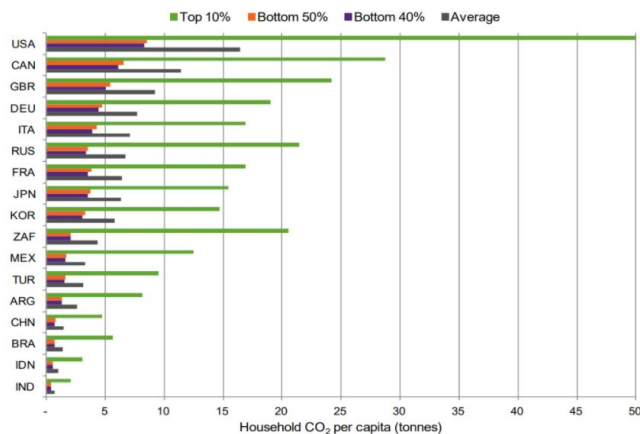
# Puts Money in Your Pocket

The money collected from the carbon fee is given as a 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**.

# WE CAN CUT GHGS AND REDUCE INCOME EQUALITY TOO



<https://www.sei.org/publications/the-carbon-inequality-era/>



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

Policy Brief | Published: 29 November 2021

CLIMATE POLICY

## Protecting the poor with a carbon tax and equal per capita dividend

[Mark Budolfson](#) , [Francis Dennig](#), [Frank Erickson](#), [Simon Feindt](#), [Maddalena Ferranna](#), [Marc Fleurbaey](#), [David Klenert](#), [Ulrike Kornek](#), [Kevin Kuruc](#), [Aurélie Méjean](#), [Wei Peng](#), [Noah Scovronick](#) , [Dean Spears](#), [Fabian Wagner](#) & [Stéphane Zuber](#)

*Nature Climate Change* **11**, 1025–1026 (2021) | [Cite this article](#)

335 Accesses | 103 Altmetric | [Metrics](#)

**We find that if all countries adopt the necessary uniform global carbon tax and then return the revenues to their citizens on an equal per capita basis, it will be possible to meet a 2 °C target while also increasing wellbeing, reducing inequality and alleviating poverty. These results indicate that it is possible for a society to implement strong climate action without compromising goals for equity and development.**

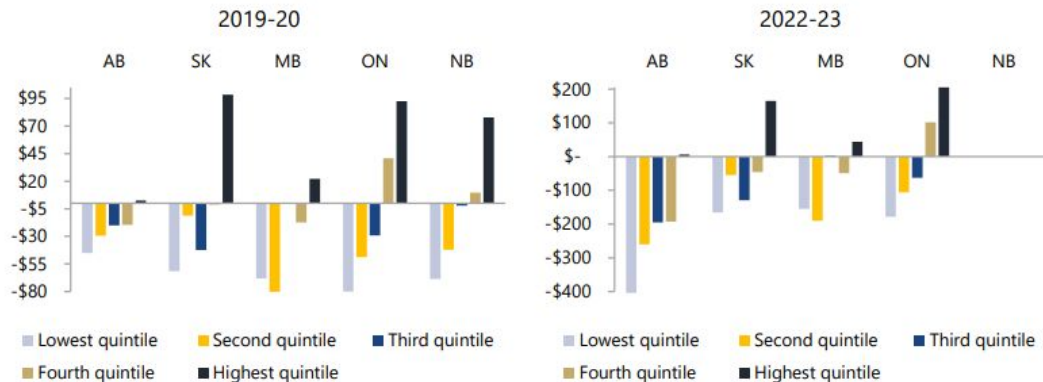
<https://www.nature.com/articles/s41558-021-01228-x>



# 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.



February 4, 2020  
REVIEWING THE FISCAL AND DISTRIBUTIONAL ANALYSIS OF THE FEDERAL CARBON PRICING SYSTEM

OFFICE OF THE PARLIAMENTARY BUDGET OFFICER  
BUREAU DU DIRECTEUR PARLEMENTAIRE DU BUDGET

[https://www.pbo-dpb.gc.ca/web/default/files/Documents/Reports/RP-1920-024-S/RP-1920-024-S\\_en.pdf](https://www.pbo-dpb.gc.ca/web/default/files/Documents/Reports/RP-1920-024-S/RP-1920-024-S_en.pdf)

# Wolfram Alpha: Income Quintiles

	United States	Nigeria	Kenya	Zimbabwe	Zambia	Canada	Rwanda	Burundi	Cape Verde	Uganda
Gini index	0.414 (world rank: 105 <sup>th</sup> ) (2018)	0.351 (world rank: 57 <sup>th</sup> ) (2018)	0.408 (world rank: 99 <sup>th</sup> ) (2015)	0.503 (world rank: 144 <sup>th</sup> ) (2019)	0.571 (world rank: 155 <sup>th</sup> ) (2015)	0.333 (world rank: 46 <sup>th</sup> ) (2017)	0.437 (world rank: 124 <sup>th</sup> ) (2016)	0.386 (world rank: 87 <sup>th</sup> ) (2013)	0.424 (world rank: 115 <sup>th</sup> ) (2015)	0.428 (world rank: 118 <sup>th</sup> ) (2016)
income share held by highest 20%	46.9% (world rank: 62 <sup>nd</sup> ) (2018)	42.4% (world rank: 96 <sup>th</sup> ) (2018)	47.5% (world rank: 54 <sup>th</sup> ) (2015)	51.1% (world rank: 30 <sup>th</sup> ) (2017)	61.3% (world rank: 4 <sup>th</sup> ) (2015)	40.6% (world rank: 123 <sup>rd</sup> ) (2017)	50.8% (world rank: 31 <sup>st</sup> ) (2016)	46.3% (world rank: 66 <sup>th</sup> ) (2013)	48.7% (world rank: 43 <sup>rd</sup> ) (2015)	49.8% (world rank: 36 <sup>th</sup> ) (2016)
income share held by second 20%	22.4% (world rank: 42 <sup>nd</sup> ) (2018)	22.7% (world rank: 24 <sup>th</sup> ) (2018)	21.5% (world rank: 96 <sup>th</sup> ) (2015)	20.6% (world rank: 129 <sup>th</sup> ) (2017)	19.3% (world rank: 144 <sup>th</sup> ) (2015)	22.9% (world rank: 16 <sup>th</sup> ) (2017)	19.8% (world rank: 138 <sup>th</sup> ) (2016)	20.8% (world rank: 119 <sup>th</sup> ) (2013)	21.6% (world rank: 87 <sup>th</sup> ) (2015)	20.4% (world rank: 133 <sup>rd</sup> ) (2016)
income share held by third 20%	15.3% (world rank: 82 <sup>nd</sup> ) (2018)	16.2% (world rank: 59 <sup>th</sup> ) (2018)	14.6% (world rank: 103 <sup>rd</sup> ) (2015)	13.2% (world rank: 133 <sup>rd</sup> ) (2017)	10.6% (world rank: 149 <sup>th</sup> ) (2015)	17% (world rank: 31 <sup>st</sup> ) (2017)	13.6% (world rank: 129 <sup>th</sup> ) (2016)	15% (world rank: 96 <sup>th</sup> ) (2013)	14.3% (world rank: 114 <sup>th</sup> ) (2015)	13.8% (world rank: 124 <sup>th</sup> ) (2016)
income share held by fourth 20%	10.3% (world rank: 99 <sup>th</sup> ) (2018)	11.6% (world rank: 67 <sup>th</sup> ) (2018)	10.3% (world rank: 99 <sup>th</sup> ) (2015)	9.1% (world rank: 129 <sup>th</sup> ) (2017)	6% (world rank: 149 <sup>th</sup> ) (2015)	12.4% (world rank: 37 <sup>th</sup> ) (2017)	9.8% (world rank: 111 <sup>th</sup> ) (2016)	11% (world rank: 83 <sup>rd</sup> ) (2013)	9.7% (world rank: 115 <sup>th</sup> ) (2015)	9.8% (world rank: 111 <sup>th</sup> ) (2016)
income share held by lowest 20%	5.2% (world rank: 116 <sup>th</sup> ) (2018)	7.1% (world rank: 68 <sup>th</sup> ) (2018)	6.2% (world rank: 91 <sup>st</sup> ) (2015)	6% (world rank: 98 <sup>th</sup> ) (2017)	2.9% (world rank: 154 <sup>th</sup> ) (2015)	7.1% (world rank: 68 <sup>th</sup> ) (2017)	6% (world rank: 98 <sup>th</sup> ) (2016)	6.9% (world rank: 72 <sup>nd</sup> ) (2013)	5.7% (world rank: 102 <sup>nd</sup> ) (2015)	6.1% (world rank: 94 <sup>th</sup> ) (2016)

Country

Gini Index

Highest Income Quintile

The Gini Index is measure of statistical dispersion intended to represent the income inequality or the wealth inequality

## TAKE HOME MESSAGE

Global patterns of Wealth Inequality are similar. Thus, one would expect most lower and middle income households to come out ahead with Climate Income.

Lowest Income Quintile

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 trees 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.



# EnROADS

A cutting-edge simulation model to test climate solutions and generate climate scenarios for the future.

## Global impact of

- ★ Removing Fossil Fuel Subsidies
- ★ Subsidizing Clean Energy
- ★ Maximizing Tree Growth
- ★ Carbon Pricing

## On

- ★ Global Primary Sources of Energy
- ★ Air pollution
- ★ Global Temperatures

[climateinteractive.org](https://climateinteractive.org)  
[en-roads.org](https://en-roads.org)



# Baseline Global Scenario



English ▾

Simulation ▾

Graphs ▾

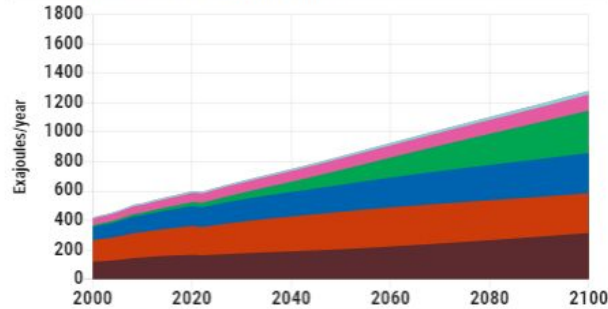
View ▾

Help ▾



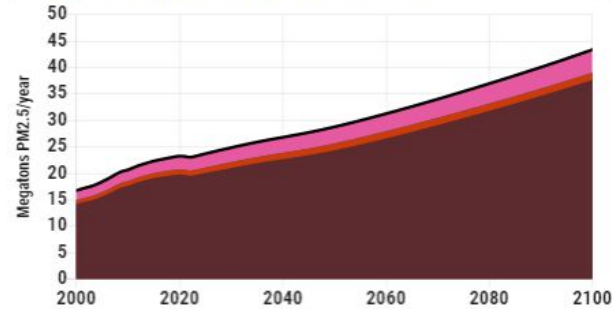
Share Your Scenario

Global Sources of Primary Energy



COAL OIL GAS RENEWABLES BIOENERGY NUCLEAR NEW ZERO

Air Pollution from Energy by Source – PM2.5



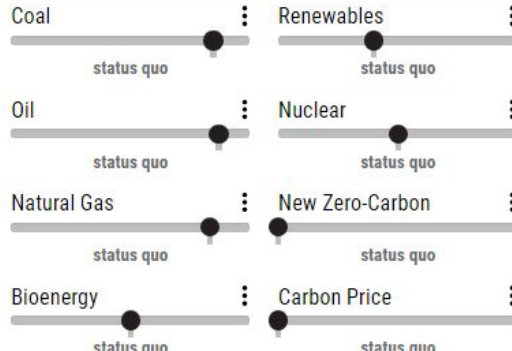
BASLINE COAL OIL GAS BIOENERGY

+3.6°C

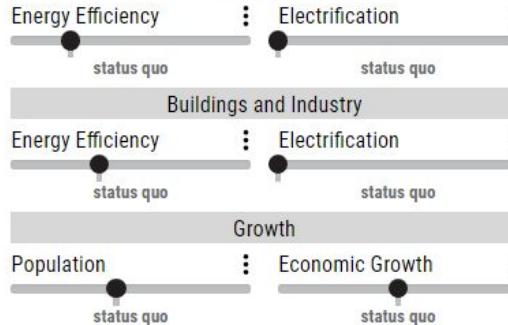
+6.5°F

Temperature  
Increase by  
2100

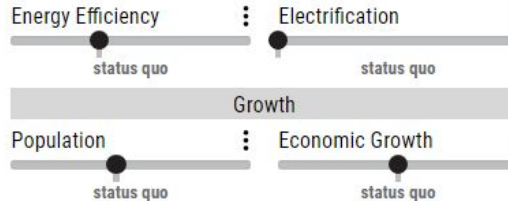
Energy Supply



Transport



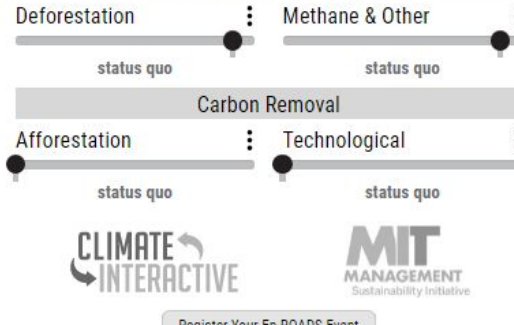
Buildings and Industry



Growth



Land and Industry Emissions



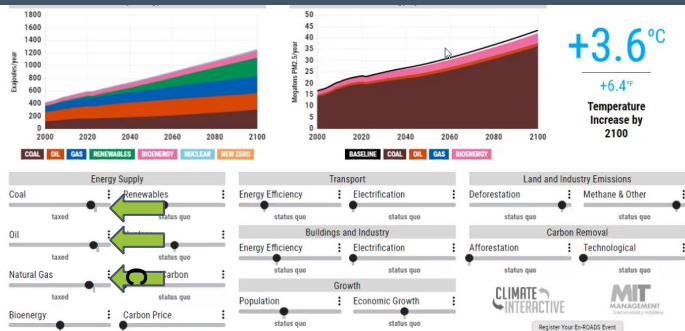
Carbon Removal



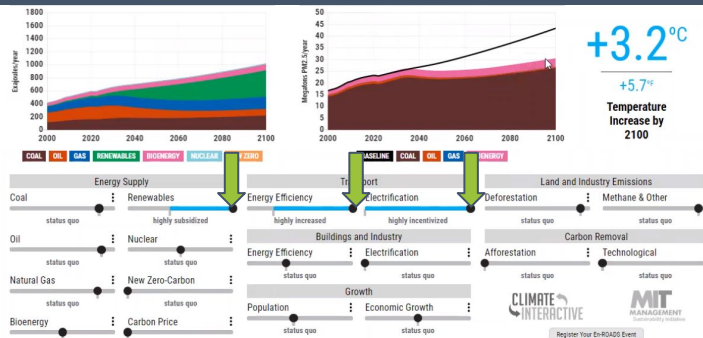
Register Your En-ROADS Event

# EnROADs Carbon Pricing vs Other Policies

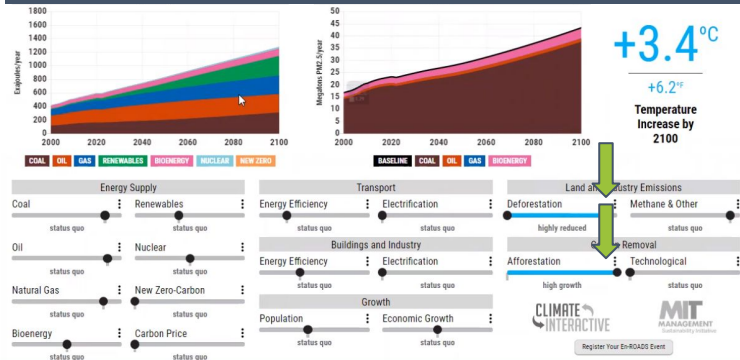
## Removing all fossil fuel subsidies globally



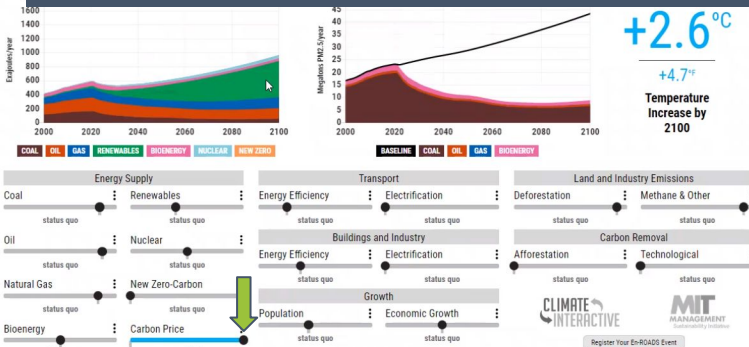
## Maximizing clean energy subsidies



## Maximizing Tree Growth



## Maximizing carbon pricing



# CCL's Levers of Political Will

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# CCL's Five 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.



# Five Levers of Political Will

**Media**

**Lobby**

**Grasstops**

Tabling

**Grassroots**

Presentations

**Group & Volunteer Development**

Monthly Meetings, Training, Hospitality



# CCL's Monthly Actions

ROW TOGETHER

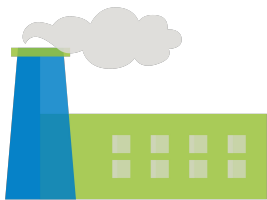
Every month do an action  
or two together and  
practise a Laser Talk

**Group & Volunteer  
Development**

Monthly Meetings, Training,  
Hospitality



# LASER TALK: Carbon Fee & Dividend



Place a fee on fossil fuels at the source (mine, well or port).

*Start at \$15/tonne CO<sub>2</sub>e, increase \$10/tonne annually*

---



Return net revenues to households equally, protecting lower/middle class.

---



A border adjustment on goods imported from or exported to countries without an equivalent price on carbon.

# Five Levers of Political Will

Media

Grasstops

Lobby

Grassroots

Group &  
Volunteer  
Development

# 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.

## BASIC STEPS

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. The politicians should be doing most of the talking.





# Research the Politician First

**Get to know the politician first.**

**Search their websites, social media, and government websites.**

**Be sure to also include contact information and the name of the politicians' staffers.**

**Share it with your team.**



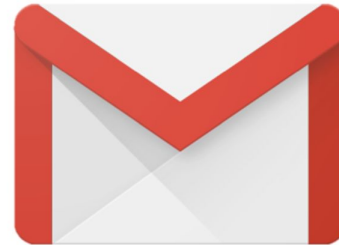
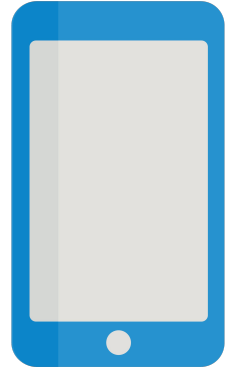


# Securing the appointment

**Phone and then email. If need be, leave a voicemail and follow it up with an email.**

**If you are a constituent, identify yourself as one.**

**Be sure to mention you are with Citizens' Climate International.**



# Practicing Meeting with a Politician

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# Roles in Your Meeting

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



These are suggestions,  
be flexible. Be ready to  
assume multiple roles.  
Encourage everyone  
to participate in the  
discussion.



# Basic Meeting Outline

## Beginning

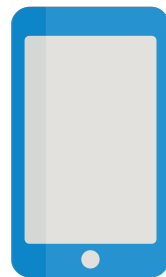
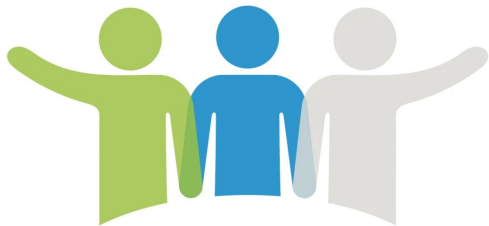
thanks, how much time, intros, appreciation, state our purpose and ask.

## Middle

exchange thoughts, MI questions, listening for values, and moving MP forward.

## End

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



# Role Play a Meeting

- Identify the “Lobby Lead”
- Settle on who you plan to lobby
- “Lobby Lead” facilitates assignment of roles and your team’s meeting plan
- Come up with 2 or 3 Motivational Interviewing questions
- Make sure everyone has a role and participates
- Role play
- Debrief As A Group

# Debrief

- What was effective?
- What would you change?
- Biggest takeaway?



Additional Photos

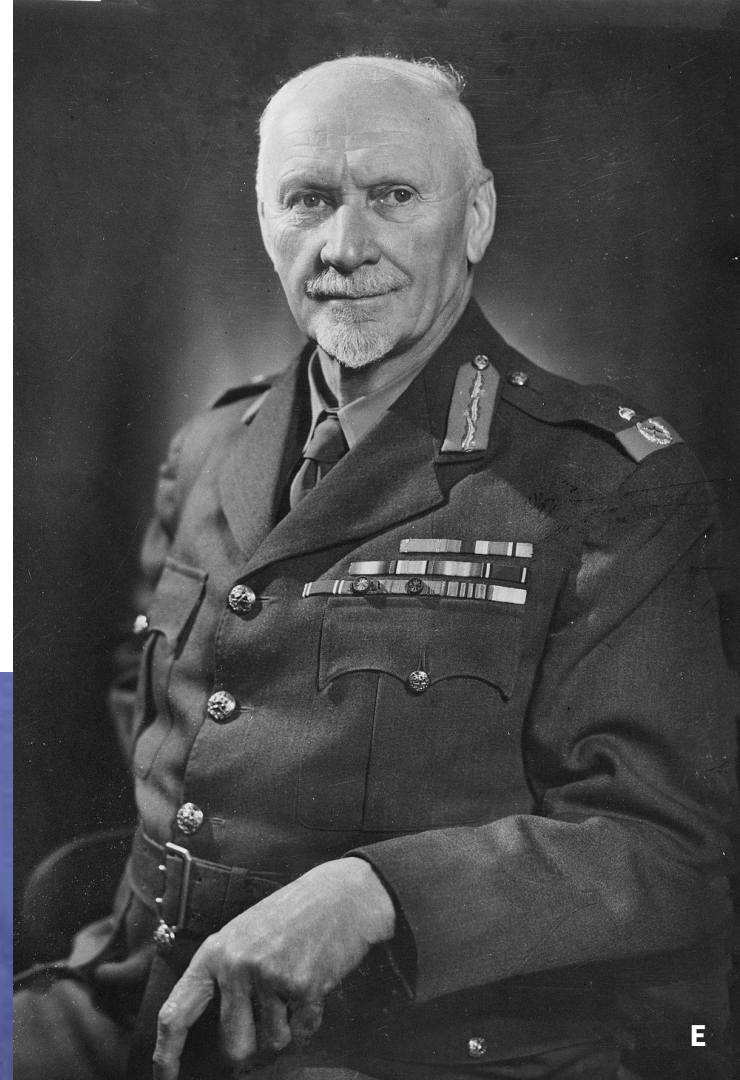
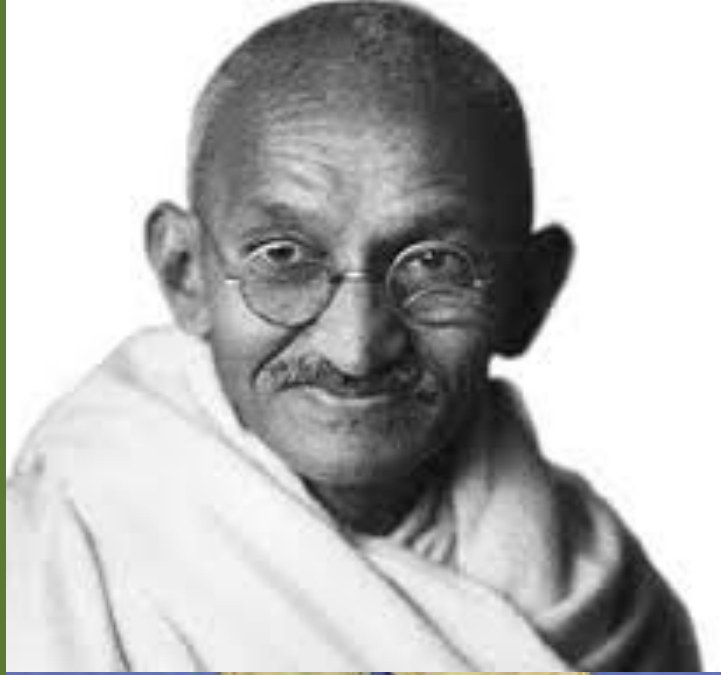




*"I have worn these sandals for many a summer, even though I may feel that I am not worthy to stand in the shoes of so great a man. It was my fate to be the antagonist of a man for whom, even then, I had the highest respect".*

*"J'ai porté ces sandales pendant de nombreux étés, même si je pense que je ne suis pas digne de me mettre à la place d'un si grand homme. C'était mon destin d'être l'antagoniste d'un homme pour qui, même alors, j'avais le plus grand respect".*

*-Jan Smuts*



# ICONS



# Thank You!

# Merci !



Citizens' Climate Lobby

[www.citizensclimatelobby.org](http://www.citizensclimatelobby.org)

