

**Climate Citizens Lobby – Toronto Chapter**

**Monthly Meeting**

**January 5, 2013**

**12:45 pm – 4:00 pm**

**Ontario Institute for Studies in Education (OISE), Room 12-274**

**CCL Conference Call with Guest Speaker Robb Willer**

People have a fundamental tendency to believe the world is just, fair and predictable. Global warming and its dire messages challenge this belief, so people tend to disregard it.

How can Willer's work be used to motivate people toward progressive causes?

Moral concerns vs. people's political convictions.

Liberals care about harm, care, equality and fairness (domains or bases of reality). Conservatives' moral values include loyalty to your group, purity and sanctity, order and obedience to authority.

How can you communicate a pro-environment message based in terms of conservative moral values?

Liberal: Harm and care: e.g. It's important that we protect our natural habitat.

Conservative (Purity message): Now more than ever, it's important we protect our natural habitat from desecration and pollution, to prevent the places we live pure and prevent them from being disgusting *Conservatives expressed much higher levels of environmental concern when it was couched in this language, as well as greater belief in climate change, even though the message didn't even mention global warming*

\*\*\* For conservatives, you need to make climate change a moral issue and construct message based on conservative moral values\*\*\* The message could also include patriotism, loyalty to your family, sanctity, etc. It's not just effective, but it's respectful (to religion and morals).

For YOUNG conservatives, frame the message in terms of patriotism and in-group loyalty.

Question: If you frame climate change in conservative terms, do you have a chance of turning liberals off? You won't LOSE liberals, but it won't be enough to move liberals to action.

Question: Environment vs. economy: people will be more likely to endure an economic impact if they thought environment was a moral issue. E.g. because of the future health of my family, or the purity and sanctity of natural spaces, or because of the morality of protecting the planet.

Religion: Frame the message in terms of being good stewards of the earth.

Conservatives are also responsive to “international-competition-based” messages. E.g. turn the race to become a green energy superpower into an East vs. West competition such as the space race.

1. Welcome and Introductions

2. January Action Sheet

- We more than tripled our media hits from 2011 to 2012
- We have almost 400 friends in Facebook that "like" us
- We had two lobbying days in Ottawa and one lobbying session in Washington we met with the US representatives at the World Bank after meeting twice with the Canadian representatives in 2011
- We now have a representative on the Climate Action Network Canada's Board volunteers
- We are developing a comprehensive two year strategy and a communications plan for Canada
- We lobbied about 50 parliamentarians (MP's, MLAS, MPPs and Senators) in 2012 - 30 ridings covered by CCL group leaders
- We opened a National Office in Sudbury
- We received an official Parliamentary Scroll to recognize our efforts

**2012 stats**

85 Letters to the Editor,  
11 Opinion Editorials / Columns,  
One Editorial,  
9 Radio Hits on the CBC,  
10 articles about us,  
2 blogs hosted on a Government of Ontario website  
and 2 TV interviews

**The 2011 Media Hits Statistics for Canada were:**

29 Letters to the Editor,  
3 Opinion Editorials / Columns ,  
7 articles about us,  
3 Radio Interviews  
and 3 TV interviews.

*a. Follow-up on Action Items*

- Getting Northern Ontario MP's to reconsider their support for cap and trade and support carbon fee and dividend instead.
- Tom Harris (International Climate Science Coalition) has recently written op-eds denying climate change that were taken up by the Vancouver Sun and Hamilton Spectator, as well as a number of other small-town newspapers. CCL wrote LTEs to

oppose. If you write in, make sure you don't argue with Harris' points because it legitimizes them. Cheryl wrote a letter to the Vancouver Sun to let them know that these authors are not credible sources and publishing Harris undermines their credibility. It was decided that Cheryl's letter to the Vancouver Sun can be targeted to local papers proactively to prevent op-eds like Harris' from being published again. Tom suggested it is possible small papers are publishing climate deniers as a way to stoke controversy and gain readership. The Jim Powell article on climate scientists can also be used to counter Harris' arguments. Perhaps more credible newspapers would want to pick the story up in order to ridicule the Vancouver Sun for printing this. **Action item: Cheryl, talk to Cathy about this whole issue.**

- c. *Practice Laser Talk*. **Action Item: All, think of five friends who are interested and get them to write their MPs to push for a carbon fee & dividend. We are capable right now of getting our friends to communicate with their representatives. See the January Laser Talk to practice convincing your friends. The key is to be sure that your five friends will send this letter. Even offer to write the letter for them or provide them with talking points if they are concerned but too busy to do it themselves.**

### 3. December Action Review

- a. *Reply to Flaherty on fossil fuel subsidies*. Thank you to Ian and Tom for developing the research for the reply to Flaherty. **Action item: All, take the time to use Ian and Tom's work to write to Flaherty.**
- b. *Fundraising*. Thank you for those who made donations and sent fundraising letters out to people.
- c. *Chasing Ice Fundraiser*. CCL Toronto is considering holding a *Chasing Ice* fundraiser. This is not immediate. The film will not be available until mid-June. **Action Item: Dave will raise it with his committee tomorrow.** Liz suggested asking HotDocs to screen it again before the festival starts again in April. **Action Item: Ian has offered to go talk to HotDocs.** Doug suggested that another accessible documentary is the PBS doc *Extreme Ice*. These movies are also a grand opportunity for a membership and fundraising drive because people are left looking for a solution. CCL can step in after the movie. There is also talk that *Chasing Ice* is going to be nominated for an Academy Award. **Action Item: David will approach Quaker Cinema for a screening.** *Revolution* is another good film idea.

### 4. 2013 Goals

- a. *Strategic Document*. Strategy Committee is creating a document that lays out a plan until 2014. Mark and Cathy are reviewing it at the moment. The Communications Committee is developing a communications plan, as well as ideas for new logos and marketing materials. Patricia is working on a Client Relationship Management system.
- b. *Group goals*: Liz thinks we are on to something by targeting weather reporters and making our group more multicultural. Increasing number of LTEs published is a positive sign. Liz also facilitated CCL's partnership with LeadNow. Ian was the driving force in developing all of the Committees and subcommittees. Momentum is building. Tom noted that the improving organization and sophistication lays the

ground work for more growth. Sharon emphasized the increasing media attention CCL is receiving. Cheryl highlighted that the greatest achievement for this year was getting the NDP on board. Ian was surprised at how willing and ready to get involved various groups and constituencies are.

- c. *Individual goals: Action Item: Think about your goals and what you can do to empower yourself to report back in February.*

## 5. Committee Updates

- a. *Strategy:* Awaiting comments on the strategy document from Cathy and Mark. David is looking for groups that CCL can form strategic partnerships with. David thanked Cheryl for her ongoing enthusiasm and hard work.
- b. *Policy.* Policy Committee is planning to get together over the next few weeks to follow up on the near-term elements of the strategy document. It will be important to make inroads with riding associations, especially with the NDP. **Action Item: Find someone who knows more about party policy development and leadership conventions.** When the strategy document is returned, CCL members should meet and go over it together.
- c. *Communications:* Committee has developed a communications plan that is currently under review with Steve Valk. Comms is discussing branding standards and outreach, and is enlisting Sarah Purvis to develop templates (bookmark, postcard, logo, support kit, poster, powerpoint presentation, newsletter, sign-up sheet). This is high priority. Other ideas floated were business cards and Christmas cards. **Patricia needs members to sign up to the CRM intranet. Amar will be Patricia's CRM back-up.** Tom raised the issue of drafting a privacy policy considering we are going to be collecting more individual information. Patrick raised the issue of leveraging social media to expand CCL's reach. A Social Media Strategy is on the radar. **Action Item: Doug and Tom are going to develop a draft privacy policy.**
- d. *Outreach:* Committee has not met yet.
- e. *Member Engagement:* There is a planned event with Transition Toronto for January 26<sup>th</sup>. Tom wants to develop an informal buddy system to provide mentorship to new members. **Action Item: We should try and leverage the Green Awakening Network Forum. Action Item: Tom: Prepare a framework for the buddy system/mentor network. Tell friends who are involved in faith communities about CCL and Green Awakening.**
- f. *Research:* Lauren and Ian are working on tagging issues and articles on the CRM.

6. From the Field – Group Leaders. East End Sustainability Network is meeting on January 26<sup>th</sup>. Craig Scott is a guest.

7. Other Business. Pictures from CCL Holiday Fete?

## 8. Next meeting: February 2, 2013

**-Cheryl proposed that we meet again to look at the Strategy Document. 7pm on Thursday, January 24<sup>th</sup>.**

9. Adjournment: Pub!

## ACTION ITEMS

- Cheryl: Talk to Cathy about the Tom Harris op-ed issue.
- All: Think of five friends who are interested and get them to write their MPs to push for a carbon fee & dividend. We are capable right now of getting our friends to communicate with their representatives. See the January Laser Talk to practice convincing your friends. The key is to be sure that your five friends will send this letter. Even offer to write the letter for them or provide them with talking points if they are concerned but too busy to do it themselves.
- All: take the time to use Ian and Tom's work to write to Flaherty about fossil fuel subsidies.
- Dave: Raise issue of *Chasing Ice* documentary with your committee and approach Quaker Cinema about a *Chasing Ice* screening.
- Ian: Approach HotDocs theater about *Chasing Ice* fundraiser
- All: Think about your 2013 goals and what you can do to empower yourself to report back in February
- Policy Committee/All: Find someone who knows more about party policy development and leadership conventions.
- All: Sign up for the CRM / CCL intranet
- Doug and Tom: Develop a CRM Privacy Policy
- Tom: Prepare a framework for the buddy system/mentor network
- All: Tell friends who are involved in faith communities about CCL and Green Awakening
- Cheryl/Dave: Distribute pictures from CCL Holiday Fete