



Citizens' Climate Lobby Citizens' Climate Education



ACTION SHEET, DECEMBER 2020

Monthly Meeting, Saturday, December 12, 2020

10:00 a.m. Pacific / 1:00 p.m. Eastern

Three Ways to Join

- To connect by video conference, go to cclusa.org/meeting (NOTE: this links to meeting ID# 95498355745)
Note: To improve audio/video quality, close all applications and other browser windows
Note: See [these instructions](#) to learn how to turn on closed captions and adjust the font size
- To connect by phone: If you have unlimited calling, call 1-646-558-8656; otherwise you can call toll-free at 1-877-369-0926. Enter 954-9835-5745 as the meeting ID
- To watch a livestream go to: cclusa.org/livestream

MONTHLY MEETING GUEST

Christiana Figueres **former UNFCCC Executive Secretary**



With President-elect Joe Biden vowing to rejoin the Paris Climate Agreement in January — and as we celebrate the 5-year anniversary of that accord — we turn to Christiana Figueres to get an overview of where things stand globally on national commitments to fight climate change and what's needed going forward. Figueres was Executive Secretary of the United Nations Framework Convention on Climate Change (UNFCCC) from 2010 until 2016, during which she

marshaled 196 countries to sign the Paris accord in 2015. Following her tenure with the UNFCCC, she co-founded [Global Optimism](#), which "exists to catalyse transformative actions in our world" to tackle climate change.

Actions for your virtual chapter gathering

1. [Plan your actions for 2021 - Let's enact a fee on carbon!](#)
2. [Social Media Bonus Action: Donate to support climate action and post about it!](#)
3. [Laser Talk exercise: Practice explaining the impact of the EU's border carbon tax](#)

If your Action Sheet is printed and you'd like to be able to click the links, you can download this Action Sheet at cclusa.org/actionsheet. There's a Spanish version of the Action Sheet there too!

Plan your actions for 2021 - Let's enact a fee on carbon!

ALL LEVERS ACTION

As you start planning for 2021, take some time to celebrate all that we learned and overcame in 2020, debrief from your December lobby meetings and look ahead to 2021. As you learned during our December 5th Conference, we will increase our Senate-focused advocacy to build more support among Republican and Democrat Senators for bipartisan climate legislation, while continuing our work in the House.

Create a 2021 Chapter Action Plan

At your meeting, review the work you started at our Dec 5th Conference in your State breakout session and in any of this year's FLOW workshops that you might have attended and then work together to plan your chapter's contribution to your state strategy (if you missed the session, contact your State or Regional Coordinator to get caught up). Use the [2021 Chapter Action Guide \(cclusa.org/chapter-action-guide\)](https://cclusa.org/chapter-action-guide) on page 4 below to guide your discussion. Create a written plan that you can share and include a list of the next steps you will take.

You may find it helpful to hold a special online meeting of your chapter or your steering committee just for planning if you find you don't have enough time during your regular gathering to finish your plan.

Resources

CCL Community [Developing Your Chapter Action Plan](#) training page

Donate to support climate action and post about it!

SOCIAL MEDIA BONUS ACTION

As one of the few grassroots organizations committed to bipartisanship, Citizens' Climate Lobby has laid the groundwork to bring policymakers together on climate solutions. Now, to achieve significant gains in the coming year, we'll have to do even more. This means scaling our efforts and working all possible angles. Give as you are able and then spread the word about our year-end fundraiser by posting on your favorite social media platforms. Your post might say something like,

"2021 will be an important year for climate policies in Congress, and Citizens' Climate has big advocacy plans. I've loved being a CCL volunteer because [[insert personal reason]]. This year, our goal is to raise \$1 million by year end. Will you join me in making a donation at citizensclimate.org/give?"

To include graphics in your post, check out our [social media fundraiser toolkit](#). Need help getting started on social media? Check out this CCL Community "[Social Media for Volunteers & Chapters](#)" topics page!

Practice explaining the impact of the EU's border carbon tax

LASER TALK EXERCISE

The European Union's border carbon tax, part of the European Green Deal scheduled to go into effect in 2023, will provide a strong incentive to the U.S. Congress to enact a price on carbon so that U.S. manufacturers are not penalized when they export their goods to the EU.

Let's practice talking about the border carbon tax so that you'll be ready to talk about how it motivates carbon pricing legislation in the U.S.

If you use breakout rooms (see [Zoom's training page on "Breakout Rooms"](#) to learn how)

- 1) Paste the Laser Talk below into the chat so that people can read it from there. Chats are limited to 1024 characters, so you'll have to paste it in two pieces. Attendees can also find the Laser Talk on page 3 of this Action Sheet at cclusa.org/actionsheet.
- 2) Read these instructions to your group:
In the breakout room, take turns reading the Laser Talk in the chat out loud to your partner. After you have each read the Laser Talk, say in your own words the highlights that you want to remember. You'll have six minutes total for practicing, so each person has three minutes.
- 3) Put everyone into breakout rooms, two people per room, for six minutes. When everyone comes back together, ask a few people to share what they found useful.

If you don't use breakout rooms

Have someone read the Laser Talk below out loud and then open it up for people to say in their own words the highlights that they want to remember.

Laser Talk - EU's border adjustment pressures U.S. to price carbon

One of the pillars of effective carbon pricing is a border carbon adjustment that protects domestic manufacturers from unfair competition. It's a tax applied to carbon-intensive imports from nations that do not have an equivalent price on carbon. This not only maintains a level playing field for businesses, it also discourages companies from "off-shoring" their carbon emissions by relocating to countries that do not price carbon. The Energy Innovation and Carbon Dividend Act, currently pending in Congress, includes a border carbon adjustment.

As Europe moves to increase its climate ambition with a steeper price on carbon, the European Union plans to protect its businesses with a border carbon adjustment, and that will have an impact on American exporters. Europe's border adjustment will go into effect in 2023. If the U.S. were to enact a fee and dividend policy with a price that matched or exceeded Europe's, American manufacturers would be exempt from the European tax. In short, to maintain trading parity with Europe, the U.S. needs to price carbon.

Should the U.S. and Europe both price carbon with a border adjustment, the trading leverage of these two economic giants would pressure other nations to follow their lead with ambitious carbon pricing systems of their own.

CCL Chapter Action Guide for 2021

Use this guide to help your chapter make plans for 2021. Page one provides the strategic context and page two suggests specific action priorities for your chapter.

National strategic priorities for 2021

The best time to pass climate policy is always now, with the Congress we have. Our efforts are aided by having a good bill with many sponsors, demonstrated bipartisan support, growing business support, a climate-friendly President, a half million new environmental voters, and rising public concern about climate change. In addition, the second largest economy in the world (the EU) is going to put a border carbon adjustment on its existing carbon price on Jan 1, 2023. Legislative success will take hard work and persistence across the country, but that is what we're here for! This is what we need to pass a bill in the next Congress:

- 10-12 Republican votes in the Senate
- Democrats willing to work with Republicans in both chambers and to vote for the bill
- A Senate Majority Leader (from either party) willing to bring it to the floor

Demonstrate the popularity of carbon pricing

Members of Congress need to see more public support for carbon pricing. Our key activities include:

- Stepped up outreach to right-of-center Americans who are concerned about climate change. We need their voices working with us in our chapters, and we need them speaking up publicly as allies from outside our organization.
- Increased trust-building with organizations on the left and environmental justice organizations with a goal of establishing mutual respect for our differing strategies so that those who are able will also support the legislation.
- Increased visible support from business leaders and other community leaders.
- More visible support from constituents, from both inside and outside CCL.

The Senate is the key

Regardless of which party controls the Senate, it will play a critical role. With the Senate nearly evenly split, legislation will need bipartisan support in order to pass. It is the time to go all out on gaining support in the Senate. We trust that when the Senate moves on a carbon pricing bill, the House will move as well. Working as a statewide CCL team to build support in the Senate is essential.

- Find out about your state strategy from your state coordinator and make plans to help.
- If you are in a red or purple state, promote right-of-center voices calling for climate action/carbon pricing.
- If you are in a blue state, promote left-of-center voices calling for bipartisan action and carbon pricing, and help out in red states as your resources allow.

Note: For more background on strategy, listen or listen again to our [December lobby training webinar on CCL's legislative plan](#), including the Q&A, held by Dr. Danny Richter, CCL VP of Government Affairs.

Top Actions and Suggestions by Lever of Political Will

1. Chapter Development Lever: [Grow your Chapter](#)

- a. Recontact and [re energize your roster](#). Welcome CCLers returning from election work.
- b. [Stay in contact with each new person](#) who comes to your meeting.
- c. Use Zoom work parties to accomplish your goals until we can meet again in person.
- d. [Diversify your membership](#) with more conservatives, youth and people of color.

2. Grasstops Lever: [Engage prominent business and community leaders](#)

- a. [Do the research to decide who will have the most impact on your MOCs](#).
- b. Develop the relationship, educate them, and determine with them an action to show bill support. When appropriate, [include them in lobby meetings](#).
- c. Pass [local resolutions](#) in support of the bill or carbon fee and dividend.
- d. [Encourage existing endorsers to champion their support to Congress](#)

3. Media Lever: [Uplift voices calling for carbon pricing](#)

- a. Increase your voice on local opinion pages, work for an editorial endorsement, and increase your capacity to [generate local news coverage](#) supporting carbon pricing.
- b. Use your connections with local community influencers, business leaders and organizations to help them [place op-eds](#) in support of carbon pricing. Prioritize leaders who will be strategic messengers for your MOCs.

4. Grassroots Lever: [Prepare to Mobilize](#)

- a. Enroll lots of people in CCL's [Monthly Calling Campaign](#) and identify 1 or 2 volunteers to be your local administrator(s).
- b. Build constituent support ([send emails](#), [phone calls](#), [social media posts](#), or [virtual postcards](#) to your MOCs) to create a steady drumbeat of constituent advocacy.
- c. Increase the number of people [signed up to receive text action alerts](#) so you are ready to mobilize on short notice should it be needed.
- d. Build up your [personal or chapter's presence on social media](#) to reach more people.

5. Lobbying Lever: [Be strategic](#)

- a. Ensure your MOCs see the support you are building through periodic deliveries and [through sharing in their social media](#).
- b. Continue finding and including trusted messengers in your lobby teams, such as by [adding conservatives](#) to your meetings with Republicans, [progressive leaders](#) to your meetings with progressives, and so on.
- c. Build a team around [each liaison](#) to work strategically and use what you learn from the lobby meetings to plan the next steps.

Major CCL-related events in 2021 (for your reference)

- Virtual CCL Lobby Week in March, dates TBD (replaces the [spring in-district lobby drive](#))
- Earth Day - April 22
- Virtual CCL June Conference and Lobby week, exact dates TBD
- CCL November Lobby Day - November 14-16, hopefully in person in Washington, D.C.