



# Citizens' Climate Lobby Citizens' Climate Education



## ACTION SHEET, SEPTEMBER 2021

Monthly Meeting, Saturday, September 11, 2021  
10:00 a.m. Pacific / 1:00 p.m. Eastern

### Three Ways to Join

- To connect by video conference, go to [cclusa.org/meeting](https://cclusa.org/meeting) (NOTE: this links to meeting ID# 95498355745)  
**Note:** To improve audio/video quality, close all applications and other browser windows  
**Note:** To turn on closed captions and adjust their size, see this [Zoom help page](#)
- 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](https://cclusa.org/livestream)



### MONTHLY MEETING GUEST Aaron Cosbey, International Institute for Sustainable Development

Border carbon adjustments, a mechanism to shield businesses in nations with robust climate ambition, have been a hot topic recently. The European Union has announced it will impose such taxes starting in 2023, and Senate Democrats have included it in the budget reconciliation resolution. To learn more, we turn to Aaron Cosbey with the International Institute for Sustainable Development. Aaron is an economist with 30 years of experience in the areas of trade, investment and sustainable development. He has served on the Deputy Minister for International Trade's Academic Advisory Council on Canadian Trade Policy and recently wrote a report on the need for Canada to adopt a border carbon adjustment.

### Actions for your online chapter gathering

1. [Ask your community leaders to personally call their MOCs](#)
2. [Write LTEs to publicize the benefits of carbon pricing](#)
3. [Activate new chapter members via great onboarding](#)
4. [Social media bonus action: Tweet your MOCs about carbon pricing at \[cclusa.org/tweet\]\(https://cclusa.org/tweet\)](#)
5. [Communication exercise: Practice talking about carbon border adjustments](#)

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](https://cclusa.org/actionsheet). There's a Spanish version of the Action Sheet there too!

# Ask your community leaders to personally call their MOCs

## GRASSTOPS ACTION

As the budget reconciliation package takes shape, our focus is ensuring that carbon pricing is included and stays included. Let's up the ante by adding the voices of community leaders to the constituent calls you've made to your MOCs in our House and Senate campaigns. You can help to increase your MOC support (or reduce opposition) for carbon pricing by having your local elected officials, business executives, and faith leaders personally call their MOCs.

### **Involve everyone and accelerate the grasstops work that you started in August**

Set a goal to get 3, 5 or more calls from community leaders to their MOCs each week in September and October. Your community leaders can personally reach their members of Congress in one of these ways:

1. Call the Congressional switchboard (202) 224-3121 and ask to speak to a congressional office
2. Use our [cclusa.org/call](https://cclusa.org/call) online calling tool and preface the script with "I'm a community leader"

Script for members of Congress who are Democrats: I'm a community leader and a constituent, and I'm calling to urge you to support and advocate for a carbon price in the reconciliation package.

Script for members of Congress who are Republicans: I'm a community leader and a constituent, and I'm calling to urge you to enact a federal carbon price to protect U.S. businesses from the EU's border tariff.

If your community leader is pressed for time, calling is better than emailing, and pick your most strategic MOC.

### **Additional resource**

CCL Community's [Encouraging Existing Endorsers to Champion Their Support to Congress](#) training page

---

# Write LTEs to publicize the benefits of carbon pricing

## MEDIA ACTION

Carbon pricing will quickly reduce the pollution that causes climate change, exacerbates extreme weather and harms human health. It could also help U.S. businesses avoid paying tariffs in Europe (see Communications Exercise below). Let's write letters to the editor (LTEs) to newspapers to publicize the benefits of carbon pricing and urge Congress to enact carbon pricing in the fall.

### **Invite everyone to select an LTE topic and spend a few minutes writing**

Share the latest LTE topics from [cclusa.org/lte-topics](https://cclusa.org/lte-topics) with attendees, discuss them, invite attendees to suggest some other climate- or reconciliation-related topics, and then ask all the attendees to decide what they will write their LTE about.

If you can, give attendees 5-10 minutes to outline and start their LTEs during your gathering. Invite attendees to use our easy online action tool ([cclusa.org/lte](https://cclusa.org/lte)) to submit their finished letters after the meeting. Be sure to ask LTE authors to name their MOCs in their LTEs.

### **When you get published**

Celebrate, [share your LTE on social media](#) and, if appropriate, with your MOCs, and log it in the [Action Tracker](#). If your LTE is already in the Action Tracker, update the Publication Status to "Published!"

### **Additional Resources**

CCL Community's [Writing Effective Letters to the Editor](#) training and CCL's [Writers Circle Action Team](#)

# Activate new chapter members via great onboarding

## GROUP DEVELOPMENT ACTION

Fall is a time when folks often get involved in new activities - such as climate activism! If you haven't lately, appreciate the people in your chapter who support new volunteers and evaluate your chapter's capacity and process for welcoming and engaging them. Many Group Leaders have seen that the faster they connect with new people and get them involved in taking action, the better the results. This month, see if you can foster a jet stream experience so that new people are quickly caught up in your chapter's forward momentum. Educating new people on how to take [budget reconciliation actions](#) this month is step one.

### At your gathering

Discuss for a few minutes what is good about the welcome that your new volunteers experience:

- Invite everyone to say one thing that they liked about their own "joining CCL" experience: the initial contact, orientation, getting involved in taking action, or learning where to find resources
- Ask new volunteers to briefly describe their skills and what they generally like working on
- Invite the person who currently leads welcoming to say what the process is and suggest one improvement

Next, make a plan to create or update your new volunteer onboarding process:

1. If you have the capacity and you haven't already, form a welcome wagon committee
2. Schedule a time this month for the committee to work together. The [Getting New Volunteers Engaged](#) training has a lot of useful ideas to bring to the meeting. For example:
  - a. Quickly engage new people by connecting them to the point person for the activities they're interested in or pairing them with a veteran who will mentor them and help them with a first action.
  - b. Ask new volunteers in a 1-on-1 conversation why they joined CCL and what they want to get out of it.
3. Ask the committee leader to report back on their updated onboarding process at next month's gathering.

### Additional Resources

- CCL Community's [Volunteer Opportunities Handout](#), [Volunteer Inventory Form](#) and [New Volunteer](#) topics
- Join and ask questions in the Forum of the new CCL [Onboarding Action Team](#)

## Tweet your MOCs about carbon pricing at [cclusa.org/tweet](https://cclusa.org/tweet)

### SOCIAL MEDIA BONUS ACTION

Every member of Congress has a twitter account and most MOCs tweet. Let's tweet at our MOCs to let them know directly that we want carbon pricing. During your gathering, get out your phone, go to [cclusa.org/tweet](https://cclusa.org/tweet), customize the example tweet and click "Send" (you'll need a [free Twitter account](#) to do this). If you'd like to post on another social media platform, like Instagram, be sure to include your MOCs' handles in your post so that their offices see it. If you need help getting started on social media, visit the trainings available on the CCL Community [Social Media for Volunteers & Chapters](#) topics page.

# Practice talking about carbon border adjustments!

## COMMUNICATION EXERCISE

Europe's carbon border adjustment will penalize U.S. manufacturers for the U.S.'s lack of a carbon price. Let's get ready to talk about carbon border adjustments at tabling and presentations, with community leaders and the media, with friends and family, and in November Lobby meetings.

### Suggestions for how to practice

We know that people learn best by saying the words out loud themselves. For this exercise, read the instructions below to meeting attendees, have two people model it, and then have everyone practice.

Instructions: Take turns reading the border adjustment talking points below out loud. Afterward, take turns prompting each other with the underlined part, asking, can you say this talking point in your own words?

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

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 learned.

If you use Zoom, but you don't use breakout rooms, follow the instructions as a group

### Border adjustment talking points

Adjusting prices at the border. One of the pillars of effective carbon pricing is a carbon border adjustment on imports from nations that don't have an equivalent price on carbon.

Protecting U.S. businesses. A border adjustment would help U.S. businesses compete with industries in countries where there is no carbon pricing. It would also remove the incentive for U.S. businesses to relocate overseas to avoid a U.S. carbon fee.

The EU is beating the U.S. to the punch. The European Union, the world's second largest economy, is beating the U.S. to the punch by imposing a border adjustment of its own, due to go into effect in 2023.

Maintaining trade balance. With U.S. businesses facing the likelihood of tariffs on the carbon footprints of their goods, the tables are turned - the U.S. now has a strong incentive to enact a price on carbon to maintain trade balance with Europe.

Follow our lead. When the U.S. and EU both price carbon with a border adjustment, these two economic giants will pressure other nations to follow their lead.

### Additional Resource

CCL Community's [Understanding Border Carbon Adjustments](#) training and its [list of 14 helpful readings](#).