



BREAKING THE INEVITABILITY FRAME

Engagement Challenges and Recommendations

CARA PIKE
Canadian Environmental Grantmakers' Network
October 24, 2014



www.climateaccess.org

ClimateAccess
SHARING WHAT WORKS

The network for those engaging the public in the transformation to low-carbon, resilient communities.

About Us | Blog | Resource Hub | Campaign Gallery | Tips and Tools | Member Forums | Contact | Logout

facebook | twitter | SEARCH

New report: Unstoppable growth in renewables.

RESOURCE

Welcome to the Future

The clean energy transition is well underway and continuing to gather more momentum each year as more wind, solar, wave, geothermal and tidal energy is installed.

Read more

BLOG

October 3, 2014
This is what democracy looks like
Amy Howe
The People's Climate March was a huge success, with 400,000 people on the streets of New York City and more worldwids. It was the kind of thing that still felt surreal even a few days later, when I would see subway posters advertising the march.

UPCOMING TRAINING

Communicating about Climate Impacts and Engaging Stakeholders in Solutions
October 26-29 - Wells, Maine



7 reasons why the public is not engaged on climate AND WHAT TO DO ABOUT IT

FROM THE BLOGOSPHERE

Climate change is threatening our health
Courtney Howard
Oct 12, 2014

OUR PUBLICATIONS



METHODOLOGY

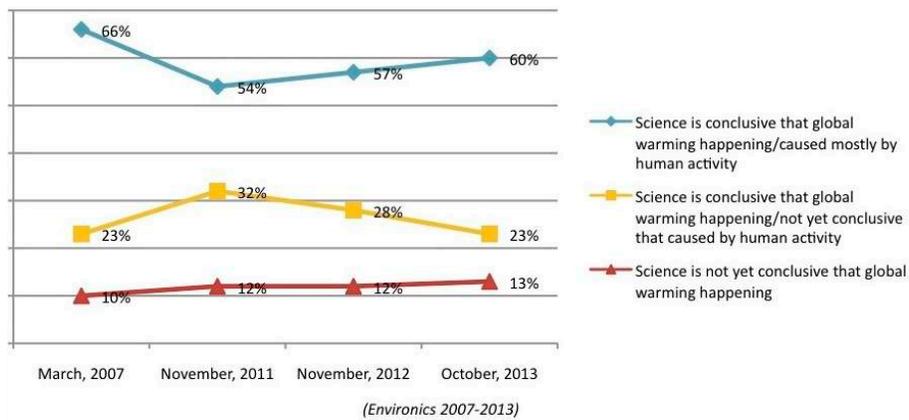
What is the choice point in the tar sands conversation?

- 1,000 articles and multimedia stories spanning from Aug 2013 - Aug 2014
- More than 30 climate and energy public opinion research sources from 2012-2014
- Interviews with 14 thought leaders from nonprofits, media, First Nations, and clean energy companies
- Reviews of 20 influencer websites representing both sides of the energy debate

section one: UNDERSTANDING PUBLIC OPINION

OPINION

1. Climate change understanding and concern are solid, while issue priority and urgency remain barriers



OPINION

2. Yes to clean energy but not yet



OPINION

3. Divided over pipelines



OPINION

4. Erosion of democracy and values



section two: TRENDS IN THE MEDIA CONVERSATION

MEDIA

1. Split Nationally

- Coverage questioning expansion in BC/ON/PQ/Maritimes
- Also against, to a lesser extent, in SK/MB
- Pro tar sands expansion reporting in AB + editorial and opinion coverage



MEDIA

2. Inevitability Questioned

- Project delays on Keystone and Northern Gateway
- Alberta a risky place for investors (i.e. Joslyn Mine)



MEDIA

3. Top Three Media Stories

- Neil Young vs. Big Oil
- Keystone and the Billionaires
- Northern Gateway and the Future of Pipeline Developments in the West



MEDIA

4. Stories of Note

- Harper's Mismanagement of Taxpayer Dollars
- Belugas and Energy East



MEDIA

5. Renewables/Solutions a Fringe Conversation

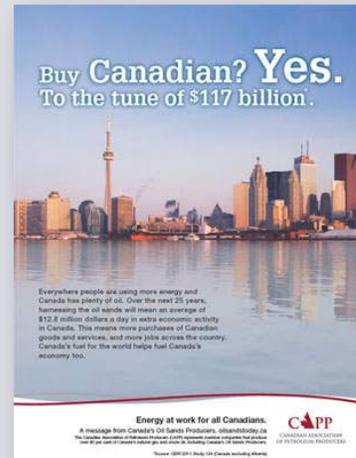
- Negative renewable energy coverage (i.e. Ontario wind)



section three: COMMUNICATION CHALLENGES

CHALLENGES

1. Responsible resource development
2. Benefits for all
3. When building a nation, challenges are going to come up



CHALLENGES

4. Be careful of anti-trade, anti-pipeline, anti-Canada radicals



CHALLENGES

5. The promise of renewable energy lies in the future
6. Renewables cannot replace fossil fuels and every project has an impact



CHALLENGES

7. The Solutions Advocacy Gap



section four: FRAMING RECOMMENDATIONS

- 
- **CHALLENGE:**
Mismanagement, risk (economic, environmental, democracy, reputational)
 - **CHOICE:**
Slowdown and engage in debate, diversify, lead again
 - **OPPORTUNITY:**
Lasting community security, safety, prosperity, fairness

CHALLENGE



1. The Harper government Cannot Be Trusted with Taxpayer Dollars

The Harper Government is spending \$22 million dollars to promote responsible resource management overseas, yet at home has been actively working with big oil companies to gut environmental protections to benefit their industry, while cutting citizens and First Nations out of the process.

CHALLENGE



2. Placing all Economic Bets on One Volatile Industry is Risky

Tying Canada's economy to volatile global oil and gas prices is a risky thing to do. We've learned the hard way with the fishing and forestry industries that relying heavily on resources that eventually run out results in hard times for communities when the jobs are gone and they are left to deal with the environmental mess that remains.

CHALLENGE



3. The Benefits of Tar Sands Developed are Being Privatized While Society Bears the Risk

Thanks to low royalty rates and big tax breaks, companies like Suncor and Syncrude are making huge profits off the Canadian tar sands. Communities in the region are already paying the price with increasing health impacts and destruction of the local environment. Meanwhile, in the rest of Canada, most families struggle to find meaningful work in their communities that makes the household budget work. The benefits of tar sands development are being privatized, yet society is bearing all the risks.

CHALLENGE



4. Canada is Falling Behind

The United States, our biggest trade partner, is cutting carbon emissions aggressively as well as investing in renewable energy, efficiency, and other low- carbon solutions. For example, the US is spending 18% more on renewables per capita than Canada.

CHALLENGE



5. Canada is Acting Irresponsibly

When Canada makes a commitment, we should keep it. We have failed to live up to our responsibility to address climate change through the Kyoto Accord and are becoming known as human rights abusers as the Harper Government ignores the rights of First Nations in resource development disputes. Canada has the natural bounty and the smarts to help lead yet we are letting people down across our country and around the world by accelerating climate risk in order to benefit a handful of big corporations.

CHOICE



1. It's Time to restore the Debate over Canada's energy Choices

When we rush major oil and gas development decisions, communities and First Nations are left without a choice and shortcuts are taken that unfortunately result in harm to people's health and our environment. It's time to have an open and honest discussion about the direction Canada is headed in and develops a plan that integrates economic, as well as social and environmental costs and benefits.

2. Develop lasting prosperity

Canada has an opportunity to create lasting prosperity – good, secure jobs in local communities – by diversifying the economy and not overly relying on extracting finite resources.

CHOICE



3. When We Come Together, Canadians Can accomplish great Things

Canada has not only one of the largest known oil deposits in the world, but also 14th the richest source of clean, renewable, low-carbon energy resources. As countries around the world accelerate efforts to cut the carbon emissions that cause climate disruption by moving away from oil, gas, and coal, Canada can continue to be a global energy leader by developing our renewable resources and creating lasting jobs and benefits for communities and First Nations.

CHOICE



4. Climate leadership is a Winner for Canada

Provinces that have invested in climate leadership have already benefitted. Favoring the fossil fuel sector jeopardizes this progress. Quebec is a renewable energy powerhouse, providing jobs and new export opportunities. British Columbia's climate policies mean emissions have been reduced even as the economy and population grew. Ontario has reduced its dependence on coal and cleaned up its air. These efforts are the right ones to encourage, rather than subsidizing fossil fuel companies.

CHOICE



5. Respect First Nations Rights
Canada cannot move forward together as a nation until the rights of First Nations are recognized in decisions made about the development of the tar sands and its impacts on local communities.

6. We Can't Just Think about Ourselves
When Canada began to commercially develop the tar sands, we didn't yet know about climate change and the unfortunate negative impacts of burning carbon from fossil fuels. Given what we do know now about climate change, Canada has a responsibility to consider not just the jobs for today but also how to address our role in responding to this challenge.

BENEFITS



1. Clean Energy, Efficiency, and other Climate Solutions are Already Paying Off
The Sooke First Nation has created meaningful jobs in their community by developing one of the country's largest solar energy farms. Now 50% of homes on the reserve have solar installed and the nation is selling power back to the grid. This project is allowing the Sooke Nation to meet its energy and economy security needs in a way that is in keeping with its cultural values of protecting the land.

BENEFITS

2. Moving Away from Our Reliance on Fossil Fuels is the Safest Option for Communities

Transporting oil from the tar sands through all regions of Canada will never be safe regardless of how it is shipped and avoiding spills doesn't get you away from climate risks. Taking steps now to reduce our dependence on the tar sands and develop local, renewable energy sources is the path that respects the safety and security needs of Canadian communities and families..

BENEFITS

3. Investing in Canadian Communities Works

By...

a.investing in better transit, we can create lasting middle class jobs, save time intraffic, make our communities nicer to live in, and address climate change at thesame time.

b.making our buildings more efficient, we can employ people in the trades, savemoney, and make buildings more comfortable to be in.

c.developing solar and renewable energy at the community level, we can meet ourenergy needs, create local jobs, and address climate change.

BENEFITS



4. Canada's Workforce is Ready for Innovation

Canada is already in a strong position to expand its renewable energy and efficiency sectors. Many of the skills can now be leveraged to develop Canada's geothermal and other renewable industries. The building trade is already equipped with what is needed to reap gains in efficiency from adding insulation to replacing windows and installing light sensors.

BENEFITS



5. Youth Want to Be Part of the Solution

By addressing climate disruption and investing in renewable energy and low carbon solutions, Canada can provide opportunities for young people who understand sustainability is the key issue of our time and want to be part of the solution. As countries move away from reliance on fossil fuels around the world, the next generations of Canadians will be in an excellent position to compete.

BENEFITS

6. Canada Can regain respect in the World

Canada has a history of acting as a global leader and tackling immense challenges. The role Canada played in bringing countries together to reduce ozone-depleting chemicals through the Montreal Protocol is just one example. By working with the United States and other partners to reduce dependence on fossil fuels and develop more secure and efficient energy sources, Canada can restore its reputation as a responsible global actor.

CONSIDERATIONS

- Threats and solutions work together
- Expose irresponsibility
- First Nations legal challenges
- Solutions voices

A decorative arc of colored circles in shades of yellow, orange, and red, curving across the top of the contact information box.

Contact:

Cara Pike
www.climateaccess.org
@pikecara @climateaccess