



Nature Canada Nature on the Hill Days





Goals of our federal lobby days

- 1: Demonstrate the power of the Nature community by showing up in big numbers on a single day**
- 2: Build lobbying capacity in participating organizations and strengthen network relationships* (have some fun!)**
- 3: Have the nature agenda heard consistently with key campaign asks around Canada's protected areas targets**



MAKE ROOM FOR... NATURE ON THE HILL



Canada's Nature Network Federal
Lobby Day for Protected Areas

Nature Canada
February 4th 2020
Ottawa, Ontario
Lobbyist Package

Hannah Dean
hdean@naturecanada.ca
613-562-3447 ext. 245

Rachel Child
rchild@naturecanada.ca
613-562-3447 ext. 234



Lobbying - a not so scary word!

Our 2020 lobbyist kit to support participants in their experience

The night before we host a dinner and lobby training with keynote speakers from the Cree Nation.

Teams get to know each other and prep for the next day!





Round table discussions with the Ministers



Strategy: “do the best you can until you know better. Then when you know better, do better”- Maya Angelou

2019 Nature Day: Invited every MP to participate, invited all of the Network to join, had a specific budget for participants that we would invite (Provincial leads). Resulted in many non-influential MPs engaging and scattered representation from the Network.

2020 Nature on the Hill Day: Narrowed the target field of MPs who were determined by consultation with political lobby specialists. (Flipped ridings, less than 5% winning margin, certain % of voters registered. Targeted participants more intentionally for balanced representation. Included a “Walk with your MP” event series for those who could not physically come.

2021 Virtual Nature on the Hill Days: Expanding over 3 days. All will be online due to pandemic. The target MP list is even more narrow, to highly influential MPs in key ridings (down to 53!). Major town hall event!



“Knowing what you don’t know is more useful than being brilliant.” - Charlie Munger

Assessing the political moment that we’re in required us to acknowledge that our influence and position as a nature advocacy organization might be a barrier to securing meetings with important Conservative decision makers.

To maintain our efficacy in moving our campaign agenda forward, we turned to political consultants to both build strategy for our outreach and to facilitate meetings with those politicians we may not have had success with. The connections that they have to key policy makers are beneficial to the work you’re hoping to promote and they also can highlight key political moments to take advantage of.

In addition to the national campaign efforts, we have used consultants on provincial efforts to take advantage of the relationships and power that Conservative consultants have within Queens park.



Results

2019: 36 Organizations participated in 50 meetings with MPs
Minister McKenna delivered remarks at the evening reception
MP in riding meetings: 4 organizations took their MPs out for a walk!

2020: 51 Organizations participated in 62 meetings with MPs
Minister Wilkinson delivered remarks at the evening reception
Green Recovery meetings: 7 so far and more ongoing!

2021: Goal is for all 53 target MPs to be engaged with participation from 65 groups and for both Ministers to participate in the town hall



Minister Wilkinson speaking at our evening reception (our last hurrah!)





Challenges

- Capacity of coordinating
- Major ask - comfort hurdle to overcome
- Competing priorities of lobbyists
- Opposition party participation (giving them political motivation)
- In the new world, virtual unknowns (how many zoom lines will we need?!)

