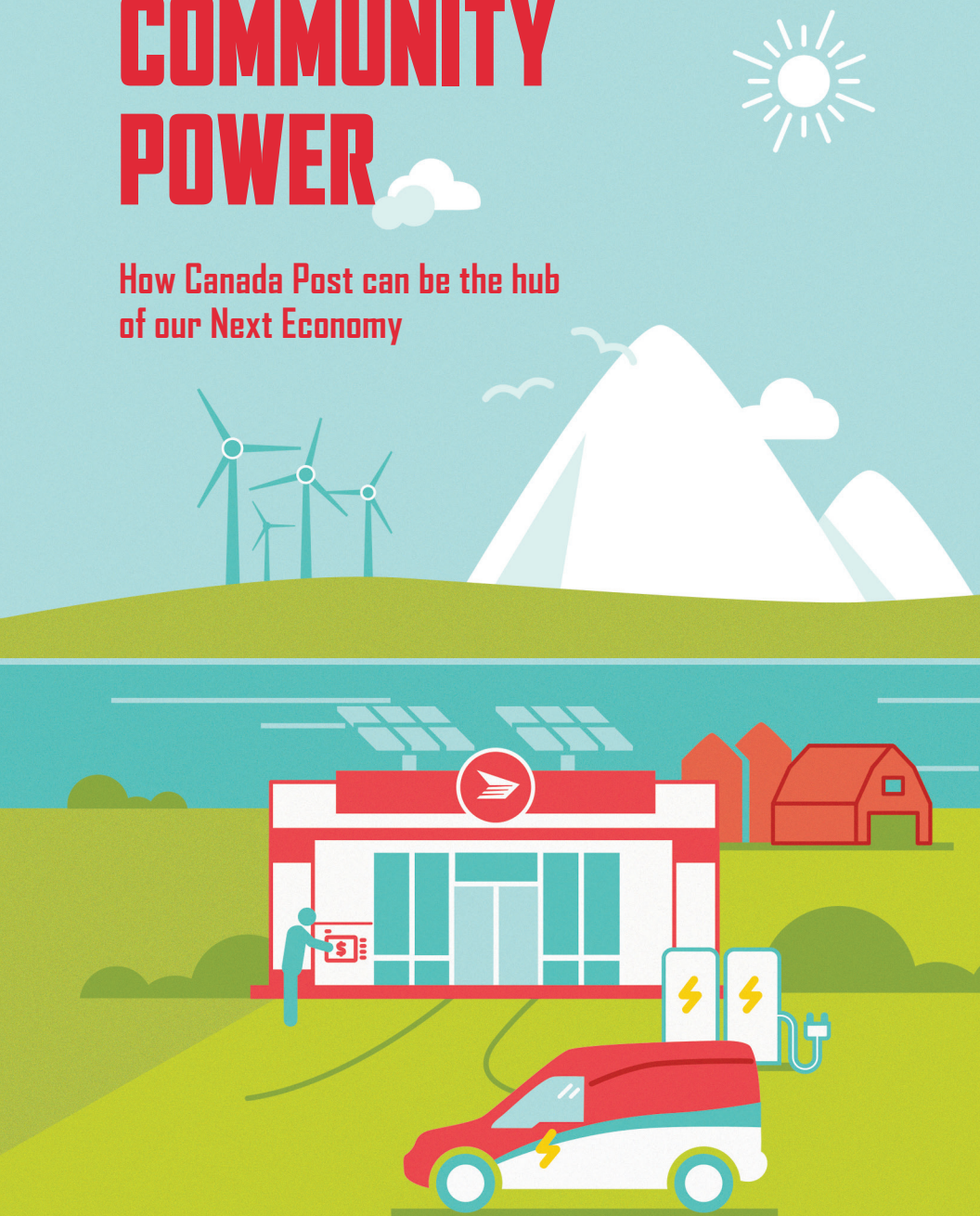


DELIVERING COMMUNITY POWER

How Canada Post can be the hub
of our Next Economy



“We face too many crises in this country to address them one at a time. What’s powerful about Delivering Community Power is how it takes on economic, environmental and social issues at the same time. Our post offices can become centres of community care and economic development, while bringing emissions down—this is the kind of leap we need in Canada.”

Naomi Klein



the leap manifesto

A Call for a Canada Based on Caring for the Earth and One Another

Friends of
PUBLIC SERVICES



SmartChange.ca
resist & transform



REIMAGINING OUR POSTAL SERVICE

Many think of Canada Post as a place to mail a care package, buy stamps or pick up the latest commemorative coin.

Some consider the post office past its prime: the last decade has seen efforts to cut, devalue and undermine this quintessentially public service. These moves have been fiercely resisted by people across the country.

What if our cherished national institution, with its vast physical infrastructure and millions of daily human interactions, could offer us something completely different? What if the post office could play a central role in building our next economy—an economy that is more stable, more equal, and less polluting?

We're thinking big. Will you join us?

JUST IMAGINE...

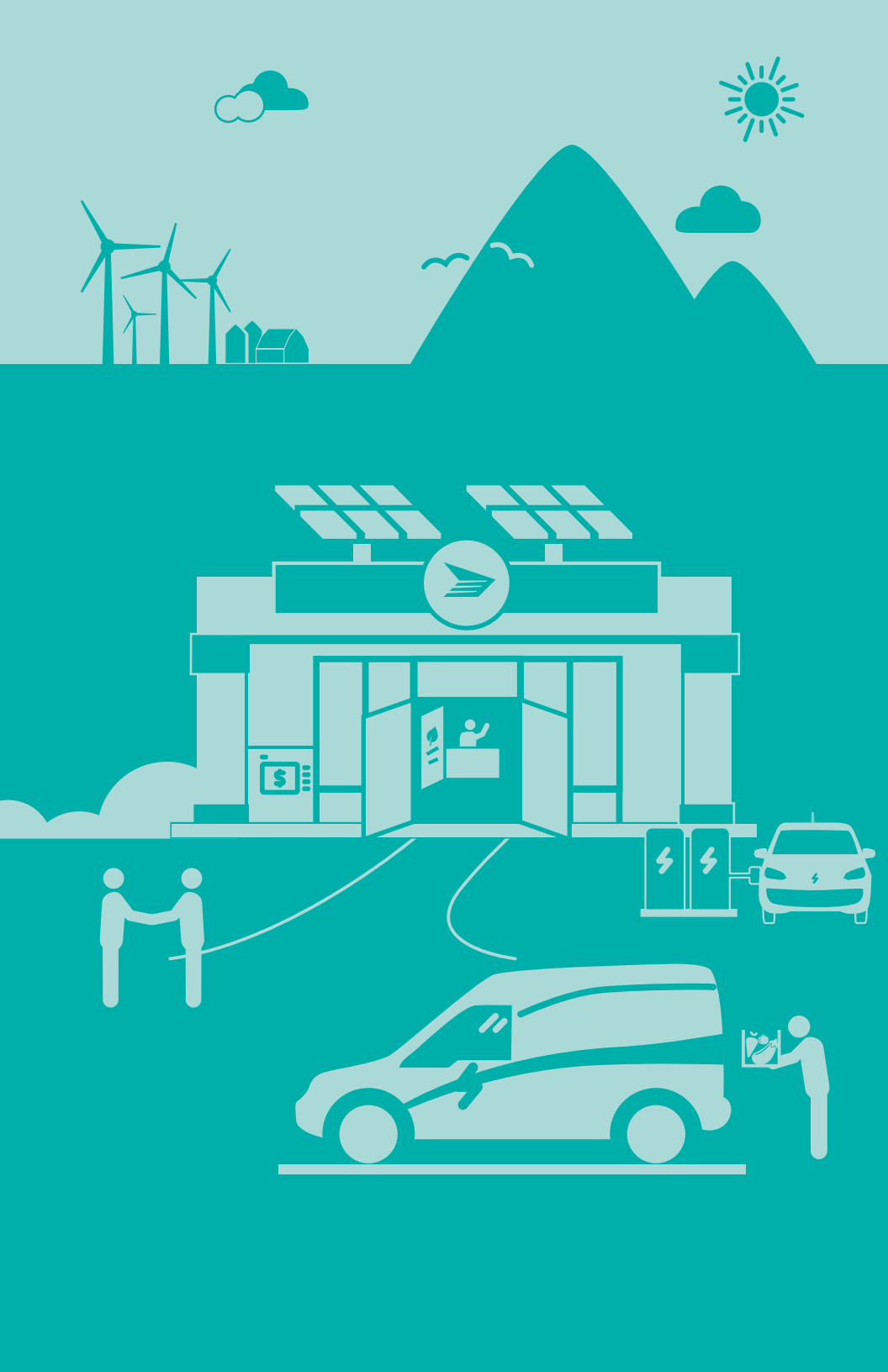
- Charging stations for electric vehicles at post offices
- A renewable-powered postal

fleet that connects farms to dinner tables

- Door-to-door mail carriers checking in on seniors and people with mobility issues as well as delivering locally-produced food and other services
- Post offices as community hubs for social innovation, connecting climate-friendly businesses to customers
- Postal banking services that provide small towns and Indigenous communities with inclusive financial services – like loans to families underserved by commercial banks
- Public-interest financial services that fuel the green energy transition in urban, rural and Indigenous communities

We want a 100% renewable economy that addresses inequality, puts power in our hands and improves our lives.

Our post office can deliver it.



MEET YOUR NEW LOCAL POST OFFICE

Mary is going to her post office in Tatamagouche, Nova Scotia, to mail a letter. Things have really changed over the past year.

Outside, there's an electric car plugged into the post office's rapid charging station. Next to it, a mail carrier is loading produce from a local farm into a new Canada Post delivery van—a plug-in hybrid model made in Canada. On the post office's roof are solar panels, and a wall display tracks how much power they're generating.

Stepping inside, Mary sees a poster advertising loans for solar panels and energy-saving home retrofits. As the clerk takes her letter at the counter, he explains that the post office is once again offering banking services. With a small loan, tax credits and other incentives, any household, farm or business can become a renewable power generator. The system will pay for itself over time.

A week later, Mary heads back to the post office to sign up for solar panels. On the way, she passes a payday lending operation that used to charge exorbitant fees but that has recently gone out of business. This time, she's greeted by a postal worker in a green windbreaker, who's just returned from a regional training program. She tells Mary about a proposed community-owned wind energy project (there's already one in the territory of a nearby First Nation), and that the postal bank is ready to finance its expansion if more local investors come forward—she's already sent letters to everyone who lives within 20 km.

At the counter, Mary hands in her loan application. As soon as it's approved, the post office will help her coordinate with the solar installer. On her way out, she sees the new Canada Post van setting off on a round of elder visits, with prescription medications and farm-to-table groceries on board.



“Meeting our climate commitments requires a bold vision, and public support for that vision. By working closely with communities, Canada Post could deliver green energy in ways that address their concerns and meet their needs.”

David Suzuki

DELIVERING OUR RENEWABLE FUTURE

Canada Post's vast infrastructure and delivery network has the potential to become the hub of a green and social economy. Here's how we could do it:

- 1** It starts with those negatively affected by the old economy. Indigenous communities downstream from polluting projects; neighbourhoods relying on precarious or low-paying work; regions facing job losses in extraction industries: postal banking and new sustainable businesses could provide solutions for all.
- 2** Transition the Canada Post fleet to 100% renewable energy. Canada Post has the largest public vehicle fleet in the country. Federal infrastructure funding could add a nation-wide network for charging electric vehicles—a springboard toward a broad shift to low-carbon vehicles.
- 3** Electric charging stations could be added to every post office and depot, which would encourage public use and build infrastructure for electric vehicles.
- 4** Expand door-to-door delivery services. Door-to-door delivery reduces use of fossil fuels than customers driving to pick up their mail.
- 5** Support for elders and those with limited mobility. Mail carriers, already the eyes and ears of their neighbourhoods, could check in on elders and deliver medicines and other services.
- 6** Turn post offices into community hubs. Local entrepreneurs can use the post office as a meeting space or pop-up shop to connect with customers and collaborators.

We own the
biggest retail
network in
the country.
What will we
do with it?

6,300

Post offices



3,468

Tim Hortons



WHY CANADA POST?

What would you do if you owned...

- The biggest chain of retail outlets in the country?
- A way to easily communicate and connect with every household from coast to coast to coast?
- A logistical network that can mobilize people and move materials to every corner of the world's second-largest country?

WE OWN IT. Canada Post isn't just a mail and parcel delivery service; it's a powerful national logistics network that could address some

of our most pressing challenges, such as:

- climate change,
- delivering services to an aging population,
- providing financial services to low-income communities
- using profits to help fund other public initiatives

For over a century, Canada Post has provided the same world-class service to everyone in the country. By reinventing our post office as the engine of the next economy, we will connect people and communities into the next century.

“Canada’s public postal service owns the country’s largest retail and logistics network. In every province and territory, the thousands of dedicated postal workers have thorough knowledge of their communities. CUPW is really proud of them. Let’s develop our public postal service to its full potential.”

Mike Palecek, Canadian Union of Postal Workers



“In Germany, many municipalities now produce more power from renewable sources than they consume—creating 400,000 new jobs in the process. Widespread local participation was the key to making that transition happen. Canada Post and postal banking can help bring this same approach to Canada, speeding the transition to renewables in ways that directly benefit local communities.”

Dr. Hans Thie, Advisor to Die Linke, and
Tadzio Mueller, Rosa Luxemburg Foundation

PROVEN MODELS, ADAPTED FOR OUR NEEDS

NORWAY replaced its diesel postal fleet with new electric vehicles.

The UNITED KINGDOM, FRANCE, NEW ZEALAND, BRAZIL and ITALY all have successful postal banking services that assist rural, remote and low-income communities while providing new revenues for the postal service.

JAPAN expanded postal worker service to provide assistance to elders, deliver food, and check in on those with limited mobility.

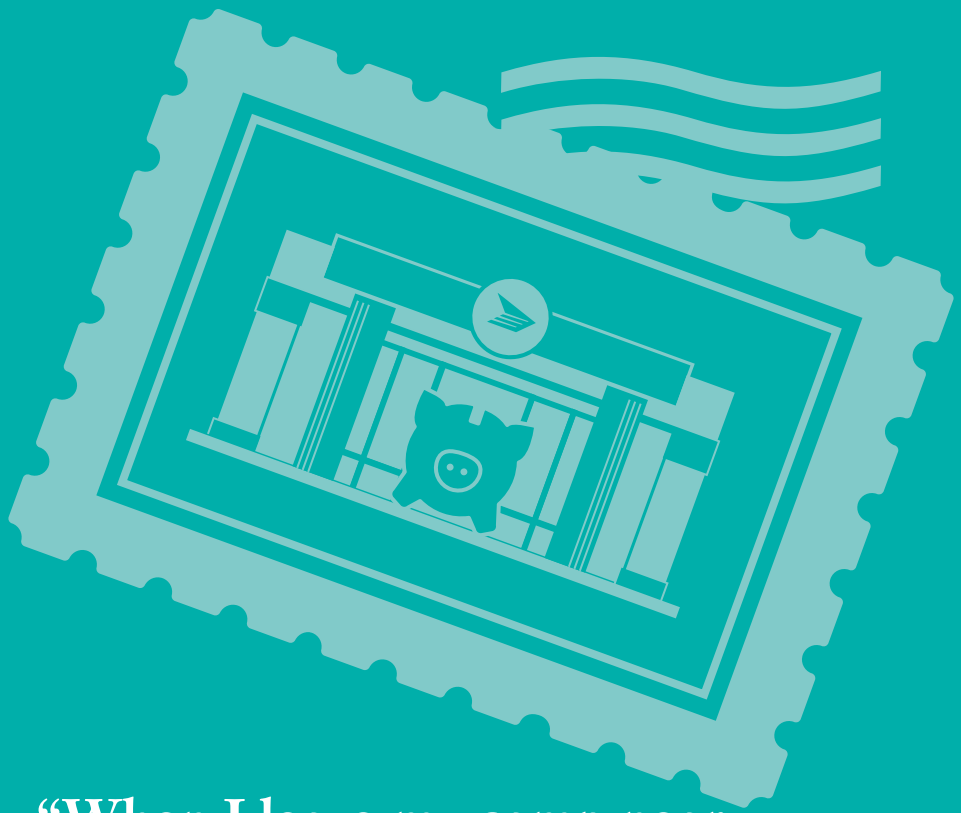
FRANCE and AUSTRALIA use their postal fleets to deliver fresh and frozen food, connecting farmers and local businesses directly to customers.

FRANCE has also started a pilot project to provide access to affordable 3D printing through post offices and its postal bank finances expansion and improvement of social housing.

SWISS POST provides public transportation in rural areas, and offers businesses online payment processing.

AUSTRALIA POST acts as an alternative to Paypal.

POSTE ITALIANE provides e-commerce services for businesses.



**“When I leave my camp near
Thessalon to drive to Sudbury,
it takes two hours to get to
my bank – but I pass seven post
offices along the way.”**

Peter Denley, Canadian Union of
Postal Workers

For more on postal banking, see: [Why Canada Needs Postal Banking \(2013\)](#).
Available at policyalternatives.ca

WHAT IS POSTAL BANKING?

Post offices operate banks in dozens of countries around the world, including the United Kingdom, France, Italy, Switzerland and Japan. Canada Post offered banking services until 1968.

Postal banking is simple: like the big banks, post offices can provide everyday financial services like chequing and savings accounts, loans and insurance. There's one key difference: unlike the big banks, our postal banks are owned by the people who use them.

Canada's major banks raked in \$35 billion dollars in profits in 2015—while cutting jobs and raising their already high fees for day-to-day services. Hundreds of thousands of Canadians don't have bank accounts at all. Access to banking is particularly limited for Indigenous communities; only 54 of 615 First Nations communities are served by local bank branches.¹

About 2 million people a year in Canada use payday lenders, which often charge interest rates of

over 400%. For various reasons, these customers are denied overdraft protection, lines of credit, credit cards, and short-term loans.

Every year, workers in Canada transfer billions of dollars in remittances to family members overseas, but the cost of sending money can be as high as 20% on smaller amounts. These high rates hurt the people that depend upon them the most.

Postal banking could provide basic financial services for everyone. It could also offer affordable loans to boost renewable energy development, including energy-saving retrofits.

By offering banking services through its network of over 6000 postal outlets, Canada Post could overnight become the most accessible—and greenest—bank in the country.

¹ *Why Canada Needs Postal Banking*, Canadian Centre for Policy Alternatives, 2013



“Renewable manufacturing production. Retrofitting. Farming. Assistance for elders. When I look at this proposal, I see the potential for thousands of good jobs, in every community across the country. Let’s make it happen.”

Donald Lafleur, Vice President,
Canadian Labour Congress

BUILDING CANADA'S NEXT ECONOMY

GREEN JOBS

Purchasing Canadian-made electric cars and vans for the postal fleet could create jobs for auto workers and mechanics, boosting our manufacturing sector.

ELECTRIC VEHICLE INFRASTRUCTURE

Turning post offices into charging stations for electric cars would help build Canada's green infrastructure.

COMMUNITY ELDER CARE

Postal workers could check in on elders and deliver medicine, offering innovative ways to care for Canada's aging population.

FINANCING COMMUNITIES AND CLEAN ENERGY


Providing access to credit via a postal bank to those dependent on seasonal, precarious, or low-income work can stop predatory payday lenders, while communities could access one-stop support for clean energy grants, energy-efficient heating systems, green power generation and cost-saving retrofits.

LOCAL FOOD SYSTEMS

Delivering fresh produce from farms to households would strengthen local food systems, support farmers and pollute less.

LOCAL BUSINESSES

Canada Post offices could connect innovative local businesses to customers and communities through the largest retail network in the country.



“Boom and bust resource extraction has polluted our communities and spoiled much of our lands. But Indigenous peoples are at the forefront fighting for alternatives. Jobs that don’t destroy our land and water. Affordable access to renewable energy, banking services and secure healthy local food. This proposal will make a difference in First Nations and rural communities across the country.”

Clayton Thomas-Muller,
Stop it at the source campaigner, 350.org

WHY NOW?

WE ARE AT A CROSSROADS.

Our land, air and water are already feeling the effects of climate change. Economic inequality and precarious work are on the rise. Layoffs across the oil sector are triggering economic uncertainty, and scientists tell us that to prevent climate catastrophe, we must transition completely off of fossil fuels in our lifetime.

Leading researchers have already laid out how Canada can run entirely on renewable electricity by 2035¹ and transition to a 100% clean economy by 2050.² But we need to start now.

This energy transition is about more than just renewable technology. A “justice-based transition” is the idea that changing energy systems can also improve all of our economic and social circumstances. We can create thousands of stable, well-paying jobs, help those who have lost work due to the oil bust, and support those who have suffered the negative impacts of polluting industries. We can reduce poverty and improve quality of life

for people across the country. We can recognize the aboriginal rights and title of Indigenous nations, ushering in genuine reconciliation. We can build a strong, healthy local food system, protecting families from rising grocery prices. And we can support our elders and strengthen our communities in the process.

YES, WE'RE THINKING BIG. WE CAN'T AFFORD NOT TO.

A revitalized Canada Post can lead the way. If you want renewable energy in your home and neighbourhood, affordable banking and financial services, farm-fresh food delivered to your door, expanded elder care and a stronger local community and economy, join the Delivering Community Power campaign today.

¹ Sustainable Canada Dialogues. (2015). *Acting on climate change: Solutions from Canadian scholars*. Montreal, QC: McGill University

² Jacobson, M., et al. “Providing all global energy with wind, water, and solar power, Part I: Technologies, energy resources, quantities and areas of infrastructure, and materials.” *Energy Policy* 39:3 (2011);

GET INVOLVED

DELIVERINGCOMMUNITYPOWER.CA

- 1** SHAPE CANADA POST'S FUTURE. We have a rare chance to push for a bold vision and a leap forward. Remember the ideas we've presented in this pamphlet and contribute your own innovative thinking.
- 2** JOIN US. Visit deliveringcommunitypower.ca to join the call for Canada Post to Deliver Community Power.
- 3** SPREAD THE WORD. On our web site, you can request copies of this pamphlet to distribute in your community.
- 4** GET YOUR MP ON BOARD. Call your federal Member of Parliament and ask them to support the campaign.
- 5** JOIN OR HOST A LOCAL EVENT. Spread the word about the campaign and identify local allies. Details at deliveringcommunitypower.ca

DELIVERINGCOMMUNITYPOWER.CA

CUPW.CA | PUBLICSERVICES.CA | LEAPMANIFESTO.ORG

JUST IMAGINE...

- A renewable-powered postal fleet that connects farms to dinner tables
- Door to door mail carriers expanding their role in strengthening the social fabric
- Post offices as hubs for green innovation, connecting local businesses and customers
- Postal banking, providing small towns with financial services
- Canada Post's public-interest finance fuels the green energy transition

Canadians want a 100% renewable economy that addresses inequality, puts power in their hands and improves their lives. The post office can deliver it.

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