

Political Play:

Advocating for Carbon Pricing Policy









Commit. Act. Impact.





COMMIT. ACT. IMPACT.

Climate Collaborative Commitment Areas











Integrate carbon farming into the agricultural supply chains

Increase energy efficiency

Reduce food-waste in the supply chain

Remove commoditydriven deforestation from supply chains

Responsible engagement in climate policy









Reduce the climate impact of packaging

Commit to 100% renewable power

Reduce short-lived climate pollutant emissions

Reduce climate impacts of transportation

How to commit



TAKE ACTION

BLOG

MEDIA & RESOURCES

EVENTS

ABOUT

DONATE

Q



More companies are taking action to reverse climate change than ever before. They're tackling this global challenge not only because it's essential to the future of our planet but also because doing so offers tremendous opportunities for growth, job creation, and prosperity.

Companies can help reverse climate change by making a commitment to one or more of these initiatives.

WHY TAKE ACTION?

Climate change is both the greatest threat our planet has ever faced

MAKE A COMMITMENT

SIGNUP FOR UPDATES

Add Your Email Address





How many companies have committed?







372

Companies **Committing to Action** 1426

Commitments















































THANK YOU TO OUR DONORS!

Alter Eco

Annie's

Associated Labels and

Packaging

Aurora Organic Dairy

California Olive Ranch

Cheer Pack

Clif Bar & Company

Connective Impact

Danone North

America

Decker and Jessica

Rolph

Dr. Bronner's

Eatsie.us

Elk Packaging

Foodstirs

Gaia Herbs

General Mills

Good Earth Natural

Foods

GrandyOats

GreenSeed Contract

Packaging

Griffith Foods

Guayaki

Happy Family

Harmless Harvest

INFRA

Justin's

KeHE

Lotus Foods

Lundberg Family Farms

MegaFood

Melt Organic

MOM's Organic

Market

Mountain Rose Herbs

National Co+op

Grocers

Natural Habitats

Nature's Path

New Hope Network

Numi

Nutiva

Oregon's Wild Harvest

Organic India

Organic Valley

Outpost Natural Foods

Patagonia

Plum Organics

Pluot Consulting

Presence Marketing

REBBL

Safe Sterilization USA

West

Stahlbush Island Farms

Stonyfield

Straus Family

Creamery

Studio Fab

Traditional Medicinals

Trayak



COMMITMENT: RESPONSIBLE ENGAGEMENT IN CLIMATE POLICY

Why Commit To Responsible Engagement in Climate Policy?

- A commitment to responsible engagement in climate policy means that your company commits to supporting legislation to:
 - Promote energy efficiency and renewable energy;
 - Increase investment in a clean energy economy;
 - Support climate change adaptation; and
 - Put a price on carbon emissions.

159 Companies have made a commitment to policy engagement

Why do we need climate policy? The global nature of climate change – a true "tragedy of the commons" – makes it too easy for the efforts of climate-forward corporations to be rendered moot by the actions of others that fail to act in a similarly climate-friendly manner. Only with government policies and enforcement can we hope to enact the kinds of sweeping changes needed to make a difference and to level the playing field for businesses.

Previous Webinars:

- Bring it Together: How Business Can Incorporate and Advocate for Climate-Friendly Agriculture
- Put Your Policy Where Your Mouth Is: How Food Waste Policy Can Help Solve Climate Change and Help Your Business
- Jerry Taylor Keynote at the Climate Action Summit



Our Speakers



John Minor
Policy Manager,
American Sustainable
Business Council



Harold Hedelman

Co-Founder,

Business Climate Leaders



Chris Adamo
Vice President for Federal and
Industry Affairs,
Danone North America



Jessie Arnell
Associate, Federal Policy and
Campaigns
CERES

MODERATOR



Lisa Spicka
Associate Director
Sustainable Food Trade Association
(SFTA)







Building the Voice and Power of Business

Collectively Representing over 250,000 businesses



































PAX)





















































































ASBC's Carbon Pricing Principles

- Comprehensive, with no exceptions
- Setting a meaningful price
- Tax the highest CO2 emitters at the source
- Protecting US competitiveness
- Using the revenue to benefit the economy



Benefits of a carbon price

- Reduce emissions
- Promote fair competition
- Spur innovation and create jobs
- The price of a product should include the damage to society that it causes
- Raising the price gives consumers and energy suppliers incentive to shift to energy efficiency and clean energy















Businesses

carbon pricing

support





























naturepedic











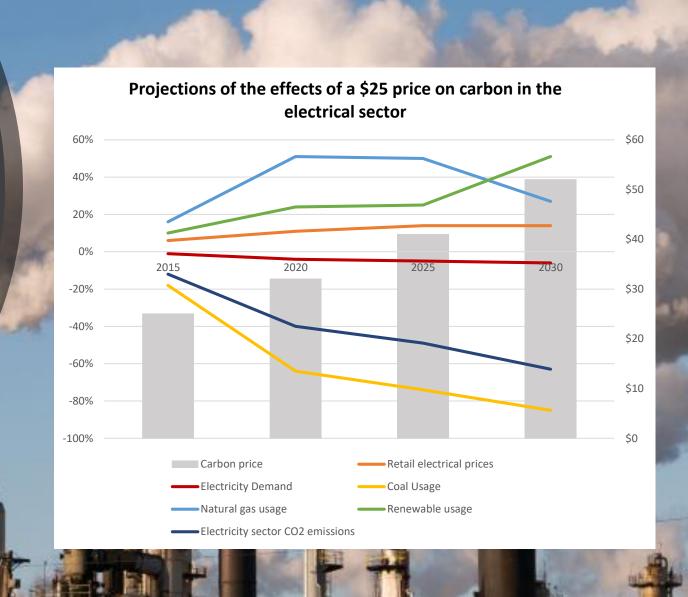


- A national, economy-wide carbon price could reduce emissions to 39% below 2005 levels
 - Significantly greater than the United States' commitment under the Paris Climate Agreement (26-28% from 2005 levels by 2025)
- Statewide bills set prices at different levels, but impacts will still meaningful





- U.S. energy market does not accurately reflect fossil fuel costs and has distorted competitive market forces
 - Failed to account for the costly environmental damage of fossil fuels
 - Incentivized fossil fuel use through favorable tax treatments and subsidies
- A carbon price would allow renewables to compete fairly



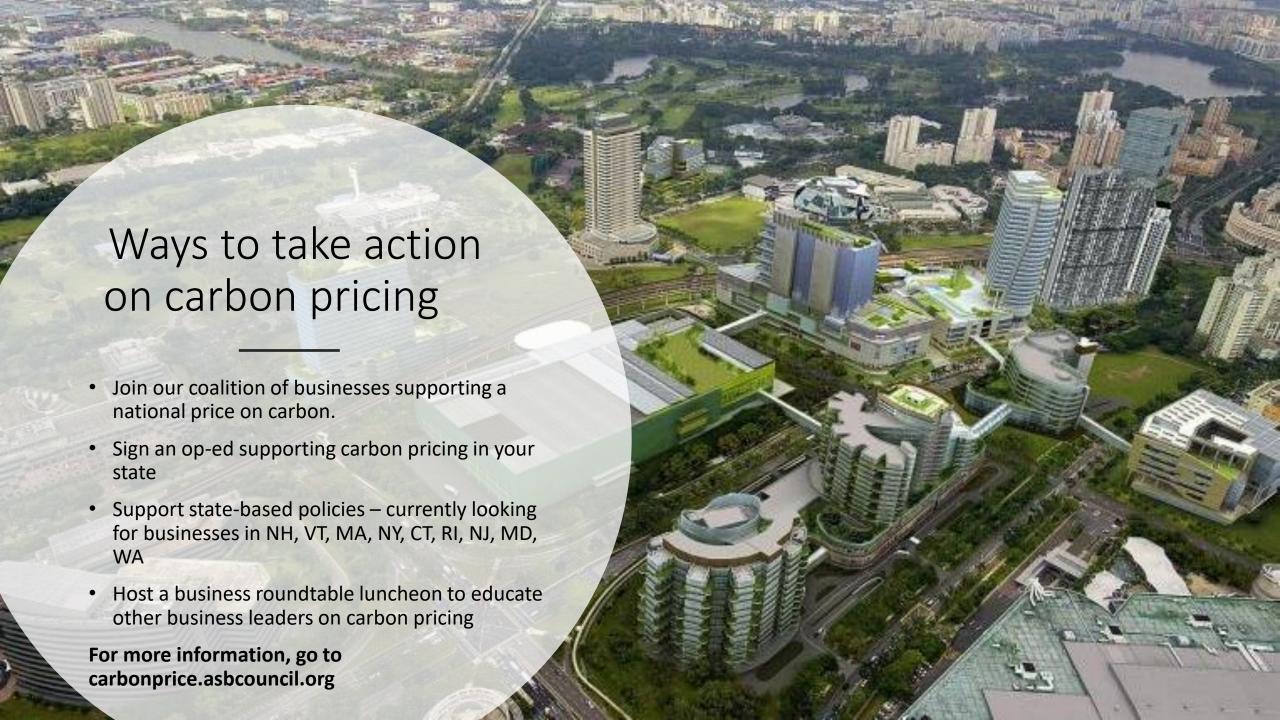
Spur innovation & create jobs

- By 2021, EVs could be cheaper by the mile than oil-fueled cars
- The amount of deployed MWh of utility-scale battery storage capacity doubled in 2016
- Increasing demand for renewables will result in potentially game-changing innovation:
 - Floating turbines
 - Biophotovoltaic devices
- A study on a national, economy-wide carbon price found it would create over 2 million jobs



Carbon pricing in the Green New Deal

- The Green New Deal resolution did not specifically include carbon pricing, however that doesn't mean it could not be incorporated in the final bill.
- Part of a much larger plan to combat climate change.
- Carbon pricing could be a main funding source for the necessary green infrastructure improvements and programs.
- Need market-based solutions to facilitate transition to cleaner and renewable energy sources.
- Learn more about business support behind the GND at http://asbcouncil.org/action-center/campaigns.







Business Climate Leaders





Harold Hedelman

- Co-Founder
- Director of Engagement
- Chief Visionary & Bottlewasher

harold@businessclimateleaders.org



Agenda



- **1** BCL / CCL Introduction
- 2 Overview: Carbon Pricing 101
- 3 Analysis of Various Proposals
- Details: Energy Innovation and Carbon Dividend Act
- **5** Advocacy

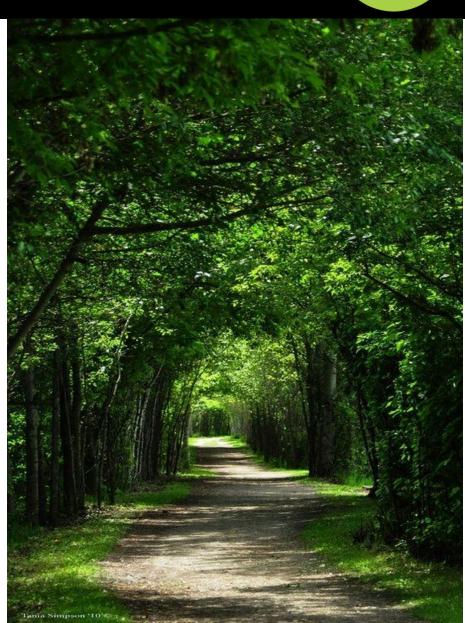


Citizens' Climate Lobby



Political will for market-friendly climate solutions

Focus: Energy Innovation and Carbon Dividend Act





About CCL



1 International

120,000+ members in United States, Canada, Australia, India, Germany, Sweden, Panama...

Nonpartisan

We build relationships with everyone, even those who oppose us.

Nonprofit

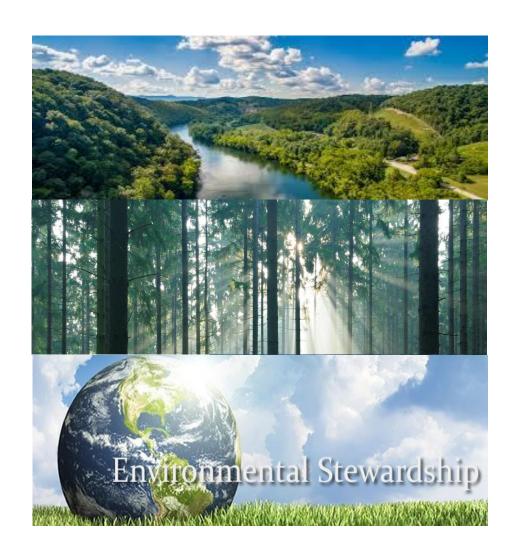
Volunteer driven NGO with 501c(3) and 501c(4) status.

Solution focus

U.S.: Energy Innovation and Carbon Dividend Act

Respect, appreciation and gratitude We treat everyone, even those who oppose us,

with respect, appreciation and gratitude.





About CCL



534 chapters

All U.S. Congressional Districts

2018: 1402 lobbying meetings

2018: 4248 published media pieces



Political Results



Feb **'16**

CATALYZED Climate Solutions Caucus in the House



Caucus Republicans introduced carbon tax legislation in the House



Energy Innovation and Carbon Dividend Act was introduced in Senate and House





Business Climate Leaders



CCL Action Team

Engage businesses in carbon pricing advocacy with Members of Congress

In-district and with other civic leaders

In D.C. and in State Capitols

Collaborate with trade associations and business- focused NGOs



Agenda



- BCL / CCL Introduction
- Overview: Carbon Pricing 101
- Analysis of Various Proposals
- 4 Details: Energy Innovation and Carbon Dividend Act
- Advocacy



Why a Carbon Price is SO Central



A Cornerstone of Effective Climate Policy

- Economy-wide market signal
- Price follows all products and services, influencing decisions
- Boost other climate solution strategies- promotes clean energy



Broad Carbon Pricing Principles



Three simple principles

- Effective: Preserves what we love and need
- Efficient: Produces maximum benefits at minimum costs
- Equitable: Results and costs are fairly distributed





	Policy Proposal A	Policy Proposal B	Policy Proposal C	
Environmental Sustainability				1
Initial Price				
Annual Increase				
Price in 20 years				
		Initial Price: the	price per top of	CO _s e in the
Greenhouse Gases in Scope				
		first year of imp	lementation	
Projected Emission Reductions				
110jected Emission Reductions				





	Policy Proposal A	Policy Proposal B	Policy Proposal C	
Environmental Sustainability				
Initial Price				
Annual Increase				
Price in 20 years		Annual increase	: the amount ad	ded to the
Greenhouse Gases in Scope		price/ton of CO2	e every year, cr	eating a
Projected Emission Reductions		steadily increasi		•
		allows for a low-	economic-shock	<
		introduction, wh	ile gradually rat	cheting up
		the incentive to	transition to cle	an energy in
		a predictable an	d gradual manne	er.





	Policy Proposal A	Policy Proposal B	Policy Proposal C	
Environmental Sustainability				
Initial Price				
Annual Increase				
Price in 20 years				· /. c
		Price in 20 years	: the estimated	price/ton of
Greenhouse Gases in Scope		CO₂e after 20 ye	ar assuming the	nalicy stays in
		CO ₂ e after 20 ye	ar, assuming the	policy stays ill
Projected Emission Reductions		effect.		
.,		<u> </u>		





	Policy Proposal A	Policy Proposal B	Policy Proposal C	
Environmental Sustainability				
Initial Price				
Annual Increase				
Price in 20 years		All proposals targ	get CO_2 the most	t significant
Greenhouse Gases in Scope		Greenhouse Gas	(GHG). Some in	clude methane
		(unburned natur		•
Projected Emission Reductions	1	than CO ₂ . Some i	nclude GHG's lik	te HFCs (often
		eaked from refri	geration equipn	nent) which are
	ı	not derived from	fossil fuels, but	are potent.





	Policy Proposal A	Policy Proposal B	Policy Proposal C	
Environmental Sustainability				
Initial Price				
Annual Increase				
Price in 20 years		Estimated abso	lute reduction	s in country-
Greenhouse Gases in Scope		level emissions		•
Projected Emission Reductions		assumptions of	policy implem	entation.
		Comparing reduction of the baseline proposal.	•	





	Policy Proposal A	Policy Proposal B	Policy Proposal C	
Environmental Sustainability Initial Price				
Annual Increase		Droposals for I	ico of rovonijo	fall into
Price in 20 years		Proposals for u	ise of revenue	Iali IIILO
Greenhouse Gases in Scope		several catego		
Greenhouse Guses in scope		taxpayers, tax	reductions, ge	neral funds,
Projected Emission Reductions		specific pay-fo	rs. investment	in
Economic Sustainability		• •		
		mitigation or a	daptation mea	sures, and
Fund Allocation		support for fro	ntline commu	nities.
Border Adjustments				





	Policy Proposal A	Policy Proposal B	Policy Proposal C	
Environmental Sustainability			_	
Initial Price		Border Carbon Ad	djustments (BCA	ls) harmonize
Annual Increase			•	•
Price in 20 years		carbon prices bet	ween countries	. They create
Greenhouse Gases in Scope		a "level playing fi	eld" between co	untries that
		have a price on c	arbon emissions	, and those
Projected Emission Reductions Economic Sustainability		countries that do	not. Without B	CAs,
		industries would	be incented to I	ocate away
		from countries w	ith a price to co	untries
Fund Allocation		without a price, t	hus creating "lea	akage" of
Border Adjustments 4		GHG emissions.		





	Policy Proposal A	Policy Proposal B	Policy Proposal C	
Environmental Sustainability				
Initial Price		Reduction in regu	lation: Poduction	a/alimination
Annual Increase	Γ	reduction in regu	iation. Reduction	i/eiiiiiiatioii
Price in 20 years		of regulations		
	-	n regulations		
Greenhouse Gases in Scope				_
·		Note: Conservativ	es support rollb	acks as
			• •	
Projected Emission Reductions	r	educing governn	nent oversight.	
Economic Sustainability				
Fund Allocation				
Border Adjustments				
Political Sustainability				
Rollbacks				





Po	olicy Proposal A	Policy Proposal B	Policy Proposal C	
Environmental Sustainability				
Initial Price				
Annual Increase	Neuti	rality means a	ll revenues (exce	ept for
Price in 20 years Greenhouse Gases in Scope	admii	nistrative cost	s) are returned t	to citizens
Projected Emission Reductions	or use	ed to reduce t	axes	
Economic Sustainability				
Fund Allocation	Note:	Political cons	ervatives tend to	o support
Border Adjustments	neutr	ality since it in	ndicates "no nev	V
Political Sustainability Rollbacks		nment progra		
Revenue Neutrality				





	Policy Proposal A	Policy Proposal B	Policy Proposal C	
Environmental Sustainability				
Initial Price				
Annual Increase				
Price in 20 years				_
Greenhouse Gases in Scope			ership Council's that would gran	Ţ
Projected Emission Reductions	р	roducers immur	ity from lawsuit	s that claim
Economic Sustainability				t of combon
Fund Allocation	d	amages caused	by the social cos	t of Carbon
Border Adjustments				
Political Sustainability				
Rollbacks	7/1			
Revenue Neutrality				
Torte Liability Immunity				



Agenda



- **1** BCL / CCL Introduction
- 2 Overview: Carbon Pricing 101
- **3** Analysis of Various Proposals
- Details: Energy Innovation and Carbon Dividend Act
- **5** Advocacy



Washington State Bill



		WA State
		I-1631
En	vironmental Sustainability	
	Initial Price	\$15
	Annual Increase	\$2
	Price in 20 years	\$45 in 2035
	Greenhouse Gases Covered	Just those from fossil fuels
	Emission Reductions	Until WA targets met
Ec	onomic Sustainability	
	Border Adjustments	N.A.**
	Use of \$\$	70% - Clean Energy 25% - Water/Forests 5% Healthy Comm's 0% Households
	Included in Ominbus Approach	No
So	cial Sustainability	
	Frontline Community Impact	Yes. 35% will be spent in impacted communities*
Ро	litical Sustainability*	
	Revenue Neutral	No
	Rollback	N.A.
	Immunity Tort Liability	N.A.



Pan-Canadian Framework



	WA State	Pan-Canadian Framework
	I-1631	4 non-priced provinces*
Environmental Sustainability		
Initial Price	\$15	\$10 Canadian **
Annual Increase	\$2	\$10**
Price in 20 years	\$45 in 2035	\$50**
Greenhouse Gases Covered	Just those from fossil fuels	Just those from fossil fuels
Emission Reductions	Until WA targets met	By 2022: 11% < 2005****
Economic Sustainability		
Border Adjustments	N.A.**	credits address economic 'leakage'**
Use of \$\$	70% - Clean Energy 25% - Water/Forests 5% Healthy Comm's 0% Households	90% Households
Included in Ominbus Approach	No	Yes
Social Sustainability		
Frontline Community Impact	Yes. 35% will be spent in impacted communities*	Indirect****
Political Sustainability*		
Revenue Neutral	No	No
Rollback	N.A.	No
Immunity Tort Liability	N.A.	No



Curbelo's Bill



		WA State	Pan-Canadian Framework	Curbelo
		I-1631	4 non-priced provinces*	Market Choice Act
E	nvironmental Sustainability			
	Initial Price	\$15	\$10 Canadian **	\$24
	Annual Increase	\$2	\$10**	2% over inflation
	Price in 20 years	\$45 in 2035	\$50**	~\$51.58
	Greenhouse Gases Covered	All fossil fuels	All fossil fuels	All fossil fuels +HFCs
	Emission Reductions	Until WA targets met	By 2022: 11% < 2005****	In 10 yrs: ~ 30% < 2005
E	conomic Sustainability			
	Border Adjustments	N.A.**	No, but credits address economic 'leakage'***	Yes
	Use of \$\$	70% - Clean Energy 25% - Water/Forests 5% Healthy Comm's 0% Households	90% Households	25% > U.S. Treasury 75% > Trust Fund - 70% H'way Trust - 30% 12+ others 0% Households
	Included in Ominbus Approach	No	Yes	No
S	ocial Sustainability			
	Frontline Community Impact	Yes. 35% will be spent in impacted communities*	Indirect****	Indirect
P	olitical Sustainability*			
	Revenue Neutral	No	No	No
	Rollback	N.A.	No	Yes
	Immunity Tort Liability	N.A.	No	No



Climate Leadership Council



		WA State	Pan-Canadian Framework	Curbelo	CLC
		I-1631	4 non-priced provinces*	Market Choice Act	Carbon Dividend
E	nvironmental Sustainability				
	Initial Price	\$15	\$10 Canadian **	\$24	\$40
	Annual Increase	\$2	\$10**	2% over inflation	~2% over inflation
	Price in 20 years	\$45 in 2035	\$50**	~\$51.58	~\$87
	Greenhouse Gases Covered	All fossil fuels	All fossil fuels	All fossil fuels +HFCs	Only CO2
	Emission Reductions	Until WA targets met	By 2022: 11% < 2005****	In 10 yrs: ~ 30% < 2005	By 2025: 27% < 2005*
E	conomic Sustainability				
	Border Adjustments	N.A.**	No, but credits address economic 'leakage'***	Yes	Yes
	Use of \$\$	70% - Clean Energy 25% - Water/Forests 5% Healthy Comm's 0% Households	90% Households	25% > U.S. Treasury 75% > Trust Fund - 70% H'way Trust - 30% 12+ others 0% Households	100% Households
	Included in Ominbus Approach	No	Yes	No	No
S	ocial Sustainability				
	Frontline Community Impact	Yes. 35% will be spent in impacted communities*	Indirect****	Indirect	Indirect
P	olitical Sustainability*				1411111111111
	Revenue Neutral	No	No	No	Yes
	Rollback	N.A.	No	Yes	Yes
	Immunity Tort Liability	N.A.	No	No	Yes



Citizens Climate Lobby

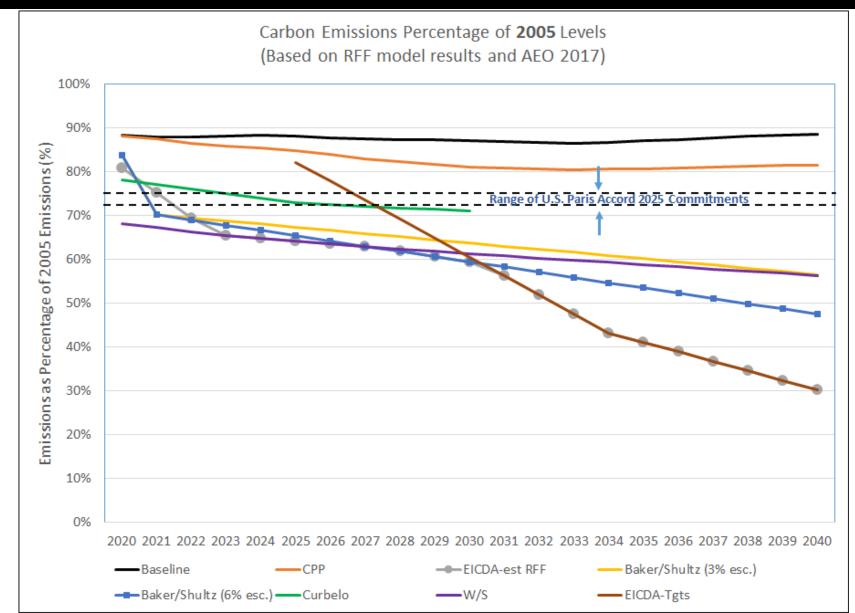


	WA State	Pan-Canadian Framework	Curbelo	CLC	CCL
	I-1631	4 non-priced provinces*	Market Choice Act	Carbon Dividend	Energy Innovation & Carbon Dividend Act
Environmental Sustainability					
Initial Price	\$15	\$10 Canadian **	\$24	\$40	\$15 (U.S. Dollars)
Annual Increase	\$2	\$10**	2% over inflation	~2% over inflation	\$10 (\$15*)
Price in 20 years	\$45 in 2035	\$50**	~\$51.58	~\$87	\$205 / \$280
Greenhouse Gases Covered	All fossil fuels	All fossil fuels	All fossil fuels +HFCs	Only CO2	All from fossil fuels, plus HFCs
Emission Reductions	Until WA targets met	By 2022: 11% < 2005****	In 10 yrs: ~ 30% < 2005	By 2025: 27% < 2005*	20 Yrs: 50% < 1990
Economic Sustainability					
Border Adjustments	N.A.**	No, but credits address economic 'leakage'***	Yes	Yes	Yes
Use of \$\$	70% - Clean Energy 25% - Water/Forests 5% Healthy Comm's 0% Households	90% Households	25% > U.S. Treasury 75% > Trust Fund - 70% H'way Trust - 30% 12+ others 0% Households	100% Households	100% Households
Included in Ominbus Approach	No	Yes	No	No	No
Social Sustainability					
Frontline Community Impact	Yes. 35% will be spent in impacted communities*	Indirect****	Indirect	Indirect	Indirect
Political Sustainability*					
Revenue Neutral	No	No	No	Yes	Yes
Rollback	N.A.	No	Yes	Yes	Hiatus
Immunity Tort Liability	N.A.	No	No	Yes	No



Emission Reductions Comparison







Agenda



- **1** BCL / CCL Introduction
- 2 Overview: Carbon Pricing 101
- **3** Analysis of Various Proposals
- 4 Details: Energy Innovation and Carbon Dividend Act
- **5** Advocacy



EICDA: Jobs Created





Under Carbon Fee and Dividend

2.1M New Jobs

10 years

2.8M New Jobs

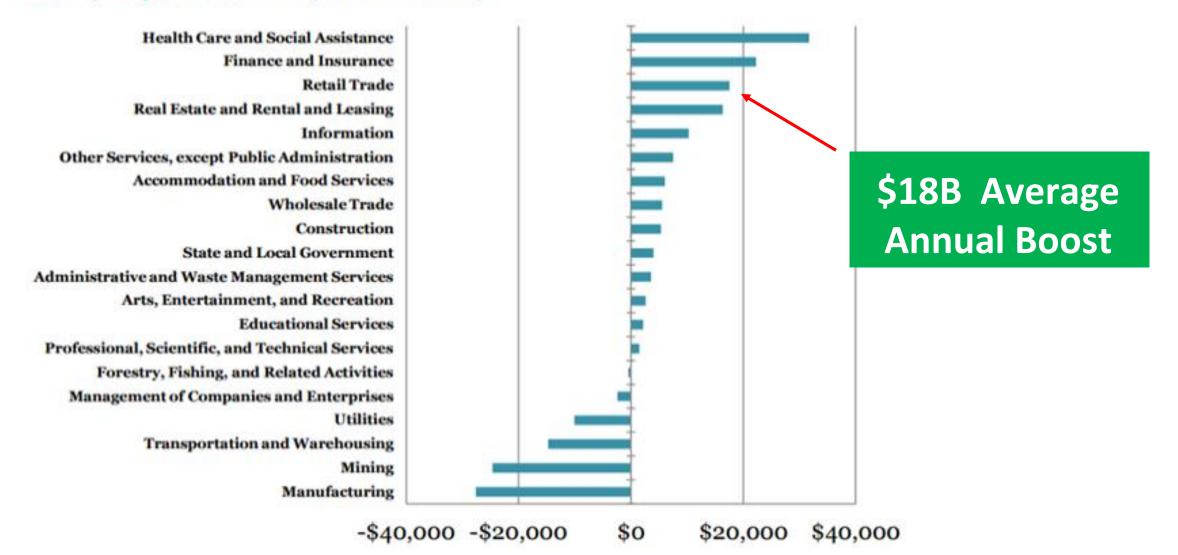
20 years



EICDA: Retail Sector Growth



GDP by Major Industries (national level)





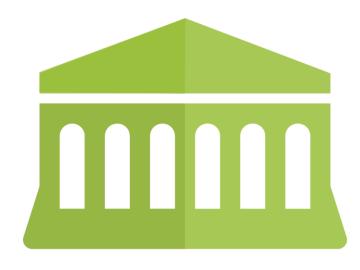
EICDA: Regulatory Pause



Senate: calls for an EPA review after 6 years.

House: prevents new regulations by the EPA on covered emissions, but if emission targets are not being met after 10 years regulatory authority over these emissions would be restored.

Neither impacts regulations on any other pollutants, including auto mileage standards, water quality and more.

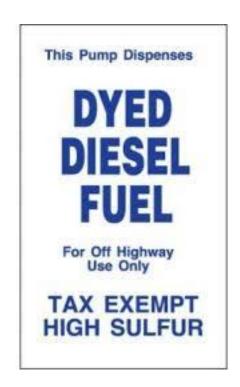




EICDA: Ag Fuel Exemption



The bill maintains current tax exempt status for diesel fuel used in agriculture





EICDA: Carbon Sequestration



Any facility that captures and permanently sequesters its CO₂ emissions could receive a rebate for any carbon fees it has paid.





Agenda



- BCL / CCL Introduction
- Overview: Carbon Pricing 101
- Analysis of Various Proposals
- 4 Details: Energy Innovation and Carbon Dividend Act
- Advocacy

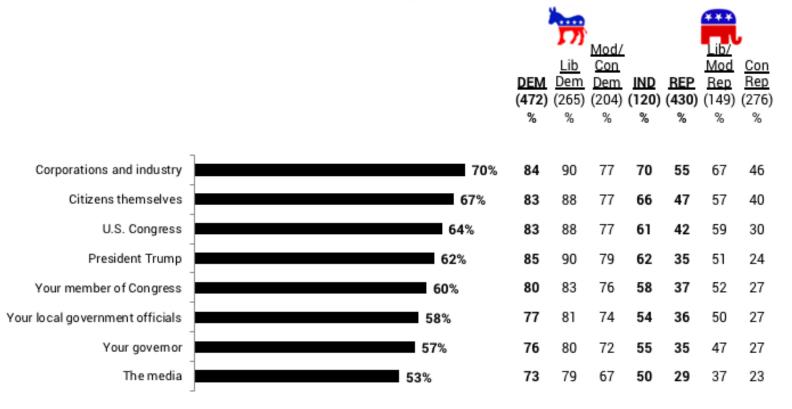


What Voters Want



Seven in Ten Registered Voters Want Corporations and Industry To Do More to Address Global Warming

- % who say should be doing "much more" or "more" -



Do you think each of the following should be doing more or less to address global warming?

March 2018. Base: Registered American Voters (n=1,067).





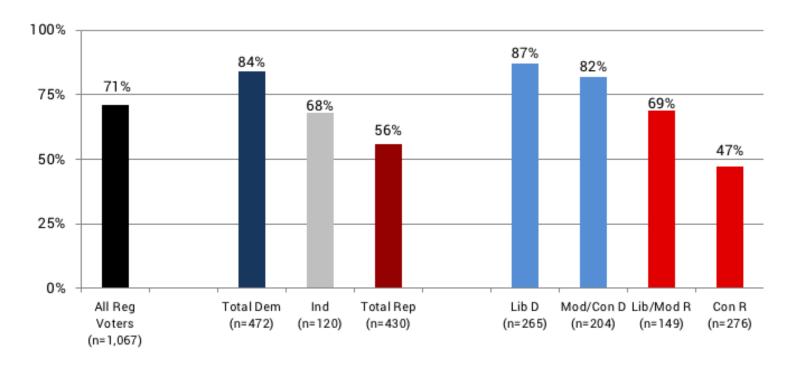


What Voters Want



Registered Voters Support Requiring Fossil Fuel Companies to Pay a Carbon Tax

- % who "strongly" or "somewhat support" -



How much do you support or oppose the following policy? Require fossil fuel companies to pay a carbon tax and use the money to reduce other taxes (such as income tax) by an equal amount.









What Companies Can Do



Join BCL

Lobby / Endorse for National / State carbon taxes

Influence trade groups and chambers of commerce

Activate supply chain

Educate employees and customers



Call to Action





THE BIPARTISAN CLIMATE SOLUTION

Support



https://energyinnovationact.org/

Discussion



John Minor Policy Manager, American Sustainable **Business Council**



Harold Hedelman Co-Founder, **Business Climate Leaders**



Chris Adamo Vice President for Federal and Industry Affairs, Danone North America



Jessie Arnell Associate, Federal Policy and Campaigns **CERES**

MODERATOR



Lisa Spicka Associate Director Sustainable Food Trade Association (SFTA)



Lawmaker Education & Advocacy Day (LEAD) on Carbon Pricing

Business Backs a U.S. Carbon Price

May 21 - 22 Washington, D.C.























WORLD RESOURCES INSTITUTE

















Discussion



John Minor

Policy Manager,

American Sustainable
Business Council



Harold Hedelman

Co-Founder,

Business Climate Leaders



Chris Adamo
Vice President for Federal and
Industry Affairs,
Danone North America



Jessie Arnell
Associate, Federal Policy and
Campaigns
CERES

MODERATOR



Lisa Spicka
Associate Director
Sustainable Food Trade Association
(SFTA)





- facebook.com/climatecollaborative
- @ClimateColl
 #climatecollaborative
- @theclimatecollaborative

www.climatecollaborative.com

a project of



