



a project of



Commit. Act. Impact.

Launch & Briefing: Advocacy Training for a Climate-Smart Recovery

Our Partners

Advocacy Partners:



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL



Community & Promotional Partners:



**WE ARE
STILL IN**

THANK YOU to Our Donors

We send our deepest gratitude and thanks to

Gary and Meg Hirshberg

Eat the Change

John Foraker, Once Upon a Farm

for supporting and enabling our work to date!

Why does this matter now?

Biden Announces \$2 Trillion Climate Plan

Joe Biden's plan connects tackling climate change with the economic recovery from the coronavirus crisis, while also addressing racism. The proposal drew praise from his onetime critics.



Source: The New York Times

Letter from economists: to rebuild our world, we must end the carbon economy

The carbon economy amplifies racial, social and economic inequities, creating a system that is fundamentally incompatible with a stable future



Source: The Guardian

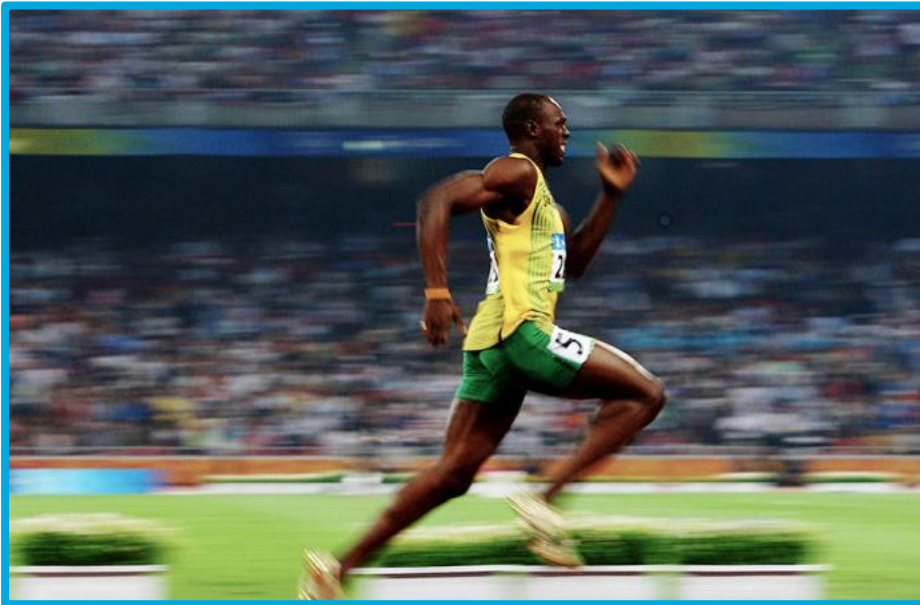


Listen to Tom Steyer's address here!

<https://vimeo.com/442743958>

Our Approach

Goal



Timing



Purpose and Scope of Activities

- **Purpose:** To elevate the business voice in support of bold climate action and a climate-smart recovery
- **Activity:** Engage key lawmakers and staff through:
 - On-site and virtual meetings,
 - Business roundtables,
 - Business sign-on letters and other means
- **Timing:** August recess through Q1 of 2021
- **Key Message:**
 - *There is both a strong economic case and widespread support from the business community and the public for policies that revive our economy, create jobs, help those who need it most, and reduce risks from climate change. We support a climate-smart recovery.*



Source: IVN

"The reason Republicans are at the table on climate change is because the business community has brought us here."

- Republican Congressman, July 23, 2020 [LEAD 2.0 Meeting]

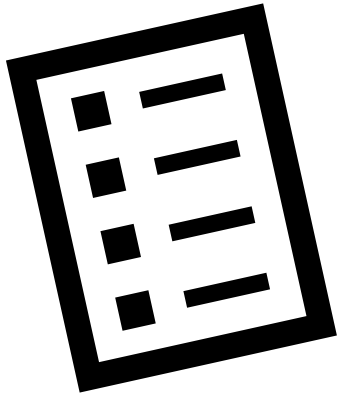
Inclusive. Common-Values-Driven. Solutions-Oriented.

Poll Holding slide

If we do a campaign to engage consumers, would your company be interested in participating?

- A) Yes, absolutely!
- B) We likely would.
- C) Unsure.
- D) No, not right now.

Today's Agenda

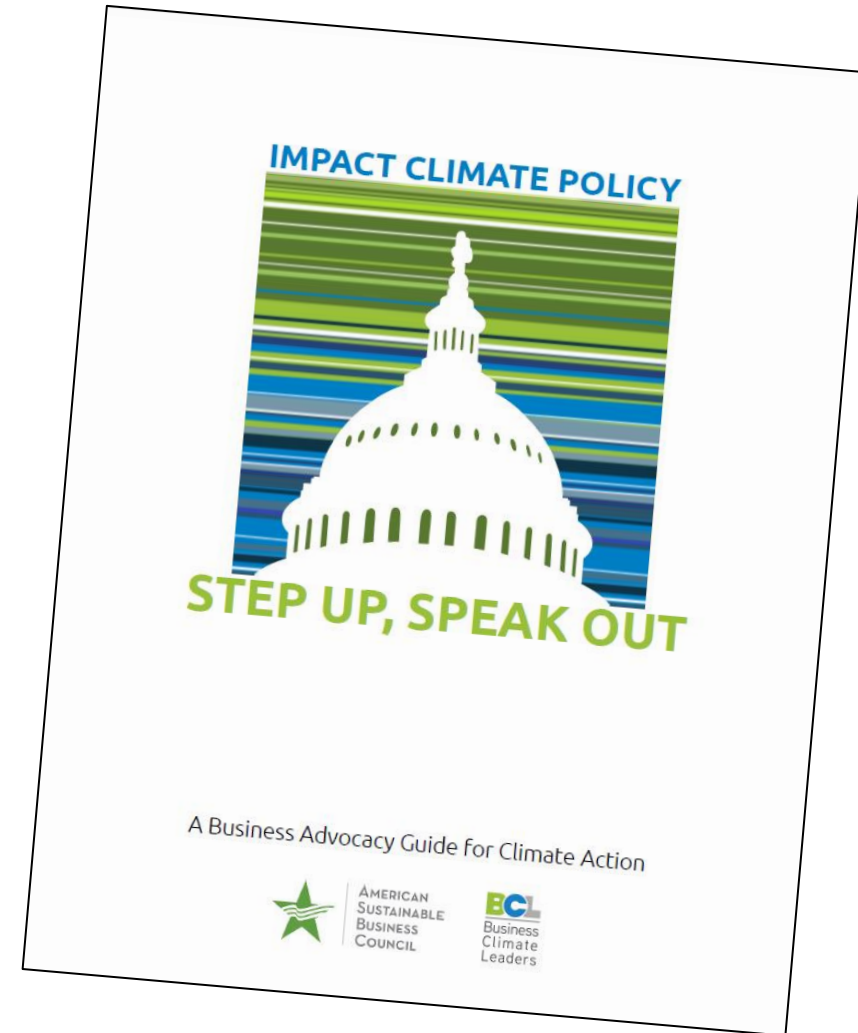


- **Advocacy 101**
Thomas Oppel, ASBC
- **Climate Policy Briefing**
Anne Kelly, Ceres
- **Messaging & Communications for the Stimulus and Beyond**
Nancy Hirshberg, Hirshberg Strategic
- **Practice Makes Perfect: Role Playing**
Erin Callahan, Climate Collaborative
Chris Adamo, Danone N.A.
Jane Franch, Numi Tea

Advocacy 101



Thomas Oppel
Executive Vice President
American Sustainable Business Council





AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL

BCL
Business
Climate
Leaders

BEFORE THE MEETING I

- ❖ **WHY:** Purpose of meeting
- ❖ **HOW:** Call or email target office seeking a meeting. Congressional offices and others often have forms to schedule meetings, too.
- ❖ **WHO:**
 - **Constituent (eligible to vote for the official)**
 - **Business leader, include your title, firm name, and headquarters location**
 - **Other attendees?**



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL

BCL
Business
Climate
Leaders

BEFORE THE MEETING II

❖ WHAT:

- **Staff**
- **Time**
- **“Ask”**

❖ WHEN (done):

- **One-page doc**
- **Climate Collaborative template**



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL



AT THE MEETING

- ❖ Thanks
- ❖ Create a connection.
- ❖ Tell your story
- ❖ Why are you here
- ❖ Why does it matter
- ❖ Who does it impact



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL



Business
Climate
Leaders

ENDING THE MEETING

- ❖ Thanks
- ❖ Follow up date
- ❖ Picture
- ❖ Leave behind



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL

BCL
Business
Climate
Leaders

AFTER THE MEETING

- ❖ **Thank-you note**
- ❖ **Social media**
- ❖ **Traditional/industry media**
- ❖ **Follow up**



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL



IMPACT CLIMATE POLICY



STEP UP, SPEAK OUT

A Business Advocacy Guide for Climate Action



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL



BCL
Business
Climate
Leaders

https://www.asbcouncil.org/sites/main/files/file-attachments/asbc-bcl_guide_alt_15_june_2020.pdf



Business Climate Leaders (BCL) is an initiative of Citizens Climate Lobby (CCL), a nonpartisan grassroots advocacy group with nearly 200,000 supporters in over 500 local chapters in every Congressional district. BCL helps American businesses understand and take action in shaping federal climate policy. Working through our nationwide network, our volunteer professionals help businesses leverage climate advocacy investments with minimal risk and resources.

info@businessclimateleaders.org



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL

ASBC is the leading business organization serving the public policy interests of responsible companies, their customers and other stakeholders. Founded in 2009, its membership represents over 250,000 businesses in a wide range of industries. ASBC advocates for policy change and informs business owners, policymakers and the public about the need and opportunities for building a vibrant, broadly prosperous, sustainable economy.

info@asbcouncil.org

IMPACT CLIMATE POLICY



A Business Advocacy Guide for Climate Action



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL



Business
Climate
Leaders

Planning Resources

There are some simple steps and rules to follow in developing your plan of advocacy action with elected officials in order to be prepared and organized with solid information.

To start:

- Know the status of national and state climate bills
- Identify and contact your federal, state, and local elected officials
- Arrange meetings with those officials
- Learn about and comply with the laws governing lobbying

Following are important links to resources for planning and outreach.

[The Climate Playbook](#)

A run-down of all of the climate related bills before Congress.

[Learn About The Energy Innovation and Carbon Dividend Act.](#)

An equitable bipartisan solution that puts a price on carbon emissions. Research shows that this solution will reduce America's emissions by at least 40% within 12 years, grow the economy and create 2.1 million additional jobs over the next 10 years, improve our overall health, and is revenue neutral.

[Track Upcoming Congressional Activity](#)

This webpage provides links to upcoming House and Senate floor activities. This includes committee hearing schedules, roll call votes, nominations, and brief descriptions on how the legislative process works.

[State and Local Recommendations for Reopening the Economy](#)

This Report offers recommendations for policies and other action on climate and related issues that states and localities can implement.

[Track Status of Congressional Bills and Resolutions](#)

This webpage provides the ability to search for past Senate and House bills and resolutions and track upcoming legislation. Search for bills and resolutions by sponsor, committee, subject, and current status. Review voting records for each member of Congress past and present.

[Track Status of State Bills](#)

This webpage provides links for upcoming and past legislature bills for each of the 50 states. Search for bills by subject, current status, and Governor approval.

[Senate Switchboard](#)

This general contact page for the U.S. Senate includes information on how to email the Senate, send postal mail, general phone numbers, and contacting the Senate webmaster.

[House Switchboard](#)

This general contact page for the U.S. House of Representatives includes the House phone number and mailing address and links to the phone directory of Representatives.



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL



Business
Climate
Leaders

State and In-District Advocacy: National Action Locally

In addition to your great work with The Climate Collaborative we would like to offer an opportunity to engage with our local advocacy networks. The American Sustainable Business Council has a network of state associations and hundreds of thousands of companies engaged in local, state and federal issues including climate action. Business Climate Leaders as part of Citizens' Climate Lobby has chapters in every Congressional district working on bi-partisan carbon pricing policy.

We can help to supercharge your advocacy and voice. While you can do this on your own, bringing multiple constituent stakeholders into an elected official's in-district office can be even more powerful. We would love to have you join us in lobbying for climate along with our member companies, community influencers and citizen advocates. To do so contact us at the emails below and we will work to train, guide and partner with you in effective advocacy in the states and districts you operate in.

American Sustainable Business Council (ASBC)

ASBC advocates for policy change and educates business owners, public, media and legislators about the need and opportunities for building a vibrant and sustainable economy. Along with our business organizational members we represent more than 250,000 companies across size, sector and geography that believe in the triple bottom line of people, planet and profit. Join us for in-person access to elected officials and policymakers, peer-to-peer networking with business leaders, personalized media and policy training and more.

Contact us at info@asbcouncil.org to be part of our state and in-district lobbying efforts.

Business Climate Leaders (BCL) is an initiative of Citizens' Climate Lobby (CCL), a nonpartisan grassroots advocacy group with nearly 200,000 supporters in over 500 local chapters in every Congressional district. BCL helps American businesses understand and take action in shaping federal climate policy. Working through our nationwide network, our volunteer professionals help businesses leverage climate advocacy investments with minimal risk and resources. BCL encourages business leaders to support and endorse the Energy Innovation and Carbon Dividend Act H.R. 763, the first bicameral, bipartisan carbon pricing ever introduced in Congress!

Please contact us at info@businessclimateleaders.org to join us in advocating with your Congress members.

See our joint [Business Advocacy Guide for Climate Action](#)

Climate Policy Briefing



Anne Kelly
VP of Government Relations,
CERES
Director, BICEP



Ceres

Sustainability is the bottom line.

Advocacy Briefing

Anne Kelly

VP of Government Relations



Stimulus & Beyond

- State of Stimulus / Recovery Negotiations
- Pre-and Post-Election Message: Fall, 2020 and Beyond **Building Back Better**
- VOTE for Climate Action

The Voice of SME's and Food Companies

- Now More than ever
- Connection to red states





Key Federal Climate Proposals

- [Select Committee on the Climate Crisis](#)
- [Moving Forward Act](#)
- [The Biden Plan to Secure EJ and Equitable Economic Opportunity in a Clean Energy Future](#)

Select Committee on the Climate Crisis Roadmap

- Reach net-zero carbon dioxide emissions before 2050.
- Reduce net U.S. *greenhouse gas emissions* by at least 88% of 2010 levels in 2050
- Avoid 62,000 premature deaths *annually* by 2050.
- Provide nearly \$8 trillion in cumulative climate and health benefits by 2030.

A photograph of three white wind turbines on a green grassy hill under a blue sky with scattered white clouds. A green geometric graphic is on the left side of the image.

Growing the Economy and Clean Energy Jobs

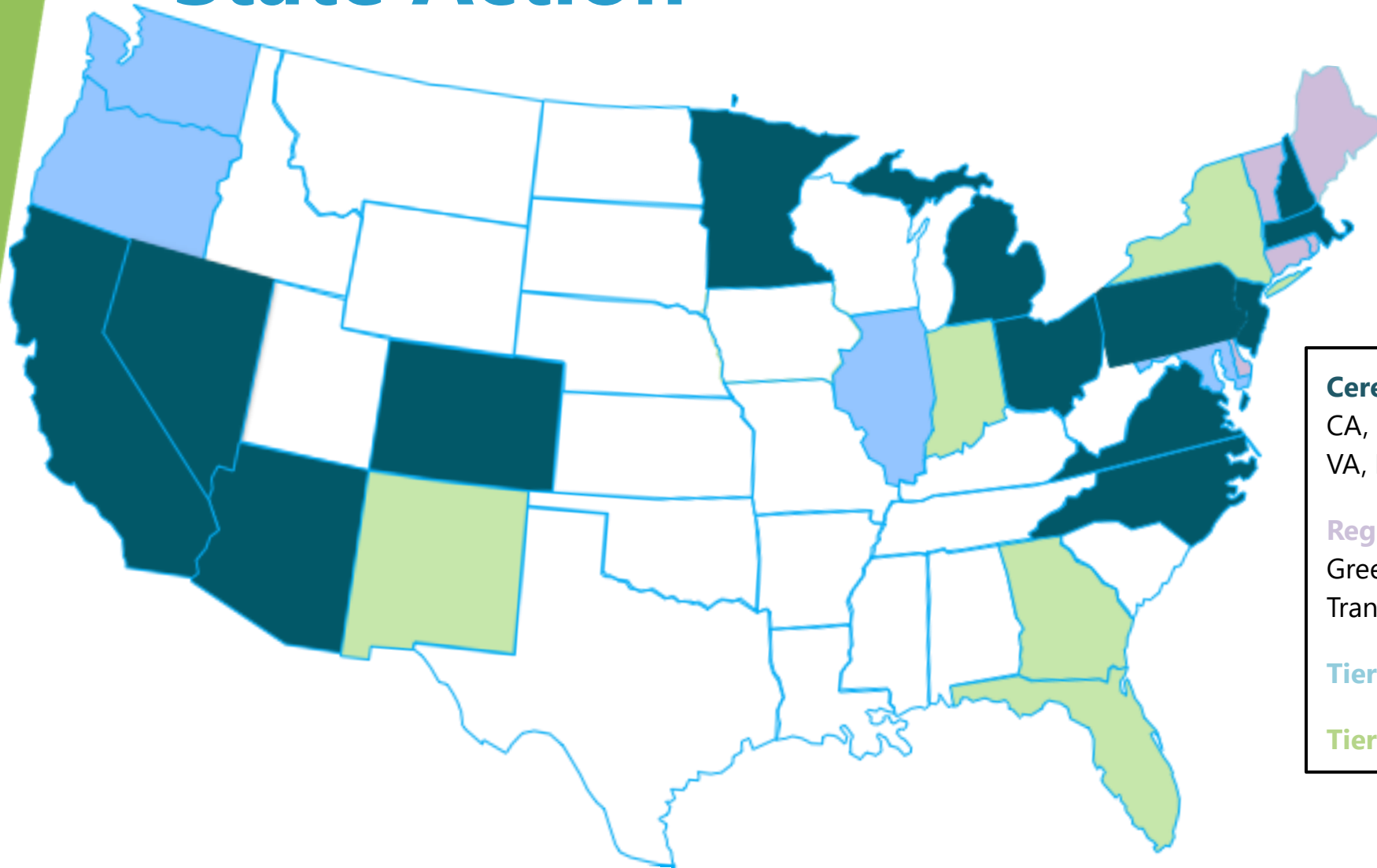
- Support rapid deployment of zero-carbon energy sources and construct a more robust transmission infrastructure.
- Incentivize domestic manufacturing of clean energy, clean vehicle, and zero-emission technologies.
- Launch new economic sectors to meet our climate goals.
- Ensure new jobs in climate energy economy are high-quality, good paying jobs.



Resilience from Farms to Communities

- Launch a National Climate Adaptation Program and support all levels of government in increasing climate resilience.
- Strengthen standards for federally funded projects and building codes.
- Accelerate disaster recovery through expedited relief payments and stronger post-disaster rebuilding standards.
- Help farmers and ranchers implement soil health practices that make their lands more resilient.

State Action



Ceres Current Priority States: AZ, CA, NV, OH, MI, MN, PA, NJ, MA, NH, VA, NC, CO

Regional Projects: Regional Greenhouse Gas Initiative (RGGI) & Transportation Climate Initiative (TCI)

Tier 2 States: OR, WA, MD, IL

Tier 3 States: NY, FL, GA, IA, IN, NM



California: Advocacy Days

- Ceres will be hosting a California Virtual Advocacy Day in August.
- This event will be highly flexible, as we plan to facilitate virtual meetings between lawmakers and business leaders during the weeks of August 10th and August 17th.
- If you think you might be able to join, please fill out [this doodle poll](#) with your availability. Please reach out to Sarah Sachs (ssachs@ceres.org) with any questions.

A light blue outline map of the state of Illinois is positioned on the left side of the slide. The map is set against a background of green and blue geometric shapes. The title 'Illinois: Clean Energy Jobs Act (CEJA)' is located to the right of the map, underlined.

Illinois: Clean Energy Jobs Act (CEJA)

- The current CEJA proposal includes:
 - putting Illinois on a path to 100% renewable energy by 2050;
 - transitioning the state to a carbon-free power sector by 2030;
 - expanding energy efficiency programs
 - taking the equivalent of 1 million gasoline and diesel-powered vehicles off the road;
 - providing clean energy workforce development and new jobs for minority and disadvantaged communities.

Massachusetts: SUCCESS



- On Friday evening, the 2050 Roadmap bill (H.4912) passed the House of Representatives [142-17t](#).
- The bill's key provisions include:
 - Strong 2030 and 2040 interim emissions reduction targets
 - Roadmapping paths to net-zero emission
 - Incentives for clean energy & energy efficiency
 - Prioritizing equity for low income or marginalized communities

Past Federal Carbon Pricing Landscape

- **Climate Action Rebate Act-** *Sen. Coons (D-DE), Sen. Feinstein (D-CA), and Rep. Panetta (D-CA)*
- **Market Choice Act-** *Rep. Fitzpatrick (R-PA), Rep. Carbajal (D-CA), Rep. Rooney (R-FL), and Rep. Peters (D-CA)*
- **Energy Innovation and Carbon Dividend Act-** *Rep. Deutch (D-FL) (plus 58 cosponsors)*
- **America Wins Act-** *Rep. Larson (D-CT), Rep. Lynch (D-MA), Rep. Payne (D-NJ), and Del. Holmes Norton (D-DC)*
- **Raise Wages, Cut Carbon Act-** *Rep. Lipinski (D-IL) and Rep. Francis Rooney (R-FL)*
- **Stemming Warming and Augmenting Pay Act-** *Rep. Francis Rooney (R-FL), Rep. Lipinski (D-IL)*
- **American Opportunity Carbon Fee Act-** *Sen. Whitehouse (D-RI), Sen. Schatz (D-HI), Sen. Heinrich (D-NM), and Sen. Gillibrand (D-NY)*

Carbon Pricing Principles

A national carbon pricing mechanism should:

- Send a strong, flexible, price signal to the entire economy
- Cover as many sources of emissions as administratively feasible
- Provide policy certainty and transparency for businesses
- Maintain global competitiveness of U.S. businesses and prevent emissions leakage
- Make agriculture and forestry a part of the solution

Revenue from a carbon price should:

- Protect low and middle income Americans from increased energy costs
- Promote a durable and strong economy by investing in American workers & innovation
- Invest in workers and communities impacted by transition to zero carbon economy
- Invest in communities hardest hit by climate change

Thank You

Anne Kelly (kelly@ceres.org)
VP of Government Relations
Ceres

Messaging and Communications for the Stimulus & Beyond



Nancy Hirshberg
Chief Catalyst,
Hirshberg Strategic,
Climate Collaborative
Co-founder

Key Lawmakers

State/District	HOUSE		SENATE	
AK			Lisa	Murkowski
AL			Richard	Shelby
AR-04	Bruce	Westerman		
CA-12	Nancy	Pelosi		
CA-23	Kevin	McCarthy		
CA-45	Katie	Porter		
DE			Tom	Carper
FL			Marco	Rubio
FL-18	Brian	Mast		
FL-19	Francis	Rooney		
GA			David	Perdue
GA-01	Buddy	Carter		
IA			Chuck	Grassley
IA-01	Abby	Finkenauer		
ID			Michael	Crapo
IL-14	Lauren	Underwood		
IL-15	John	Shimkus		
IN			Mike	Braun
IN			Todd	Young

State/District	HOUSE		SENATE	
KS			Pat	Roberts
KS-03	Sharice	Davids		
KY			Mitch	McConnell
LA			Bill	Cassidy
LA-06	Garret	Graves		
MD-05	Steny	Hoyer		
MI-06	Fred	Upton		
MO-06	Sam	Graves		
NJ-06	Frank	Pallone		
NY-21	Elise	Stefanik		
PA-01	Brian	Fitzpatrick		
PA-17	Conor	Lamb		
PA-18	Mike	Doyle		
SC			Lindsey	Graham
TX			John	Cornyn
UT			Mitt	Romney
WV			Joe	Manchin
WY			John	Barasso

Resources

Inclusive and Effective Messaging for Climate Policy Advocacy

Inclusive Messaging	
Best Practice	What to Do
<p>Speak to shared values.</p> <p>Make the connection between your comments and the issue(s) that matter most to them. Affirm your shared values.</p>	<p>Define values you share with the lawmaker in advance opportunity, solutions and hope for the future, caring for vulnerable/social justice, or preparedness.</p> <p>Make the connection: COVID matters most to people who lawmakers' constituents are hurting, unemployed, and suffering. This will be top of mind. They will want to hear for getting the economy back on track. Speak to solutions and Recommendations that make us stronger, revive the well-paying jobs, AND address the next threat we face, climate change.</p> <p>Carefully research what is most personally relevant to you to make your message most effective.</p>
<p>Speak in their language, not yours.</p> <p><i>"If you want to reach someone, speak their language."</i></p>	<p>Consider your framing and language. Though you may fear environmental risks of climate change, conservatives may not. You can instead frame climate issues around jobs, national economic risk, rural prosperity, preparedness, and health. Rural voters respond to framing our moral responsibility generations, agricultural community prosperity, and national solutions).</p> <p>Don't exaggerate. Use accurate and measured speech. believe the risks of climate change are greatly exaggerated speech can trigger them to dismiss you. Calling climate change a "catastrophe" may be accurate, but may not be useful for hear.</p>
<p>Bring in trusted voices.</p> <p>People are more inclined to accept a message from someone in their cultural group.</p>	<p>If you are meeting with a Republican, it is ideal if you can if possible.</p>

Messaging on A Climate-Smart COVID-19 Recovery

These messages are intended to support you in crafting a [smart](#) COVID recovery. They are based on best practices.

The Simple, Clear Message

There is both a strong economic case and wide support for policies that revive our economy, reduce risks from climate change. We support a climate-smart recovery.

What do we want decision-makers to know?

Make sure to craft your messaging to simple, clear, and important takeaways:

- As business leaders, we are deeply concerned about climate change. None of us want to experience a COVID-19 recovery that leaves our economy in a state of decline.
- There is widespread support for these proposals.
- We are already acting on these concerns in our businesses. We cannot do it alone. The private sector. We need economy-wide change to thrive.
- The recommendations we are presenting address the most critical challenge—reviving the economy while addressing another critical challenge we'll all face: climate change.

Messages to Address Lawmakers' Concerns

- Climate action is an economic solution:**
 - The economy is in a [shambles](#), and there is an immediate need to revive the economy.
 - A climate-smart recovery provides jobs, economic growth, and get the economy growing risk of climate change.
- Voters want this:** There is widespread support for a climate-smart recovery.¹

¹ This is an election year for many so being on the political agenda.

PRINCIPLES OF A CLIMATE-SMART COVID-19 RECOVERY

A climate-smart COVID-19 recovery prioritizes investments in a secure future for all Americans—one which will:

- PUT AMERICANS BACK TO WORK**
 - Create jobs and grow the economy by strengthening infrastructure.
 - Prioritize win-win investments that leverage private and public investment to jump-start the economy, make our communities more resilient to extreme weather, and reduce carbon pollution (e.g. in clean energy and climate-smart infrastructure).
 - Direct subsidies away from polluting industries including clean investment and innovation.
 - Protect our communities by improving our nation's infrastructure to make them more resilient to extreme weather.
 - Invest in natural capital initiatives, such as forest conservation, farmland, and remove carbon from the atmosphere.
- INCREASE PREPAREDNESS AND REDUCE FUTURE RISK**
 - Build programs that are consistent with scientific evidence and social impacts of global warming path to cut carbon pollution in half by 2030 and reach net zero emissions at the latest by 2050.
 - Consider all stimulus decisions through a climate lens.
- INVEST IN COMMUNITIES**
 - Prioritize opportunities that ensure justice for which are already being disproportionately affected.
 - Invest in increased resilience and preparedness.
 - Expand programs around public health, public transit, and reduce air pollution.
 - Protect the livelihoods of displaced fossil fuel workers.
- CULTIVATE INDUSTRIES OF THE FUTURE AND ENSURE JUSTICE**
 - Maximize financial returns to the American taxpayer by incentivizing clean energy investment and innovation.
 - Tie industry funding to emissions reductions in all private sector loans and investments.

¹ The global scientific consensus says that to avert the worst impacts of climate change, we must cut carbon emissions in half from 2018 to 2030 and reach net zero emissions at the latest by 2050.

LEAD on Climate 2.0

Build Back Better Policy Requests

- Boost clean energy jobs by expanding and renewing tax incentives and making them refundable**
 - [Wind and Solar](#): Extend the PTC for wind and solar and the ITC for wind.
 - [Extend ITC to include energy storage](#): H.R. 2096/S. 1142
 - [EV Tax Credit](#): Driving America Forward Act (H.R. 2256/S.109)
 - [Energy Efficiency](#): Extend and improve the 179(d) energy efficient commercial building tax deduction through 2021. Extend the 45L New and Efficient Homes Credit through 2022.
 - [Refundability](#): Make clean energy tax credits refundable (Moving Forward Act).
- Accelerate Electrification of Transportation**
 - [Zero-Emission Heavy Vehicles and Buses](#): Tax Credit (Sec. 403 of GREEN Act), Grant for zero emission buses (Moving Forward Act)
 - [Advance EV charging infrastructure](#): Grants for charging and fueling infrastructure (Sec. 1303 of Moving Forward Act)
- Build Resilience and Mitigation into Infrastructure**
 - [Take emissions reductions into account when funding transportation](#): Build emissions reductions into prioritization and requirements for infrastructure funding.
 - [Climate Smart Ports Act](#): Moving Forward Act Section V
 - [Living Shorelines](#): H.R. 3115/Sec. 83102 of the Moving Forward Act.
- Support Farmers and Rural Communities**
 - [Increase funding for REAP and EQIP](#)
 - [Rural Broadband](#): Expand access to broadband in rural areas for educational and workforce equity and to reduce commuting emissions.
- Create Financing Opportunities for Clean Energy and Energy Efficiency**
 - [Energy Efficiency and Conservation Community Block Grants](#): (Sec. 33241. of Moving Forward Act)
 - [Create a National Climate Bank](#): S.2057/H.R. 5416 (included as amendment to the Moving Forward Act).

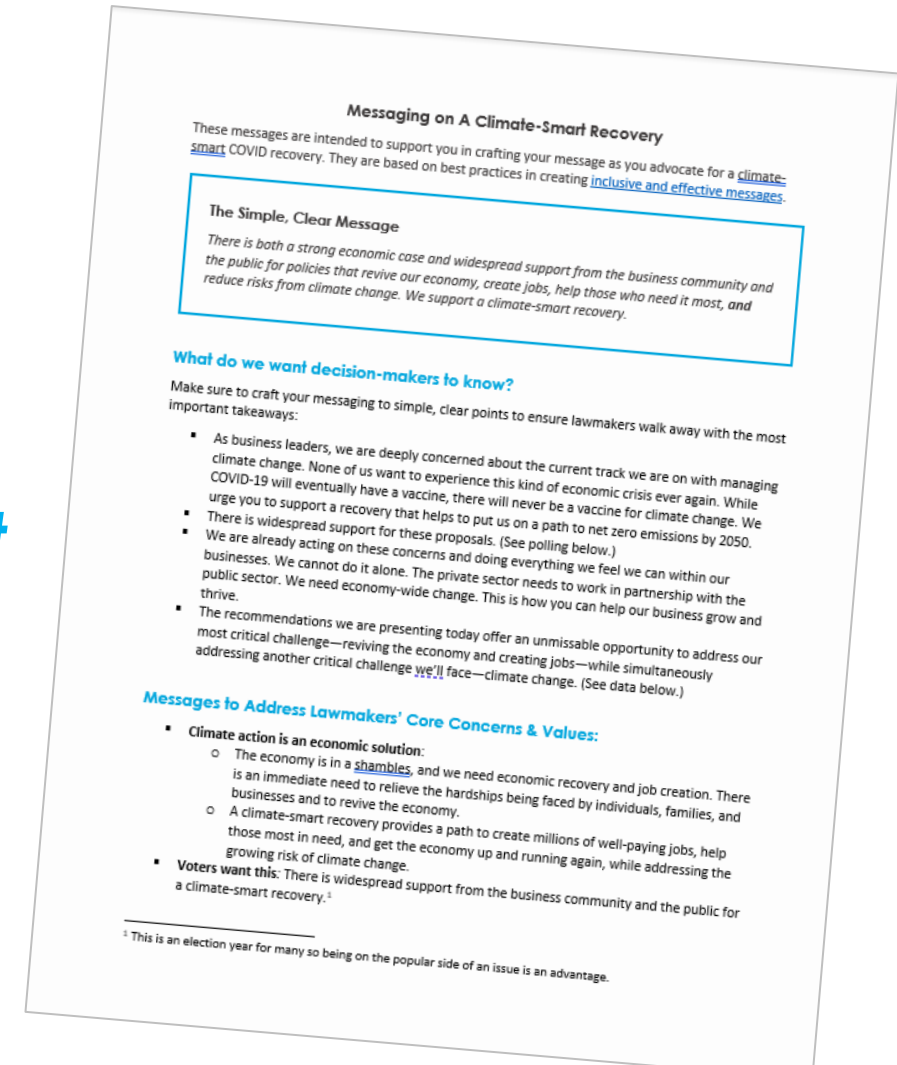
Inclusive Messaging	
Best Practice	What to Do
<p>Speak to shared values.</p> <p>Make the connection between your comments and the issue(s) that matter most to them. Affirm your shared values.</p>	<p>Define values you share with the lawmaker in advance, e.g. economic opportunity, solutions and hope for the future, caring for the most vulnerable/social justice, or preparedness.</p> <p>Make the connection: COVID matters most to people right now. Lawmakers' constituents are hurting, unemployed, and businesses are suffering. This will be top of mind. They will want to hear business priorities for getting the economy back on track. Speak to solutions (in our Principles and Recommendations) that make us stronger, revive the economy, create well-paying jobs, AND address the next threat we face, climate change.</p> <p>Carefully research what is most personally relevant to your elected officials to make your message most effective.</p>
<p>Speak in their language, not yours.</p> <p><i>"If you want to reach someone, speak their language."</i></p>	<p>Consider your framing and language. Though you may be motivated by the environmental risks of climate change, conservatives may not be moved. You can instead frame climate issues around jobs, national security, economic risk, rural prosperity, preparedness, and health (Studies show rural voters respond to framing our moral responsibility to future generations, agricultural community prosperity, and natural climate solutions).</p> <p>Don't exaggerate. Use accurate and measured speech. Climate skeptics believe the risks of climate change are greatly exaggerated. Hyperbolic speech can trigger them to dismiss you. Calling climate change a "looming catastrophe" may be accurate, but may not be useful for all audiences to hear.</p>
<p>Bring in trusted voices.</p> <p>People are more inclined to accept a message from someone in their cultural group.</p>	<p>If you are meeting with a Republican, it is ideal if you can bring other R's too if possible.</p>

Effective Messaging	
Best Practice	What to Do
<p>Hone a simple message.</p> <p><i>"Use simple, clear messages, repeated often, by a variety of trusted voices." - Dr. Ed Maibach, George Mason U.</i></p>	<p>Write a simple clear message and practice it. Say it often in the conversation. When possible, use visual and verbal images to communicate it. A Republican strategist once said <i>"I'll take repetition, and you take the truth. I'll beat you every time."</i> The less you say, the more you are heard. Say that which has the most value, and say it often. See our recommended messaging for summer 2020 in our "Messaging on A Climate-Smart Recovery" document.</p>
<p>Tell your story.</p> <p>Share your values though strong, empowering, emotive storytelling.</p>	<p>Facts rarely change minds. When you pull out your facts, they pull out theirs. Research shows us that change happens not when you make people think differently, but when you make people <i>feel</i> differently. Unfortunately, people often say they want to appeal to others' hearts, but continue to use facts with little emotion.</p> <p>You are a Main St America business and job creator. Your story matters and can move lawmakers. Think through what outcomes and feelings you want them to walk away with, and shape your story around that. The emotions you evoke will make you and your message memorable.</p>
<p>Inspire them.</p> <p>Don't just spread doom and gloom. Focus on solutions.</p>	<p>Offer hope and actionable solutions. Climate dystopia can overwhelm people, making them feel helpless to the point that they may ignore it. Offer solutions that make them feel like they can make a difference.</p> <p>Address lawmakers' key problems in your solutions, and leave a hand-out with recommendations (i.e. if COVID economic recovery is the priority, frame comments around how taking action on climate offers solutions through well-paying jobs).</p>
<p>Make it easy for them to act.</p>	<p>Give them a short list of recommendations.</p>
<p>Nurture the relationship.</p> <p>Think long-term, not "one and done."</p>	<p>Follow-up with a thank you e mail or note, a picture for the newspaper, emails to the legislative aide, contributions, etc., and view this as an ongoing relationship you will revisit in future meetings.</p>
<p>Make your audience the hero of the story.</p>	<p>Clearly communicate that they can make a difference. Make them the hero, not the villain. Frame their action in terms of their legacy. <i>"How we rebuild America is how we will be remembered."</i> - <u>Young conservatives</u> fighting for a clean future.</p>
<p>Establish why you are a credible voice whose ideas are worth listening to.</p>	<p>You are a constituent and a job creator. What you are doing already to address climate change gives you credibility. Communicate how climate is impacting your business.</p>

Recommended Stimulus Messaging

The Simple, Clear Message

There is both a strong economic case and widespread support from the business community and the public for policies that revive our economy, create jobs, help those who need it most, and reduce risks from climate change. We support a climate-smart recovery.



PRINCIPLES OF A CLIMATE-SMART COVID-19 RECOVERY

1. PUT AMERICANS BACK TO WORK
2. INCREASE PREPAREDNESS AND REDUCE FUTURE RISK
3. INVEST IN COMMUNITIES
4. CULTIVATE INDUSTRIES OF THE FUTURE AND ENSURE AMERICAN COMPETITIVENESS

PRINCIPLES OF A CLIMATE-SMART COVID-19 RECOVERY

A climate-smart COVID-19 recovery prioritizes investments in a robust economy and a more prosperous and secure future for all Americans—one which will:

1. PUT AMERICANS BACK TO WORK

- Create jobs and grow the economy by strengthening critical infrastructure and industries
- Prioritize win-win investments that leverage private sector finance to create jobs that jump-start the economy, make our communities more resilient, and reduce carbon pollution (e.g. in clean energy and climate-smart infrastructure)
- Direct subsidies away from polluting industries and toward funding high-growth sectors, including clean investment and innovation
- Protect our communities by improving our nation's infrastructure, industries and systems to make them more resilient to extreme weather events and other crises
- Invest in natural capital initiatives, such as forests and agricultural practices, that boost farmer livelihoods and remove carbon from the atmosphere

2. INCREASE PREPAREDNESS AND REDUCE FUTURE RISK

- Build programs that are consistent with scientific evidence on avoiding the most severe economic and social impacts of global warming which means putting our nation on a path to cut carbon pollution in half by 2030 and achieve net zero emissions by 2050.¹
- Consider all stimulus decisions through a climate lens

3. INVEST IN COMMUNITIES

- Prioritize opportunities that ensure justice for vulnerable and front-line communities, which are already being disproportionately affected by climate change
- Invest in increased resilience and preparedness for future risks across our nation
- Expand programs around public health, public transportation, and other areas that reduce air pollution
- Protect the livelihoods of displaced fossil fuel workers through retirement

4. CULTIVATE INDUSTRIES OF THE FUTURE AND ENSURE AMERICAN COMPETITIVENESS

- Maximize financial returns to the American taxpayer by ending fossil fuel subsidies and incentivizing clean energy investment and innovation
- Tie industry funding to emissions reductions and ensure a controlling stake for the public in all private sector loans and investments

¹ The global scientific consensus says that to avert the worst impacts of climate change we must cut emissions in half from 2018 to 2030 and reach net zero emissions at the latest by 2050.

Recommendations

RECOMMENDATIONS:

1. Improve energy efficiency across residential and commercial buildings
2. Provide tax signals and investments to get clean energy projects back on track, from renewable energy systems to storage and grid modernization
3. Develop education and training that addresses unemployment from COVID-19 and builds a 21st century clean-energy workforce
4. Stimulate a move toward zero-emissions public transportation
5. Scale-up natural capital solutions such as reforestation, wetland restoration and climate-smart, regenerative agricultural practices
6. Fund federal research, development, and deployment of programs that invigorate our nation's innovation engine to power our economy into the future
7. Create a long-term pathway toward pricing carbon emissions

Specific Bills

LEAD on Climate 2.0

Build Back Better Policy Requests

1. **Boost clean energy jobs by expanding and renewing tax incentives and making them refundable**
 - a. Wind and Solar: Extend the PTC for wind and solar and the ITC for wind.
 - b. Extend ITC to include energy storage: H.R. 2096/S. 1142
 - c. EV Tax Credit: Driving America Forward Act (H.R. 2256/S.109)
 - d. Energy Efficiency: Extend and improve the 179(d) energy efficient commercial building tax deduction through 2021. Extend the 45L New and Efficient Homes Credit through 2022.
 - e. Refundability: Make clean energy tax credits refundable (Moving Forward Act).
2. **Accelerate Electrification of Transportation**
 - a. Zero-Emission Heavy Vehicles and Buses: Tax Credit (Sec. 403 of GREEN Act), Grant for zero emission buses (Moving Forward Act)
 - b. Advance EV charging infrastructure: Grants for charging and fueling infrastructure (Sec. 1303 of Moving Forward Act)
3. **Build Resilience and Mitigation into Infrastructure**
 - a. Take emissions reductions into account when funding transportation: Build emissions reductions into prioritization and requirements for infrastructure funding.
 - b. Climate Smart Ports Act: Moving Forward Act Section V
 - c. Living Shorelines: H.R. 3115/Sec. 83102 of the Moving Forward Act.
4. **Support Farmers and Rural Communities**
 - a. Increase funding for REAP and EQIP
 - b. Rural Broadband: Expand access to broadband in rural areas for educational and workforce equity and to reduce commuting emissions.
5. **Create Financing Opportunities for Clean Energy and Energy Efficiency**
 - a. Energy Efficiency and Conservation Community Block Grants: (Sec. 33241. of Moving Forward Act)
 - b. Create a National Climate Bank: S.2057/H.R. 5416 (included as amendment to the Moving Forward Act).

Resources

Inclusive and Effective Messaging for Climate Policy Advocacy

Inclusive Messaging	
Best Practice	What to Do
<p>Speak to shared values.</p> <p>Make the connection between your comments and the issue(s) that matter most to them. Affirm your shared values.</p>	<p>Define values you share with the lawmaker in advance opportunity, solutions and hope for the future, caring for vulnerable/social justice, or preparedness.</p> <p>Make the connection: COVID matters most to people who lawmakers' constituents are hurting, unemployed, and suffering. This will be top of mind. They will want to hear for getting the economy back on track. Speak to solutions and Recommendations that make us stronger, revive the well-paying jobs, AND address the next threat we face, climate change.</p> <p>Carefully research what is most personally relevant to you to make your message most effective.</p>
<p>Speak in their language, not yours.</p> <p><i>"If you want to reach someone, speak their language."</i></p>	<p>Consider your framing and language. Though you may fear environmental risks of climate change, conservatives may not. You can instead frame climate issues around jobs, national economic risk, rural prosperity, preparedness, and health. Rural voters respond to framing our moral responsibility generations, agricultural community prosperity, and national solutions).</p> <p>Don't exaggerate. Use accurate and measured speech. believe the risks of climate change are greatly exaggerated speech can trigger them to dismiss you. Calling climate change a "catastrophe" may be accurate, but may not be useful for hear.</p>
<p>Bring in trusted voices.</p> <p>People are more inclined to accept a message from someone in their cultural group.</p>	<p>If you are meeting with a Republican, it is ideal if you can if possible.</p>

Messaging on A Climate-Smart COVID-19 Recovery

These messages are intended to support you in crafting a [smart](#) COVID recovery. They are based on best practices.

The Simple, Clear Message

There is both a strong economic case and wide support for policies that revive our economy, reduce risks from climate change. We support a climate-smart recovery.

What do we want decision-makers to know?

Make sure to craft your messaging to simple, clear, and important takeaways:

- As business leaders, we are deeply concerned about climate change. None of us want to experience a COVID-19 recovery that leaves our economy in a state of decline.
- There is widespread support for these proposals.
- We are already acting on these concerns in our businesses. We cannot do it alone. The private sector. We need economy-wide change to thrive.
- The recommendations we are presenting address the most critical challenge—reviving the economy while addressing another critical challenge we'll all face: climate change.

Messages to Address Lawmakers' Concerns

- Climate action is an economic solution:**
 - The economy is in a [shambles](#), and there is an immediate need to revive the economy and businesses and to revive the economy.
 - A climate-smart recovery provides jobs to those most in need, and get the economy growing risk of climate change.
- Voters want this:** There is widespread support for a climate-smart recovery.¹

¹ This is an election year for many so being on the political agenda.

PRINCIPLES OF A CLIMATE-SMART COVID-19 RECOVERY

A climate-smart COVID-19 recovery prioritizes investments in a secure future for all Americans—one which will:

- PUT AMERICANS BACK TO WORK**
 - Create jobs and grow the economy by strengthening infrastructure.
 - Prioritize win-win investments that leverage private sector investment to jump-start the economy, make our communities more resilient to climate change.
 - Direct subsidies away from polluting industries including clean investment and innovation.
 - Protect our communities by improving our nation's infrastructure to make them more resilient to extreme weather.
 - Invest in natural capital initiatives, such as forest conservation, farmer livelihoods and remove carbon from the atmosphere.
- INCREASE PREPAREDNESS AND REDUCE FUTURE RISK**
 - Build programs that are consistent with scientific research on the economic and social impacts of global warming.
 - Invest in increased resilience and preparedness to cut carbon pollution in half by 2030 and reach net zero emissions by 2050.
 - Consider all stimulus decisions through a climate lens.
- INVEST IN COMMUNITIES**
 - Prioritize opportunities that ensure justice for which are already being disproportionately affected.
 - Invest in increased resilience and preparedness.
 - Expand programs around public health, public transit, and clean energy to reduce air pollution.
 - Protect the livelihoods of displaced fossil fuel workers.
- CULTIVATE INDUSTRIES OF THE FUTURE AND ENSURE JUSTICE**
 - Maximize financial returns to the American taxpayer by incentivizing clean energy investment and innovation.
 - Tie industry funding to emissions reductions in all private sector loans and investments.

¹ The global scientific consensus says that to avert the worst impacts of climate change, we must cut carbon emissions by half from 2018 to 2030 and reach net zero emissions at the latest by 2050.

LEAD on Climate 2.0

Build Back Better Policy Requests

- Boost clean energy jobs by expanding and renewing tax incentives and making them refundable**
 - [Wind and Solar:](#) Extend the PTC for wind and solar and the ITC for wind.
 - [Extend ITC to include energy storage:](#) H.R. 2096/S. 1142
 - [EV Tax Credit:](#) Driving America Forward Act (H.R. 2256/S.109)
 - [Energy Efficiency:](#) Extend and improve the 179(d) energy efficient commercial building tax deduction through 2021. Extend the 45L New and Efficient Homes Credit through 2022.
 - [Refundability:](#) Make clean energy tax credits refundable (Moving Forward Act).
- Accelerate Electrification of Transportation**
 - [Zero-Emission Heavy Vehicles and Buses:](#) Tax Credit (Sec. 403 of GREEN Act), Grant for zero emission buses (Moving Forward Act)
 - [Advance EV charging infrastructure:](#) Grants for charging and fueling infrastructure (Sec. 1303 of Moving Forward Act)
- Build Resilience and Mitigation into Infrastructure**
 - [Take emissions reductions into account when funding transportation:](#) Build emissions reductions into prioritization and requirements for infrastructure funding.
 - [Climate Smart Ports Act:](#) Moving Forward Act Section V
 - [Living Shorelines:](#) H.R. 3115/Sec. 83102 of the Moving Forward Act.
- Support Farmers and Rural Communities**
 - [Increase funding for REAP and EQIP](#)
 - [Rural Broadband:](#) Expand access to broadband in rural areas for educational and workforce equity and to reduce commuting emissions.
- Create Financing Opportunities for Clean Energy and Energy Efficiency**
 - [Energy Efficiency and Conservation Community Block Grants:](#) (Sec. 33241. of Moving Forward Act)
 - [Create a National Climate Bank:](#) S.2057/H.R. 5416 (included as amendment to the Moving Forward Act).

How to Help Your Message Connect



Source: [Yes Magazine](#)

Introduction

- Find common ground: shared values, social connection, a place you both care about.
- Acknowledge the pandemic and the pain it is causing. Talk about how it has impacted your business.
- Tell them about your business and how you have impact: # of employees, products produced, where products are sold, services you provide, etc.
- Explain why you asked to meet.

Conversation

- We are deeply concerned with the path we are on with climate.
- Climate change is having tangible impacts on our business and poses enormous future risk.

Why do you care?

Make it tangible and from the heart!

How climate change impacts your core business:



- Almonds and drought
- Yogurt in transit spoiling due to extreme heat
- Inability to grow the same crops as in the past
- Drought in Thailand affecting coconuts
- Climate migration in supply chain regions
- Wildfires impacting employees
- Heat stressed cows
- Climate anxiety among young employees
- Extreme weather disrupting distribution or supply chain
- Coffee producing regions threatened
- Declining property values

Conversation

- We are deeply concerned with the path we are on with climate.
- Climate change is having tangible impacts on our business and poses enormous future risk.
- We are already taking climate action in these ways.
- We cannot do this alone. This moment provides an unprecedented opportunity to solve multiple challenges.
- A climate-smart recovery provides a path to create millions of well-paying jobs, help those most in need, and get the economy up and running again, while addressing the growing risk of climate change.
- Covid has taught us that we cannot wait. We must prevent and prepare.
- We are not alone in these views. The public supports action on climate as part of the stimulus.

Keep in mind...

- This is a conversation, not a sales-pitch! Active listening!
- Ask how you can help.
- This is about creating an emotional connection, not spewing climate science and facts.
- Get to the point. This is not an hour-long presentation where you run through your deck.

The Ask

- Here is a list of recommendations we hope you will consider which offer a great opportunity to address our most critical immediate challenge: reviving our economy and creating jobs.
- What I want you to know/the simple clear message:

There is both a strong economic case and widespread support from the business community and the public for policies that revive our economy, create jobs, help those who need it most, and reduce risks from climate change. We support a climate-smart recovery.

Practice Makes Perfect



Chris Adamo
VP of Federal and Industry Affairs
Danone North America



Jane Franch
Director of Quality, Sourcing &
Sustainability
Numi Organic Tea

Poll Holding slide

Are you interested in more training on this via an interactive practice session?

- A) Yes
- B) No
- C) Maybe

“Though I may not be here with you, I urge you to answer the highest calling of your heart and stand up for what you truly believe.”

- Representative John Lewis



a project of



Commit. Act. Impact.

Learn more:
Email info@climatecollaborative.com



a project of



Commit. Act. Impact.

***Thank you to all of you
for being part of this community!***