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

Advocacy Partners:

Ceres
American Sustainable Business Council
BCL Business Climate Leaders

Community & Promotional Partners:

B Lab
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

Source: How Stuff Works
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.
"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]
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
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?
BEFORE THE MEETING II

❖ WHAT:
  o Staff
  o Time
  o “Ask”

❖ WHEN (done):
  o One-page doc
  o Climate Collaborative template
AT THE MEETING

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

- Thanks
- Follow up date
- Picture
- Leave behind
AFTER THE MEETING

- Thank-you note
- Social media
- Traditional/industry media
- Follow up
A Business Advocacy Guide for Climate Action

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
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
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 rundown 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 actions 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 legislation bills for each of the 50 states. Search for bills by subject, current status, and Governor approval.

Senate Switchboard
This is the 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 is the 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.
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. The council works to increase climate action awareness among Business Climate Leaders. As part of Climate Lobby, we support every Congressional district working on the business climate change policy.

We can help to strategize your advocacy and voice. While you can do this on your own, forming multiple constituent stakeholders into an elected official’s state office can be even more powerful. We would love to hear from you on lobbying for climate change along with our member companies, community influencers, and citizen activists. To do so, contact us at the email below, and we will work to build, gather, and partner with you in effective advocacy in these states and districts you care about.

American Sustainable Business Council (ASBC) works with companies, organizations, local government, and communities to bring together diverse stakeholders to build a strong and economically successful economy, along with more environmentally sustainable practices.

The ASBC network has over 70,000 members across all 50 states, providing valuable input and expertise for our members. The ASBC network has been influential in supporting and promoting climate change policy. Contact the ASBC at info@asbc.org for more information.

Business Climate Leaders (BCL) is an initiative of the Climate Collaborative, a non-profit organization dedicated to expanding renewable energy and energy efficiency solutions in every state. The BCL network is made up of community leaders who are working to bring climate change solutions to their communities.

Contact the BCL at info@climatecollaborative.org for more information.

Sign up to join Business Advocacy Guide for Climate Action.
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.
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.
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.
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.

Illinois: Clean Energy Jobs Act (CEJA)
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)
- **Energy Innovation and Carbon Dividend Act** - Rep. Deutch (D-FL) (plus 58 cosponsors)
- **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

<table>
<thead>
<tr>
<th>State/District</th>
<th>HOUSE</th>
<th>SENATE</th>
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</thead>
<tbody>
<tr>
<td>AK</td>
<td></td>
<td>Lisa Murkowski</td>
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<td>AL</td>
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<td>Richard Shelby</td>
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<td>AR-04</td>
<td>Bruce</td>
<td>Westerman</td>
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<td>CA-12</td>
<td>Nancy</td>
<td>Pelosi</td>
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<td>CA-23</td>
<td>Kevin</td>
<td>McCarthy</td>
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<td>CA-45</td>
<td>Katie</td>
<td>Porter</td>
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<td>DE</td>
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<td>Tom Carper</td>
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<td>FL</td>
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<td>Marco Rubio</td>
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<td>FL-18</td>
<td>Brian</td>
<td>Mast</td>
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<td>FL-19</td>
<td>Francis</td>
<td>Rooney</td>
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<td>GA</td>
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<td>David Perdue</td>
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<td>GA-01</td>
<td>Buddy</td>
<td>Carter</td>
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<td>IA</td>
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<td>Chuck Grassley</td>
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<td>IA-01</td>
<td>Abby</td>
<td>Finkenauer</td>
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<td>ID</td>
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<td>Michael Crapo</td>
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<td>IL-14</td>
<td>Lauren</td>
<td>Underwood</td>
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<td>IL-15</td>
<td>John</td>
<td>Shimkus</td>
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<td>IN</td>
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<td>Mike Braun</td>
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<td>IN</td>
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<td>Todd Young</td>
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<td>KS</td>
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<td>Pat Roberts</td>
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<td>KS-03</td>
<td>Sharice</td>
<td>Davids</td>
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<td>KY</td>
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<td>Mitch McConnell</td>
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<td>LA</td>
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<td>Bill Cassidy</td>
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<td>LA-06</td>
<td>Garret</td>
<td>Graves</td>
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<td>MD-05</td>
<td>Steny</td>
<td>Hoyer</td>
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<td>MI-06</td>
<td>Fred</td>
<td>Upton</td>
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<td>MO-06</td>
<td>Sam</td>
<td>Graves</td>
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<td>NJ-06</td>
<td>Frank</td>
<td>Pallone</td>
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<td>NY-21</td>
<td>Elise</td>
<td>Stefanik</td>
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<tr>
<td>PA-01</td>
<td>Brian</td>
<td>Fitzpatrick</td>
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<td>PA-17</td>
<td>Conor</td>
<td>Lamb</td>
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<td>PA-18</td>
<td>Mike</td>
<td>Doyle</td>
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<td>SC</td>
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<td>Lindsey Graham</td>
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<td>TX</td>
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<td>John Cornyn</td>
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<td>UT</td>
<td></td>
<td>Mitt Romney</td>
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<td>WV</td>
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<td>Joe Manchin</td>
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<tr>
<td>WY</td>
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<td>John Barasso</td>
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Resources

Inclusive and Effective Messaging for Climate Policy Advocacy

<table>
<thead>
<tr>
<th>Inclusive Messaging</th>
<th>What to Do</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Best Practice</strong></td>
<td></td>
</tr>
<tr>
<td>Speak to shared values.</td>
<td>Make the connection between your comments and the issue’s that matter most to them. Affirm their <strong>values</strong>.</td>
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<tr>
<td>Define values you share with the lawmakers in advance opportunity, innovation, and hope for the future, using it as subtle but powerful tool.</td>
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<tr>
<td>Make the connection: COVID matters most to people is lawmakers’ constituents are hurting, unemployed, and suffering. This will be top of mind. They’ll want to hear your message and ask for further detail about how they can support you. Speak to voters who are not structured and likely to respond to framing our issues in a responsible, credible, and effective manner.</td>
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<tr>
<td>The Simple, Clear Message</td>
<td>There is no such thing as a “one-size-fits-all” message. Each audience is different and requires a different approach.</td>
</tr>
<tr>
<td><strong>Inclusive Messaging</strong></td>
<td></td>
</tr>
<tr>
<td>What we want decision-makers to hear</td>
<td>Make sure your message is clear, simple, and effective:</td>
</tr>
<tr>
<td>• We’re all in this together.</td>
<td>Speak to what decision-makers care about.</td>
</tr>
<tr>
<td>• We have the solutions.</td>
<td>Share the evidence and the benefits of your policy.</td>
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<tr>
<td>• We need your help.</td>
<td>Encourage decision-makers to take action.</td>
</tr>
<tr>
<td>• We’re all in this together.</td>
<td>Speak to what decision-makers care about.</td>
</tr>
<tr>
<td>What do you want decision-makers to listen for?</td>
<td>Make sure your message is clear, simple, and effective:</td>
</tr>
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<td>• We’re all in this together.</td>
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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**
   - **Wind and Solar**: Extend the PTC for wind and solar and the ITC for wind.
   - **Battery Storage**: Include battery storage in the list of eligible technologies.
   - **Eucalyptus, Carbon Fiber, and Advanced Materials**: Extend the ITC for eucalyptus, carbon fiber, and advanced materials.
   - **Manufacturing Tax Credit**: Extend the manufacturing tax credit.

2. **Increase manufacturing and reduce future climate risks**
   - **Build programs with consistent federal and social impacts of global warming policies**
   - **Public sector**: Extend the ITC for solar, wind, and battery storage.
   - **Private sector**: Extend the ITC for electric vehicles and advanced materials.

3. **Invest in communities**
   - **Opportunity zones**: Extend the ITC for opportunity zones.
   - **Housing**: Extend the ITC for affordable housing.
   - **Clean energy**: Extend the ITC for clean energy.

4. **Build resilience and mitigate infrastructure**
   - **Take regulatory actions**: Take regulatory actions to prevent climate change.
   - **Public sector**: Extend the ITC for public sector.
   - **Private sector**: Extend the ITC for private sector.

5. **Create financing opportunities for clean energy and energy efficiency**
   - **Energy Efficiency and Conservation Community Bank Grants**: Extend the ITC for energy efficiency and conservation community bank grants.
   - **National Climate Bank**: Extend the ITC for the national climate bank.

**PRINCIPLES OF A CLIMATE-SMART COVID-19 RECOVERY**

A climate-smart COVID-19 recovery prioritizes investments in clean energy and a secure future for all Americans—two goals that are intrinsically linked. To achieve these goals, we must:

1. **Curb jobs and growth the economy by strength**
2. **Pivot major investments that leverage or complement the economy, make our communities resilient to the impacts of climate change**
3. **Direct subsidies away from fossil fuel industries and into clean investment and innovation**
4. **Protect communities by improving their resiliency to extreme weather events**
5. **Invest in resilient capital assets, such as those that form livable and vibrant communities and preserve carbon from the atmosphere.**

**Bling in trusted voices.**

If you’re meeting with a Republican, it is ideal if you or the people you know or respect can join you to that meeting. This is especially true if you are meeting with a Republican, it is ideal if you or the people you know or respect can join you to that meeting. This is especially true if you are meeting with a Republican, it is ideal if you or the people you know or respect can join you to that meeting. This is especially true if you are meeting with a Republican, it is ideal if you or the people you know or respect can join you to that meeting. This is especially true if you are meeting with a Republican, it is ideal if you or the people you know or respect can join you to that meeting.

**Mesures for Addressing Lawmakers**

- **Climate action is an essential solution:**
  - The economy is in a crisis, and immediate action is needed to save businesses and the climate. A climate-smart recovery provides the most resilient and effective of the two risks.
  - Voters want this. A widespread relief plan is supported by the majority of voters.

1. This is an election year for many as being on the progressive side.
<table>
<thead>
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| Speak to shared values.  
Make the connection between your comments and the issue(s) that matter most to them. Affirm your shared values. | 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.  
**Make the connections:** 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.  
Carefully research what is most personally relevant to your elected officials to make your message most effective. |
| Speak in their language, not yours.  
*"If you want to reach someone, speak their language."* | 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).  
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. |
| Bring in trusted voices.  
People are more inclined to accept a message from someone in their cultural group. | If you are meeting with a Republican, it is ideal if you can bring other R’s too if possible. |

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*Image: CLIMATE COLLABORATIVE®*
| Effective Messaging |
|---------------------|---------------------------------------------------------------|
| **Best Practice**   | **What to Do**                                                |
| Hone a simple message.  | 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’ll take repetition, and you take the truth. I’ll beat you every time.” 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. |
| Tell your story.  | 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 feel differently. Unfortunately, people often say they want to appeal to others’ hearts, but continue to use facts with little emotion. 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. |
| Inspire them.  | 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. 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). |
| Make it easy for them to act.  | Give them a short list of recommendations. |
| Nurture the relationship.  | 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. |
| Make your audience the hero of the story.  | Clearly communicate that they can make a difference. Make them the hero, not the villain. Frame their action in terms of their legacy. “How we rebuild America is how we will be remembered.” - Young conservatives fighting for a clean future. |
| Establish why you are a credible voice whose ideas are worth listening to.  | 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. |
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.

Recommended Stimulus Messaging

Messaging 4 A Climate-Smart Recovery

These messages are intended to support you in crafting your message to the public for a climate-smart COVID recovery. They provide a framework for clear and compelling 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.

What do we want America to know?

It’s critical to craft your messaging in simple, digestible language. Speak easily with the most important audiences:

- **Business leaders**: We are hearing concern about the current economic situation and the need for policies that will help our economy bounce back. Share information about how climate-smart policies can support businesses and create jobs. Highlight the economic benefits of climate action.
- **Workers and their families**: We are hearing concern about job security and the need for policies that will support a strong, climate-smart economy. Share information about how climate-smart policies can create economic opportunities and support long-term job security.
- **The general public**: We are hearing concern about the need for policies that will support our economy, create jobs, and reduce risks from climate change. Share information about how climate-smart policies can support a strong, climate-smart economy.

The recommendations are presented in order of importance as they relate to the most critical audiences and their concerns.

**Messages to Address Stakeholders’ Core Concerns & Values**

- **Create jobs in your recovery package**
  - The economy is a climate job. We need economic recovery and job creation. This is a chance to move the job market and create new opportunities.
  - **Value the economy**: We need to create a strong, climate-smart economy. Share information about how climate-smart policies can support job creation and economic growth.
  - **Value the natural landscape**: We need to create a strong, climate-smart economy. Share information about how climate-smart policies can support job creation and economic growth.
- **Create jobs in the recovery package**
  - The economy is a climate job. We need economic recovery and job creation. This is a chance to move the job market and create new opportunities.
  - **Value the economy**: We need to create a strong, climate-smart economy. Share information about how climate-smart policies can support job creation and economic growth.
  - **Value the natural landscape**: We need to create a strong, climate-smart economy. Share information about how climate-smart policies can support job creation and economic growth.

* Videogrid: http://www.videogrid.com/services/education-and-training/online-learning-for-a-climate-smart-recovery*

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1. This is an example message. Real messages may vary depending on the specific context and audience.
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

A climate-smart COVID-19 recovery prioritizes investments in a future economy and life that is healthier, more sustainable, and resilient.

1. PUT AMERICANS BACK TO WORK
   - Provide direct job creation for clean energy infrastructure projects and industries
   - Protect and invest in communities that have been hit the hardest financially to create well-paying, union jobs
   - Build and manage new green infrastructure programs

2. INCREASE PREPAREDNESS AND REDUCE FUTURE RISK
   - Build and strengthen local health systems and emergency preparedness for future pandemics
   - Promote a culture of resilience across communities

3. INVEST IN COMMUNITIES
   - Provide opportunities for sustainable and transformative outcomes
   - Invest in green infrastructure programs for future climate and disaster resilience
   - Promote a culture that values health, public transportation, and the environment

4. CULTIVATE INDUSTRIES OF THE FUTURE AND ENSURE AMERICAN COMPETITIVENESS
   - Accelerate the transformation in the American workforce by bringing high-wage, high-skill, clean energy and information technology jobs to communities
   - Promote a culture that values health, public transportation, and the environment

The COVID-19 pandemic demonstrates the need for a sustainable and resilient future, and the principles outlined above provide a roadmap for achieving that goal.
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**
   - **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).

2. **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).

3. **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.

4. **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.

5. **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 and Effective Messaging for Climate Policy Advocacy

<table>
<thead>
<tr>
<th>Best Practice</th>
<th>What to Do</th>
<th>Inclusive Messaging</th>
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<tr>
<td>Messaging on a Clear Call</td>
<td>These messages are intended to support you in your COVID-19 recovery. They are based on best practices.</td>
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<td>Define values share with the lawmaker in advance</td>
<td>Make the connection between your comments and their interests.</td>
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<tr>
<td>Make the connection</td>
<td>COVID-19 recovery priorities are informed by values.</td>
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<tr>
<td>The Simple, Clear Message</td>
<td>There is a strong economic case and widespread public sentiment for policies that drive our economy towards a more sustainable path.</td>
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What do we want decision-makers to believe?

Make sure your message is simple, clear, and important:

- As business leaders, we are deeply concerned about climate change. One of us wants to support COVID-19 and our recovery. We urge you to support a recovery that helps.
- We are working with partners in the business community. We are ready to work. We are senior leaders in the public sector. We need economic and social recovery.
- The recommendations are the most critical challenge—addressing another critical challenge we.

Messages to Address Lawmakers and People

- Climate action is an economic solution:
  - The economy is in a recession. We are an immediate need to achieve businesses and to make the economy more sustainable. A climate-smart recovery provides those most in need, and get the growing risk of climate change.
  - Voters want this. This is a widespread supported climate-smart recovery.1

PRINCIPLES OF A CLIMATE-SMART COVID-19 RECOVERY

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

1. PUT AMERICANS BACK TO WORK

- Outline jobs and grow the economy by supporting
- Highlight investments that leverage private capital, make our communities more sustainable, and improve energy efficiency and innovation.
- Protect our communities by improving our resilience to make our communities more resilient to extreme weather events.
- Invest in rural economic initiatives, such as rural solar, wind, and other renewable energy sources.

2. INCREASE PREPAREDNESS AND REDUCE FUTURE RISKS

- Build programs that are consistent with sustainable economic and social impacts. Buildings and infrastructure will need to adapt to carbon pollution levels set by 2030 on.
- Consider all stimulus decisions through a climate lens.

3. INVEST IN COMMUNITIES

- Prioritize opportunities that ensure justice for which are already facing disproportionate harm.
- Invest in increased resilience and preparedness.
- Expand programs around public health, public safety, and pollution.
- Protect the livelihoods of displaced fossil fuel workers.

4. CULTIVATE INDUSTRIES OF THE FUTURE AND ERRORS

- Maximize financial returns to the American people by incentivizing clean energy investment and innovation.
- The industries that will be rewarded will be in all private sector firms and investments.

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. 2265/S. 109)
- Energy Efficiency: Extend and improve the 179d 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
- Support Farmers and Rural Communities
  - Increase funding for RFAP and REAP.
  - 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. 3241 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
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.
• 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
• 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
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
Learn more:
Email info@climatecollaborative.com
Thank you to all of you for being part of this community!