



April, 2016

Help shape the next phase in the fight against climate change... www.climateaction.ca

2015 was the year that the world accepted climate change. It was the year that governments around the world, including Canada, agreed to take action. 2016 is the year we shift into action. Are we ready?

If Canada was well-organized to act on climate change:

- **we'd have a national vision** of a better future; a vision of Canada as a great place to live;
- **we'd focus on solutions** that enhance our quality of life at the same time as they reduce our carbon emissions: energy conservation, green power, transportation alternatives, local food, local economies, and complete communities;
- **we'd have strong government plans** that would use carbon pricing as a tool to invest in the transition to that future;
- **we'd support business leadership** in efficiency and innovation; and,
- **we'd help people take action** to improve their lives while reducing fossil energy consumption;

The truth is, Canada is not yet well organized to act. We have spent over two decades lobbying for action in the face of denial, cost-cutting, and negativity. We may have finally won the war for a nation-wide commitment to act, but we are ill-equipped to lead the country towards a better future. We need to invest in the capacity to deliver solutions.

What we do have is emerging leadership from our municipal, provincial and federal governments, and a strong foundation of organizations, businesses, and individuals that are promoting climate solutions including energy conservation, green power, community gardens, safe cycling, public transit, local economies, and complete communities.

We need strong leadership to build a nation-wide commitment to action. This is where **Climate Action Canada** comes in...

Climate Action Canada is a simple idea with great potential.

It starts with a database of support for climate solutions – all the incentives, project funding, and support programs to help people take action.

Next, we build on the database with free marketing tools: worksheets, posters and project ideas to help groups across Canada promote climate solutions.

As we build the nation's commitment to positive solutions for climate change, we will create new opportunities for **high-level campaigns and collaborations** to further strengthen and support the commitment to a better future.

We're starting small and independent, but we are committed to making Climate Action Canada part of a nation-wide commitment to making acting on climate change a stepping stone to a better future for Canada.

Here's what we need to get rolling

1. A national host:

We need a national organization to act as the administrative host and secretariat for Climate Action Canada. If climate action is part of your mission, and collaboration part of your *modus operandi*, then Climate Action Canada can become your project.

2. Seed Funding

We've set a target of \$100,000 to conduct the research and establish a searchable database on the Climate Action Canada website. If senior governments, companies, and foundations all chip in, we can meet this target with ease.

3. Supporters

We need to build a Canada-wide list of supporters: groups, businesses, municipalities, and individuals. The more contacts and supporters we have, the more we can help promote climate solutions and connect people and groups with incentives and funding.

Go to [How You Can Help](#) to:

- Follow us on [Twitter](#)
- Sign up for our newsletter
- Subscribe to our database and receive regular updates on our research as we build the national database of support for climate action.

Help make Climate Action Canada a reality!

www.climateaction.ca



A National Host

Climate Action Canada is intended to support an entire movement. As such, it makes the most sense to house the project in an existing national organization (charitable or non-profit) with a mandate that encompasses promoting voluntary action on climate change and sustainable development, and whose *modus operandi* centres around collaboration and movement-building.

If this sounds like your organization, then consider adopting Climate Action Canada as a project.

- Climate Action Canada will become a project of your organization
- The organization will serve as the secretariat to any network or collaboration that may arise out of the project
- Chris Winter will become the project manager with a mandate to:
 - Raise project funding
 - Develop project budgets and workplans based on available resources for management approval
 - Hire staff as required and subject to available funding
 - Develop the website, database and marketing material for the project
 - Identify new opportunities building on the core resources

If you are interested and would like to discuss the opportunity further, please contact chris@canadaconserves.ca.

In the event that a national host cannot be arranged, the project will be run as an independent venture or as a new not-profit.

Seed Funding

The immediate priority is to:

- a) research available incentives, funding, and support programs for public action on climate solutions, including federal, provincial and municipal support, organizations and community groups, foundations and other charitable services
- b) design a free online searchable directory for the www.climateaction.ca website
- c) develop free marketing resource for community groups, including worksheets and promotional material

All the material developed through the research will be made available free of charge to the public.

The funding target for this stage is \$100,000, which can be reached through a series of small contracts with the provincial and federal governments. The contracts can be between \$10,000 and \$20,000 depending on the size of the jurisdiction and the number of municipalities and community groups to include in the research.

The contracts can either be a direct contract with Chris Winter or they can be with the host organization once a host has been arranged.