



Climate Leaders:

a campaign proposal

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Climate Action Canada



Summary

This is how we build a nation of climate leaders



with an elegant and flexible five-star rating system to cover all business, groups, and individuals

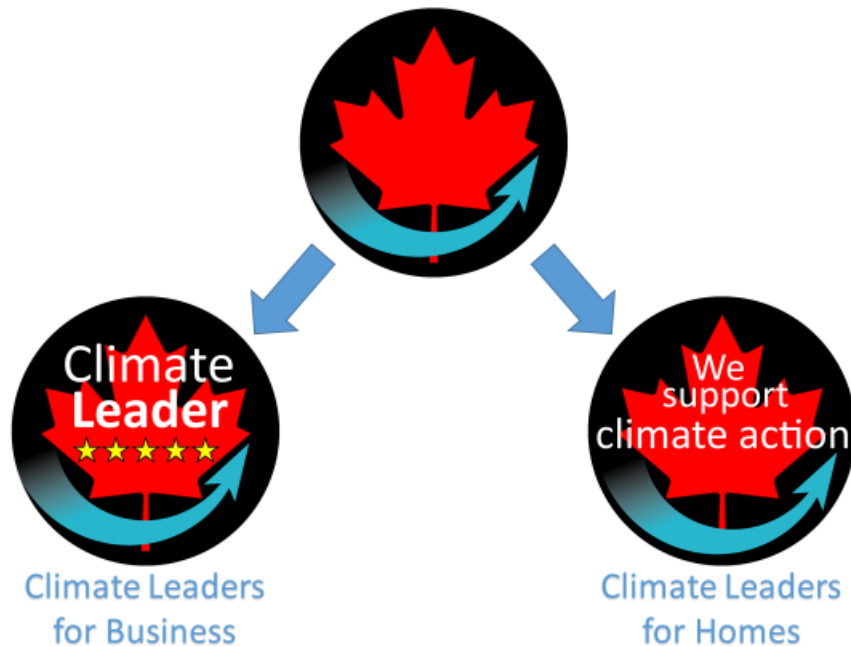


and help build momentum for a better future for Canada.

Climate Leaders

A campaign to promote climate leadership by businesses and individuals.

Climate leaders is a self-assessed, five-star rating system on climate action. The goal is to create a nation of climate leaders – each in their own way and for their own reasons.



Climate Leaders
for Business

Climate Leaders
for Homes

Climate Leaders for Business is a self-assessed five-star rating. Businesses are encouraged to complete a climate action plan and display the window cling.

The campaign can be run via a local, provincial, or national business association, or a company with multiple stores.

Climate Leaders for Homes is a challenge and worksheet that encourages people to find climate solutions that will also enhance their quality of life.

The campaign can be run via a community group, ratepayer association, or any local, provincial, or national membership association.

The two sides to the campaign work together to promote local businesses and to help people find products and services to help them take action.

Climate Leaders for Business

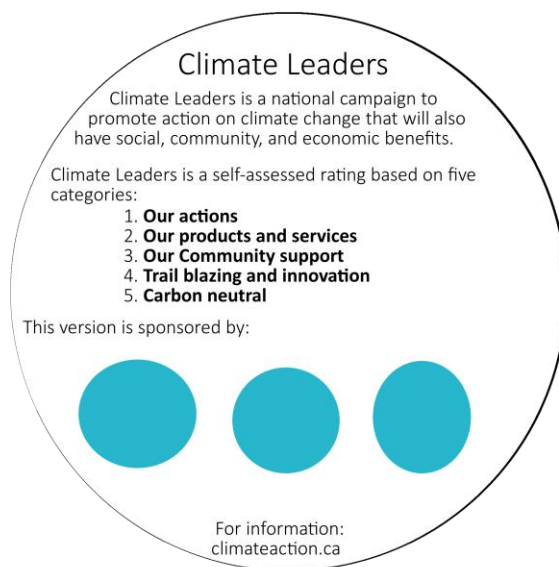
The campaign features a 3" x 6" window cling (or 4" x 6" depending on sponsor logos). This a long-term campaign that will have high visibility in the community and help local businesses and organizations promote the products and services that will help people take action on climate solutions, as well as the projects that will contribute to a more complete community.

FRONT




Three variations will be printed with 3, 4, and 5 stars. A minimum of 3 stars is required to display the sign as a climate leader. The design can be the generic national design, or it can be integrated into municipal branding for climate action or green living.

BACK




Businesses will be encouraged to fill out a Climate Action Plan (see next page) or have a page on their website detailing their actions. The size of the plan and level of commitment will vary according to the size and type of business.

Each business rating is backed up by a Climate Action Plan, scaled to the size and activities of the business. Most large businesses will have a full climate and energy plan, which should be available on their website. At the other end of the spectrum, local stores and businesses can complete a simple one-page plan to highlight their actions. The plans can be displayed on the business premises.

Our Climate  Action Plan	
<div style="text-align: center;">_____</div> <div style="text-align: center;">Company/Organization Name</div>	
<div>★ Our Actions:</div> <div style="border: 1px solid green; padding: 5px;"> <input type="checkbox"/> We are prepared for extreme weather and blackouts <input type="checkbox"/> We conserve energy in our operations and transportation <input type="checkbox"/> We use renewable energy <input type="checkbox"/> We support local and healthy food <input type="checkbox"/> Other: _____ </div>	<div>Details:</div> <div>_____</div> <div>_____</div> <div>_____</div> <div>_____</div>
<div>★ Our Products and Services:</div> <div style="border: 1px solid green; padding: 5px;"> We can help you... <input type="checkbox"/> prepare for extreme weather and blackouts <input type="checkbox"/> conserve energy at home <input type="checkbox"/> switch to green energy <input type="checkbox"/> use energy efficient transportation <input type="checkbox"/> choose healthy and local food <input type="checkbox"/> Other: _____ </div>	<div>_____</div> <div>_____</div> <div>_____</div> <div>_____</div>
<div>★ Community Support:</div> <div style="border: 1px solid green; padding: 5px;"> <input type="checkbox"/> We support our community and local projects <input type="checkbox"/> We help other businesses in our community or association </div>	<div>_____</div> <div>_____</div>
<div>★ Trail Blazing and Innovation:</div> <div style="border: 1px solid green; padding: 5px;"> <input type="checkbox"/> We are pioneering new ideas for a better future. </div>	<div>_____</div>
<div>★ Carbon Neutral:</div> <div style="border: 1px solid green; padding: 5px;"> <input type="checkbox"/> We've cut our net carbon emissions to zero. </div>	<div>_____</div>

Climate Leaders for Homes

A single card can combine both the climate leadership assessment and an action plan. This is a sample card that can be used for community meetings, for association memberships, or as an outreach campaign by resident's associations or local green groups.



Climate Leaders

Canada is making the move to a low carbon future. We can all be climate leaders — through our choices and our actions.

Climate Ready (6 points for the star)

We can all prepare for the effects of climate change.

Are you prepared for extreme weather emergencies, or power failures?

No	A Little	Some	A Fair Bit	A Lot
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5

Are you ready for possible long term effects, including heat, drought, and higher prices for food and energy? Are your debts and expenses low?

No	A Little	Some	A Fair Bit	A Lot
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5

Energy Conservation (6 points for the star)

Energy use is the biggest cause of climate change

Do you make an effort to conserve energy at home and getting around?

No	A Little	Some	A Fair Bit	A Lot
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5

Do you use renewable energy at home? Do you use transportation alternatives?

No	A Little	Some	A Fair Bit	A Lot
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1	2	3	4	5

Building Community (Yes for the star)

Communities are at the heart of a low climate future.


Do you volunteer in your community or donate to support environmental or community organizations?

Trail Blazer (Yes for the star)

Are you an early adopter of climate solutions, or an innovator?

Climate Neutral (Yes for the star)

Are you at least 90% carbon neutral in your energy consumption?



Our Climate Action Plan

Ideas for Action

Choose the actions that make sense for you, or add your own.

Weather Ready

- ☐ Have a home emergency kit
- ☐ Install backup power or batteries
- ☐ Create a building or neighbourhood emergency plan
- ☐ _____

Home Energy

- ☐ Adopt conserver habits, especially for heating and cooling
- ☐ Get a home energy audit
- ☐ Add insulation
- ☐ Switch to LED lights
- ☐ Buy efficient appliances
- ☐ Install window blinds or upgrade windows
- ☐ _____

Renewable Energy

- ☐ Purchase green power
- ☐ Invest in a community green power cooperative
- ☐ Install a solar water heating system
- ☐ Install photovoltaic solar panels
- ☐ _____

Find Help

You can find services, products or incentives to help you take action. Search for help on specific solutions, or visit these websites to start you started on your journey.

Transportation


- ☐ Walk more or ride a bike
- ☐ Take transit
- ☐ Join a car-share company
- ☐ Buy a fuel-efficient car
- ☐ Buy an electric vehicle
- ☐ _____

Great Food

- ☐ Start a garden
- ☐ Create a community garden
- ☐ Plant fruit trees and shrubs
- ☐ Support local farmers and farmer's markets
- ☐ Support sustainably grown foods
- ☐ Shift to a vegetarian diet
- ☐ _____

Great Communities

- ☐ Volunteer in your community
- ☐ Support local events, culture, and business
- ☐ Create projects to improve your community
- ☐ Participate in community planning
- ☐ _____

 **Climate Action Canada** (www.climateaction.ca)

(Partner websites to be included here)

An individual climate plan can be posted on the fridge as a reminder.

There are a number of promotional products that can be used as a thank-you, or to help promote climate action.

	<p>Window cling or sticker</p> <p>Most people would rather have a statement of support than to be called a “climate leader”</p>
	<p>Action stickers</p> <p>Stickers for bicycles, skateboards, backpacks, or for use on signs for community gardens and other projects.</p>
	<p>T shirts</p> <p>Great for promoting community action plans and fundraising.</p>

Outreach

The best way to build a nation-wide commitment to climate leadership is by involving as many different groups as possible.

Climate Leaders is designed for as a movement-based marketing campaign. The material can be easily “adapted and adopted” by different organizations for use with their membership or community.

These are some of the many types of organizations that could offer the campaign to their members:

Climate Leaders for Business

- business associations
- Business Improvement Areas
- Chambers of Commerce
- major companies (e.g. retail chains)
- community groups (e.g. green groups, residents’ associations)

Climate Leaders for Individuals

- environmental groups
- professional associations (e.g. farmers, labour, planners, etc)
- cultural associations
- faith associations
- schools and universities
- community groups (e.g.. green groups, residents’ associations)

integrated campaigns

- provincial and/or federal governments
- municipalities
- community networks or a local lead group

The campaign design can be adapted to fit local branding, and the content and supporting information can be tailored to emphasize solutions that are relevant for the intended audience.

Budget Estimates

A Climate Leaders campaign can be run for very little cost as a stand-alone project, or it can be integrated with existing marketing and promotional budgets to maximize the impact. There is no single campaign budget, rather a number of budget options depending on the level and scope of the campaign.

Campaign Development

The first step is to develop the core campaign material – a campaign kit that can be used as is, or adapted to specific audiences or to fit with existing climate campaigns and branding. The budget for this phase includes:

- consultation and consensus building on the campaign material (rating system and supporting documentation)
- graphic design and printing of campaign material
- pilot project testing
- campaign launch and marketing

Regional campaign

The second step is to adapt the campaign to regional audiences, such as provinces, municipalities, major corporations, and non-profit associations. Adapting the campaign can be as easy as adding in partner logos, or as complex as integrating the design within an existing marketing campaign.

Distribution Partner

Any local group, or community network, can plug and play either the core campaign or a regional version. The budget will vary depending on whether a unique version is produced, and whether it is conducted with volunteer outreach or contract staff.

Physical Costs

Here are some budget estimates for a community campaign. Be sure to check with a local supplier before finalizing your budget.

These are the approximate cost of window cling for businesses or home:

100 – \$ 450
500 – 1,850
1,000 – \$3,150

Stickers can be printed for about \$500 for a roll of 1,000.

T-shirts can be produced for around \$10 a shirt.

For neighbourhood-based campaigns a staff person or volunteers will be necessary to visit all the stores to drop off campaign literature and explain the self-assessment process, and to follow up with window cling.

For membership groups, the material can be included in handouts or mailings to members. Staff or volunteer time would be required to follow up with individuals as needed.

Interested?

For more information, contact:

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