Annotated Agenda

**Climate Change Issue Overview**

**TIME ALLOTTED: 1 Hour**

**PRESENTER(S):**

**MATERIALS NEEDED:**

* Projector and PPT
* Flip Chart
* Markers

**GOALS FOR THIS SECTION:**

* Give an overview of the acts of Climate Change and why action is needed
* Explain President Obama’s Climate Action Plan
* Give an overview of OFA’s program and strategy
* Disccuss Climate Change messaging
* Practice and plan

**SKELETAL AGENDA:**

1. **Introduction, Goals & Agenda**
   1. Personal Story Intro
   2. Session Goals & Agenda
2. **Issue Overview**
   1. Carbon Budget
   2. Climate Impacts
   3. “We Need to Act”
3. **President’s Plan**
   1. Where We’ve Been
   2. Climate Action Plan
   3. Positive Affects
4. **Program Overview/Strategy**
   1. Changing the Conversation on Climate
      1. Turning Up the Head on Congress
      2. Organizing at Home/ Local focus
      3. Advancing the President’s Agenda
5. **Message Frame**
   1. Benefits
   2. Framework
6. **Celebration, Debrief and Closing**
   1. Discussion Questions
   2. President’s Quote
   3. Thank you

**ANNOTATED AGENDA**

**0:00 – 0:05 Introduction & Goals**

0:00 – 0:03 Personal Story Introduction

* **[Slide 1]** [Trainer should give a two-minute version of their personal story as relevant to this module. Don’t forget to share challenge - choice - outcome and practice it like any other section! Because of the content of this module, the challenge of the story should focus on why the issue of climate change matters to them]

0:03 – 0:05 Session Goals and Agenda

* **[Slide 2]** With that, let’s take a look at our goals for today. By the end of this session, you will be able to…
  1. Know some of the facts about climate change and why action is needed
  2. Explain President Obama’s Climate Action Plan
  3. Give an overview of OFA’s program and strategy
  4. Articulate OFA’s message on climate change
  5. Identify clear next steps for local action on climate change
* **[Slide 3]** And so, to accomplish these goals, let’s take a look at our agenda for this session…
  1. We’re just about to wrap up our introduction
  2. Then we’re going to dive into an overview of the issue of climate change and why it’s so important that we do something about it
  3. After that, we’re going to outline the President’s new plan to curb carbon emissions.
  4. Then we’ll talk about the climate campaign and how to talk about this issue
  5. Finally, we’ll debrief and close out the session

**0:05 – 0:15** **Issue Overview**

0:05 – 0:05 The Global Climate Budget

* **[Slide 4]** Ok, let’s jump into the issue with some background....

0:05 – 0:08 Climate Impacts

* **[Slide 5]** Impacts are already happening in our communities. The midwest drought last year, flooding, and superstorm Sandy made 2012 the most destructive disaster year on record. In fact, the bill for climate and weather related disasters over the past few years was $400 per household. Of course for some who lost homes, crops, or businesses, the bill was far higher than that.
* **[Slide 6]** 2012 was the hottest year on record in the US, and globally, the 12warmest years in recorded history have all come in the last 15. The overwhelming judgment of science has come to the conclusion that climate change is real, and we are experiencing it now.
* **[Slide 7]** [Facilitator should use pauses to allow the audience to observe and reflect on the images on this slide]
* **[Slide 8]** [Facilitator should use pauses to allow the audience to observe and reflect on the images on this slide]
* **[Slide 9]** [Facilitator should use pauses to allow the audience to observe and reflect on the images on this slide]

0:08 – 0:12 President Obama’s Statements on Climate

* **[Slide 10]** We have a moral obligation to act. To make sure our children aren’t living in a world where these things are the norm. And the President knows this. He spoke about it during his inauguration, during the state of the union…
* **[Slide 11]** And he spoke about it on June 25th 2012 when he unveiled his plan to combat climate change.

**0:15 – 0:25 President Obama’s Climate Agenda**

0:12 – 0:17 President’s Accomplishments on Climate

* **[Slide 12]** Let’s talk about the President’s Climate Plan, starting with what’s already been accomplished.
* **[Slide 13]** Despite furious resistance from opponents in congress.
  1. **[Animation Cue]** The president set historical fuel economy standards which are set to double fuel economy by 2025 and eliminate 6 billion metric tons of carbon pollution.
  2. **[Animation Cue]** We set limits on mercury and other pollutants from incinerators and other sources of industrial air pollution
  3. **[Animation Cue]** Put in place a program to slash smog and soot-forming pollution from power plants that cross state lines and create health problems in downwind areas.
* **[Slide 14] [Animation Cue]** The president also made the largest investment in clean energy in history, and
  1. **[Animation Cue]** since 2008, has doubled total renewable energy generated
  2. **[Animation Cue]** He fought for the production tax credit, which provides a tax credit for building utility-scale renewable energy production.
  3. **[Animation Cue]** And then, he proposed first ever carbon pollution standards for new power plants – the first limits on carbon pollution ever proposed.

0:17 – 0:24 President Obama’s New Climate Plan

* **[Slide 15]** The centerpiece of the President’s climate agenda is to reduce pollution from power plants, which are responsible for about 40% of the nation’s man-made carbon dioxide emissions. There are currently no limits on the amount of carbon pollution that power plants can emit.
  1. The plan also calls for adding enough renewables--like wind and solar--on public lands to power more than six million homes by 2020, commits to deploying three gigawatts of renewable energy on military installations by 2025, and sets a new goal to install 100 megawatts of renewables on federally assisted housing by 2020.
  2. And it sets efficiency standards for appliances and heavy-duty vehicles, supports efficiency upgrades in homes and businesses, and expands the Better Buildings Program, which is helping commercial, industrial, and multi-family buildings cut waste and become at least 20% more energy efficient by 2020.
* **[Slide 16]** The plan also…
  1. Strengthens our communities by investing in our roads, bridges, and shorelines to better protect people’s homes, businesses, and way of life from severe weather; and helps our farming and ranching communities maintain their productivity and prepare for increasing droughts and wildfires.
  2. And puts us on a path to meet our international commitments. The world looks to America to lead on this issue, and we must encourage developing nations to transition to cleaner sources of energy and engage our international partners in this fight
  3. Most importantly, this is an economic opportunity. We’ll need scientists and engineers to invent and design new technologies, and workers to build them, and businesses to sell them. We don’t have to choose between a sound environment and a strong economy.

0:24 – 0:27 The Public and Climate

* **[Slide 17]** Hart Research found the same thing. 59% think of climate change as already a problem, or a problem in the near future.

**0:30 – 0:45 Program Overview/Strategy**

0:27 – 0:30 Changing the Conversation on Climate Introduction

* **[Slide 18]** So, we’re going to change the conversation on Climate…but how? 3 ways: Turning up the heat on Congress, Organizing at Home, locally, and Advancing the President’s Agenda. Now, how do we do turn up that heat?
* **[Slide 19]** Insert a map of Climate Change Deniers in Congress (either use our map or CAP’s map
* **[Slide 20]** Use either our stats and quotes or CAP’s stats and quotes to customize

0:30 – 0:34 Turning up the Heat on Congress

* **[Slide 21]** Our plan to turn the heat up on Congress focuses on three buckets and encourages three different types of action.
* **[Slide 22]** First, we get our supporters to the front lines. These are our allies, full supporters of doing something on climate. But we need them to do more to put this issue front and center. We’ll work with them to highlight impacts at home and put forward plans in their districts and in Washington DC
* **[Slide 23]** Second, we put a price on denial. This is a fight that hasn’t been picked in too long. Denying the facts of Climate Change is extreme and it is dangerous. We’re going to make these members feel the heat
* **[Slide 24]** Finally, for those who won’t deny that Climate is a problem, but try to avoid the issue, we are going to ask them: “Will you act on Climate?” This is too important an issue to hide from. If they accept the basic science of climate change, they know we have an obligation to act, and we need to know what they’re going to do about it. And if they are going to deny that it’s a problem, we’ll expose them.

0:34 – 0:37 Organizing at Home / Local Focus

* **[Slide 25]** The second piece of changing the conversation on climate – and the second piece of OFA’s overall climate strategy is organizing at home with local clean energy sources and creating a legal framework locally to better support these efforts. There is so much more that we can do than putting all of our efforts on Congress.
* **[Slide 26]** We can organize at home. The best organizing is local, and we have a set of programs at the individual, city, county, and state levels to help build our capacity across the country, and make immediate change in communities.
* **[Slide 27]** First is Switch to Clean, where individuals can change their own electricity to come from clean sources, helping to spur the clean energy economy local
* **[Slide 28]** Solar Churches and Schools. OFA has the ability to use our organizing skills and infrastructure to organize around specific clean energy projects. By installing solar panels on local community institutions, we can help community organizations save money, raise the profile of clean energy locally, and demystify climate solutions, showing that, as the president said, there’s no contradiction between a strong economy and tackling climate change
* **[Slide 29]** We will get involved in certain state and local climate and clean energy policy fights, working with partners to join up our organizing ability and scale with their local expertise and strategic knowledge
* **[Slide 30]** We’ll pick areas where we can help steer local governments towards adopting policies friendly to adopting clean energy and giving people more access and choice in terms of how they purchase their power.
* **[Slide 31]** Through climate camp OFA’s across the country, we’ll train the next generation of climate organizers, and through a scholarship program, bring new voices into the conversation on addressing climate change

0:37 – 0:40 Advancing the President’s Agenda

* **[Slide 32]** And the last way we change the conversation on Climate is to support the President as he takes on this issue in Washington.
* **[Slide 33]** These rules are among the most important things we can do now to reduce our carbon emissions as a country and reduce the threat of dangerous climate change.
* They will be under attack, and we need to make sure our voices are loudest in the conversation. There will be attempts to take away EPA’s authority to protect public health from carbon pollution—we will fight those efforts. But one key point is making sure that people in our communities and across the country know about the President’s Plan to tackle climate change, and why it’s so important for us to stand up and speak up on this issue.

0:40 - 0:50 Messaging Exercise

* **[Slide 34]** How we talk about Climate Change is an important part of being effective, so let’s talk about Messaging. [Instruct participants to take out their guide to messaging on Climate]
* We’re going to break into pairs, but before we do, let’s discuss why we message. What do you think? [Best practice: wait at least 5 seconds after asking the question before rephrasing or clarifying] That’s right, good messaging allows us to do four key things in a winning issue campaign.
  1. First it allows us to mobilize our volunteers to action,
  2. Second, it helps us persuade people on the fence on this issue.
  3. Third, it is the means through which we tell the story of our work on this important issue and lastly,
  4. It allows us to challenge our opponents effectively, and in front of a large audience.
* Can I get a volunteer to read me the handout with our Climate message?
* So with that,let’s line up into equal two lines facing each other. The group on my left is going to be a friend or neighbor who is skeptical that climate change is real. For the first round, the group on my right is going to persuade them that this issue is real and it is urgent, using the message frame.
* Ready - GO!

**0:50 – 1:00 Debrief, Next Steps and Closing**

0:50 – 0:58 Debrief Group Discussion

* **[Slide 35]** Now we’re moving into our final stretch, and I recognize we’ve covered a lot, so let’s work together as a group to come up with some key takeaways and next steps.
* **[Slide 36]** [Facilitator should feel free to adjust, but not cut, the debrief session to better fit the size and make-up of the group] Here are some questions to guide us…
  1. What are some of your key takeaways from today’s session?
  2. How will this help you make a difference in your community on climate?
  3. What kind of organizing would you like to do here?
  4. What are your next steps? [Facilitator should ask a volunteer to write next steps on flipchart at the front of the room as the group brainstorms]

0:58 – 1:00 Closing

* **[Slide 37]** One last thing. When the President spoke about his Plan, he made it clear that this wasn’t just a job for him to take on by himself. He needs all of us.

*“*What we need in this fight are citizens who will stand up, and speak up, and compel us to do what this moment demands…. I'm going to need all of you to educate your classmates, your colleagues, your parents, your friends. Tell them what’s at stake. Speak up at town halls, church groups, PTA meetings. Push back on misinformation. Speak up for the facts. Broaden the circle of those who are willing to stand up for our future. Convince those in power to reduce our carbon pollution. Push your own communities to adopt smarter practices…. Remind everyone who represents you at every level of government that sheltering future generations against the ravages of climate change is a prerequisite for your vote. Make yourself heard on this issue.”

* I hope you will join me in standing up, speaking up, and making yourself heard on this issue.
* **[Slide 38]** Thank you all for joining us today. Thank you all for working with your chapters and your teams to come up with the best tactics and strategies for your communities.