



CLIMATE
ACTION
CAMPAIGN

CAC-CDP – January 2021

2021 Goal



Adoption of
federal climate policy
centered on investment,
standards, jobs, health, and
justice.

Key Strategies



Drive strategic alignment across coalition and partners and increase critical connectivity with movement allies



Fuel ambition and policy action in Congress and the Administration



Mitigate opposition to climate solutions



Congress Convenes

New Senators/Elected Officials Take Office

CAC will begin the process of engaging new and returning Senators, and House members, highlighting the urgency of action on climate change and holding accountable climate deniers. Essentially, we want the pressure to act on climate to be pervasive, particularly for newly-elected members of Congress and/or “frontliners.”

Action Request: If you are meeting with new (or returning) members, please lead with unified tested messaging to frame your conversation.

Inauguration Day

Virtual community/press events before/after or day of Inauguration. CAC will promote Biden watch parties. We will also invite press, amplify mentions of climate on social, hook for follow up opinion media. Tie to upcoming executive orders, nominations, and action on climate. Messaging will be deployed as well.

Amplify mentions on social media. Make the connection back from/to climate if needed.



Early Executive Actions

Overall goal:

Elevate the significance of early action on climate, conservation, and environmental justice in a way the engages the public, demonstrates the strength of the environmental movement, and builds momentum for continued ambitious action

- Drive a strong narrative in the press to elevate and validate the Biden administration's environmental agenda and thwart opposition
- Produce strong grassroots response
- Build power with key constituencies in target states
- Communicate significance of EOs to environmental movement
- Participate in a set of joint tactics that celebrate early wins, high-profile opinion media and paid media (digital, print)
- Report back so we can demonstrate the energy and momentum behind progress on our issues

#TimeToAct

On Climate

#WEARESTILLIN

We are still committed to
addressing climate change

We are still committed to
building back a better,
cleaner future

Now is our #TimeToAct



- November 2020, Launch of #TimeToAct
- December 2020, It's #TimeToAct on Paris Agreement
- January 26, 2021
New Day Rally



#TimeToAct on Climate: New Day Digital Rally January 26, 2021

2021 Digital Campaigns



- Climate Changemakers
- Spring is in the Air Quality
- #MakeEarthCoolAgain
- #TimeToAct

Beyond January

Moments & Milestones:

Joint Address to Congress

Rejoining the Paris Agreement

Biden Admin “Skinny” Budget Proposal

Demand Environmental and Economic Justice Leadership in Every Federal Agency,

Thought Leader Forums

Rollback the Rollbacks

Climate Focused Recess Plan

Ongoing Campaigns

Confirm Climate

Coalition for Clean Energy & Healthy Communities

Budget & Appropriations

Build Early Momentum for Climate Action

Marked by policy and political milestones over first 170 days...and throughout 2021



Confirm Climate



Confirm Climate: platform to coordinate the broader community work in support of Biden nominees - 16 key roles across federal agencies – 6 priority positions for significant support



Create and provide messaging and infrastructure support to promote, defend, and demand the confirmation of qualified nominees.



25 groups have signed on: Alaska Wilderness League, Alliance of Nurses for Healthy Environments, Center for American Progress, Clean Air Moms Action, Climate Reality Project, Defend Our Future, EarthJustice, Elected Officials to Protect America, Environmental Defense Fund, Evangelical Environmental Network, Green the Church, Gullah/Geechee Sea Island Coalition, HEAL, Interfaith Power and Light, Justice for Migrant Women, League of Conservation Voters, Mormon Environmental Stewardship Alliance, National Wildlife Federation, Natural Resources Defense Council, North Carolina Business Council, Ocean Conservancy PoderLatinx, Sierra Club, The Wilderness Society, and Young Elected Officials Network/People for the American Way.



Launch on Tuesday with press release and website.



Besides communications and research, hub for work with the Senate to gather intel, work with committees, generate support and count votes

Confirm Climate Priority Positions

EPA: Administrator

EPA: Assistant Administrator for Air and Radiation

EPA: Deputy Administrator

Interior: Secretary

Justice: Asst. Attorney General for Environment and Natural Resources

Justice: Special Assistant for Environmental Justice (NEW)

EPA: Senior Climate Policy Council

EPA: Inspector General

Commerce: NOAA Administrator

Defense: Under Secretary of Defense for Acquisition and Sustainment

Energy: Secretary

Energy: Asst. Sec. for Energy Efficiency and Renewable Energy

Interior: BLM Director

Interior: BOEM Director

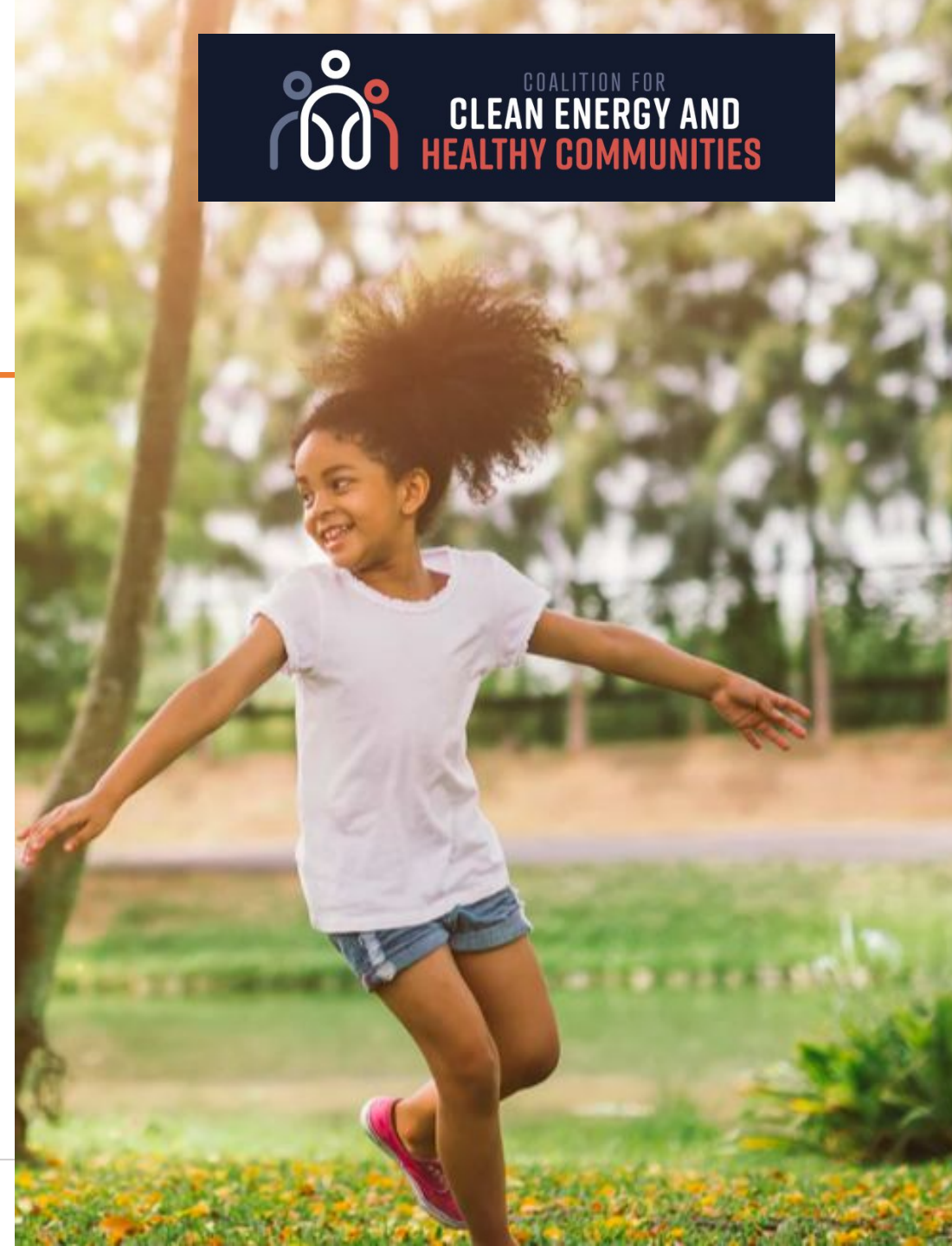
Transportation: NHTSA Administrator

Treasury: Under Secretary for International Affairs

Coalition for Clean Energy and Healthy Communities

In 2020...

- Launched coalition and website in June
- Diverse and compelling set of voices advocating in Congress for stimulus investments that will create or retain jobs, protect public health, address equity and reduce pollution
- Shared priorities and corresponding policies with other movement allies
- Highlighted the demand/need for investments



44 Participating Groups



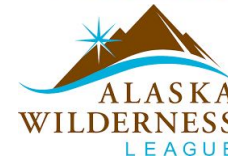
Interfaith
Power & Light



BLACK
MILLENNIALS
FOR FLINT



GENERATION
PROGRESS



CLEAN
WATER
ACTION



The Climate
Reality Project



CENTER FOR CLIMATE
AND ENERGY SOLUTIONS



Our Asks

Join in Our Digital and Field Actions for Inauguration: email Tenasha Ebrahimkhel to get involved with #TimetoAct. tebrahimkhel@cacampaign.com

Elevate Early Executive Actions: Dedicate comms capacity throughout the first month; Consider whether your organization can participate in some of the coordinated actions we discussed; Report what you're doing for a summary to the admin eauel@partnershipproject.org & llantry@cacampaign.com

Participate in Confirm Climate: email Lauren Lantry to join the campaign as it launches or after. llantry@cacampaign.com

Join the Coalition for Clean Energy and Healthy Communities: email Courtney Foley for more background or to go in depth on joining CCEHC. cfoley@cacampaign.com



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Questions?