**CAC Resource: Global Climate Action Summit Toolkit**

Toolkit to promote states’ deliverables surrounding the GCAS Summit.

Prepared by the **Climate Action Campaign**.

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# **BACKGROUND**

In the absence of federal leadership on climate change, U.S. cities, states, businesses, and universities have emerged as the new faces of climate action. Despite the Trump administration's threat to withdraw from the Paris Agreement, Americans nationwide continue working to reduce emissions to meet our Paris commitment.

Across the nation, businesses large and small, mayors, governors and other local leaders are driving the transition to clean energy and the economic growth, health benefits and environmental protections it provides. We intend this toolkit to provide organizers across the country with resources to promote their initiatives to develop clean energy solutions in the absence of federal leadership.

# **MESSAGE GUIDANCE**

Despite Donald Trump’s and his administration’s climate denial and abdication of global leadership on this imminent threat, states, cities and businesses are meeting “America’s Pledge” to reduce the carbon pollution that contributes to climate change by moving forward with local clean energy solutions.

* Across the nation, businesses large and small, mayors, governors and other local leaders are driving the transition to clean energy and the economic growth, health benefits and environmental protections it provides.
	+ These local and state actions are helping us meet America’s pledge to reduce carbon pollution, address climate change and keeping us economically competitive through development of cleaner, safer energy and the jobs to go with them.
	+ A huge majority of Americans—nearly 8 in 10—want their state to move forward in replacing fossil fuels with clean energy such as wind and solar. And nearly 3 in 4 want their state to aim high, committing to 100% clean energy by 2050. Moreover, nearly 3 out of 4 Americans want their state to help residents make the change to clean cars too—both electric vehicles and hybrids.

* These state and local efforts are critical especially in the face of federal government efforts to undo the historic work to address climate change achieved by the Obama administration.
* Donald Trump has put the foxes in the hen houses with his cadre of big polluter insiders, and their anti-science agenda in key agency positions, working to reverse the progress we’ve made in developing and encouraging cleaner, safer sources of energy as well as reducing the carbon pollution that contributes to climate change.
* Progress hasn’t stopped, though, as governors, mayors and business leaders are filling the gap left by Trump’s inaction by taking their own steps to reduce harmful pollution from power plants, cars, chemicals, oil and gas infrastructure and other sources. It’s happening, and Americans are seeing the benefits. For example:
	+ Since President Trump announced he would retreat from the U.S. commitment to find solutions to climate change, over 3,500 leaders from states, cities, and businesses – representing 157 million people and $9.46 trillion in GDP – declared “We Are Still In” and are ramping actions to cut carbon pollution as the rest of the world continues to work toward the goals of the Paris Agreement.

* + Mayors across the country have committed to buying $10 billion worth of electric vehicles to demonstrate to auto manufacturers that there is a committed market for zero-pollution vehicles. More than 30 mayors, working together through Climate Mayors, are part of the initiative. Climate Mayors is an organization that includes more than 400 mayors in the United States representing 70 million Americans.
	+ In Colorado, in reaction to public demand for cleaner cars, Governor John Hickenlooper is working to join more than a dozen other states in setting stronger tailpipe pollution standards for cars and trucks, driving innovation in the auto sector while protecting our air, water, land, wildlife and our health.
	+ Clean energy now [employs nearly 790,000 workers](https://oneyearlater.americaspledgeonclimate.com/2) in the U.S., with 350,000 employed in wind and solar. Wind and solar power employs more than 30,000 in Texas, 9,000 in Colorado, and 5,000 in Pennsylvania, and nationally, these jobs could double in the next 10 years.
* This month, in California, leaders from around the world will convene to collaborate on a clean energy future and solutions to fight climate change at the Global Climate Action Summit. The event will highlight and celebrate the local solutions being advanced by American businesses, governors, mayors and municipalities.
* Meanwhile, in Washington, the big polluters have seized control of important agencies like the Environmental Protection Agency, the Council on Environmental Quality, and the Departments of Transportation and Energy.
	+ They’ve been busy doing the bidding of their corporate benefactors, rolling back important health and climate protections against pollution from power plants, cars, infrastructure, and extraction.
	+ They’re even taking steps to sell off our public lands to the highest bidder for oil and gas exploration.
	+ The Trump administration has abdicated America’s leading role in driving the innovation fueling the transition to clean energy and the massive economic growth that goes with it. They’ve gone back on America’s Pledge to lead and innovate and have ceded the opportunity to countries like China and India.

# **SAMPLE MEDIA ADVISORY**

**FOR PLANNING PURPOSES ONLY**

MONTH DAY, 2017

**CONTACT**

NAME, PHONE NUMBER

EMAIL

\*Media Advisory\*

**[STATE] LEADERS TO ANNOUNCE [DELIVERABLE] AND REAFFIRM [STATE’S] COMMITMENT TO CLIMATE LEADERSHIP**

(**CITY, STATE**) – **[PARTICIPANTS e.g. elected officials, environmental leaders]** will announce **[DELIVERABLE]**. Speakers will also reiterate **[CITY’s]** pledge to uphold America’s commitment to address climate change under the Paris Agreement in the absence of federal leadership.

This announcement comes as leaders from around the world gather at the 2018 Global Climate Action Summit in California, which celebrates the extraordinary achievements of states, regions, cities, companies, investors and citizens with respect to climate action. The event will highlight and celebrate the local solutions being advanced by American businesses, governors, mayors and municipalities.

In the absence of federal leadership on climate change, U.S. cities, states, businesses, and universities have emerged as the new faces of climate action. Despite the Trump administration's threat to withdraw from the Paris Agreement, Americans nationwide continue working to reduce emissions to meet our Paris commitment.

**WHO:**

* NAME, ORGANIZATION
* NAME, ORGANIZATION
* NAME, ORGANIZATION
* NAME, ORGANIZATION
* NAME, ORGANIZATION

**WHERE:**

LOCATION

**WHEN:**

TIME

To schedule interviews prior to or after the event, or for more information about the hearing, please contact **[NAME]** at **[EMAIL].**

# **SAMPLE PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

MONTH DAY, 2017

**CONTACT**

NAME, PHONE NUMBER

EMAIL

**[STATE] ANNOUNCES [DELIVERABLE] AND REAFFIRMS [STATE’S] COMMITMENT TO CLIMATE LEADERSHIP**

(**CITY, STATE**) – Today, **[ORGANIZATION / STATE]** announced **[DELIVERABLE]**.

[QUOTE from state/local effected official. Ex: “While leadership at the federal level may be gone, local, state, and corporate leaders in [STATE] are fully committed to doing their part to keep the United States on a path to address the climate crisis, and to seize the economic opportunities that go with a transition to a clean energy economy.” said **NAME** with **ORGANIZATION**.]

This announcement comes as leaders from around the world gather at the 2018 Global Climate Action Summit in California, which celebrates the extraordinary achievements of states, regions, cities, companies, investors and citizens with respect to climate action. The event will highlight and celebrate the local solutions being advanced by American businesses, governors, mayors and municipalities.

A huge majority of Americans—nearly 8 in 10—want their state to move forward in replacing fossil fuels with clean energy such as wind and solar. And nearly 3 in 4 want their state to aim high, committing to 100% clean energy by 2050. Moreover, nearly 3 out of 4 Americans want their state to help residents make the change to clean cars too—both electric vehicles and hybrids.

[QUOTE from environmental leader or sponsor group Ex: "The Trump administration has abdicated America’s leading role in driving the innovation fueling the transition to clean energy and the massive economic growth that goes with it," said **NAME** with **ORGANIZATION**. “Nevertheless, across the nation, businesses large and small, mayors, governors and other local leaders are driving the transition to clean energy and the economic growth, health benefits and environmental protections it provides.]

**[INSERT ANY ADDITIONAL STATEMENTS FROM EVENT]**

The hearing concluded with speakers reaffirming their commitment to keeping the United States on a path to address the climate crisis, even in the absence of federal leadership.

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# **SAMPLE REPORTER EDUCATION MEMO**

*The below memo can be used to promote states’ deliverables surrounding the GCAS Summit.*

**TO**:      **[NAME]**

**FROM**: **[NAME / ORGANIZATION]**

**RE**:       **[STATE]** Announces **[DELIVERABLE]**

**DATE**: **[DATE]**

In the absence of federal leadership on climate change, U.S. cities, states, businesses, and universities have emerged as the new faces of climate action. Despite the Trump administration's threat to withdraw from the Paris Agreement, Americans nationwide continue working to reduce emissions to meet our Paris commitment.

**[TIME e.g. Today]**, **[CITY]** announced **[DELIVERABLE]**. This action reflects **[CITY’S]** pledge to uphold America’s commitment to address climate change under the Paris Agreement.

This announcement comes as leaders from around the world gather at the 2018 Global Climate Action Summit in California, which celebrates the extraordinary achievements of states, regions, cities, companies, investors and citizens with respect to climate action. The event will highlight and celebrate the local solutions being advanced by American businesses, governors, mayors and municipalities.

Across the nation, businesses large and small, mayors, governors and other local leaders are driving the transition to clean energy and the economic growth, health benefits and environmental protections it provides:

* Since President Trump announced he would retreat from the U.S. commitment to find solutions to climate change, over 3,500 leaders from states, cities, and businesses – representing 157 million people and $9.46 trillion in GDP – declared “We Are Still In” and are ramping actions to cut carbon pollution as the rest of the world continues to work toward the goals of the Paris Agreement.
* Moreover, mayors across the country have committed to buying $10 billion worth of electric vehicles to demonstrate to auto manufacturers that there is a committed market for zero-pollution vehicles. More than 30 mayors, working together through Climate Mayors, are part of the initiative. Climate Mayors is an organization that includes more than 400 mayors in the United States representing 70 million Americans.
* A huge majority of Americans—nearly 8 in 10—want their state to move forward in replacing fossil fuels with clean energy such as wind and solar. And nearly 3 in 4 want their state to aim high, committing to 100% clean energy by 2050. Moreover, nearly 3 out of 4 Americans want their state to help residents make the change to clean cars too—both electric vehicles and hybrids.

President Trump hasn’t just ignored clean energy; he has attacked the industry outright. But as market forces drive the ongoing transition toward cleaner, safer forms of energy, the president’s actions are unlikely to stop the renewable energy revolution that is gaining momentum in every state in the U.S.

* The growing clean energy economy is a boon for American workers. The U.S. solar industry employs [nearly 374,000 Americans](http://www.ecowatch.com/solar-job-growth-2197574131.html) – more than coal, gas, and oil combined in the power generation sector. Meanwhile, the U.S wind industry supports [over 100,000 jobs in all 50 states](http://www.aweablog.org/u-s-wind-jobs-continue-booming-top-100000/).

* The market and increasing consumer demand are driving the shift to clean energy. According to [Deloitte’s Renewable Industry Outlook 2017](https://www2.deloitte.com/us/en/pages/energy-and-resources/articles/renewable-energy-outlook.html), “the global growth of renewable energy is increasingly driven by voluntary procurement by utilities and corporations.”

* The states and companies moving fastest to expand clean energy know that they stand to reap sizeable economic benefits from renewables. They also understand the urgent need to address the harmful impacts of climate change like **[INSERT LOCAL EXAMPLE]**.

While leadership at the federal level may be gone, thousands of local, state, and corporate leaders are fully committed to doing their part to keep the United States on a path to address the climate crisis and seize the economic opportunities that go with a transition to a clean energy economy.

**[DELIVERABLE]** serves as a reminder that **[CITY]** remains committed to moving forward with climate solutions that create 21st century clean energy jobs and reduce pollution.

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# **SAMPLE SOCIAL MEDIA 1: STATE DELIVERABLES**

**TWITTER:**

* Despite @realDonaldTrump’s climate denial and refusal to lead the world on climate, **[CITY, STATE, ORGANIZATION, ETC.]** is working to meet meeting #AmericasPledge to #DefendClimate **[LINK]**
* .@realDonaldTrump refuses to lead efforts to #DefendClimate, but **[CITY, STATE, ORGANIZATION, ETC.]** is picking up the slack with local clean energy solutions. #WeAreStillIn
* Clean energy solutions drive economic growth – that’s why mayors, governors, and other local leaders across the country are leading the charge to meet #AmericasPledge to #DefendClimate. #WeAreStillIn
* Over 3,500 local leaders across the country are driving local clean energy solutions to #DefendClimate and meet #AmericasPledge to reduce carbon pollution. #WeAreStillIn **[LINK]**
* Clean energy solutions are good business – the clean energy industry now employs nearly 790,000 workers across the U.S. That’s why **[CITY, STATE, ORGANIZATION, ETC.]** is working to meet #AmericasPledge to #DefendClimate **[LINK]**

**FACEBOOK:**

* **[TAG]** Donald J. Trump refuses to lead efforts to #DefendClimate. States, cities, and businesses are picking up the slack to meet #AmericasPledge to reduce carbon pollution with local clean energy solutions. #WeAreStillIn [**LINK]**
* Clean energy solutions drive economic growth – that’s why **[CITY, STATE, ORGANIZATION, ETC.]** and local leaders across the country are leading the charge to meet #AmericasPledge to reduce carbon pollution. #WeAreStillIn **[LINK]**
* Clean energy solutions are good business – the clean energy industry now employs nearly 790,000 workers across the U.S. #AmericasPledge #WeAreStillIn

# **SAMPLE SOCIAL MEDIA 2: AMERICA’S PLEDGE/WASI AT GCAS (GENERAL CONTENT)**

**TWITTER:**

* Great to see @AmericasPledge and @WeAreStillIn at @GCAS2018, representing the thousands of non-federal actors that are continuing to work towards our #ParisAgreement goals.
* Proud to be a part of @WeAreStillIn, who is at @GCAS2018 representing those of us who haven't lost sight of the #ParisAgreement. Together, we will meet @AmericasPledge on climate.
* This week, @GCAS2018 is bringing together leaders from all levels of society to reaffirm our commitment to global climate action under the #ParisAgreement. Great to see @AmericasPledge and @WeAreStillIn there on behalf of the U.S.

**FACEBOOK:**

* This week’s @GlobalClimateActionSummit is bringing the world together to highlight progress and spur even more ambitious climate commitments around the globe. And even though the U.S. federal government has rescinded its responsibility on climate, there’s still reason to be optimistic: over 3,500 cities, states, businesses, and others have said “We Are Still In.” Proud to stand alongside the scores of Americans who remain committed to keeping @AmericasPledge on climate.

# **SAMPLE LTEs:**

**LTE #1: Global Climate Action Summit**

President Trump may have abdicated America’s role as a leader on climate change, but today, mayors, governors, local leaders and businesses are stepping up to fill the gap left by this administration’s inaction.

Since President Trump announced he would retreat from the U.S. commitment to find solutions to climate change, over 3,500 leaders from states, cities, and businesses – representing 157 million people and $9.46 trillion in GDP – have ramped up their efforts to cut carbon pollution as the rest of the world continues to work toward the goals of the Paris Agreement. Mayors across the country have committed to buying $10 billion worth of electric vehicles to demonstrate to auto manufacturers that there is a committed market for zero-pollution vehicles.

This month, in California, leaders from around the world **[WILL CONVENE / CONVENED]** to collaborate on a clean energy future, and to discuss solutions to fight climate change at the Global Climate Action Summit. The event will highlight and celebrate the local solutions being advanced by American businesses, governors, mayors and municipalities.

In the absence of federal leadership, it’s vital that we are still in the climate fight and that we celebrate and support state and local efforts to lead on climate change.

**LTE #2: Local Deliverables**

President Trump has abdicated America’s role as a leader on climate change, threatening to withdraw from the Paris Agreement and installing his polluter allies in the Environmental Protection Agency, the Council on Environmental Quality, and the Departments of Transportation and Energy.

Thankfully, here in **[CITY, STATE, etc.]**, local leaders are driving the transition to clean energy, which is fueling economic growth, keeping our families healthy and protecting our environment. For example, **[DELIVERABLE]**

These kinds of initiatives are critical, especially in the face of federal efforts to undo the historic work to address climate change achieved by the Obama administration. I applaud **[LOCAL LEADER’S, ORGANIZATION’S, ETC.]** pledge to reduce the carbon pollution that contributes to climate change by moving forward with local clean energy solutions.