



A national campaign to promote leadership, empowerment, and action on climate change

The Concept

This is a simple idea with the potential for deep impact:

A common brand: “climate ready”

Distributed leadership: Each partner/participant develops their own statement of their internal commitment to climate action and the help they offer to Canadians through their products, services, incentives, or other actions.

Adapt and Adopt: core campaign material can be readily adapted to focus on the solutions relevant to each audience.

Widespread applications: every organization, business, municipality and even the provincial and federal governments can participate.

Public engagement: through partner organizations we can reach all Canadians several times over with a common message and help in adopting solutions.

Simple to deep action: the path to a low carbon future will start with simple actions and evolve over time to include a fundamental shift in how we approach our economy, our communities, and our lifestyle.

Let's make Canada Climate Ready

Together, our goal should be to make Canada climate ready. "Climate ready" means:

- **we are ready to act:** at home, in our communities, in our businesses, and through our governments.
- **we are ready to help:** with products, services, incentives, and investments in infrastructure that make climate solutions easy, affordable, and desirable.
- **we are ready for extreme weather:** we are prepared for emergencies such as extreme highs and lows, major storms and power failures, and floods or drought.
- **we are ready to change:** we are willing to make changes over time that will improve our lives while reducing our carbon footprint.

Campaign Development

These are the basic steps in developing the campaign:



1. Identify national partners
 - a. Identifying an initial list of organizations, businesses, foundations, and governments that are committed to climate leadership
2. Identify a host organization
 - a. A national charity to be the administrative host for the campaign, or
 - b. A new national climate council or civic action collaborative
3. Development and pilot testing
 - a. Develop artwork and promotional material
 - b. Develop outreach partnerships with umbrella organizations, tailoring material to the issues and solutions of each sector
 - c. Conduct pilot projects within various sectors (via NGOs, businesses, schools, and municipalities)
4. Launch the national campaign
 - a. Core campaign launch via the campaign secretariat
 - b. Satellite campaigns via sector partners
5. Develop additional projects and campaigns
 - a. A national online solutions directory of products, services, incentives, and funding
 - b. National and regional round tables on climate action
 - c. Collaborative campaigns on climate solutions

First Steps

Canada Conserves has floated the campaign concept in its challenge paper, [“Climate Action 2016: Are we climate ready?”](#). We are now seeking lead partners to develop the campaign.

For more information, please contact:

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