



WEST COAST CLIMATE ACTION NETWORK

Report on the BC Climate Movement and the role of the West Coast Climate Action Network (WE-CAN)

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Table of Contents:

- [Land Acknowledgement](#)
- [Summary](#)
 - [Overview of the organization](#)
 - [Overview of the study](#)
 - [Overview of the report](#)
- [Key Survey Findings:](#)
 - [Groups' basic information](#)
 - [Groups' actions and political involvement](#)
 - [Groups' needs](#)
- [Member Groups' Engagement with WE-CAN](#)
 - [Sense of Belonging and Awareness of WE-CAN's Activities](#)
 - [Individualized Support](#)
 - [Engagement with the WE-CAN newsletter](#)
- [Feedback for WE-CAN](#)
 - [General Feedback for WE-CAN](#)
 - [Feedback for the WE-CAN Newsletter](#)
 - [Feedback for the WE-CAN Climate Action Provincial Assemblies \(CAPAs\)](#)
- [Resources Offered by the Groups](#)
- [2024 Provincial Elections](#)
 - [Mapping of the Groups Involved](#)
 - [Actions on National Seniors Day \(October 1st\) and the Global Climate Strike \(September 20th\)](#)
- [Final Recommendations and WE-CAN Deliverables](#)
 - [Cultivating the relationships and sense of belonging](#)
 - [Recommendation for the newsletter and the CAPAs](#)
 - [Capacity-Building Training Sessions](#)
 - [Project Triage Decision-Making Matrix](#)
 - [Regional Mapping of WE-CAN Member Groups](#)
 - [Public Database of WE-CAN Member Groups](#)
 - [Mind map of Inter-group Collaborations in the BC Climate Movement](#)
 - [Advisory Committee Support Group](#)
 - [Slack Channel for WE-CAN members](#)
 - [WE-CAN Tech & Technical Tips](#)
 - [List of Best Free Tech Tools](#)
 - [WE-CAN providing paid accounts for key tech tools](#)
 - [Training Session on Basic Tech Tools](#)
 - [Slack Channel focused on Tech & Technical Issues](#)
 - [Replicable Success Stories](#)
- [Conclusion and Acknowledgements](#)

Land Acknowledgement

I gratefully acknowledge that I've conducted this study while living and working on the traditional, ancestral, and unceded lands of the xʷməθkʷəy̓əm (Musqueam), the Skwxwú7mesh Úxwumixw (Squamish), and the səlilwətał (Tseil-Waututh) Nations. At WE-CAN, we recognize Indigenous peoples have been the caretakers and environmental stewards of the lands, waters, ice, forests, and ecosystems in Turtle Island for time immemorial. We seek to understand the colonial systems of oppression against Indigenous peoples in Turtle Island and across the world, as well as their interconnectedness to the climate crisis. Therefore, we aim, to the best of our ability, to commit to reconciliation, inclusion, and decolonizing our practices.

Summary

Overview of the organization

The [West Coast Climate Action Network \(WE-CAN\)](#) was founded in 2021 with the mission to unite and foster collaboration between the multitude of groups working for climate action in British Columbia (BC). We work to serve, support, amplify and promote our member groups' work so that together the BC climate movement can have a stronger voice to push the climate agenda forward in BC.

WE-CAN currently has 293 Climate Action Member Groups spread across British Columbia, all of whose people are working to tackle the climate emergency and accelerate a just transition to a post-carbon world. They are working locally and provincially in actions, campaigns, lobbying, and education focused on 100% renewable energy, climate justice, public education, transportation, among many others.

Overview of the study

In order to understand what actions WE-CAN can take to best support its member groups, the organization decided to conduct a study on the BC Climate Movement and the role of WE-CAN.

Through a generous grant from the Pacific Institute of Climate Solutions (PICS), I was hired as WE-CAN's summer intern to conduct a study with the following objectives:

- Gather general information on the member groups' activities and characteristics
 - Produce an archive with detailed online documents about each of the member groups¹
- Identify:
 - The BC Climate Movement's most pressing needs
 - Specific groups' expertise and strengths
- Strategize:
 - Actions for WE-CAN to:
 - 1) help address the groups' needs;
 - 2) promote capacity-building and help the groups learn from each others' skills and successes;
 - 3) foster inter-group collaborations.
 - Useful tools for WE-CAN to provide to its member groups
- Gather feedback for WE-CAN to improve its service and impact

¹ The documents described the groups' information organized within the following categories: a) Current and past actions; b) Involvement (campaigning/lobbying) with local and provincial government; c) Plans for the 2024 provincial elections; d) Strengths and expertise; e) Needs and how can WE-CAN support them; f) Collaborations with Indigenous and/or underrepresented groups

Overview of the report

During my study, I reached out to 204 of WE-CAN's 293 groups, and conducted a study with 82 of them. I surveyed 79 of the groups and completed a face-to-face interview via Zoom with 71 of those. The purpose of this report is to present the results of the study. First, this report provides the key findings from the survey, regarding the member groups' basic information, actions and political involvement, and needs. Next, I describe what I found about the involvement with the member groups with WE-CAN, as well as the feedback I collected for the organization, the newsletter, and the Climate Action Provincial Assemblies (CAPAs). Later, I provide an overview of the member groups' involvement with the 2024 BC Provincial Elections. Finally, I conclude by making recommendations for WE-CAN and suggesting deliverables that WE-CAN can provide to support its member groups.

Key Survey Findings:

Drawing from a survey conducted with a sample of 79 of WE-CAN's most active climate action member groups, I found the results below.

Groups' basic information

- Classification: 26 (32.9%) are registered non-profits, 35 (44.3%) are informal groups, 18 (22.8%) are charities.
- Membership Numbers:
 - In sum, the sample of 79 WE-CAN member groups WE-CAN would include a total of 14,749 active members and 34,300 general members (active and inactive).
 - Most of the groups surveyed had small membership numbers, with 79.7% of the groups having between 1 and 50 active members.

# of Active Members	# of WE-CAN Member Groups	% of WE-CAN Member Groups
1 – 20	35	44.3%
20 – 50	28	35.4%
50 – 100	5	6.3%
100 – 150	4	5.1%
300	1	1.25%
500	1	1.25%
1800	1	1.25%
10,000	1	1.25%
No Membership Model	3	4%

- Funding:²
 - grants helped fund 36 (45.6%) of the groups;
 - membership dues helped fund 19 (24%) of the groups;
 - donations helped fund 41 (51.9%) of the groups;
 - endowments helped fund 4 (5%) of the groups;
 - sponsorships helped fund 2 (2.5%) of the groups;
 - union dues or funds helped fund 2 (2.5%) of the groups;

² Note: these percentage numbers consider the fact that many groups have various sources of funding.

- lottery funding from the government helped fund 1 (1.2%) group;
 - 14 (17.7%) of the groups had no sources of funding;
 - 9 (11.3%) of the groups were funded by their network, national organization, or church;
 - 10 (12.6%) of the groups were self-funded by fundraising;
 - 2 (2.5%) of the groups raised money from a social enterprise, or consulting work;
- Geographies: 31 (39.2%) focused on their local municipalities, 27 (34.2%) focused on their regions³, 17 (21.5%) acted province-wide, 3 (3.8%) acted nationally, and 1 (1.3%) acted globally.⁴
 - Coalitions: 6 (7.6%) were a coalition or organization with different member groups or organizations or businesses.⁵
 - Faith-based groups: 5 (6.3%) were faith-based groups or a committee of a faith-based group⁶.
 - Workers' Groups: 4 (5.1%) were a labour union or a workers' association or group.⁷
 - Networks: 3 (3.7%) were member groups representing a larger network that has multiple chapters⁸.
 - Chapters of Networks: 27 (34.2%) were a hub or a local chapter of larger networks⁹ such as the Transition Town Movement, the Council of Canadians (CoC), the Climate Reality Project Hubs, KAIROS, Wildsight, Rotary, For Our Kids, Force of Nature Alliance, Fridays for Future, the BC Sustainable Energy Association (BCSEA), the David Suzuki Foundation, the South Island Climate

³ By "regions", I mean Metro Vancouver, the Capital Regional District, Greater Victoria, the Lower Mainland, the Okanagan region, the Kootenays region, the Cowichan Valley, and the Fraser Valley.

⁴ Note: I considered some of the groups counted as acting province-wide also acted on their municipalities, while some of the groups counted as focused on their municipalities also acted province-wide. However, I focused on classifying the groups based on where they focus their main operations.

⁵ Those groups are: Climate Safe Cities, South Island Climate Action Network (SI-CAN), Climate Justice Team of the Greater Victoria Acting Together (GVAT), Sunshine Coast Conservation Association, Community Energy Association, and British Columbia Sustainable Energy Association (BCSEA).

⁶ Those groups are: First Unitarian Church of Victoria (Environment and Climate Action Committee), Anglican Diocese of New Westminster Eco-Justice Unit, KAIROS BC-Yukon, North Shore Unitarians Environmental Action Team, and Vancouver Unitarians Environment Team.

⁷ Those groups are: BC Hydro Ratepayers Association, Climate Action Standing Committee of the Federation of Post-Secondary Educators in BC (FPSE), BC Canadian Physicians for the Environment (CAPE), and Climate Emergency Action Committee (CEAC) of the Douglas College Faculty Association (DCFA).

⁸ Those groups are: Force of Nature Alliance, British Columbia Sustainable Energy Association (BCSEA), and Youth Climate Corps BC.

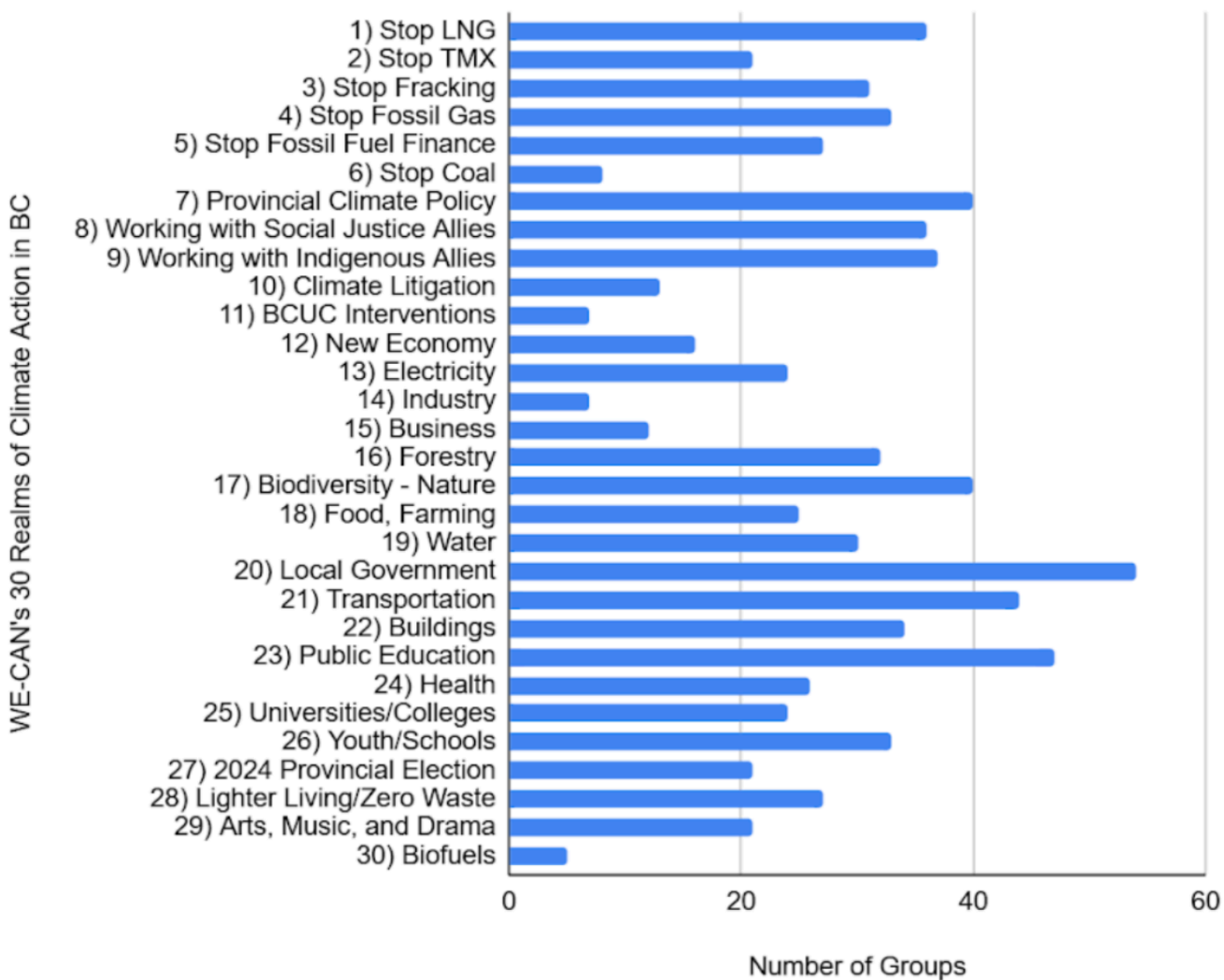
⁹ The groups are: Fridays for Futures Penticton, BC CAPE, Victoria Chapter of BCSEA, Burnaby Climate Hub, Greater Victoria Climate Hub, West Kootenay Climate Hub, Okanagan Climate Hub, Rotary Club of Nature Celebrators, Shawnigan Rotary EcoClub, Wildsight Golden, KAIROS BC-Yukon, For Our Kids Burnaby, Suzuki Elders, CoC Campbell River Chapter, CoC Terrace Chapter, CoC Qathet Chapter, CoC South Okanagan Chapter, CoC Nelson/West Kootenay Chapter, Force of Nature North Shore, Alberni Valley Transition Town Society, Transition Salt Spring, Transition Sooke, the Citizens Environmental Network in Colwood, Oak Bay Climate Force, Victoria Climate Action Team, Metchosin Climate Action Team, and View Royal Climate Coalition.

Action Network (SI-CAN), and the Canadian Association of Physicians for the Environment (CAPE).

- Theory of Change: 40 (50.6%) have one or are working on it; 26 (32.9%) don't have one; 13 (16.5%) aren't sure.

Groups' actions and political involvement

- Involvement with local government:
 - 57 (72.2%) have actions directly involving the local government
 - 14 (17.7%) do not have actions involving politics or the local government directly but keep tabs on local politics regarding climate
 - 9 (11.4%) neither have actions involving the local government nor keep tabs on local politics.
- Involvement with provincial climate policy:
 - 40 (50.6%) of the groups selected "Provincial Climate Policy" as a realm they are involved in
- Involvement with WE-CAN's 30 Realms of Climate Action in BC:
 - Here are the results of the groups involvement with all the Realms:



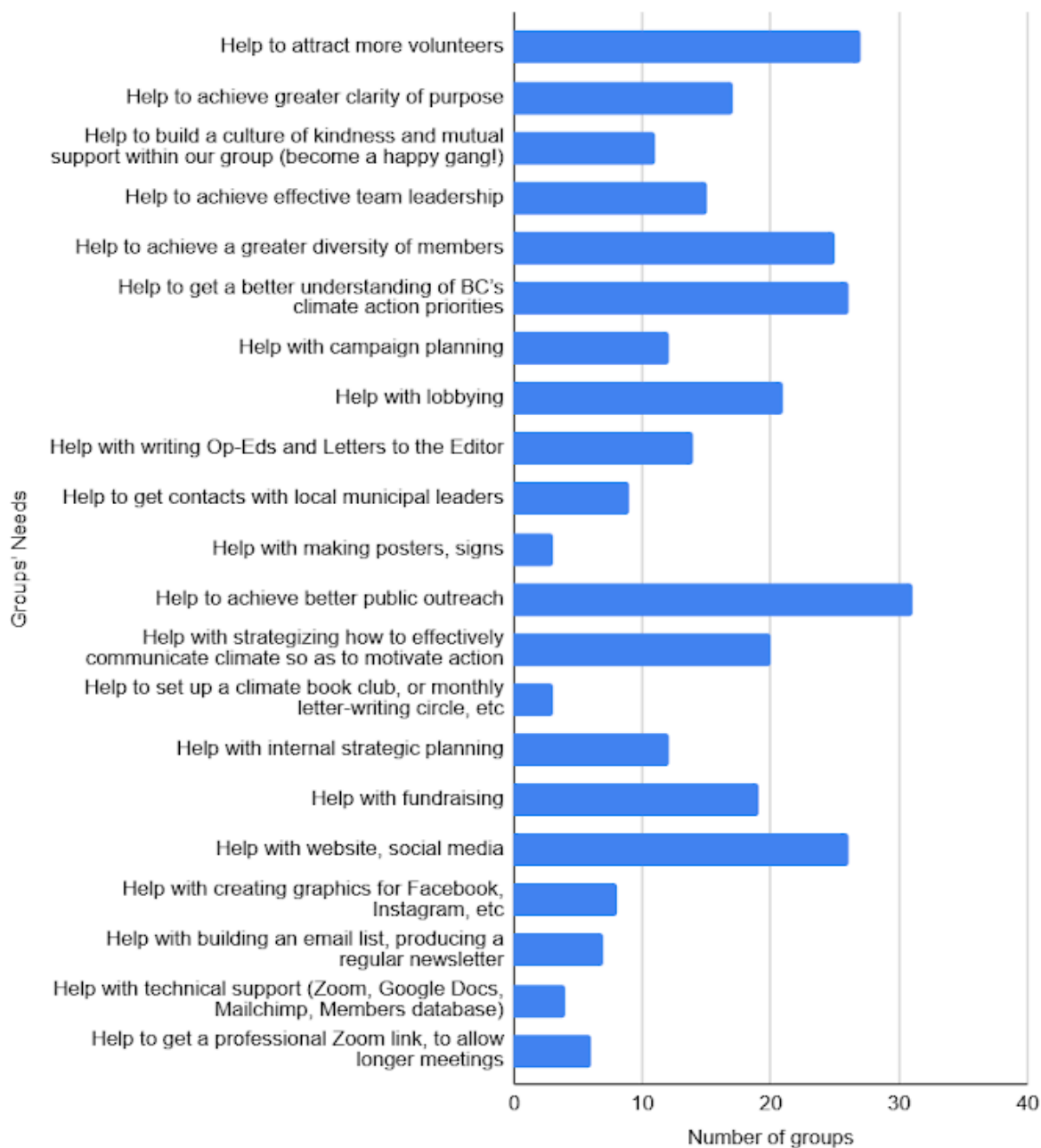
- The 6 Realms with most involvement from WE-CAN's member groups are:
 - Local Government (54/79 of the groups involved)
 - Public Education (47/79 of the groups involved)
 - Transportation (44/79 of the groups involved)
 - Provincial Climate Policy (41/79 of the groups involved)
 - Biodiversity/Nature (40/79 of the groups involved)
 - Working with Indigenous Allies (37/79 of the groups involved)

- The 6 Realms with least involvement from WE-CAN's member groups are:
 - Biofuels (5/77 of the groups involved)
 - Industry (7/77 of the groups involved with each realm)
 - BCUC Interventions (7/77 of the groups involved)
 - Stop Coal (8/77 of the groups involved)
 - Business (12/77)
 - Climate Litigation (13/77)

Groups' needs

In an attempt to identify the most pressing needs faced by the climate action groups in BC and how WE-CAN could help, we asked the groups to answer the question “On this list, which are the areas where you personally think help from WE-CAN would be most appreciated?”

There were 21 possible needs the groups could report in our survey, and here are the total results of the groups' choices:



The 5 most pressing needs chosen by the groups were:

- Help to achieve public outreach (31/77 of the groups)

- Help to attract more volunteers (27/77 of the groups)
- Help to get a better understanding of BC's climate action priorities (26/77 of the groups)
- Help to achieve a greater diversity of members (26/77 of the groups)
- Help with website, social media (26/77 of the groups)

The 3 least pressing needs were:

- Help with making posters, signs (3/77 of the groups)
- Help to set up a climate book club, or monthly letter-writing circle, etc (3/77 of the groups)
- Help with technical support – Zoom, Google Docs, Mailchimp, Members database (4/77 of the groups)

Here are some of the other needs listed by the groups in the survey, in the “Other” checkbox:

- Provincial campaigns:
 - “Help with campaign collaboration at a provincial level”
 - “Provincial campaigns and protests we can support and amplify locally”
- Engaging youth in the group's work¹⁰:
 - “Engage youth in the community - has been challenging”
 - “Help with engaging young people especially to join in our campaigns and initiatives”
- Connecting groups and informing them on each others' activities:
 - “Help with information sharing - "climate cafe", possibly across different climate groups? Who is doing what and where.”
 - “Connect to other groups with mutual interest in similar campaigns. WE-CAN is most useful to us as a connecting organization. The Provincial assemblies on Zoom are great.”
 - “Build coalition with climate groups”
 - “Help reaching out to other groups for BC-wide actions for climate”
- Specific needs under organizational and strategic planning:
 - “Help with gaining a better understanding of benefits/drawbacks to forming a non-profit or not”¹¹
 - “Help crafting a decision matrix for project triage to help us decide the most needed projects and incorporate climate urgency to sift through different ideas”¹²
 - “Create a governance structure, membership process, rules of engagement”
- Helping spread awareness of specific causes or projects
 - “Ensuring that members understand the key role of zero waste in climate”

¹⁰ A considerable number of groups expressed the concern of aging members, often with health issues, and the need and hardship in attracting younger volunteers to join their group and carry on with projects.

¹¹ For more information on recommendations to address this specific need, see page 33, under [Suggestions of Specific Training Sessions](#)

¹² For more information on the development of this tool, see [page 34](#), under *Project Triage Decision-Making Matrix*

- “Help promoting <https://energi.media> to locals”
- “Share in using our resources as well, such as our Event Calendar and Community Blog”
- Get a better understanding of different current environmental issues
 - “Just keep me informed about current issues, especially forestry, water, food production and security, dealing with biosolids, lobbying for more grant money for solar power, carbon sink value of grassland (hay fields and pasture), best practices for farmers”

Member Groups' Engagement with WE-CAN

Sense of Belonging and Awareness of WE-CAN's Activities

The groups interviewed came from a variety of backgrounds regarding involvement with WE-CAN. Some groups have been very active in WE-CAN's activities since the beginning, while other groups have either joined recently or haven't had almost any engagement with WE-CAN since joining the network.

Some groups demonstrated high involvement with WE-CAN, such as Transition Sooke, which "takes the WE-CAN membership very seriously," sending the newsletter to their members and having WE-CAN in their standing agenda for their monthly meetings. However, a considerable number of group representatives were not aware of the existence of WE-CAN's Climate Action Provincial Assemblies (CAPAs), but few members were not aware of the newsletter. However, I'd like to note that oftentimes the members who I have interviewed were not the ones who subscribed their group to become a WE-CAN member due to the groups' high turnover of volunteers or staff. Thus, a significant fraction of the groups' "main contact person" in the WE-CAN contact information database were not involved with their groups anymore, and had to forward the interview invitation to current group members – who sometimes had little to no interaction with WE-CAN before. We had about two groups whose representatives did not know that their group was a WE-CAN member.¹³

However, I could notice the interviews contributed to an increased sense of belonging from the groups' members to the WE-CAN network. Most of the groups expressed appreciation for the time we were committing for interviewing and cultivating this relationship with them. For instance, here's a quote from the end of the interview with Greg McKone, from the Fraser Valley Climate Action group, "I really feel cared for, that WE-CAN has given you the freedom to reach out and to connect. It really feels like relationship-building, that WE-CAN is listening and doing something for me. That's huge for me, that's really great, thank you."

Some of the groups who were not really active with WE-CAN before shared their spontaneous commitment to be more involved, while some members who weren't subscribed to the newsletter asked for the link to subscribe. For example, Justin Arseneault, from KAIROS BC-Yukon, shared that he recognized that he was not taking advantage of the opportunities for public outreach from WE-CAN, and committed to being more active in using the resource of sharing his group's information and events in the WE-CAN newsletter. Another example of encouragement generated by the interview was with Olav Slaymaker, from the Eco-Justice Unit of the Anglican Diocese of New Westminster. After the interview, Olav committed to reaching out to the Bishop's communication officer, letting them know that the WE-CAN interview happened and using that as a motive for asking for funding from the Diocese that can hopefully be provided for the Eco-Justice Unit and climate work. Finally, Colin Cheng, from the Douglas

¹³ For more information on recommendations to address this specific issue, see [page 42](#), under *Updating the WE-CAN Database*

College Faculty Association Climate Emergency Action Committee, wasn't aware of the WE-CAN newsletter before and showed excitement to subscribe to it after the interview.

In addition, I was able to provide the link to the [slides](#) summarizing WE-CAN to every single member who I have interviewed, so that they can be up to date with WE-CAN activities and working teams. Also, always when possible, I would share the existence of the CAPAs and the newsletter, encouraging the interviewees to take part and invite their group.

Lastly, the groups were thankful that I was present, listening to their issues, brainstorming ideas to solve their struggles and, where possible, giving individualized support. The latter is further discussed in the next topic.

Individualized Support

Through discussing solutions to address the groups' needs, sometimes I or the interviewee would come up with an idea that WE-CAN could help in an individualized and timely manner.

For instance, the interviews allowed WE-CAN to better perform its function as a connecting organization. Several groups asked me to list and share the contact information of other WE-CAN groups that were working on a specific cause that was of interest. Some examples include sending the contact of groups that were working on the zero waste cause to Sue Maxwell, from Zero Waste BC (ZWBC), as well as sending the contact of groups working on water and watershed issues to the Council of Canadians Qathet chapter. For example, Kim Barnard's group, the Shawnigan Rotary EcoClub, was about to organize a Zero Waste kiosks fair, and I was able to send Sue's contact for her to exchange ideas.

Another example of connecting different groups was the interview with the Council of Canadians Campbell River chapter, in which Richard Hagensen and Joanne Banks shared that despite their wish to organize an all-candidates debate for the provincial elections, they were struggling to find an affordable place to host the event. I then shared the idea of hosting an all-candidates debate on Zoom. I told them that the Shuswap Climate Action Society and the Citizens' Environment Network in Colwood (CENIC), two other WE-CAN member groups which I interviewed previously, have done successful online all-candidates debates before. Richard and Joanne got excited by this possibility and then I was able to connect them with the groups in order to share ideas and get advice.

Likewise, Greg Galloway, from the Wildsight Golden group, asked me if I had resources for him to learn more about wildfires and how to undertake different strategies such as selective logging or controlled fires in order to reduce wildfire risk and damage in his community. I was then able to connect him with Darlene, from the Transition Salt Spring group, which has a Climate Adaptation Research Lab producing cutting-edge research on wildfire risk reduction and keeping more water on the land.

A different example of individualized help was a participant of one of our member groups, who was going to have a meeting with Premier David Eby four days after our interview. She shared that, in previous meetings, the concerns expressed by the Premier and the Minister of the Environment about ending fossil fuel activities were economic, regarding jobs and the province needing the fossil fuel royalties' money for healthcare and other priorities. In our conversation, I shared with her some research data proving that the investment in the clean sector would generate more jobs than in fossil fuels, and I shared with her through email some resources from Naomi Klein's book "This Changes Everything: capitalism vs. climate." She was very appreciative of these materials as she said it would help her get prepared for the meeting and make strong arguments backed by research.

As for other examples of individualized support, Elizabeth Quinn, from the Creston Valley Climate Action Society, asked my help to reach out to a certain group asking for their social media guidelines, and I was able to do it and share with her in a timely manner. Also, I was able to develop a decision-making tool for Max Thaysen, from Friends of Cortes Island. Moreover, Jan Slakov, from the Council of Canadians Qathet chapter, asked me for a booklet on combating climate fake news and denial, and I shared with her some resources I found. Furthermore, I was able to share different recommendations of digital platforms with Greg McKone, from the Fraser Valley Climate Action group, and also taught him to use the "Creative Commons Licenses" tool on Google to help him understand how to get images with proper usage rights for his group's posts. I was also able to develop a [Project Triage Decision-Making Matrix tool](#) for Max Thaysen, from the Friends of Cortes Island group.

Lastly, I was able to spread the word about some groups' resources or activities. During the interviews, I was able to share the Elections Toolkit from the BC Climate Emergency Campaign –a WE-CAN member group – with 27 groups, and also invited groups to organize or join a rally in the September 20th Global Climate Strike as a request of our member group Climate Convergence Metro Vancouver, which is co-organizing the protest in Vancouver alongside many other WE-CAN groups in the Vancouver Strike Coalition. Lastly, many of the groups host online speaker series and events, and I encouraged them to share the link to those in the WE-CAN newsletter.

Engagement with the WE-CAN newsletter

Based on the information collected on our survey (that was conducted before the interview¹⁴), we could find out about the groups' engagement with WE-CAN's newsletter. Out of 81 survey respondents representing 79 groups, those were their answers regarding 4 questions on their involvement with the WE-CAN newsletter:

Are you or someone in your group subscribed to it?

¹⁴ This means some of the people who committed to subscribing to the newsletter after the interview were the ones choosing the option "I'm not subscribed" on the survey.

- Yes: 74 respondents (91.4%)
- No: 2 respondents (2.5%)
- I'm not subscribed but I'm not sure about the other members in my group: 5 respondents (6.2%)

Do you open it? If yes, do you usually read some or all of it?

- I usually read it all: 19 respondents (23.5%)
- I usually read some of it: 51 respondents (63%)
- I usually don't open it: 9 respondents (11.1%)
- I'm not subscribed to the newsletter: 2 respondents (2.5%)

Do you act on any of the weekly calls to action from our newsletter?

- Yes: 40 respondents (49.4%)
- Rarely: 30 respondents (37%)
- No: 9 respondents (11.1%)
- I'm not subscribed to the newsletter: 2 respondents (2.5%)

Do you share the link to the newsletter with your members or/and on your website?

- Yes: 44 respondents (55.7%)
- No: 25 respondents (31.6%)
- Sometimes: 10 respondents (12.7%)

Feedback for WE-CAN

I would like to thank all the groups for the valuable feedback given. However, I would like to remind the readers of this report that, although WE-CAN will do its best to fulfill the ideas and suggestions, it will prioritize the most feasible and urgent ideas due to our limited capacity as a volunteer-based non-profit.

General Feedback for WE-CAN

Most of the groups were very appreciative of the work WE-CAN is doing on coordinating the climate action groups in British Columbia. Some testimonials for positive feedback WE-CAN received include:

- Colin Campbell, from the Elders Council for Parks in BC: “Your organization does something that was really badly needed: a way of putting together the grassroots groups, motivating them, building a support base, and helping them see what’s going on around them”
- Jane Welton, from Climate Justice Team of Greater Victoria Acting Together: “I’ve been very impressed with WE-CAN, you are a very young organization and you have done quite a lot in the short time you have been around. It’s an excellent organization that supports all those little scattered groups all over the place.”
- Avril Torrence, from the Council of Canadians South Okanagan chapter: “After I moved from Alberta to BC, WE-CAN was the best thing I found as it showed me so many actions and news of what is happening in the climate movement BC. As an outsider, the WE-CAN newsletter gave me great insights in an organized and concise way, and I realized WE-CAN is such an important network that I never saw when living in Alberta or in Ontario.”

The interviewees also had many ideas for constructive feedback, such as the following list:

- Eliza Olson, from the Peatlands Protection Society, said she thinks WE-CAN has missed two very key areas – peatlands and wetlands – when listing WE-CAN’s “30 Realms of Climate Action in BC.” She said that the Global Landscapes Forum defined peatlands as a big forgotten solution to climate change, as they cover only 3% of the world’s surface and store twice as much carbon as all the world’s forests. Eliza asked WE-CAN to include peatlands (and wetlands) as priorities and help promote it to other environmentalists as a very important climate solution.
- Colin Campbell and Wayne Stetski, from the Elders Council for Parks in BC, suggested that WE-CAN gets more involved in helping the BC government to protect 30% of BC’s land and water by 2030, and help that be a more community-engaged initiatives in which communities are making sure this goal is achieved too.
- The Suzuki Elders group expressed they think we are not taking advantage of the large WE-CAN network as much as we could, as they think it’s still very fragmented. They suggested that we should use the network as a strong voice representing so many groups to let CEOs and politicians know that there are so many people in our province that would like to see more climate action.

They believe that the government would be more willing to hear if we can count and prove we have a certain percentage of the population advocating for this same climate cause and specific actions. They also mentioned their connections with some MPs could be a useful resource for starting this kind of initiative. They said “if the leadership of WE-CAN could bring together people, we would really respond to it.”

- The same desire was expressed by Cynthia Barnes, from the Qathet Climate Alliance, as well as other groups.
- Similarly, the Green Technology Education Centre group shared their idea for consolidating everybody’s efforts in a unified way, in order to produce quantified results that could send a strong message to government and society. They mentioned the example of a garbage cleanup action, in which WE-CAN could mobilize all its groups to realize a cleanup during a specific day or week, and ask them to weigh the amount of garbage collected. Another example they gave was all WE-CAN members not driving a non-electric car in a day, or not eating meat, and WE-CAN could calculate the amount of GHGs that would be avoided. This “WE-CAN challenge” could happen during a special week or day, such as Earth day. The goal would be to help the members from the WE-CAN groups feel that their individual actions make a difference when counted collectively, and that these numbers quantified from the impact of these activities could send a strong message to the environmental movement in BC that we have the power to change if we act together. They said the Green Technology Education Centre could help out in coordinating this activity.

Another thing highlighted was increasing member to member dialogue. As Rosalind Warner mentioned, “The strength of any network is the ability of the groups to talk to each other.” I will list some of the ideas that came up in that direction, suggested by:

- Roger Bryenton, from the BC Hydro Ratepayers Association – “WE-CAN could organize *Lunch and Learn* sessions about climate, fossil gas, and community actions in BC and elsewhere. It could possibly be a weekly gathering on Zoom, like a *Climate Cafe* to meet and chat and update each other, with the goal of building connections and community.”
- Dora Stroud, from the Greater Victoria Climate Hub, suggested that WE-CAN create a Google Calendar with important dates and anniversaries for successes in the climate and environmental movement, with the goal to celebrate and not get stressed with actions that often have failed results.
- Other ideas are listed under *Final Recommendations and WE-CAN Deliverables*. Please see [page 28](#).

Feedback for the WE-CAN Newsletter

We received a lot of feedback for the WE-CAN newsletter. I will list some of the groups' innovative ideas below.

The following four ideas were suggested by Rosalind Warner, from the member groups Okanagan Climate Hub and the FPSE Climate Action Standing Committee.

- Newsletter teaser:
 - Rosalind suggested that a solution to the problem of many WE-CAN groups not having time to read the long newsletters is the creation of a “Newsletter Teaser” or “Newsletter Shorts.” This teaser could be a 30-second Youtube video that could be embedded in the newsletter at the right side of the “Jump To…” table of contents and left side of the “Support WE-CAN” section. The video could start with “Hi! Here are the highlights of the WE-CAN newsletter this week” and then the content would make a summary of the most important piece of each section of the newsletter. In the end, it could finish with “Read more or subscribe, click here”. The best option would be to have a person speaking, but a square of a video screensharing the newsletter, keeping up with each newsletter piece the person mentions. An easy way to do this is through a Zoom recording. Besides embedding in the newsletter, WE-CAN could publish these teasers on its LinkedIn, Instagram, as well as create a playlist on Youtube with all the newsletter teasers, in the format of Youtube “Shorts.” Through this, people will be able to later watch all the teasers and have a big summary of the BC Climate Movement over a certain period of time.
 - A second alternative for people who claimed they don't read the newsletter because they don't have time would be a “Digest Version” of the newsletter. Rosalind and I personally prefer the Newsletter Teaser idea, as videos usually catch people's attention better, as it doesn't take an effort for reading, and it promises people will only spend a certain amount of seconds consuming that content. The Digest Version, however, would be a separate newsletter that is much shorter, filtered for just the most important information. When subscribing to the WE-CAN newsletter, people could choose the option to get the Full Version or the Digest Version. The issue with that is that it would require more time from WE-CAN to select, and also it is hard to select the most important ones, especially when it comes to the news and call-to-actions from our members – it is complicated to say a certain group is more important than the other.
 - My recommendation is that, after creating either the Newsletter Teaser or the Digest Version, WE-CAN should reach out to those specific people who mentioned they would love to but don't have time to read the newsletter, letting them know of this newly-created solution.

- Member Groups' Spotlight Section:
 - She also suggested the creation of a section in the newsletter called "Member Groups' Spotlight" or "Member Groups' News" for members to share their stories and successes. The section could include "specific local campaigns and actions, members profiles, or perhaps blogs or policy briefs."
 - It is a way in which smaller local groups can participate in the newsletter, even if they don't host events or petitions that would invite other groups to participate.
 - I recommend that WE-CAN creates a special category of the Spotlight Section called *Replicable Success Stories*. See [page 42](#) for more details.

- Follow-up on the results of calls-to-actions
 - Her third idea was for member groups to share a follow-up on the results of the calls-to-actions they shared in former WE-CAN newsletters. For example, sharing how many people signed their petition, or a picture of them giving the petition signatures to an MLA. Rosalind mentioned that oftentimes it might not be very encouraging to participate in the weekly calls-to-action or campaigns because members don't know if it will actually work. "If I sent the email to my MLA about ending fracking, what was the result? Did the politicians listen or respond to the organization? Was the time spent in writing my email worth it?"

- Integrating the website and the newsletter
 - Rosalind commented that, because "sometimes pages get stale," she would suggest featuring the stories from the newsletter in the WE-CAN blog on the website as well.

Some other ideas for the newsletter include those from:

- Carol Brown, from the Citizens' Environment Network in Colwood (CENIC): she suggested that WE-CAN eliminate from the newsletter the petitions that ask to be signed on behalf of an organization. She said that is great when she can sign it as an individual, but when it is up to the group to sign, she said it is hard because she has to send an email to all the members in order to get consensus on whether CENIC can sign that petition. That process takes time and often by the time they get a consensus, the petition has already ended. Moreover, she mentioned members are getting sick of receiving constant emails for consensus on petition-signing.
 - Because those group petitions may be useful for some groups, my personal suggestion is for WE-CAN to maybe indicate which petitions are asking to be signed as an individual and which are asked to be signed as a group. Perhaps WE-CAN could use a tag, or a small indication in parenthesis "(To be signed as an organization)" or "(To be signed as an individual)" or "(To be signed as an organization or as an individual)". In this situation, Carol would be able to easily ignore the petitions that are group-based, and focus her time in filling out the ones that she can sign up to as an individual.
- Ian Brown, from the View Royal Climate Coalition (VRCC): regarding the climate news, he asked WE-CAN to try to avoid sending links from the National Observer, or links from any newspaper

that requires paid subscription to access. For example, [this link](#) was shared in a previous WE-CAN newsletter but he (and probably most WE-CAN members) couldn't access it because he doesn't have a National Observer subscription.

Other shorter suggestions for improvement on our newsletter came from:

- Frances Litman, from the Creatively United for the Planet Society: “less calls to action in each newsletter, pick the most time-relevant.”
- Laura Sacks, from the West Kootenay Climate Hub: “I personally already get a lot of climate news, so I would appreciate a shorter climate news section, focusing the newsletter on more specific actions and events.”
 - The same idea was suggested by Margaret Tholm, from First Things First Okanagan: “I read it for the BC-wide events, webinars and rallies. It has a lot of news from sources most people in the climate movement already see elsewhere. Consider cutting down general news articles and focusing on activities of member organizations.”
- Greg McKone, from the Fraser Valley Climate Action group: “I wonder if the weekly cadence could or should be replaced by a biweekly cadence of more specific information. The pros of the weekly cadence is that it allows people to respond, as they usually take a while to respond. The pros of the biweekly cadence is that a person can read more carefully the climate news and calls-to-action.”
 - Greg Tamblyn, from the Smithers Climate Action group, also suggested that the newsletter be sent less often.

Here are some testimonials of positive feedback phrase for the WE-CAN newsletter:

- Rosemary Cornell, from the Vancouver Unitarians Environment Team: “the newsletter is awesome: a one-stop shot for all the hot things in climate activism for that week.”
- Maureen Curran, from the Climate Safe Cities: “One of the reasons we exist as a group is that WE-CAN announced us in the newsletter and we got so many people to join us. Also, after WE-CAN shared our success of Burnaby passing the Zero Step Carbon Code, we had a lot of people coming to us inspired by our win and interested in replicating the same initiative in their own municipalities.”

Almost all of the groups applauded the most recent change in the newsletter formatting and inclusion of the interactive table of contents. Before WE-CAN re-designed its newsletter format and implemented the table of contents, I received feedback from 10 of the 27 group representatives surveyed at that time that the newsletter was too long and should be shorter. However, after WE-CAN re-designed the newsletter, only 3 people said it was too long out of the other 54 representatives who filled out the survey after the newsletter improvement. Meanwhile, all of the other 48 people either provided feedback that was positive, neutral, or that specifically complimented the new newsletter template.

Feedback for the WE-CAN Climate Action Provincial Assemblies (CAPA)

We also collected feedback for our CAPAs. Jane Welton commented that the people in the Climate Team of the Greater Victoria Acting Together are usually very enthusiastic about attending the gatherings. Meanwhile, Kate mentioned she would appreciate it if the CAPAs were a little more focused, as she thought it was a little overwhelming with too many people. Also, Sunil Singal, from the Force of Nature Alliance, mentioned that the CAPAs are interesting, but the members from his team have wondered what were the concrete results that have been coming out of them.

Elizabeth Quinn, from the Creston Valley Climate Action society, suggested that WE-CAN divide the groups in the breakout rooms through focusing not necessarily on regions, but on bringing together groups with similar town size and culture. She said her group, which is located in the small town of Creston, was once included in the same breakout room as the Vancouver Island groups, which most of the time have such a different context in terms of city size and local culture. She said it would make much more sense to be in a breakout room with groups from small towns in the Kootenays, such as Shuswap, because they have a much similar culture to Creston, which is currently in a federal conservative riding. Therefore, whenever possible – as sometimes there are not enough attendees to form a group different from the Metro Vancouver and Vancouver Island breakout rooms – it would be good to prioritize putting groups from small, culture-alike towns together.¹⁵

Lastly, another idea for the CAPAs came up in the interview with Marc Lee, from the Canadian Centre for Policy Alternatives (CCPA), which is a WE-CAN member group focused on publishing research on public policy. We came up to the conclusion that the best way for WE-CAN to support their organization was to help spread the word about their policy research, as mostly those are only useful if people read it and actually decide to implement their research recommendations into actually lobbying or campaigning for those policies. Therefore, WE-CAN could help those research pieces reach where they are most needed - the many groups which are campaigning and lobbying the city councils and provincial government in BC. Those groups could be more effective in their work if their arguments were backed by real-world evidence and research. Therefore, I would recommend WE-CAN to present or mention the existing CCPA research whenever there is a CAPA themed on a topic that CCPA has already done research on.

¹⁵ Once WE-CAN published a regional mapping of the WE-CAN groups (see [page 35](#)), Elizabeth said she could advise us on which areas of BC she thinks it would make sense to bring together with Creston in the breakout groups.

Resources Offered by the Groups

During the interviews, some groups kindly offered some resources they could provide that could support the work of WE-CAN.

The Vancouver Unitarians Environment Team mentioned they have a large sanctuary at W 49th Ave & Oak St, Vancouver, which is great for meetings and events. They said that if it is useful to WE-CAN, they could host events or meetings there, such as non-partisan all-candidates debates.¹⁶

Similarly, the North Shore Unitarians Environmental Action Team said they have a meeting space that can fit 150 people in their congregation. They are being more selective on the kinds of public meetings they are holding due to personal issues and limitations, but the team said they are willing to engage in collaborations to offer their space in case there is an interest to host a non-partisan all-candidates debate, or a gathering of North Shore environmentalists that, for example, could discuss the elections.¹⁷

The Green Technology Education Centre group mentioned that their Communications and Media team has a [Google Ad Grants](#) account, which is an advertisement tool for charities, and they could use it to circulate ideas, developments, and results, if WE-CAN needed. For example, they said that they could advertise the results for the provincial challenge they suggested that WE-CAN could do.¹⁸

Frances Litman, from the Creatively United for the Planet Society, said that their group would be willing to offer their resources in case WE-CAN wanted its newsletter info to reach more people. She mentioned that WE-CAN could publish the newsletter calls-to-action in [their Community Blog](#) and publish events in their [Community Event Calendar](#). She mentioned they usually try to include the items from the WE-CAN newsletters in their blog and calendar, but often they can't stay on top of them all due to her group's limited time capacity of a volunteer board.

Lastly, some groups offered their political resources and connections, in case they were useful to WE-CAN for climate lobbying. For example, the Suzuki Elders group mentioned three Members of Parliament (MPs) who seem to care about the environment and that the Suzuki Elders' members are personally connected to. They mentioned this fact specifically in regard to their suggestion for WE-CAN to come as a strong voice to CEOs and politicians representing so many BC climate groups that would like to see change.¹⁹

¹⁶ See [page 24](#) for more ideas about the 2024 provincial elections.

¹⁷ See [page 24](#) for more ideas about the 2024 provincial elections.

¹⁸ See page 18, under [General Feedback for WE-CAN](#).

¹⁹ See page 17, under [General Feedback for WE-CAN](#).

2024 Provincial Elections

Mapping of the Groups Involved

In the survey, the groups who chose the “2024 Provincial Elections” checkbox as part of their activities include:

1. Climate Action Now! (CAN!) North Okanagan
2. BC Hydro Ratepayers Association
3. For Our Kids Burnaby
4. Conversations for a One Planet region
5. BC Climate Emergency Campaign
6. Greater Victoria Climate Hub
7. Vancouver Unitarians Environment Team (VUET)
8. Citizens’ Environment Network in Colwood (CENIC)
9. Canadian Association of Nurses for the Environment (CANE BC)
10. Creatively United for the Planet Society
11. Esquimalt Climate Organizers
12. South Island Climate Action Network (SI-CAN)
13. Climate Justice Team of Greater Victoria Acting Together
14. Force of Nature Alliance
15. Movement: Metro Vancouver Transit Riders
16. BC Cycling Coalition
17. First Things First Okanagan
18. Council of Canadians Terrace chapter
19. Council of Canadians Qathet chapter
20. Council of Canadians Campbell River chapter
21. Council of Canadians Nelson West Kootenay Chapter
22. West Kootenay Climate Hub
23. Shuswap Climate Action Society
24. Sunshine Coast Conservation Association
25. Metchosin Climate Action Team (MCAT)
26. Berwick Climate Action Committee

27. Smithers Climate Action

Some of the group's ideas for this 2024 provincial election include hosting all-candidates debates – both in-person and online through Zoom – and questionnaires to candidates. Most groups are taking a non-partisan approach and do not endorse candidates, while other groups – such as the Force of Nature Alliance – have endorsed candidates in the past and might do so again.

Some groups will focus their debates or questionnaires on specific issues, while other groups will make it more general to climate and environmental themes. For example, the Campbell River and the Qathet chapters of the are planning to focus their election efforts in the watershed protection issue they are facing in their town, while the Movement: Metro Vancouver Transit Riders and the BC Cycling coalition are planning to focus their involvement with the election in the transportation issue.

Denis Agar was sharing some creative ideas for Movement to participate in the elections, bring the issues of Metro Vancouver Transit Riders, and especially push the province to provide more funding for buses and transit. He shared that they are planning to do some “ride-alongs” with the candidates, inviting them “Hey, come ride a bus with us” and then bringing conversations to the politicians such as “Oh, it’s so crowded, how can we improve the public transit system?” Another creative idea was to launch some challenges, e.g. politicians could only use public transit for a week. Also, Movement is planning to create a report card where they will evaluate the transit policies of each party or platform. Similarly, the BC Cycling Coalition is also launching a questionnaire for candidates to fill out about their active transportation policies, and they will publish it to the public so that people can vote consciously.

The Greater Victoria Acting Together (GVAT) is experimenting with a different strategy for their questionnaire to candidates this year. Jane Welton, from their Climate Justice Team, explained that they are “pinning politicians” in order to avoid them to dodge the questions. Thus, all the questions in their questionnaire form have a required “Yes” or “No” answer, and then a second textbox that allows them to expand. The group is not sure how many politicians will complete the survey this way, but this strategy was a good way to avoid politicians greenwashing that their position on a certain question would be “No.” After the questionnaire, GVAT will publish the results and conduct “relational interviews” with candidates which they predict will have some influence after the election. Their goal is to build relationships so that they can use that for lobbying the politicians after they are elected - Jane shared that, drawing from her group’s experience, it is easier to build relationships with politicians during the election period than after they are elected.

Meanwhile, the BC Climate Emergency Campaign produced an [Elections Toolkit](#), which we are helping share the word about, that is meant to equip environmentalists for these 2024 elections. I shared it with every interviewee in order to help spread the word about it to the climate leaders of our province. I recommend that WE-CAN continue to share it in the newsletter (and also give emphasis to it during the CAPA on the Provincial Elections), especially closer to the elections date. Some groups mentioned they

are planning to host all-candidates debates or questionnaires to candidates, and making sure those groups have access to the toolkit would avoid overlapping work and help them save time and effort.

The toolkit offers:

- 1) a template for questions to be asked for candidates (in all-candidates debates, questionnaires, or in other opportunities)
- 2) arguments backed by facts and research in order to combat common anti-climate myths and greenwashing used by politicians to dodge climate action
- 3) an FAQ of fracking and LNG
- 4) climate and affordability linkages

The North Shore Unitarians Environmental Action Team suggested a great idea during their interview. They said WE-CAN could host a pre-election North Shore gathering of environmentalists, with different climate and environmental groups in the North Shore, such as their own group, For Our Kids North Shore, Force of Nature North Shore, among others. They suggested that this gathering could happen in the space of their congregation, and the groups could discuss what they have learned from the candidates' positions regarding climate, and how their members were going to vote.

Moreover, their team suggested that WE-CAN created a page on its website to share where all the all-candidates debates and election gatherings are taking place in our province, so that environmentalists can keep an eye and appear to ask climate questions to the politicians (using the [Elections Toolkit](#) as an inspiration).

Actions on National Seniors Day (October 1st) and the Global Climate Strike (September 20th)

Some groups are going on a rally or organizing actions prior to the election, which can help bring climate concerns to the media. The Vancouver Strike coalition, which includes several WE-CAN member groups²⁰, is co-organizing the September 20th Global Climate Strike in Metro Vancouver – led globally by Greta Thunberg and Fridays for Future – and is willing to help other groups who are willing to organize their own local rallies or actions on that day.

Meanwhile, several groups are organizing rallies or actions on October 1st, National Seniors Day, such as the Suzuki Elders group's *Letters to the Future* project, the Berwick Climate Action Committee's rally, the parade and city hall delegation co-organized by the Council of Canadians South Okanagan chapter and First Things First Okanagan, and the all-candidates debates in Penticton (organized by First Things First Okanagan) and in Esquimalt (co-organized by several groups – Canadian Association of Nurses for the Environment, Citizens' Environment Network in Colwood, Creatively United for the Planet Society, South

²⁰ The WE-CAN member groups involved in the Vancouver Strike Coalition include: Burnaby Residents Opposing Kinder Morgan Expansion (BROKE), Canadian Association of Physicians for the Environment (CAPE), Climate Convergence Metro Vancouver, Doctors for Planetary Health, Force of Nature Alliance, For Our Kids Vancouver, For Our Kids Burnaby, West Coast Environmental Law.

Island Climate Action Network, Esquimalt Climate Organizers). The Seniors for Climate organization created a [map that shows many of the climate activities happening on October 1st](#).

Final Recommendations and WE-CAN Deliverables

In this section, I provide my recommendations and suggestions to the Board of Directors and the Members Team of WE-CAN on how to better support the member groups and the BC climate movement. When sharing the deliverables with the member groups, I suggest that WE-CAN also reminds the groups of the existence of the WE-CAN Fundraising Toolkit, as many groups reported having issues with fundraising but no groups mentioned the toolkit during our interviews.

Cultivating the relationships and sense of belonging

As noted previously in this report²¹, the interviews had a positive outcome in cultivating the relationship and trust of the groups with WE-CAN, or even in starting a relationship with groups WE-CAN has never interacted with before.

My recommendations to WE-CAN in this regards are:

- 1) for the team, to the best of its ability, to get to know at least a general sense about each of the groups interviewed. I wrote a detailed interview file for each group interviewed, so now WE-CAN has an archive with the most important information of 82 groups. My recommendation is that the team can either read those, or read the form results from our survey, in order to have a general understanding of each group's actions, needs, and strengths. The goal is for this to provide the basis to support the following recommendations detailed below.
- 2) for WE-CAN to continue serving the groups as a connecting organization and providing them the individualized support I mentioned previously in this report²². Just like I have done in the interviews, whenever WE-CAN is working with a specific group in the future, the WE-CAN team should remember the needs and activities of other groups so that, if an opportunity comes up, the team will be able to connect the dots and put two member groups in contact with each other to collaborate when they most need it. For instance, if an opportunity for inter-group collaboration comes up, or if the WE-CAN team identifies that a group has a strength that is needed by another group, or vice-versa, WE-CAN ask the groups whether we can serve as a connecting bridge between them so that they can help each other.
- 3) for WE-CAN to provide follow-ups and thank-you emails to the groups. As it is noticeable in this report, the groups provided the most marvelous ideas for WE-CAN. My suggestion for WE-CAN to continue this positive relationship with those groups is to reach out to the individual group expressing our gratitude whenever a specific idea which that group suggested is going to be

²¹ See [page 13](#) under *Sense of Belonging and Awareness of WE-CAN's Activities*

²² See [page 14](#) under *Individualized Support*

implemented by WE-CAN. This simple thank-you email will show the groups that they were actually heard, and will increase their sense of trust in WE-CAN, as well as encourage them to continue giving us feedback and ideas, as they now feel that their time and energy engaging with WE-CAN is worth it. I know that WE-CAN has a limited capacity and even if the entire team reads all the interview notes, it might still be hard to remember which group suggested which idea. Therefore, I'm striving to include in this report which group suggested which idea, so that WE-CAN can have an ease in contacting those groups to show appreciation later on.

Recommendation for the newsletter and the CAPAs

I provided several of the groups' suggestions for improving the newsletter and the Climate Action Provincial Assemblies (CAPAs) in the [Feedback for WE-CAN](#) section of the report. Thus, I recommend that the WE-CAN Board of Directors read it carefully and prioritize implementing those that are most suitable and feasible within WE-CAN's capacity.

Capacity-Building Training Sessions

One of the most important deliverables WE-CAN can provide to member groups is training sessions on the [topics that were identified in our survey as "needs"](#) of the member groups. WE-CAN is unique because it is a network that connects so many diverse groups in BC, many of which have expertise in areas that other groups may find difficult. Therefore, WE-CAN has the capacity to strengthen the BC Climate Movement by allowing groups to learn from each others' skills. The goal of the training sessions would be to bring groups who have a strength in a specific topic to conduct a workshop for groups who identify that topic as a need for improvement.

Announcement

WE-CAN should announce the training sessions on the newsletter, but I recommend that it also sends a separate email for all the member groups just announcing the session (just like WE-CAN does for the CAPAs). However, because the survey already provided us with a clear mapping of the groups that have each need, I recommend that WE-CAN reach out with an individualized email to each group who selected that need checkbox on the survey. A template can be created to send that individualized email, in a way that in each email it would change only the name of the person/group and the topic of the training session. The purpose of sending this specific email is because we are holding a certain training session precisely to meet the needs of these specific groups who have shown interest, so we want to make sure that they will actually hear about it in advance and plan to come. Unfortunately, many groups postpone reading the newsletter or just quickly skim through it, so sending an individualized email is more guaranteed that they will get notified.

Another suggestion I have is for WE-CAN to see in advance different possible dates that it could possibly host the training session, and send a [When2meet](#) poll in the individualized email. The poll will show which of the dates suggested by WE-CAN would have the highest number of groups present. Again, I would suggest that WE-CAN send this poll only to the groups who demonstrated interest in that specific need in the survey, not send it to all the member groups. Everytime WE-CAN is planning a different training session, it should create a different poll ahead of scheduling the official date for that workshop.

Workshop dynamics

I believe it would be interesting to bring more than one group/person to conduct the training sessions, so that they can bring different perspectives and we can make the sessions more dynamic. I also suggest that the workshops be inclusive, having a specific space in the workshop agenda for allowing the attendees to talk, ask questions, and contribute to the topic – there may be an expert in the audience that wasn't a guest speaker but can teach us a lot too! I would also recommend having a break and possibly (depending on the number of attendees) breakout rooms discussions, in order to make the workshop more interactive.

Identifying who can lead the workshops

There are 3 main ways for us to identify which groups would be willing to give a workshop.

- 1) Groups I identified through the interviews that agreed to either lead the workshop or speak at the session on their area of expertise
- 2) Groups and experts listed in WE-CAN's [Training Resources Index](#) and [Training Inventory](#)
- 3) Groups that filled out the form (see below) saying they could offer a workshop
- 4) Groups or experts that were nominated by other groups filling out the form

The above-mentioned form would allow groups to suggest their ideas for future training sessions, to volunteer to lead a workshop, or to suggest another group which could possibly lead the session. When sending the general email to all the member groups announcing the training session, I suggest that WE-CAN add the following text (feel free to change the formatting), whose link will take to a form:

“Click [here](#) if:

- a) you have an idea or request for a future workshop
- b) you have a skill/topic that you think you could lead a workshop for other groups to benefit from
- c) you know another group/person who is an expert in a topic/skill that other groups would benefit from

We can't guarantee that we will be able to accommodate the requests, but we'll do our best!”

Suggestions for Specific Training Sessions

The following are suggestions of topics that came up during the interviews, and the groups mentioned either offered to conduct a workshop in that specific area, or (most of the cases) I asked them if they would be willing to do so and they have agreed.

- 1) Climate Communications:

- Possible groups or people to lead the workshop:
 - Clean Energy Canada – Mark Zacharias, the Executive Director of Clean Energy Canada, said he could volunteer to give this workshop to WE-CAN, with the theme of “Communications and Polling.” He said this is something his organization has a lot of experience in, and it’s very important for environmental groups to understand their message and audience. He mentioned he has been seeing the fossil fuel industry pouring millions of dollars to reach Canadians and putting the right message to the right people in a way that makes them feel comfortable, but he feels we need to do this job better at the environmental movement. He also mentioned there are many ways to reach people through media, social media, youtube, etc, and he could share some of the ways his organization has been successful in that realm, specially with Youtube.
 - Jane Welton, from GVAT’s Climate Justice Team, recommended [Patricia Lane](#) saying she has a lot of expertise in climate communications and taking climate action via personal conversations. She said Patricia leads workshops training climate activists to communicate climate change to people who are not activists, incorporating the person’s values in the conversation.

2) Volunteer Recruitment and Attracting Young Members:

- Reason: This was a concern expressed by many of the member groups I’ve interviewed. Many groups are struggling with the issue of an ageing membership, often dealing with health issues and limited capacity while not having younger members to pass the torch to continue the organization’s work. Moreover, just recruiting volunteers in general (not necessarily young people) has also been a need expressed by our member groups in the survey and the interviews.
- Possible groups or people to lead the workshop:
 - TDB. I recommend WE-CAN do some in-depth research into people and groups who are experts in volunteer recruitment and attracting young members.
 - Julia Nicholls, from the Pender Ocean Defenders (POD), said she would be willing to speak at the training session about her group’s experience in becoming more “youth-friendly” and bringing young people on board. They have been doing some hard work on this, such as going to the schools, producing resources, making fun activities for the youth through art, music, movie screenings and video production, etc. She said they always try to support the work of the young people in the community, they created an Instagram page, and when POD hosts live events, they always bring food and try to bring laughter and music. In the past they have struggled with having more young members and now they were able to be successful.
- Darlene Gage, from the Transition Salt Spring, provided a different perspective on the idea of volunteer recruitment. She said that, according to her experience working in the nonprofit sector, she believes oftentimes it is more effective for nonprofits to apply for grants and hire people (with a fair wage) to help instead of spending a lot of time and effort into recruiting volunteers that often do not last long in the group or don’t put all the effort that is needed. She thinks being able to hire paid staff or interns helps stabilize the nonprofit’s work, and for attracting other volunteers, she believes that it’s about organizing different actions to attract people who are passionate about that, such as repair cafes, toy swaps, bike rides, rallies (with young people to attract them to volunteer, for example), etc.

3) Lobbying:

- Possible groups or people to lead the workshop:
 - First Things First Okanagan – they have all the materials ready, as they have already led that workshop before. They have emailed offering this workshop to WE-CAN in the past;
 - Greater Victoria Acting Together (GVAT) – Jane Welton mentioned that lobbying and building relationships with politicians (at the municipal and regional level) is a great strength of GVAT, as they have been using that to pass most of the policies they advocate for. She mentioned that [Flossie Baker](#) (GVAT’s board member and staff at Sierra Club BC) is a true expert in “relational interviews” and building relationships with politicians;
 - Citizens Climate Lobby Canada – they are not a WE-CAN group but they are real experts on lobbying and motivational interviewing, having their own lobbying methods and training. [Cathy Orlando](#), the director of CCL Canada, is supportive of the work of WE-CAN, so she might have the contact of someone who could contribute to this training session.
 - View Royal Climate Coalition – they said “building good relationships with city councilors and mayors” and having a positive attitude in those relationships was their strength, and they would be willing to speak about that if a training session was organized.

4) How to meet with your MLA Training Session:

- Possible groups or people to lead the workshop:
 - West Kootenay Climate Hub – they have already led this workshop before and some of their members have been trained at the federal level as they’ve spoken to the Senate in Ottawa, according to Elizabeth Quinn, from the Creston Valley Climate Action Society.
 - This is a [resource from the Wilderness Committee](#) (alongside this [briefing note](#) on fracking, LNG, and climate change) focused on “How to meet with your MLA about fracking” in case it is useful when planning the training session.

5) Advisory Committees: How to Sit and Set Them Up:

- Possible groups or people to lead the workshop:
 - View Royal Climate Coalition (VRCC) – Linda Jeurond and Ian Brown have a lot of experience with advisory committees, and would be willing to speak about that topic and how the VRCC was able to become an ad hoc committee that was influential in the city council. Please see more details on [page 39 \(Advisory Committee Support Group\)](#).
 - Citizens’ Environment Network in Colwood (CENIC) –However, they have a lot of experience in sitting on those advisory committees (from the Environmental Committee to the Active Transportation Committee, and the Parks, Trails, and Recreation Committee) and have been very successful in using the committees as avenues to push the group’s climate agenda forward in the city council. Carol Brown said that the group has not set up the committees; instead, they joined the ones the municipality already had. However, I believe that if they were willing to participate in the session, they could possibly give some tips for sitting and making the most out of these committees, or at least encourage other groups to use city committees as avenues for change.

6) Local Government (City Council) and Developing a Local Climate Action Plan

- Possible groups or people to lead the workshop:
 - Citizens' Environment Network in Colwood - they said that, if they were to give a workshop, it would be about leading positive change in our city council: how to be seen as the collaboration and not the antagonists by the counselors. For example, writing letters to your city councilors, how to counteract developers that are doing something that is not within the interest of the citizens, how to balance it, etc.
 - Transition Salt Spring – Darlene Gage said their organization has expertise in helping small communities develop their own local climate action plans. They take a “collective impact approach” (which they learned from the Tamarack Institute) to activate the climate action plan, which involves bringing different organizations to work collectively and avoiding overlapping work. So she said it would probably not be a whole workshop led about that, but she would be willing to speak about that topic in a workshop about a similar theme.
 - In case it is useful to mention during the training session, here's a piece of advice from Wayne Steski, the president of the Elders Council for Parks in BC, who is a former mayor of Cranbrook and current city counselor, about developing better relationships with the local government: “Don't be shy about asking, and reminding the counselors that you can help them succeed. Remind them that they can become a climate or conservation champion, instead of just staying that they are messing up with things and they should change what they are doing. Politicians always meet with people who are unhappy, so it's better to make progress being positive than negative.” Another piece of advice he gave was that “too often, people go to politicians without taking time to understand their values and where they come from. Every politician has interests of different sorts. Before throwing your interests to them, take some time to analyze what they care about and what they want to achieve, so you can shape your arguments and make them consider what you are asking for.”

7) Pros and Cons: Should we be a Charity, Non-Profit (Society), or Informal Group?

- Reason: This workshop was specifically requested by some members of the Greater Victoria Climate Hub, but this concern was raised by several groups and I believe a clear and practical training session on that topic would be very beneficial to WE-CAN members.
- Possible groups or people to lead the workshop:
 - TBD. I recommend WE-CAN do some in-depth research into experts in that topic.

8) Social Media & Website Training

- Possible groups or people to lead the workshop:
 - TBD. It is also important to decide which social media platforms will be taught. Drawing from the interviews, most of the groups who had some familiarity with a platform, that platform would be Facebook, not Instagram. In my personal opinion as a young person, having a nice Instagram account (e.g. well organized, with Canva designs, etc) is a big important step to attract young volunteers because people in my generation mostly use Instagram and not Facebook.
 - Eliza Olson from the Peatlands Protection Society recommended some resources from a course she is doing on building a website, and she said it's really easy and good. She recommended the [Website Creation Workshop from Christina Hills](#), which is a paid course (but she said it is worth it), but there are often some free webinars that are announced in their newsletter and website. She also mentioned that [rebel.com](#) has a

[Rebel Changemaker Program](#) with reduced rates for nonprofits, social enterprises, or community organizations. That program includes a package with e-commerce website packages, marketing tools, professional email addresses, website hosting packages and migration, and expert consumer support. An awesome idea would be for WE-CAN to provide free access to those resources for member groups, in case that is possible within WE-CAN's funding and capacity.

- If WE-CAN is to provide free access to some platforms to the groups ([see page 41](#)), it would be nice to explain the basics of how to use those platforms in this training session.

9) Internal Strategic Planning

- Possible groups or people to lead the workshop:
 - Transition Salt Spring – Darlene Gage, their Executive Director, has many years of expertise in nonprofit management and she could host this training session on Internal Strategic Planning and also Governance. She said they have hosted this workshop a couple times to nonprofits on consensus decision-making and structuring their organizations. The Transition Salt Spring has a “Sociocracy” governance structure, an institutionalized form of consensus decision-making, which operates in a flatter hierarchy but is able to scale up to larger organizations and groups of people. They strive to put relationships at the centre of their work, having “circles” that make the day-to-day decisions of the organization, while the Board of Directors focuses on making decisions for long-term planning and other specific things. The leadership is distributed across the organization and the circles report back to the Board of Directors not for approval but for communication.

Another extra workshop that Darlene mentioned her organization has expertise is “Fire-risk reduction on the Coastal Douglas Fir Zone. We have expertise to explain to those communities in helping reduce the risk of fire and drought risks”. The Transition Salt Spring’s Climate Adaptation Research Lab is producing cutting-edge research on that topic, and has the expertise to explain how communities can help reduce the risks of fire and droughts. I would suggest that WE-CAN checks whether there is demand for that session before hosting, though. Darlene said her group has the skills to host this and the “Internal Strategic Planning” training sessions, but their availability would depend on their time and capacity.

Please note that it is important to consider whether it makes sense to merge two training sessions into one (e.g. Lobbying and “How to meet with your MLA,” as well as the Advisory Committees and the Local Government ones), while evaluating the interest of our member groups to attend these sessions before scheduling them.

Project Triage Decision-Making Matrix

I developed a [Project Triage Decision-Making Matrix](#), thanks to a wonderful idea from Max Thaysen, from the Friends of Cortes Island Climate Committee. The goal of this resource is for groups to do a better job on informed project triage. The goal is to help the groups prioritize the most impactful projects that are feasible under the capacity and vision of the group. Moreover, the matrix aims to help foster thoughtful reflection from the groups on how to incorporate more impact in their projects, considering the urgency and systemic roots of the climate crisis.

Through using this resource, group members can be aware of what values they are prioritizing when deciding to choose a certain project, and have a better ease of discussing which project should ideally be pursued.

My recommendation to WE-CAN is for the matrix to be sent to all the groups featured at the WE-CAN newsletter, as well as included on the [Resources page](#) of WE-CAN's website.

Regional Mapping of WE-CAN Member Groups

I recommend that WE-CAN creates a map, which can be developed through a personalized Google Maps file, that has pins showing where all the member groups are located in BC. For the groups that don't have a specific location, e.g. the ones acting province-wide, a pin can be created by selecting "British Columbia" and thus the pin won't have a specific address.

I believe this tool will be useful for two main reasons. First, the map can help increase collaboration between the groups, as they will be able to locate the ones operating next to them. The second reason is that it can be particularly handy for outsiders moving to British Columbia, as they will be able to find which groups they can join in their region. Lastly, another possible use for the map is to strategically find which groups operate in areas of similar context – culture and town size. For instance, although some groups may be physically distant, they might operate in similar environments such as a small isolated city with a conservative city council. Thus, as Elizabeth Quinn suggested²³ that we use the map to find out which WE-CAN groups operate in similar contexts, e.g. the groups in Creston and the groups in the Kootenays, so that we can prioritize placing those people in the same breakout rooms during the CAPAs.

Public Database of WE-CAN Member Groups

WE-CAN currently has a list on its website of all its member groups. However, this list is not an effective tool for inter-group collaboration as it is not useful for groups to find out which of the other groups work in similar causes as them, or in regions nearby²⁴. Therefore, Stephan and Kimberleigh Doyle, from the Citizens' Environment Network in Colwood (CENIC), suggested a great idea: the creation of a public database of all WE-CAN member groups and their basic information.

Stephan and Kimberleigh moved recently to BC, and they said that having that database would have significantly helped them identify which group they would mostly fit with. They also mentioned that the database would have important benefits:

²³ See [page 22](#) under *Feedback for the WE-CAN Climate Action Provincial Assemblies (CAPAs)*.

²⁴ See [page 35](#) under *Regional Mapping of WE-CAN groups*.

- 1) foster collaboration and prevent groups from overlapping and duplicating efforts – the database can help similar groups find out about each other and combine efforts so that everybody’s work is elevated.
- 2) foster inter-group support– if a certain group wants to start writing Op-Eds but is not sure how to start, it can reach out to other groups which are listed as skilled at Op-Eds at the database.
- 3) it would be easier for groups to attract new volunteers or direct current members to other groups that better match their interests.

My suggestion is that, once ready, the database should be sent to all the groups featured at the WE-CAN newsletter, as well as included on the [Resources page](#) of WE-CAN’s website.

My suggestions for the questions to be included on the database are:

- 1) Name of the Group
- 2) Type of group (charity, registered non-profit/society, informal group/other)
- 3) Geographies (which region the group is active in)
- 4) 30 Realms of Climate Action in BC (checkboxes for groups to select which ones they are involved with)
- 5) 1-phrase description of the group
- 6) Strengths and Skills (checkboxes for a list of different strengths, such as “Writing Op-Eds,” “Presenting at City Council,” “Fundraising,” “Lobbying,” etc, and add an option for “Other”)
- 7) Are you open to collaborate with other groups or support them with advice about your skills? (Yes/No)
- 8) Contact information (optional – groups can choose not to provide)
- 9) Website and/or social media handle (optional – groups can choose not to provide)

In order to produce this database, WE-CAN could use either of these 3 approaches:

- 1) produce a very brief survey on Google Forms (create an automatic Google Sheets out of the survey for the database), send to all groups, and ask for consent to publish.
 - The problem is that I recently contacted all the groups to fill out a survey form, so I don’t know if the groups would have the patience to fill another form for WE-CAN again.
 - If WE-CAN opts for this survey strategy, my recommendation is for WE-CAN to create an invitation email that:
 - i) is short and clear
 - ii) emphasizes that all the survey answers collected will be shared publicly on a database for member groups
 - iii) specifically mentions how many questions there are on the survey (in order to prevent the groups from assuming the survey is long and not even clicking it) – while striving to keep the survey to as few questions as possible

- 2) same as approach 1), but send the questions in the body of the email, instead of sending a link to a Google Form.
 - The big advantage of this is that it will probably have a much higher participation rate from the groups, as they will immediately glance at the questions and realize they are very simple and will take only a minute to answer. The problem with the survey is that people tend to procrastinate or get bored because WE-CAN very recently gave them a survey that included many of the same questions.
 - The issue with this option is that it would require more work from WE-CAN in terms of answering all the emails and copy-pasting the information in a Google Sheets. However, I believe this is worth it considering that we will have more groups' consent and information to be shared with all the groups to benefit.

- 3) same as approach 2), but selectively use the information collected on the previous survey and only send in the body of the email the extra questions that weren't asked on the previous survey:
 - We already have the answers from 80 groups for questions 1) to 4) that I suggested above. For those 80 groups, we could just ask questions 5) to 8) to make it easier for the groups.
 - However, for the other WE-CAN groups who didn't answer our survey, we would have to ask all of the 8 questions, thus following approach 2).
 - collect information from the survey I conducted and ask for the groups' consent on whether we can publish that information

My personal opinion is that approach 3) would be the best, but that is up to the WE-CAN Board to decide. Another idea for a "pilot database" could be creating one with the 80 groups who filled out the previous survey, using only questions 1) to 4), which we already have the responses to and don't contain confidential information that would need to be consented. Here is the example [pilot database](#) I created.

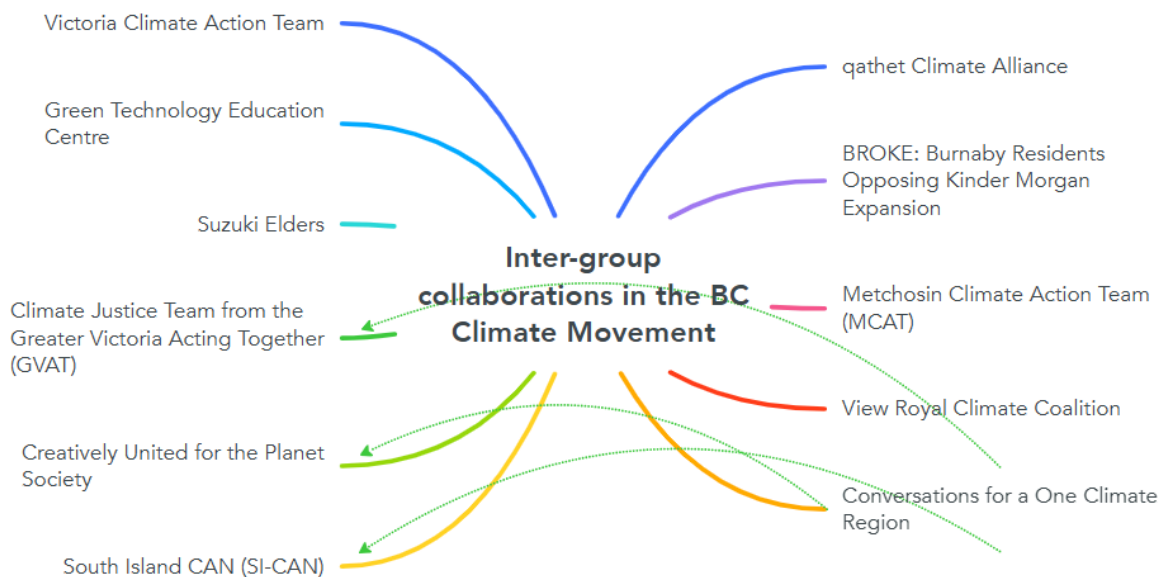
In the future, in case it is desired, another option could be creating a "WE-CAN book" at [Brightcrowd](#), which allows each group to create their profile (which is shaped by a template with a picture, contact information, and questions created by WE-CAN) on their own and interact with each other. The advantage is that it won't require any work from WE-CAN for creating the platform or updating it, as the groups can change their contact or basic information whenever they would like. The disadvantage is that it is a paid platform, which probably will hinder WE-CAN's capacity to use it right now, but I'm writing this suggestion here in case an opportunity comes up in the future or there is an interest from a donor to fund this specific project.

Mind map of Inter-group Collaborations in the BC Climate Movement

With the same purpose of fostering partnerships among the groups and organizations in the BC climate movement, I suggest that WE-CAN creates the mind map that shows all the existing and former partnerships among its many member groups. This resource can be useful for members to identify, for example, which other groups their partner organizations are collaborating with. Thus, the mind map would enable finding groups who work on similar causes or regions. Moreover, the mind map could be helpful in finding groups to be the “bridge” to introducing a certain group to another (although WE-CAN can always serve as a “bridge” too), e.g. group A asking their partner organization B to introduce them to group C, which is a partner of B. Perhaps a more interesting use would be, if group A is partnering with group B on a certain project, it could use the mind map to check whether it would be beneficial to invite any of group B’s partners to join that specific project.

For building the mind map, I recommend the platform Mindmeister, as it is free and it is one of the few ones which allows building connections between existing elements. The idea is for *Inter-group Collaborations in the BC Climate Movement* to be the title and central item. Arrows will emerge from the central title towards smaller elements which will be each of the WE-CAN member groups. Then, each of those groups will have a dotted arrow that connects them with other elements, thus representing the existing or former collaboration between those two groups. This information was collected on the survey, which asked the groups to list all the climate action groups they have collaborated with.

To exemplify how the mind map would look like, here is a screenshot of a frame of a possible mind map, in which I used the example of the Conversations for a One Planet Region group to show the dashed green arrows indicating which organizations have collaborated with their group:



Advisory Committee Support Group

During the interviews, I found out that many of the WE-CAN groups have members who sit or have sat on official municipal advisory committees, either focused on climate or the environment, or focused on other environment-related issues such as transportation, water, etc. During the interview with Jane Devonshire, Ian Brown, and Linda Jeaurond from the View Royal Climate Coalition (VRCC), they suggested that WE-CAN creates a support group for members who participate or are interested in advisory committees, so they can maximize their effectiveness.

The goal is for the Support Group to meet periodically online through Zoom, and for the participants to share experience and mentor those who are interested in joining a current committee in their town, or even turning their current climate action group into an informal advisory committee. Moreover, the Support Group would connect different WE-CAN groups that are already involved with local government across BC, becoming a space for the exchange of ideas and successes in lobbying city councils and influencing policy-making. VRCC also mentioned that the group could help encourage current advisory committee members, as they personally know some climate leaders who left advisory committees and believe that such a mentoring group could help members not to give up.

The VRCC emphasized that there are some important “best practices” that every climate leader should know when appointed to a municipal advisory committee. The WE-CAN Support Group would be critical in making everyone interested in advisory committees aware of those “best practices.” For instance, some municipalities allow committee chairs to place items on the agenda and enable members to hold planning sessions in-between scheduled meetings. Those meetings allow committee members to meet by themselves and spend extra time brainstorming agenda items, which helps make advisory committee meetings more productive.

The VRCC shared that they have been very effective in bringing their concerns forward, and the group now acts like an informal advisory committee to the mayor and council of the Town View Royal. They meet monthly and encourage change through networking and inviting councilors to meet with them and discuss plans. At least one councilor attends their meetings regularly. Moreover, VRCC’s recognition by the town lets them submit things for the town’s newsletter and use a table in some town events. The VRCC is looked upon by the municipality as an asset for the town’s community-involvement and place-making. Thus, the VRCC team said that many other WE-CAN member groups could turn their climate action groups into informal ad-hoc advisory committees like View Royal’s, in order to be more influential in municipal policies.

The first step for this WE-CAN effort to encourage member groups to get involved with advisory committees would be to host a training session on this topic, and seize that session’s momentum to launch the Support Group. When launching the support group, besides announcing it on the newsletter, WE-CAN can send an individual invitation through email to the groups which reported having a member who sits or have sat on an advisory committee. I always recommend WE-CAN to reach out to groups

individually in those specific situations, as many members often don't have time to catch up to the newsletter. Lastly, a third idea would be for WE-CAN to create a Toolkit on Setting Up an Advisory Committee, but that would only make sense if there was demand from the groups for such a resource and enough capacity at WE-CAN to take it forward. However, so as to avoid overlapping work, I would recommend WE-CAN to first search if there are already existing toolkits (such as [this one](#)) that WE-CAN could share with the member groups.

My suggestion is for the group to be self-managed, but with a little coordination from WE-CAN. WE-CAN should provide the Zoom Pro link, coordinate bringing new members into the group, and check in with the Support Group from time to time how things are going and whether the members have any feedback or need WE-CAN's support.

Slack Channel for WE-CAN members

The creation of a Slack channel for WE-CAN member groups is an idea that arose during some interviews such as the one with Greg McKone from the Fraser Valley Climate Action group. Greg argued that, although the newsletter is an awesome way to spread information for the groups, it is mostly a unidirectional broadcast media, and he wondered if there could be a forum where members could openly talk about different topics, share resources, and get tips for project ideas or digital tools.

The creation of a Slack channel would allow groups to talk directly to one another, share resources, and ask for ideas and support. The WE-CAN team should manage the channel through setting rules and expectations – which should be at the group's description and also be sent in the chat every now and then so as to remind people.

I believe Slack and Discord are the main platforms that are free and allow a very large number of participants in a single channel. Before choosing Slack, WE-CAN could use the newsletter to survey the groups on 1-whether they would enjoy such a forum for WE-CAN members; and 2-whether they prefer Slack or Discord or another platform. Another option instead of the newsletter could be announcing the channel creation idea during a CAPA and creating a Zoom poll that asks that question (which would probably be more effective than surveying on the newsletter as probably many groups wouldn't read or take the time to answer a form).

WE-CAN Tech & Technical Tips

Both Stephan Doyle, from Citizens' Environment Network in Colwood (CENIC), and Greg McKone, from the Fraser Valley Climate Action group, expressed their wish for WE-CAN to provide technological and technical help to member groups.

List of Best Free Tech Tools

Stephan argued that, by providing a list of WE-CAN recommended platform tools that are free and the easiest to use, we could help save a lot of time and effort from many groups in searching the internet, for example, “what is the best platform to build a website?”

From my experience, the following are some of the great tools that can be included in this list – but I recommend that WE-CAN does an in-depth search before deciding on which tools to include on the list.

- Canva.com for posters, graphics, and social media posts
- Wordpress.org for website (recommended by Eliza Olson from the Peatlands Protection Society – she said wordpress.com is paid and limiting, while wordpress.org is free and not limiting)
- Clipchamp for editing videos on the computer; InShot for editing videos on an Iphone or Android (using the free feature, people can easily remove the watermark by watching a 30-second ad and they can remove the watermark)
- Audacity for editing audios
- Trello.com for project management and organizing ideas
- “Creative Commons licenses tool” on Google searches for searching for images that have the usage rights to be shared without commercial intents; while “Commercial & other licenses” is for commercial intents. There is no need to use a stock images website to collect those pictures.

WE-CAN providing paid accounts for key tech tools

Greg also mentioned that many of the good quality platforms are paid, or are only free with certain limitations. He said it would be very helpful if WE-CAN offered those paid services to the member groups who express a need, such as a paid Zoom link, a Canva.com pro account, etc. WE-CAN could acquire those online services through paid “Organization-wide” or “Non-profit” plans that allow many teams and users to enjoy the paid service.

Training Session on Basic Tech Tools

After releasing the *List of Best Free Tech Tools*, WE-CAN could host a training session for the interested member groups on Zoom teaching the basics of how to use those tools.

Slack Channel focused on Tech & Technical Tips

Another option would be to have a specific channel in Slack (besides the “general” chat that was previously mentioned under [Slack Channel for WE-CAN Members](#)) focused on sharing technology and technical tips. For example, groups could help each other in questions such as “which platform do you use to edit videos for Instagram?” or “does anyone know what is the easiest free platform to build a website?” As many of those groups are starting their social media accounts and often having hardships, this forum could even be a mutual source of support in learning to use those tools, as people could maybe ask questions like “can anybody help me, I’m on Instagram trying to do this post but where should I click now?” while sending a screenshot of the issue they are facing.

Replicable Success Stories

Within the *Member Groups' Spotlight* section to be included in the newsletter²⁵, I recommend that WE-CAN creates a special spotlight category called *Replicable Success Stories*, with the goal of encouraging member groups to share their accomplished successes that they think could possibly be replicated by other groups.

For instance, the View Royal Climate Coalition team mentioned they have just achieved a big victory in approving a Natural Assets Management Roadmap Program that will help add financial value to View Royal's urban forest and natural assets, so as to ensure protection. They said it is a model that could be replicable in other municipalities across BC, and said they would be willing to help other WE-CAN groups who work with local governments to implement that. Therefore, if we had a *Replicable Success Stories* on the WE-CAN newsletter, we could make sure to spread the word about this and so many other replicable success cases to all WE-CAN groups.

The template for *Member Groups' Spotlight* stories that are included in this category could include a very brief description of what was achieved (e.g. Approving a Natural Assets Management Roadmap to add financial value to our town's natural spaces), the consequential benefits of the success (e.g. "Protecting our urban forest from new construction developments"), a list of the instruments used to achieve that victory (e.g. "Lobbying city council," "Campaigns," "Petitions," etc) and the contact information from that group in case other groups want to get tips to implement the same idea.

It would be ideal to make sure the *Member Groups' Spotlight* section is brief, so as to not make the newsletter too long. Therefore, the groups who are interested to learn more could click on a "Read more" link that would take to an article in WE-CAN's blog. Those articles could also be shared as success stories in WE-CAN's social media, so that more people can get to know about the activities of the WE-CAN member groups.

I would suggest that, right below the *Member Groups' Spotlight* section, WE-CAN includes a form that allows the groups to submit a story, group profile, or a *Replicable Success Story* in the spotlight. Besides the basic questions, the form could include a space to attach a picture to be featured alongside the story on the newsletter, as well as the question "Do you believe your spotlight qualifies for the category Replicable Success Story?" while also providing a brief description of what a replicable success story is.

Updating the WE-CAN Database

Regarding WE-CAN's database in which all the internal information of the groups is kept, I would make some suggestions for keeping it more updated. As it was described in [page 13](#), a very significant portion

²⁵ See [page 20](#) under *Feedback for the WE-CAN Newsletter* for this idea recommended by Rosalind Warner, from the Okanagan Climate Hub and the FPSE Climate Action Standing Committee.

of the people who were in our database as the representative of their groups weren't involved with those groups anymore. Moreover, it also happened that after those former group representatives redirected me to the new representatives, some of the latter weren't aware that their group was a WE-CAN member. An important step to avoid having that issue in the future is to add a note on the membership survey in which the groups use to register for WE-CAN. The note can ask the groups to:

- 1) Let all of the members of their team/board know that their group is part of WE-CAN
- 2) Always make sure that when the assigned contact person leaves the group or passes the torch, they will contact WE-CAN providing the new contact information from the new representative, as well as let the new members of their group know that they are a WE-CAN member.

Conclusion and Acknowledgements

In conclusion, this study shows an overview of the BC Climate Movement's activities, needs, strengths, and opportunities for collaboration. The study was conducted with a sample of 82 WE-CAN climate action member groups. This research sheds light on how WE-CAN can improve its service and take practical actions to better support its member groups in accelerating climate action in our province.

I would like to express our deep gratitude for the Pacific Institute for Climate Solutions (PICS) for providing this grant for WE-CAN to hire me in this internship project. We thank your trust in our organization, and acknowledge your support was essential to help WE-CAN to develop this study that will help us maximize our positive impact in leveraging the climate movement in BC.

Secondly, I would like to thank all the groups who have participated in this study with their goodwill, marvelous ideas, and constructive feedback. Thank you for the time and effort you spent in exchanging emails, filling out the survey, and being interviewed on Zoom. Connecting with you not only was vital to help WE-CAN's endeavours in supporting member groups, but allowed me to experience immense learning and personal growth while hearing your inspiring stories. On behalf of WE-CAN, I want to congratulate each one of you for your dedication, perseverance, courage, and love you put into your work towards a climate-safe present and future. I know it is not always easy, but I hope you can find in WE-CAN and our groups' community the support and strength to persist in your goals. Together, *we can!*

Lastly, I would like to thank WE-CAN's Members Team and Board of Directors for always being so supportive. I would like to particularly acknowledge the close and kind support of Guy Dauncey, Tara Shushtarian, Harry Crosby, and Chélie-Renée Elsom. Moreover, I'd like to thank Robert Gunn, Lily Mah-Sen, Douglas Courtemanche, Sebastian Sajda, Katherine Maas, Andrew Williamson, Roger Bryenton, and all the others who supported this internship project. I'm deeply grateful to have been part of the WE-CAN team.

I want to thank and acknowledge all of the groups who participated in our study via either survey, interviews, or email information gathering:

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Climate Safe Cities, Communities Protecting Our Coast (CPOC), Community Energy Association, Conversations for a One Planet Region, Council of Canadians Campbell River Chapter, Council of Canadians Nelson West Kootenay Chapter, Council of Canadians Qathet Chapter, Council of Canadians South Okanagan Chapter, Council of Canadians Terrace Chapter, Creston Valley Climate Action Society, Creatively United for the Planet Society, Denman Island Climate Action Network (DICAN), Denman Islanders for Climate Action and Social Justice (DICASJ), Douglas College Faculty Association (DCFA): Climate Emergency Action Committee (CEAC), Earthsave Canada, Elders Council for Parks in BC, First Things First Okanagan, First Unitarian Church of Victoria (Environment and Climate Action Committee), For Our Kids Burnaby, Force of Nature Alliance, Force of Nature Alliance North Shore, FPSE Climate Action Standing Committee (FPSE CAS), Fraser Valley Climate Action, Friends of Cortes Island (FOCI), Fridays for Future Penticton, Gorge Waterway Action Society (GWAS), Greater Victoria Climate Hub, Green Technology Education Centre, KAIROS BC-Yukon, Kaslo Climate Action Team (KCAT), Metchosin Climate Action Team (MCAT), Movement (Metro Vancouver Transit Riders), Moving around Pender Alternative Transportation Society, North Shore Unitarians Environmental Action Team, Oak Bay Climate Force (OBCF), Okanagan Climate Hub, Peatlands Protection Society, Pender Ocean Defenders (POD), Qathet Climate Alliance, ReImagine West Shore Community Society, Rotary Club of Nature Celebrators, Shawnigan Rotary EcoClub, Shift: Action for Pension Wealth and Planet Health, Shuswap Climate Action Society, Smithers Climate Action, Socially Responsible Investing Cowichan, Sooke Transition Town Society, Sunshine Coast Conservation Association, Suzuki Elders, Transition Salt Spring, Vancouver Ecosocialists, Vancouver Unitarians Environment Team, Victoria Climate Action Team (VCAT), View Royal Climate Coalition (VRCC), West Kootenay Climate Hub, Wildsight Golden, Youth Climate Corps BC, and Zero Waste BC.

Thank you for reading this report and caring about climate action!

“Only when the last tree has been cut down, the last river has been poisoned, the last fish has been caught, will we realize we cannot eat money.”

Cree Indigenous Proverb

“Individually, we are one drop. Together, we are an ocean.”

Ryunosuke Satoro

“It always seems impossible until it’s done.”

Nelson Mandela