The Tar Sands Campaign

Michael Northrop,
Program Officer
Rockefeller Brothers Fund
July 2008
Lake Athabasca

Fort Chipewyan

Tailings Pond

Athabasca River
A Globally Significant Threat

- Global Warming
A Globally Significant Threat

- Global Warming
- Oil Addiction

Oil Reserves by Country
(Billions of Barrels as of December 2004)

- Saudi Arabia: 259
- Canada: 179
- Iran: 126
- Iraq: 115
- Kuwait: 99
- Abu Dhabi: 92
- Venezuela: 77
- Russia: 60
- Libya: 39
- Nigeria: 35
- United States: 22

Note: Of Canada's 179 billion barrels of proven reserves, 175 are located in the oil sands.

SOURCE: Oil and Gas Journal, December 2004
A Globally Significant Threat
A Globally Significant Threat

- 17 US Refinery Expansions
- 5 New US Refineries
A Globally Significant Threat

- 1.6 more barrels/day by 2015
- 1.1 more barrels/day of tar sands
A Globally Significant Threat

- $100B in Pipeline and Refinery Expansions in the US
- Keystone Pipeline on-line by end of 2009 if approved
A Globally Significant Threat

- MacKenzie Pipeline
- Gateway Pipeline
- Tanker Traffic
A Globally Significant Response

- Network of leading US and Canadian NGOs
- Coordinated Campaign Structure
- RBF & Hewlett Foundations
- $7M/year Campaign
The Tar Sands Campaign: Strategy and Structure

Michael Marx
Executive Director
Corporate Ethics International
July 2008
Our Theory of Change

- Raise the Negatives
- Raise the Costs
- Slow Down and Stop Infrastructure
- Enroll Key Decision-Makers
Goals of the Tar Sands Campaign

- Short-term: Change the Debate
- Mid-term: Moratorium
- Long-term: New Energy Paradigm
Five Strategic Campaign Tracks

Track 1:
Stop/Limit Pipelines and Refinery Expansions
Five Strategic Campaign Tracks

Track 2: Force Tar Sands Water, Toxics, and Land Reforms
Five Strategic Campaign Tracks

Track 3:
Significantly Reduce Future Demand for Tar Sands Oil
Five Strategic Campaign Tracks

Track 4: Leverage the Tar Sands Debate for Policy Victories in the US and Canada
Five Strategic Campaign Tracks

Track 5: Generate Unity Around the Fuels Endgame and Sell it to Decision-Makers
Tar Sands Campaign Structure

Campaign Coordinator
- US Coordinator
- Canadian Coordinator
Tar Sands Campaign Structure

Four Campaign Groups
- Policy
- Demand
- Infrastructure
- Communications
Tar Sands Campaign Structure

Steering Committee
- Coordinators
- Funders
- Campaign Group Reps
- Tides Tar Sands Fund
Tar Sands Campaign Budget

$7 Million/year

- Legal Suits
- Organizing
- Education
- Legislation
Tar Sands & the Canadian Context

Dan Woynillowicz,
Director External and Strategic Relations
Pembina Institute (Canada)
July 2008
The Pembina Institute

- Founded in Alberta in 1985 as an energy/environment think-tank
  - Policy research and analysis
  - Public interest advocacy and action
  - Public & private sector environmental analysis and consulting
  - Public / school education
- Active on tar sands issues since mid-1990s
- Launched significant tar sands outreach campaign in 2005
- Recognized content expertise, credibility and ability to engage directly with provincial/federal governments and industry
Canadian Political Context

**Seriousness of Global Warming**
2006-2008

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Canadian Political Context
Strategic Track 1:

- Stop/Limit Pipelines and Refinery Expansions
Strategic Track 2:

- Force Tar Sands Water, Toxics, and Land Reforms
Strategic Track 3:

- Significantly Reduce Future Demand for Tar Sands Oil
Strategic Track 4:

- Leverage the Tar Sands Debate for Policy Victories in the US and Canada
Strategic Track 5:

- Generate Unity Around the Fuels Endgame and Sell it to Decision-Makers
Success

- Increasing media attention over past 12 months
Tar sands was major topic at Premier’s summit; Stelmach can’t escape pressure in Canada or US

Government responding to increased pressure:
- Federal government 2018 tar sands cap
- Alberta’s $2 billion in CCS
- BUT not willing to go far enough yet to clean up the problem.
Resources Required

- Support for ongoing engagement in regulatory approvals processes
- Communications, media and web resources
- First Nations and other legal challenges
- Public mobilization in Ontario and Quebec
More info:

Contact danw@pembina.org 1-403-538-7782

Visit www.oilsandswatch.org
Drawing a Line in the Sand on the Canadian Tar Sands: US Campaign Strategies

Susan Casey-Lefkowitz, Senior Attorney
NRDC on behalf of Tar Sands Coalition
July 2008
Why should we care in the United States?

- Global warming
- Boreal forest
- Environmental justice
- Migratory birds
Strategic Track 1:

- Stop/Limit Pipelines and Refinery Expansions
Strategic Track 3:

- Support low carbon fuel standard.
- Support lifecycle analysis.
- Protect government procurement rule.
- Fight infrastructure subsidies.

Natural Resources Defense Council * Sierra Club * League of Conservation Voters
Earthjustice * Environment America * World Wildlife Fund * Greenpeace US
Greenpeace Canada * Public Citizen * Southern Alliance for Clean Energy
Friends Committee on National Legislation * Boreal Songbird Initiative
The Pembina Institute * Council of Canadians * Environmental Defence Canada
Corporate Ethics International * Toxics Watch Society of Alberta * ForestEthics
Oil Change International * Rainforest Action Network * Earthworks
Global Community Monitor * Polaris Institute * Sierra Club of Canada
Western Organization of Research Councils * Friends of the Earth
Indigenous Environmental Network

Canada [Not just mounties and ice hockey anymore]

Canada’s governments are allowing the boreal forest to be dug up to bring America the world’s dirtiest oil. Producing tar sands oil releases three times the global warming pollution of conventional oil and creates giant toxic lakes you can see from space.

And that’s not all. Coming soon is a multimillion-dollar public relations campaign to tell you everything’s fine.

May 7, 2008

Dear Senator,

On behalf of our millions of members and activists, we urge you to oppose amendments to the 2008 National Defense Authorization Bill that would repeal section 526 of the Energy Security and Independence Act of 2007. We also urge you to oppose the authorization of long-term contracting authority for unconventional fuels to the
U.S. airlines for first time targeted to reduce global warming pollution.

U.S. Conference of Mayors passed High Carbon Fuels resolution in May 2008 – local procurement rules next.

Companies with fleets – many have made commitments around global warming. Tar sands commitments should be next.

The Midwest and Western regions of the United States are ripe for regional campaigns focused on tar sands oil.
Strategic Track 4: Leverage the Tar Sands Debate for Policy Victories

Support and provide incentives for:

- Comprehensive global warming legislation.
- Energy efficiency.
- Alternative fuels.
Strategic Track 5: Unifying and Promoting the Fuels End-Game

- Tar sands as example of the “wrong” transportation fuel path.
- Tar sands as motivator for environmental community to come together around a clear path of environmentally sustainable energy and fuels for our future.
- Participate in the work to identify and unify around a plan for breaking our dependence on oil.

"Today I challenge our nation to commit to producing 100 percent of our electricity from renewable energy and truly clean carbon-free sources within 10 years.

Our success depends on our willingness as a people to undertake this journey and to complete it within 10 years. Once again, we have an opportunity to take a giant leap for humankind". – Al Gore, July 2008
Theory of Change: Raise the Financial Risks

- **Banks**: Investment portfolio, global warming commitments and conservation commitments.

- **Investors**: Raise investment risk profile of toxics, health liability, water limitations, infrastructure limitations and global warming pollution. Prevent the proposed modification of SEC reserves reporting rules that would reward and encourage further tar sands exploitation.
Theory of Change: Define the Terms of the Debate

- Opinion-leaders.
- Links to groups working on global warming, energy, transportation, liquid coal, oil shale and conservation.
- Push back against tar sands propaganda in the United States.
- Communications/media.
“If politicians remain at loggerheads, citizens must lead. Those last drops [of oil] are no solution. They yield continued exorbitant profits for a short-sighted self-serving industry, but no alleviation of our addiction or long-term energy source.”

James Hansen, Global Warming Twenty Years Later: Tipping Points Near, June 23, 2008
The Tar Sands Campaign

Closing Thoughts

Thank you for your participation