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October 17, 2001

Paul Muldoon, Executive Director
Canadian Environmental Law Foundation - CELA
517 College St, Toronto
Ontario

Dear Paul

As you are aware, privatization and de-regulation are exacting a very high cost on our communities. The privatizers promise better services, better management, less costs. The reality is poorer services, less accountability and lower wages. Recent news accounts suggest that the public, the media and the politicians are beginning to notice.

There are growing doubts about whether airport security should be run for profit. Questions are being asked about the merits of privatizing Air Canada, which is appealing for subsidies while laying off thousands of workers. The Walkerton Inquiry grinds on, raising concerns about how health and safety can be protected without public inspectors and strict regulations.

We believe that working together we can turn the tide. **We invite you to join a broad coalition that will warn people about the perils of privatization and de-regulation.** Our goal is to slow down and halt the privatization/de-regulation offensive. In the coming year we aim to forestall another new round of privatization initiatives, and over the next two years we will prepare the terrain for a turn-around in public opinion before the next Ontario election. Although we are beginning our work in Ontario, we will deal with national issues and look for opportunities to make strategic interventions across the country.

This coalition will help increase the impact of the existing sectoral campaigns by building a larger constituency of opposition. It will offer a network, research and educational materials, and creative communications ideas. A detailed campaign proposal can be found in the attached Invitation to a joint campaign against privatization and de-regulation. We have also attached our draft set of principles indicating why we oppose privatization and what alternative we would prefer, and the central message that we plan to communicate via billboards, posters and other campaign materials. These messages are currently being refined by our various communications departments and by volunteers from the advertising world. If resources permit, it is our firm intention to test them via focus groups and/or polling.

We are inviting the public to "consider the true costs" of privatization and de-regulation.

Privatization and de-regulation mean that public safety and security are at risk and public health and the environment are endangered. Access to services will depend on ability to pay. Only a few shareholders stand to profit, while we pay more to cover their profit margins. Privatization and de-regulation creates more potential for political corruption. Employee's jobs, wages and benefits are threatened. It means losing democratic control over our economy, and selling off our shared heritage.

Instead our communities need publicly-owned services that put public health and safety first; that protect our environment, put people before profits, are accessible to all, offer value for money, are fair to employees, are planned to meet our needs, are democratically accountable and retain ownership in Canada.

This Coalition is an initiative of the Centre for Social Justice as part of our mission to reduce inequality in income, wealth and power in our society. It follows other exciting work of the Centre including our Tax Cuts campaign and our Growing Gap research. We believe that strong partnerships are essential to achieving our mission, which is to support social movements in the struggle for social justice. While the Centre will contribute to the best of our abilities, this campaign will depend on forming a broad coalition and securing sufficient resources. We hope that you will realize the value and the potential of doing this work and will be able to contribute to moving it forward. According to the timeline agreed upon, organizations are asked to confirm their participation and their financial contribution by October 24th.

No doubt you agree that the time has come to expose the true costs of privatization and de-regulation. We look forward to your joining the Consider the Costs Coalition.

Sincerely,



David Langille
Co-Director

Attachments:

- List of potential partners
- Invitation to a joint campaign against privatization and de-regulation
- Draft core message
- Draft statement of principles
- Budget
- Timeline

CONSIDER THE COSTS COALITION / CAMPAIGN AGAINST PRIVATIZATION

POTENTIAL PARTNERS

AMALGAMATED TRANSIT UNION
CANADIAN ASSOCIATION OF UNIVERSITY TEACHERS
CANADIAN ENVIRONMENTAL LAW ASSOCIATION
CANADIAN FEDERATION OF STUDENTS
CANADIAN HEALTH COALITION
CANADIAN LABOUR CONGRESS
CANADIAN UNION OF PUBLIC EMPLOYEES
CANADIAN UNION OF POSTAL WORKERS
CAW CANADA
CITIZENS AGAINST PRIVATE PRISONS
COMMUNICATIONS ENERGY AND PAPERWORKERS UNION
CONCERNED CITIZENS OF WALKERTON
COUNCIL OF CANADIANS
ELEMENTARY TEACHERS FEDERATION OF ONTARIO
FRIENDS OF CANADIAN BROADCASTING
INTERNATIONAL ASSOCIATION OF MACHINISTS
KAIROS - CANADIAN ECUMENICAL JUSTICE INITIATIVES
JOHN HOWARD SOCIETY
ONTARIO COALITION FOR SOCIAL JUSTICE
ONTARIO CONFEDERATION OF UNIVERSITY FACULTY ASSOCIATIONS
ONTARIO ELECTRICITY COALITION
ONTARIO ENGLISH CATHOLIC TEACHERS FEDERATION
ONTARIO FEDERATION OF LABOUR
ONTARIO HEALTH COALITION
ONTARIO LIQUOR BOARDS EMPLOYEES UNION
ONTARIO NURSES ASSOCIATION
ONTARIO PUBLIC SERVICE EMPLOYEES UNION
ONTARIO SECONDARY SCHOOL TEACHERS FEDERATION
NATIONAL UNION OF PROVINCIAL AND GENERAL EMPLOYEES
PEOPLE FOR EDUCATION
PRISONERS HIV/AIDS SUPPORT ACTION NETWORK (PASAN)
PUBLIC SERVICE ALLIANCE OF CANADA
SERVICE EMPLOYEES INTERNATIONAL UNION
TORONTO-CENTRAL ONTARIO CONSTRUCTION TRADES COUNCIL
UNITED STEELWORKERS

Invitation to a joint campaign against **PRIVATIZATION AND DEREGULATION**

CONTEXT

Neo-liberalism is still on the offensive in Canada, and we are hearing the mantra of privatization and deregulation at all levels and in just about all provinces and major cities:

Federal: The perils of privatization are increasingly apparent at the federal level as the public begins to question whether airport security should be run for profit, and Air Canada appeals for financial assistance while laying-off thousands of workers. There is a growing concern about the sale of Canada's water, and a fear that trade and investment agreements such as the GATS (General Agreement on Trades and Services) will foster privatization and de-regulation in many areas, including procurement.

Provincial: Now we have the BC Liberals pushing a privatization /deregulation agenda – on top of the ongoing efforts of Ralph Klein and Mike Harris to privatize health care, private schools, drivers licenses, water, electricity and prisons. Other premiers are following their lead, with Newfoundland also considering the sale of water.

Municipal: Toronto's Mayor Mel Lastman is still touting privatization as the way to cut costs in areas such as garbage, hydro, municipal heating, etc.. Similar efforts are underway across the country, as we can see in the agendas for the upcoming conferences of the Federation of Canadian Municipalities and the Canadian Council for Public-Private Partnerships.

OUR CONCERN

As a starting point, we note that the provision of public goods and services to all citizens as a right of citizenship helps to mitigate or reduce economic inequality. Privatization of these services means that access will depend on the ability to pay, which penalizes those on low incomes and weakens the social fabric.

CAMPAIGN GOAL

To slow down and halt the privatization/ deregulation offensive, or more specifically, to forestall another new round of privatization initiatives this coming year.

(Over the course of two years we might prepare the terrain for a turn-around in public opinion – in time for next Ontario election. In five years we could do the same at federal level.)

CAMPAIGN STRATEGIES

- 1) To educate the broader public on the dangers.
(tie in with global issues and link with inequality issues)
- 2) To develop a coalition of unions, faith, community groups around this issue.
- 3) To develop and popularize democratic public / social alternatives.

CAMPAIGN FEATURES

- 1) This campaign adds to and enhances existing and emerging sector campaigns. Among the many benefits to be gained from working together in a joint, cross-sectoral campaign:
 - It shows the breadth and depth of opposition.
 - We enjoy synergies by pooling our information, energy and resources, and gain inspiration from the cross-fertilization of ideas and experience.

CONSIDER THE COSTS COALITION CAMPAIGN AGAINST PRIVATIZATION

CORE MESSAGE

The communications "brainstorm" of October 5th came up with an umbrella concept that we hope will tie together our campaign. The slogan we liked best: **"Consider the Cost"**, or as subsequently amended, **"Consider the real cost."** or **"Consider the true cost."**

People liked this concept for the following reasons:

a) It applies easily to all sectors, to cite a few examples:

"Airport security run for profit? Consider the cost."
"Private liquor stores? Consider the cost."
"Fewer public health inspectors? Consider the cost."
"Airport security workers paid peanuts. Consider the cost."
"Selling our water. Consider the cost."
"Private schools. Consider the cost."
"Prisons for profit: Consider the cost."
"Electricity de-regulation. Consider the cost."
"Private health labs. Consider the cost."
"Private water inspectors. Consider the cost."

b) It applies even to the more abstract concepts, eg,

"Privatization: Consider the cost."
"Shrinking government: consider the cost."
"De-regulation. Consider the cost."
"Laying off public servants. Consider the cost."
"Smaller government? Consider the cost."
"Tax cuts. Consider the cost."

c) It appropriates the new right's emphasis on economic efficiency and employs it against them.

d) The slogan appeals to the fiscal conservatism of the 905 swing voter

e) It prompts one to think of a whole range of costs: financial, health, environmental, loss of control, political, etc.

f) It calls for an accounting, to weigh the costs vs the benefits, and to envision a balance sheet.

Graphic Design - we are now working on a visual rendering of the concept.

Testing / Refining the Concept - we agreed that it would be useful to have a focus group or a survey question(s) to test the concept.

This is the draft text of a statement of principles showing why we are opposed to privatization and de-regulation, and what positive alternatives we would advocate. Once we have achieved a consensus, this can be the basis for a campaign brochure...

DRAFT

CONSIDER THE COSTS

Privatization and de-regulation mean:

- Public safety and security is at risk
- Public health and the environment are endangered
- Access to services depends on ability to pay
- Only a few shareholders profit
- We pay more to cover their profit margin
- More potential for political corruption
- Employees jobs, wages and benefits are threatened
- We lose democratic control over our economy
- Selling off our shared heritage

The community needs publicly-owned services that:

- Put public health and safety first
- Protect our environment
- Put people before profits
- Are accessible to all
- Offer value for money
- Are fair to employees
- Are planned to meet our needs
- Are democratically accountable
- Retain ownership in Canada

CONSIDER THE COSTS COALITION

c/o The Centre for Social Justice

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Updated 17/10/01

Project Budget (Phase 1)**a. Ongoing Coordination and Support**

Staffing Cost - 10 weeks @ 0.75fte	\$10,400
total	\$10,400

b. Educational Materials

Brochure/Statement of Unity		
Research	1000	
Design	400	
Printing	1500	
Distrib'n	500	3,400
Op Ed pieces (x4)		
Writing	2000	
Distrib'n	500	2,500
Fact Sheets (x10)		
Research	1000	
Design	1000	
Printing	1000	
Distrib'n	500	3,500
total		9,400

c. Counter Conference (Public Event & Alternative Media Centre)

Public Event:

Staffing - organize & promotion	3,000
Facilities	1,000
Travel	1,000
Promotion/maillings	2,000

Alternative Media Centre:

Communications Co-ordinator	1,600
Facilities	1,000
Media Distribution	1,000
Material Development	800
Media Monitoring	500
Participation at CCPPP meeting	1,300
total	13,200

d. Teach-In

Staffing - organize & promote	5000
Facilities	1000
Food/Transportation	1000
Promotions/mailling	2000
total	9000

CONSIDER THE COSTS COALITION CAMPAIGN AGAINST PRIVATIZATION

TIMELINES

Phase 1: Core Campaign

List Serv for Coalition members (operational by **Oct 21**)

Build Coalition (ongoing but with key partners by **Oct 24**)

Funding Contributions (confirmed by **Oct 24**)

Campaign Message and Statement of Basic Principles (deadline **Oct 24**)

Op-ed articles

- aim to have articles placed in lead up to, during and directly after Public Private Partnership Conference – identify and approach 4 potential authors by Friday **Nov 2** with a view to articles being completed by **Nov 16**

Fact Sheets (available by **Nov 16**)

Website

- operational by **Nov 16** & to be officially launched at or around event of **Nov 26/27**

Public event on evening of Nov 26:

- venue (confirmed)
- MC and key speakers to be confirmed by **Oct 24**
- promotional material – flyer/email notification (available by **Oct 29**)
- promotional activity (ongoing but concentrated promotional activity eg. mail outs, email notifications, community news ads etc – **Oct 29-Nov 9**)
- award ceremony script etc (finalised by **Nov 16**)
- order of proceedings (finalised by **Nov 20**)

Alternative Media Centre for Nov 26/27

- venue (confirm ASAP)
- overall media strategy (develop by **Nov 9**)
- resource people (who will be available in person and by phone locked in by **Nov 13**)
- equipment - eg. laptops, faxes etc (organised by **16 Nov**)
- media kit (by **Nov 16**)
- media advisory and proactive pre-briefing (commence **Nov 19**)
- reminder media advisory (Friday **Nov 23**)
- media releases and proactive contact during Nov 26/27 as needed

Teach-In – January

Timeline subject to decision re: timing.

Phase 2: Advertising Publicity Campaign

Revisit in November with a view to Teach-In and launch in mid/late January

