



## GreenPAC's Endorsement Process

### Purpose of GreenPAC's Endorsements

- GreenPAC's endorsements aim to help elect candidates with a **proven track record of environmental leadership** in order to increase the visibility and priority of environmental issues in the political sphere.
- We support candidates who have a statistical chance of **winning** in their ridings and with the leadership credentials to drive progress.
- We believe the environment is not a partisan issue and therefore endorse candidates **from every major political party** with the aim to see a cross-party coalition of MPs and members of provincial legislatures who will prioritize the health of the planet.
- In total, GreenPAC has endorsed candidates during **seven** federal and key provincial elections:
  - Federal: 2015, 2019, 2021
  - Provincial: Manitoba, 2016; British Columbia, 2017; Ontario, 2018, 2022

### How our Endorsements Work

GreenPAC endorses candidates through an impartial, multi-step process that involves **evaluating the environmental track records of political candidates and assessing their ability to win** their respective races. Our general rule is that a candidate is considered winnable if they or their party has come within 10% of winning in at least one of the past 3 elections.

Unlike many other political endorsements, we **do not** consider the party platform or election commitments of a candidate and focus on **demonstrated** leadership. (We believe it is easy to make campaign-trail promises, but rarer and more important to have the leadership credentials to advance change). The process typically includes the following steps:

1. **Candidate research**: Our team conducts proactive research on every winnable candidate, looking for evidence of environmental leadership.

2. Call for nominations: GreenPAC issues an open call for nominations, inviting candidates and the public to fill out our [nomination form](#).

**We share our call for nominations widely**, reaching out to every riding association, candidates, political parties, and the public through social media, other non-profit organizations, etc. (We try to make sure we receive a nomination from any candidate whose leadership we've identified through proactive research, though they are not prioritized in any other way).

Our nomination form asks about the candidate's environmental knowledge, experience, leadership, and communication and how the candidate gained it (e.g., lived experience or cultural practice, community work, on the job).

We also ask about the candidate's identity because women, BIPOC, LGBTQ2+, persons with disabilities, and other equity-deserving groups are underrepresented in both the environmental sectors and our legislatures.

3. Candidate Screening: GreenPAC's team reviews the nominations received, and any candidates identified as leaders through our early research, screening out any who lack a minimum level of leadership experience or the ability to win their race based on stats and current polling. (We may seek additional information first to ensure a complete profile for all candidates).
4. Independent Expert Panel: Our Expert Panel is composed of leading experts in different areas of the environmental field (e.g., biology, law, environmental justice).

**Panelists provide a politically-neutral, objective assessment** of candidates' leadership credentials (they may not be involved with organizations that lobby on environmental policy or any political party or candidate).

**The Expert Panel's decision is independent.** GreenPAC provides a guiding policy to the Panel on the factors we value in their consideration, but we do not instruct their evaluation and expect they will make their determination through the deliberation of facts and their collective expectations.

GreenPAC's Board of Directors provides approval of the endorsement list before public release to ensure policy consistency (e.g., diversity, gender equity, geographic balance, cross-party candidates).

## How GreenPAC Supports Endorsees

GreenPAC raises awareness of our endorsements so that Canadians who wish to see more leadership on environmental issues can rally behind the campaigns of candidates who support their values. We may drive support toward endorsees in a variety of ways, including:

- Promotion of our endorsements in social and traditional media.
- Encouraging Canadians to provide financial and volunteer support.
- Targeted voter outreach efforts, such as phone banking and mail.

We strictly comply with federal and provincial election spending rules and never directly donate to any candidate's campaign.

## After the Election

GreenPAC celebrates the leadership of endorsees and any other elected leaders in office, and may occasionally amplify their action on social media. We also follow up with endorsees periodically (at least annually) to ask for their reflections on how they have been demonstrating environmental leadership in elected office.

However, **as we are not a lobby organization and do not take policy positions, we will never attempt to influence the specific agenda or position of our endorsees.** We support and encourage the millions of Canadians across the country who want to see political leadership for the environment to hold endorsees and other elected leaders accountable for their promises during and in between elections.

For more information please see our [FAQ](#).