

ShellKeeper's Party

Make Canada **Green** Again

Party Mandate and Platform

Target Demographic

The ShellKeeper's Party aims to engage young voters while intersecting the fields of social justice with environmental activism. In addition, the Green Party targets social justice warriors dedicated to creating a lasting impact, ensuring a sustainable future for generations to come.

Today's younger generation, specifically Generation Z and Generation Alpha, faces the effects of climate change and global warming on a scale far worse than their parents. They are experiencing more frequent ecological disasters and rapid, cascading climate changes that are transforming their environment at an unprecedented pace.

Young voters are eager to shape the future, making it crucial for the party to focus on a demographic that will bear the long-term consequences of today's environmental policies, alongside future generations.

Allies

The allies for the ShellKeeper's Party are, and not limited to: environmental groups, social justice advocates and sometimes labour unions who are leaning towards environmental justice.

Environmental groups aligned with the ShellKeeper's party are:

- Canadian Parks and Wilderness Society
- Environmental Defence Canada
- David Suzuki Foundation
- Nature Conservancy of Canada
- GreenPeace Canada

Environmental Activists include:

<https://www.mydoh.ca/learn/blog/lifestyle/10-teen-climate-activists-making-a-difference-in-canada/>

- David Suzuki
- Sophia Mathur
- Saj Starceвич
- Mikaeel Mahmood
- Autumn Peltier
- Albert Lalonde
- Katia Bannister
- Sam Tierney
- Naila Moloo
- Kiya Bruno
- Ira Reinart-Smith

Labour Unions:

<https://canadianlabour.ca/canadas-unions-canadian-sustainable-jobs-act-an-unprecedented-opportunity-for-collaboration/>

- The Sustainable Jobs Partnership Council

Core Policies

The ShellKeeper's Party primarily focuses on environmental sustainability, centering its platform on combating climate change and promoting renewable energy. Additionally, the party is committed to supporting social justice initiatives and fostering participatory democracy.

There are three primary policies that the ShellKeeper's Party is advocating for:

1. Investing in maintaining and protecting forests and the wilderness across Canada

- a. In provinces like Alberta, forestry is a major attraction. However, recent weather changes have led to a significant increase in wildfires across the province. Currently, a wildfire in Jasper, Alberta, has devastated entire towns, causing mass evacuations as the blaze remains uncontrollable.
 - b. By investing in forestry, Canada can ensure that their conservation estates, with their rich forests and ecosystems are preserved for current and future generations.
2. Improving infrastructure for drainage and sewer systems
- a. Earlier in July, the City of Toronto and much of the Greater Toronto Area faced a significant crisis. Intense rainfall over just a few hours resulted in severe flooding and extensive damage throughout the region.
 - b. Throughout the day, Toronto and much of the Greater Toronto Area experienced a major disruption. The drainage system became overwhelmed, causing a hazardous mix of sewer and rainwater to emit unpleasant odors, rendering many areas impassable.
 - c. Residents discovered their basements inundated, businesses suffered water damage to their ceilings, and vehicles were stranded and submerged.
3. Addressing homelessness and its environmental impact
- a. Toronto, the GTA, and other provinces across Canada have witnessed a significant rise in homelessness. In recent years, Toronto, in particular, has experienced a staggering increase in homeless individuals. Additionally, tent encampments have proliferated across city parks and streets, creating considerable disruptions for commuters.
 - b. The presence of these encampments forces many individuals to alter their routes, whether driving or walking, leading to traffic congestion and bottlenecks. This rerouting

contributes to prolonged standstills and increased vehicle emissions, which are released into the air we breathe and negatively impact our daily lives.

Flagship Policy

If elected, the first Bill that the party will pass, is the **Canadian Net-Zero Act**.

****The ShellKeeper's Party Introduces the Canadian Net-Zero Act****

The ShellKeeper's Party is committed to positioning Canada as a leader in achieving net-zero emissions by 2040. We recognize that transitioning to a net-zero economy is a complex, long-term endeavor. To kickstart this transformation, we propose offering complimentary educational programs and seminars to businesses. These initiatives will provide valuable insights into the benefits of adopting renewable energy sources over fossil fuels. Additionally, we will implement a green tax rebate to incentivize corporations to embrace environmentally sustainable practices.

Budget breakdown

- Online Marketing (7.5%): Investment in social media campaigns, targeted online advertisements, and search engine optimization to boost the party's digital presence.
- Offline Marketing (25%): Includes billboards, newspaper advertisements, and television commercials. A smaller allocation because of our focus on digital strategies.
- Staff Salaries (15%): Salaries for our dedicated team, including a Field Director, Fundraising Director, Data Analyst, Policy Advisor, and Communications Director, to ensure we have the best talent on our team.

- Canvassing and Voter Outreach (15%): Funds allocated to the door-to-door campaign, engaging directly with voters and understanding their needs.
- Market Research and Polls (5%): To assess public opinion, develop effective strategies, and track campaign progress.
- Donor List (5%): The allocation to grow and maintain our donor list. The funds will be used for events and communications to engage potential contributors.
- Events and Public Outreach (17.5%): Public events, town hall meetings, rallies, and other community outreach initiatives.
- Campaign Office Budget (3%): Covering the costs of maintaining an accessible and functional campaign office.
- Travel and Accommodation (2%): For campaign-related travels, visits to communities across the country, and accommodation.

About the Party

Our party is led by Hamza Siddiqui, a seasoned community organizer and advocate for social justice with a robust background in human rights. Hamza's commitment to enhancing the lives of working-class Canadians and his vision for a sustainable future embody the core values of our party. His leadership is marked by a dedication to equality, fairness, and innovative approaches to contemporary challenges.

The ShellKeeper's Party is devoted to fostering a greener, fairer, and more inclusive Canada. We are committed to rapidly transitioning to renewable energy and achieving net-zero emissions by 2040. Our agenda includes advocating for social justice and the eradication of systemic discrimination, expanding access to universal healthcare and mental health services, ensuring fair wages and workers' rights, promoting sustainable economic growth, guaranteeing affordable housing, and supporting Indigenous self-determination and land rights.

Adam Kazmi is our Campaign Manager.

Romesa Khan is our Operations Director.

Zoha Mobeen is our Policy Advisor.

Nashra Syed is our Communications Director.

Join us in crafting a greener Canada where every citizen can thrive. Together, let's nurture a sustainable future and protect our environment for generations to come.