Training on Communicating Carbon Pricing

16 – 20 November 2020
Asia regional workshop on Zoom
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Detailed guidance on communicating carbon pricing

• **Authors:** Climate Outreach, Climate Focus, Dr. Louise Comeau and Fenton Communications.

• **Audience:** primarily targeting policymakers and communications staff working on climate policy and carbon pricing

• **Content:** 10 guiding principles for carbon pricing communications
Technical instructions

• Zoom
  • Plenary session in the Main Room
  • Exercises in the Breakout Rooms
  • Polls

• Workbook

• Mural
  • Exercises on Mural
Technical instructions

See how much time you have left

Add text, or post-its

Draw lines, include arrows and other shapes

What do you want to get out of this workshop?
Housekeeping rules

• During the sessions, please keep your video on and audio on mute

• Please write any questions for the facilitators or points for discussion in the Zoom Chat

• Don’t forget to unmute yourself when you are asked by the facilitator to present

• If you encounter any technical difficulties, please get in touch with Pola through e-mail: sshim@worldbank.org
Who are you?

**POSITION**
- Govt CP: 47.1%
- Other: 29.4%
- Adviser: 17.6%
- Govt Comms: 5.9%

**AUDIENCES**
- Internal (policymakers)
- Business
- Financial Sector
- Emissions intensive industry
- Low-carbon industries
- Trade Unions
- General Public
- Civil Society
- News Media
- Other
Speed dating | Get to know your colleagues!

2 x 4 minutes

- **Introduce yourself** (what is your name, where are you from, what is your professional background?)
- How are you working on climate change and/or carbon pricing?
- What are your expectations for this course?
Training objectives

• Make **informed policy decisions** regarding how to design a carbon pricing communication strategy

• Understand the **importance of communications** for a strong and sustained policy and how to communicate those arguments internally within government

• **Integrate communications** into each stage of policy development

• Define the elements of a **communications strategy**

• Commission and interpret robust **communications research and testing**.

• Understand how to **develop and test messaging** and narratives for each target audience
| Session 1 | 16 November | Introduction to carbon pricing and communications  
  • Introduction to carbon pricing  
  • Introduction to communications as a science |
|-----------|-------------|---------------------------------------------------------------------------------------------------|
| Session 2 | 17 November | Preparing for communications in carbon pricing policy design  
  • Integrating communications into policymaking  
  • Preparing for communications design |
| Session 3 | 18 November | Research and messages design  
  • Identifying audiences  
  • Developing narratives |
| Session 4 | 19 November | Engaging with your audiences  
  • Choosing communicators  
  • Steps for practical engagement |
| Session 5 | 20 November | Putting it all together |
Agenda

Session 5
20 November

Putting it all together

• Putting everything you’ve learned during the workshop into practice
• In country groups, develop a communications process, or communication materials
• Use your own country, or a hypothetical scenario
• Present the outcomes of your work to the group
✓ Time management
✓ Breaks

➢ Getting started!