

# Training on Communicating Carbon Pricing

16 – 20 November 2020

Asia regional workshop on Zoom



# Marissa Santikarn

Climate Change Specialist at the World Bank Group

# Pola Seongeun Shim

Consultant at the World Bank Group



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# Dr. Venkata Ramana Putti

Program Manager Climate and Carbon Finance at the World Bank Group



**WORLD BANK GROUP**



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Venkata Ramana Putti



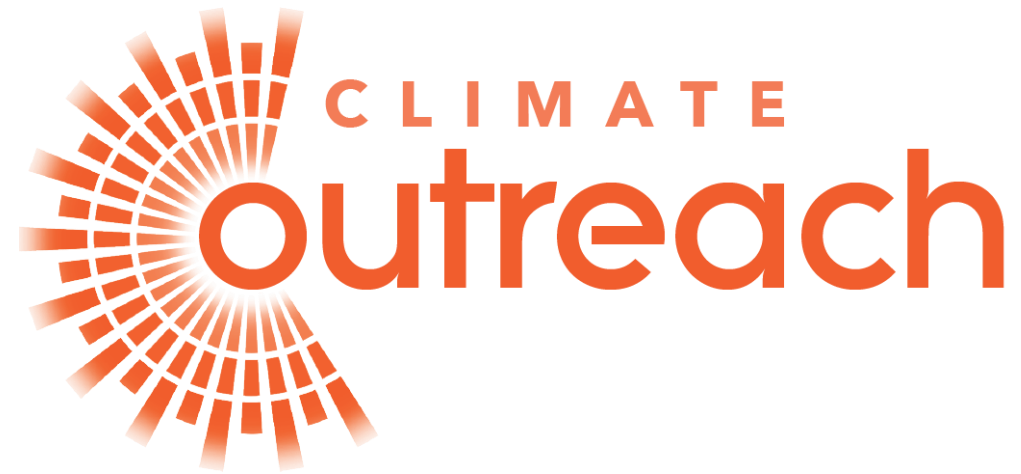
**Darragh Conway**

Lead legal consultant

**Lieke 't Gilde**

Climate policy consultant

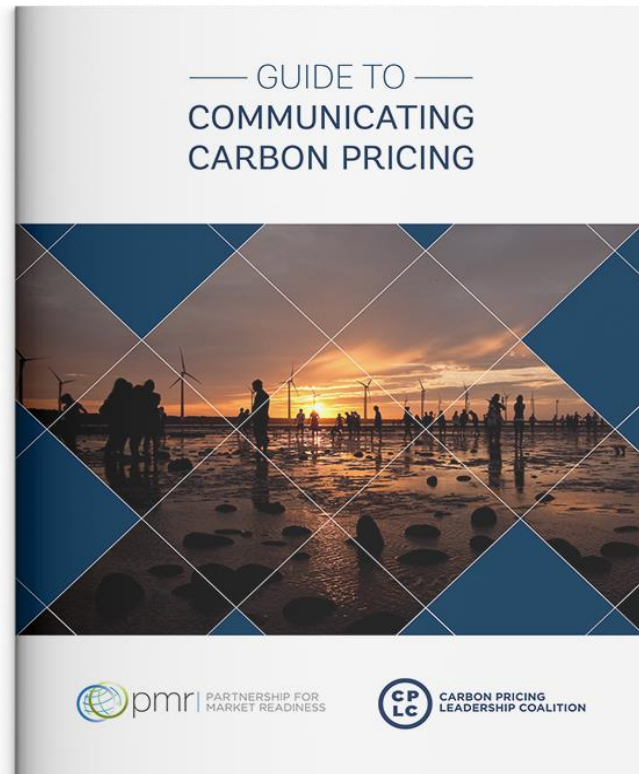




**George Marshall**  
Founding director



# 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

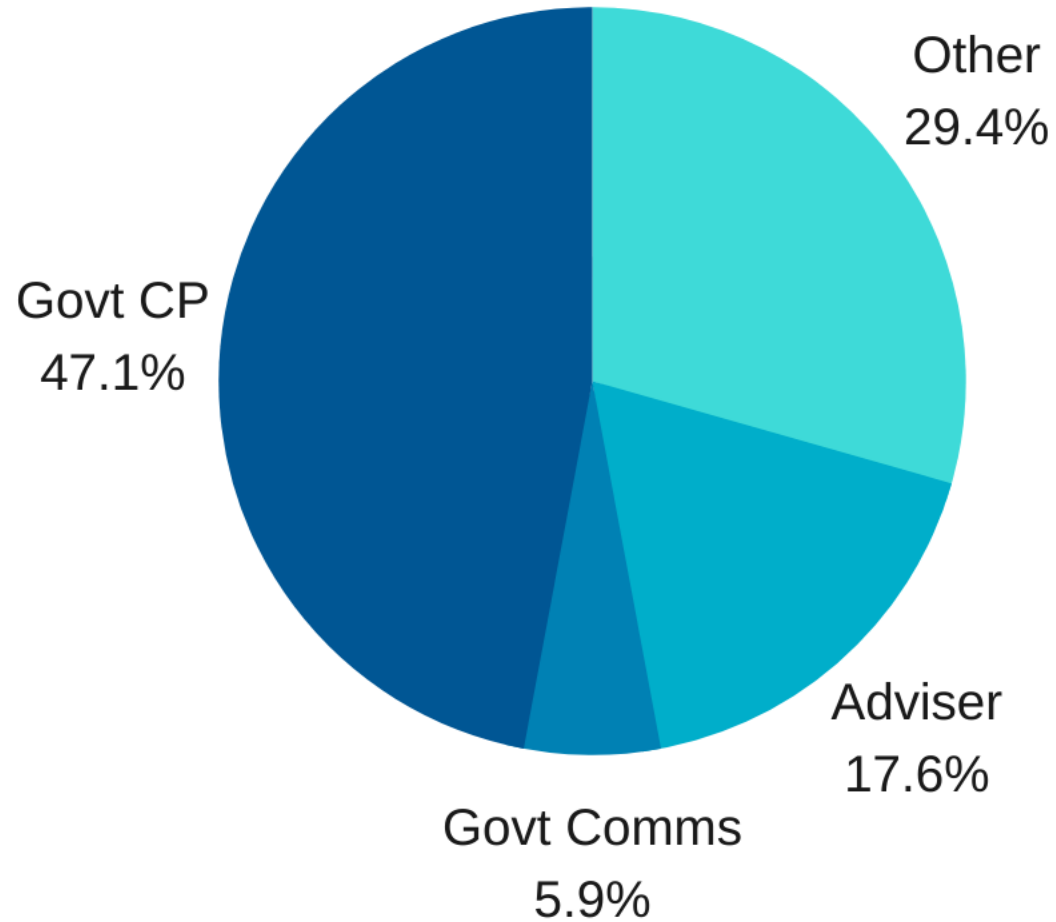
Draw lines, include arrows and other shapes

The screenshot shows a digital whiteboard interface. On the left, there is a vertical toolbar with various drawing tools. A panel titled "Shapes and connectors" is open, showing two sections: "CONNECTORS" with three options (a straight line with circles at both ends, a straight line with an arrowhead, and a curved line with circles at both ends) and "SHAPES" with six options (circle, square, triangle, diamond, pentagon, and hexagon). The main workspace is a large white area with a dark border. At the top of the workspace, there is a text box containing the question "What do you want to get out of this workshop?". The interface includes a top navigation bar with a session title "Session 1. Welcome, introductions", a "SHARE" button, and a "Facilitator" role indicator. A bottom toolbar shows a zoom level of 13% and a "Zoom settings" button. The text "All changes saved" is visible in the top right corner of the workspace.

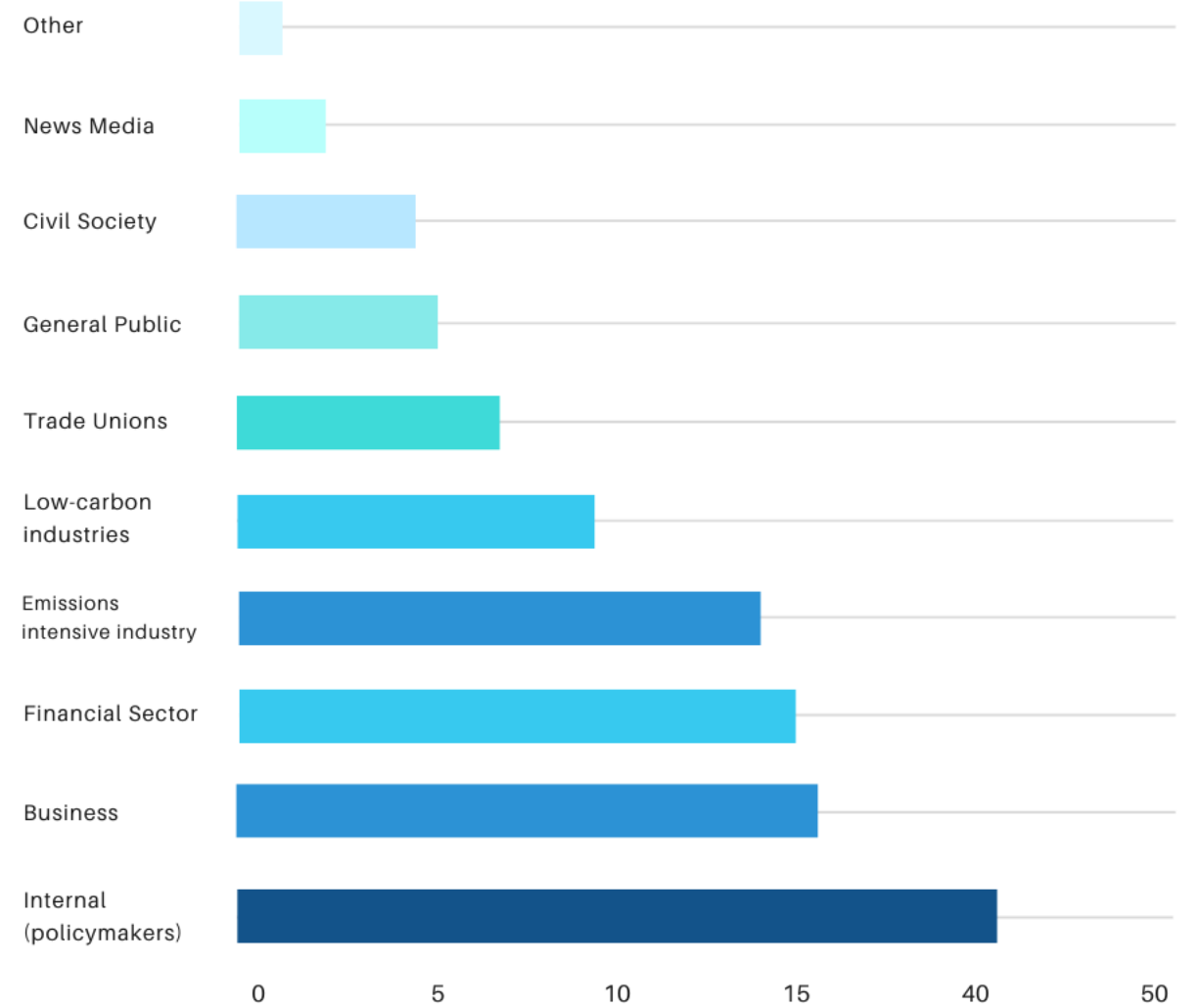
# Housekeeping rules

- 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](mailto:sshim@worldbank.org)

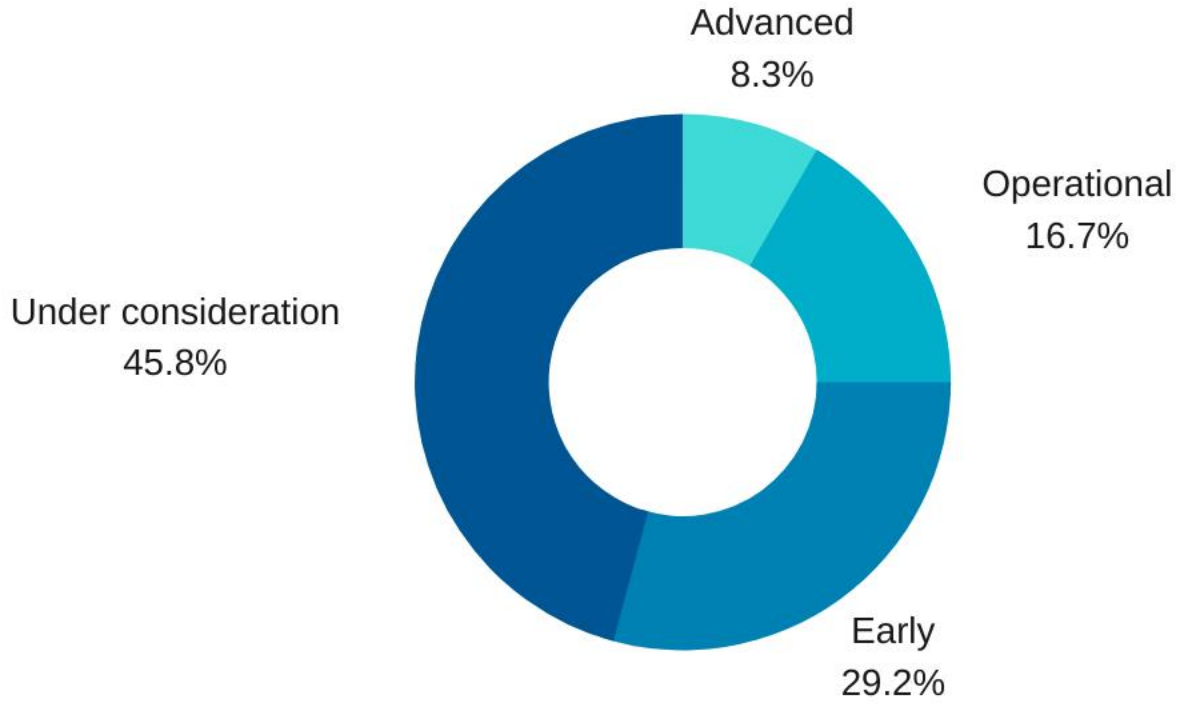
## POSITION



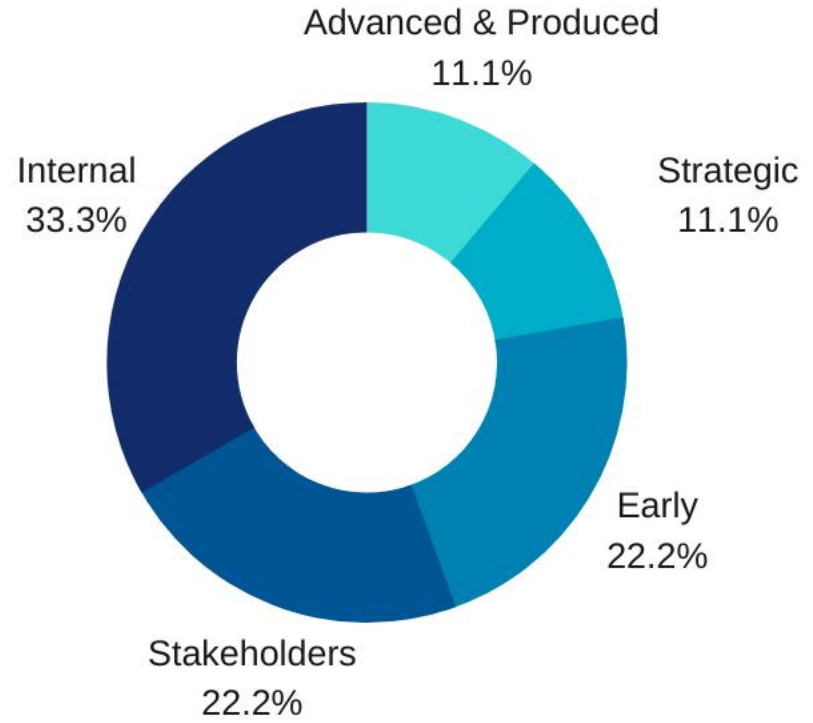
## AUDIENCES



## Developing CP Stage



## Developing Comms CP Stage

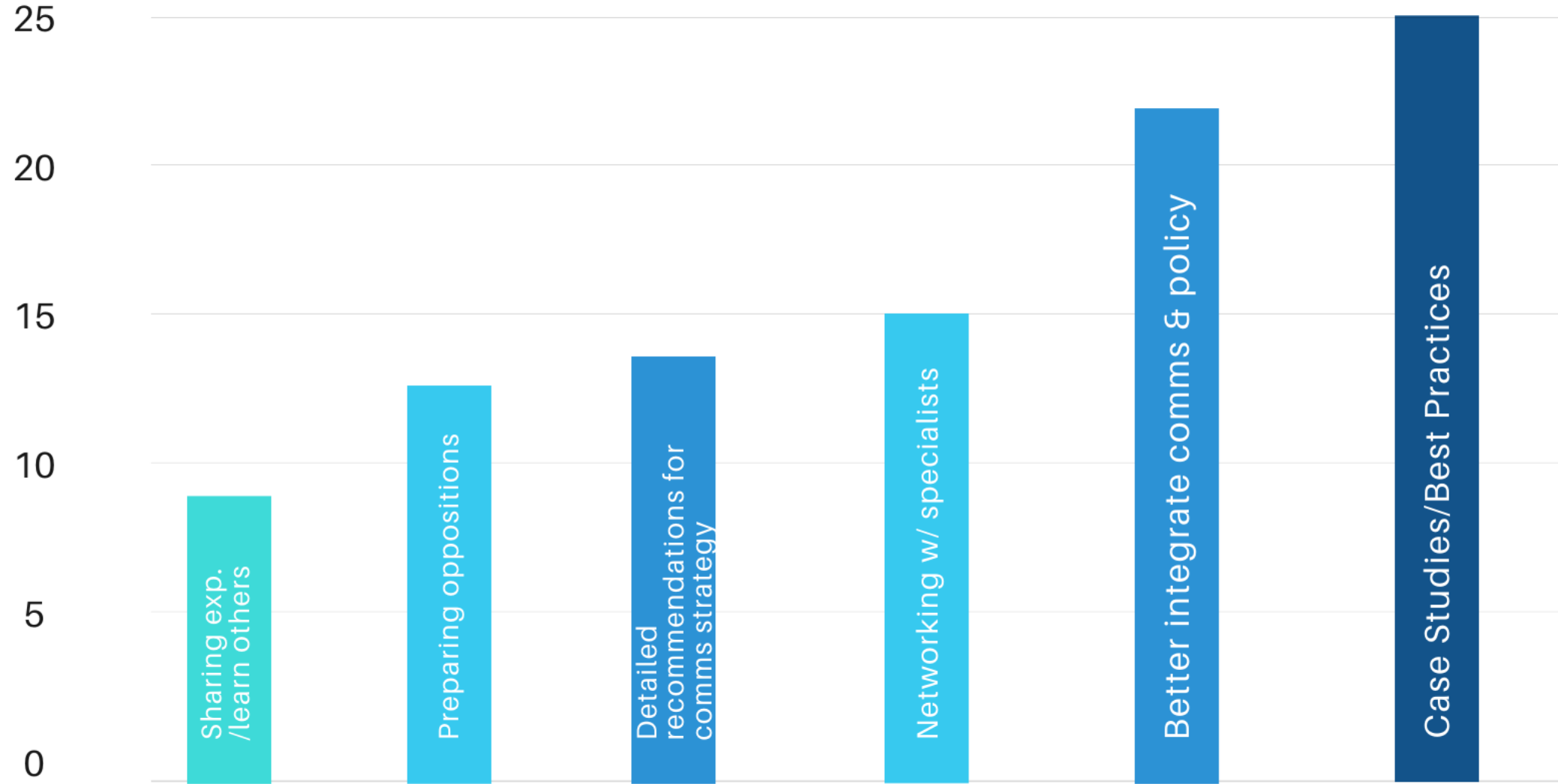


# Speed dating | **Get to know your colleagues!**

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?**

# EXPECTATIONS



# 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

# Agenda

<b>Session 1</b> 16 November	<b>Introduction to carbon pricing and communications</b> <ul style="list-style-type: none"><li>• Introduction to carbon pricing</li><li>• Introduction to communications as a science</li></ul>
<b>Session 2</b> 17 November	<b>Preparing for communications in carbon pricing policy design</b> <ul style="list-style-type: none"><li>• Integrating communications into policymaking</li><li>• Preparing for communications design</li></ul>
<b>Session 3</b> 18 November	<b>Research and messages design</b> <ul style="list-style-type: none"><li>• Identifying audiences</li><li>• Developing narratives</li></ul>
<b>Session 4</b> 19 November	<b>Engaging with your audiences</b> <ul style="list-style-type: none"><li>• Choosing communicators</li><li>• Steps for practical engagement</li></ul>
<b>Session 5</b> 20 November	<b>Putting it all together</b>



# 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!**