

**Workshop**

## Getting the message right: how to effectively communicate carbon pricing

**Agenda**

**Monday, May 21, 2018**

**Kap Europa Venue, Osloer Strasse 5, 60327 Frankfurt am Main, Germany**

Designing and implementing carbon pricing can prove challenging – both technically and politically. As the benefits of carbon pricing policies are not always self-evident, a strategic communication plan for building support and managing risk – within the government, among businesses and with the general public – can be critical to ensure the successful implementation of a price on carbon.

This intensive workshop will present key principles and approaches for effective engagement on carbon pricing for both government and business communications. The advice will also be highly relevant for intergovernmental and civil society communicators. Drawing on case studies from around the world, it will also identify some of the main obstacles faced by communicators, including the resource and structural challenges within institutions, and the likely sources of public criticism and opposition that will need to be addressed. It will pay particular attention to how decisions concerning the application of the revenues from carbon pricing can support wider engagement.

The workshop is part of a program, commissioned by the CPLC and PMR, to identify effective strategies for communicating carbon pricing. This work will culminate in the launch of a comprehensive Guidebook, a series of Executive Briefs and further presentations towards the end of 2018. This workshop therefore occurs at an important midpoint at which the project can share initial findings as well as invite participants to contribute their own experience and feedback to the research. The workshop will follow a fast moving, interactive format, enabling participants to contribute their own experience and work in small groups to explore shared insights.

8.30 – 9.00	<b>Registration</b>
<b>Welcome and Introduction</b>	
9.00 – 9.15	- Opening remarks, <i>Neeraj Prasad, World Bank</i>
<b>Session 1. Designing effective communication strategies</b>	
This session will discuss the underlying principles for effective communications and why public engagement is so important for carbon pricing implementation. It will draw on case studies and attitudinal research to establish a set of principles for engaging with stakeholders and developing the narratives that will most resonate with different target audiences.	
<b>Moderator: George Marshall, Climate Outreach</b>	

9.15 – 10.45	<p><b>Presentation and group discussion</b></p> <p>The workshop will follow a fast-moving, interactive format, combining presentation of the key principles with pair and table conversations, through which, participants will contribute their own experience and insights.</p>
10.45 – 11.15	<b>Coffee/Tea</b>
<p><b>Session 2. Implementing successful communication strategies</b></p> <p>Building on session one, this session will focus on the process of communicating carbon pricing. It will review widespread testing and analysis of messaging in Canada and present short summaries of experience in individual countries. It will then explore the reasons for opposition and the ways that good communications can anticipate this. Participants will be invited to share their own experience.</p> <p>Finally, it will look at the composition of a communications strategy – including stakeholder engagement, mobilizing and supporting peer communicators, anticipating and responding to opposition and iterative communications design based on testing. It will consider how a communication strategy can be integrated within wider policy development and how best to overcome internal and institutional obstacles.</p> <p><b>Moderator: George Marshall, Climate Outreach</b></p>	
11:15 – 12.30	<p><b>Presentation and group discussion</b></p> <p>The workshop will follow a fast-moving interactive format, combining presentation of the key principles with pair and table conversations, through which, participants will contribute their own experience and insights.</p>
12.30 – 13.30	<b>Lunch</b>
<p><b>Session 3: Key factor influencing communications: how carbon revenue use can foster acceptance of carbon pricing</b></p> <p>Revenues from carbon pricing instruments have grown substantially in recent years rising from US\$16 billion in 2014 to US\$28 billion in 2017<sup>1</sup>. These revenues are an important means to engage stakeholders and align efforts towards low-carbon development. This session will present emerging practices and research on carbon revenue use. It will focus on how the communication of revenue use benefits and co-benefits can build support for carbon pricing.</p> <p><b>Moderator: Emilie Alberola, EcoAct</b></p>	
13:30 – 15.00	<p><b>Expert presentations</b></p> <ul style="list-style-type: none"> <li>- Carbon revenue use and policy acceptability, <i>Sebastien Postic, I4CE</i></li> <li>- Use and communication of carbon revenue in British Columbia, <i>Richard Purnell, British Columbia Ministry of Finance</i></li> </ul> <p><b>Panel discussion</b></p> <ul style="list-style-type: none"> <li>- Juan Pedro Searle, Ministry of Energy, Chile</li> <li>- Montty Girianna, Coordinating Ministry for Economic Affairs, Indonesia</li> <li>- Sebastien Postic, I4CE</li> <li>- Richard Purnell, British Columbia Ministry of Finance</li> </ul>
15.00 – 15.20	<b>Coffee/Tea</b>

<sup>1</sup> State and Trends of Carbon Pricing 2017, World Bank Group

**Session 4: Carbon pricing communications for business.**

A growing number of businesses support carbon pricing as an effective measure to mitigate climate change, and many have adopted internal carbon pricing to inform their investment decisions. This session will explore the issues and approaches to communicating carbon pricing that businesses have encountered both internally when seeking to foster the adoption of internal carbon pricing, and externally when advocating for government policy.

**Moderator: Katie Sullivan, IETA**

15.20 – 16.50	<p><b>Expert presentations</b></p> <ul style="list-style-type: none"><li>- External carbon pricing advocacy, <i>David Hone, Shell International Ltd</i></li><li>- Internal carbon pricing communication, <i>Ceren Solak Yilmaz, Garanti Bank</i></li></ul> <p><b>Panel discussion</b></p> <ul style="list-style-type: none"><li>- Herman Betten, Royal DSM</li><li>- David Hone, Shell International Ltd</li><li>- Ceren Solak Yilmaz, Garanti Bank</li></ul>
<b>Wrap up and conclusions</b>	
16.50 – 17.00	<ul style="list-style-type: none"><li>- Closing remarks, <i>John Roome, World Bank</i></li></ul>