

## Training on Communicating Carbon Pricing

### Draft Agenda

February 11-12, 2020

Istanbul, Turkey

#### Learning objectives

This training aims to provide participants with the knowledge necessary to make informed policy decisions regarding how to communicate carbon pricing.

Upon completion of the course, participants will be able to:

- Appreciate the critical importance of communications for a strong and sustained policy, and be able to communicate those arguments internally within government.
- Integrate communications considerations into each stage of a pricing policy.
- Define the contours of a communications strategy and identify the areas that need to be developed through research and analysis.
- Commission and interpret robust communications research and testing.
- Understand how to develop and test messaging and narratives for each target audience.
- Design a brief for external creative agencies and communications consultants.

#### DAY 1: Understanding carbon pricing communications and preparing for design

Opening and Introduction		
08:30-09:00	Registration	
09:00-09:25	Opening and welcome	Introduction of facilitators and participants Warm-up exercise Presentation of training objectives and agenda
Session 1 – Introduction to communicating carbon pricing		
09:30-10:30	Objectives: <ul style="list-style-type: none"> <li>- Get insight into the background and needs of workshop participants</li> <li>- Introduce why good carbon pricing communications are important</li> <li>- Provide an overview of key concepts</li> <li>- Outline key messages and principles that will be</li> </ul>	09:25 – 10:30: Presentation by facilitator with a series of short (5 min) exercises integrated at various stages, e.g. short group discussions on: <ul style="list-style-type: none"> <li>- Value driven communications</li> <li>- Simple communications</li> <li>- 'seen to work'</li> </ul>

	returned to throughout training - Introduction to the role of research	
10:30-10:45	Coffee break	
<b>Session 2 – Integrating communications into policymaking</b>		
10:45-12:15	<b>Objectives:</b> - Elaborate on the importance of integrating communications into policy design from the start - Identify links between policy design and communication strategies - Practical steps for integrating communications and stakeholder engagement <ul style="list-style-type: none"> <li>- Identify structural and attitudinal obstacles to integrated communications and the means to overcome them</li> </ul>	Presentation by facilitator  Group exercises on: <ul style="list-style-type: none"> <li>- Stakeholder feedback session</li> <li>- Policy design options and a communicable carbon policy</li> </ul>
12:15-13:15	Lunch	
<b>Session 3 - Preparing for communications design</b>		
13:15-15:00	<b>Objective:</b> Understand the preparation that is needed to design a communications strategy.  <b>Themes:</b> <ul style="list-style-type: none"> <li>- Defining policy objectives</li> <li>- Identifying national circumstances relevant to design</li> <li>- Identifying key information gaps</li> </ul>	Presentation by facilitator  Group exercises on: <ul style="list-style-type: none"> <li>- Identifying national circumstances</li> <li>- Prioritizing national circumstances</li> </ul>
15:00-15:15	Coffee break	

Session 4 - Identifying audiences		
15:15-17:15	<p>Objective: segment audiences and define attitudinal groupings. Prioritise key audiences for active engagement.</p> <p>Themes:</p> <ul style="list-style-type: none"> <li>- Testing/research?</li> <li>- Segmentation theory</li> <li>- Research findings on carbon pricing attitudes by demographic.</li> </ul>	<p>Presentation by facilitator</p> <p>Group exercises on:</p> <ul style="list-style-type: none"> <li>- Narratives and different audiences (role play)</li> <li>- Public attitudes</li> <li>- Identifying target audiences</li> </ul>
	<p><b>Carbon pricing communications building blocks checkpoint</b></p> <ul style="list-style-type: none"> <li>- Objective: Pinpoint elements that participants will need to address in their overall communications design</li> </ul>	<ul style="list-style-type: none"> <li>- 16:45 – 17:00: Discussion with facilitator</li> </ul>
17:15-17:30	<p><b>Day One Closing</b></p> <p><b>Objective: Review day 1</b></p>	

**18:30 Welcome Reception**

**Day 2: From theory to practice: Designing a communications strategy**

Session 5 – Opening and Explaining carbon pricing and developing narratives		
09:00-09:15	- Opening by facilitator	
09:15-12:00	<p>Objective: understand the role of framing, narratives and visual images in communicating carbon pricing</p> <p>Themes:</p> <ul style="list-style-type: none"> <li>- Narrative structure</li> <li>- Frames and framing language</li> <li>- Image theory</li> <li>- The social science of pricing narratives</li> <li>- Approaches and language to avoid</li> </ul>	<p>Presentation by facilitator</p> <p>Group exercises on:</p> <ul style="list-style-type: none"> <li>- Group work on narrative building and testing</li> <li>- Short exercise on simple language to describe technical terms and concepts</li> </ul>
11:45-12:00	Coffee break	
Session 6 - Choosing communicators		
13:15-15:00	<p>Objective: understanding the role of communicators and the means to identify, support and amplify peer messengers.</p> <p>Themes:</p> <ul style="list-style-type: none"> <li>- Theories of communicator trust</li> <li>- The roles of authenticity and authority</li> <li>- Process to enabling and supporting communicators</li> </ul>	<p>Presentation by facilitator</p> <p>Group exercises on:</p> <ul style="list-style-type: none"> <li>- The trusted communicator</li> <li>- Identify trusted communicators</li> </ul>
13:00-14:00	Lunch	
Session 7 - Practical engagement- process and media		
14:00-14:45	<p>Objective: Understand the practical tools for promoting a message using a wide range of communications media and tools.</p> <p>Themes:</p> <ul style="list-style-type: none"> <li>- Testing messaging</li> <li>- Stakeholder presentations</li> </ul>	<p>Presentations by the facilitator</p> <p>Group work on:</p> <ul style="list-style-type: none"> <li>- Engaging politicians and policymakers</li> <li>- Engaging mainstream media</li> <li>- Using social media</li> <li>- Dealing with opposition</li> </ul>

	<ul style="list-style-type: none"> <li>- Mainstream media, journalists and opinion pieces</li> <li>- Social media</li> <li>- Paid advertising</li> <li>- Briefing “creative” agencies</li> </ul>	
<b>Session 8 - Development of carbon pricing communications proposal</b>		
14:45-16:45 (coffee break included 15:15-15:30)	Objective: Challenge participants to put the various pieces of communications together in a coherent way, while also simulating real world conditions by introducing competing strategic interests.	14:45 – 14:55 Introduction to the session  14:55 – 15:55 In this session the participants will be broken into smaller groups, which will be tasked with developing a basic proposal for a communications strategy that includes all the design elements discussed or preparing a political speech. Each proposal and every speech should be internally coherent (i.e. the pieces fit together).  15:55 – 16:40: Presentations: Each group presents proposal, explains rationale, link to national policy objectives and compromises reached.
<b>Closing session</b>		
16:45-17:45	Objective: Wrap up meeting, discuss what went well and what did not, deliver certificates	16:45 – 17:00: Q&A  17:00 - 17:15: Closing remarks by facilitator  17:15 – 17:30: Feedback by participants  17:30 – 17:45: End of course questionnaire and delivery of certificates