Integrating carbon pricing communications into policymaking

Carbon Pricing Communications Training

Session 2
Learning objectives

• Understand the importance of integrating communications into policy design from the start
• Identify links between policy design and communication strategies
• Identify the building blocks of a communicable carbon pricing policy
Content

1 Introduction
2 Integrating communications, policymaking and stakeholder engagement
3 The building blocks of a communicable carbon pricing policy
Introduction

The design of a carbon pricing policy impacts the ability to communicate the policy

**Integrating communications and policymaking to:**

- enable design of communicable carbon pricing policies
- help ensure coherence between policy and narratives
- help identify sources of support and opposition early on
- facilitate bringing stakeholders on board and building alliances
- improve policy and communications design by bringing in new experiences and perspectives
## Integrating communications and policymaking

<table>
<thead>
<tr>
<th><strong>Internal consultations</strong></th>
<th><strong>External consultations</strong></th>
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<tbody>
<tr>
<td>Internal and intra-government communications, including ministers, legislators, and relevant ministries</td>
<td>Communication with major stakeholder groups, civil society, academia, consumer groups, and the broader public</td>
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<td><strong>Aims:</strong></td>
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<td>• Build broad support within the government</td>
<td>• Test acceptability of policy proposals</td>
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<td>• Ensure government has consistent and coordinated position</td>
<td>• Identify sources of support and opposition</td>
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<td>One-on-one meetings; inter-ministerial meetings; capacity-building workshops</td>
<td>• Build awareness of benefits of the policy</td>
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<td>Public consultations, consultations with key stakeholder groups</td>
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Integrating communications, policymaking and stakeholder engagement
Integrating communications, policymaking and stakeholder engagement

**Communications**
- Appointment of communications specialist for working group
- Messaging for achieving political support

**Policy process**
- Formation of working group
- Inter-ministerial discussion
- Senior policy and politician consultation
- Establish cross-party/departmental support

**Stakeholder engagement**
Integrating communications, policymaking and stakeholder engagement

**Communications**
- Audience mapping, identify key audiences, key stakeholders and potential opposition
- Public attitude research / surveys
- Qualitative research based on audience segmentation
- Advice on name, structure and revenue use

**Policy process**
- Options paper
- Intra-government consultation
- Policy paper
  - Including name and policy format

**Stakeholder engagement**
- Stakeholder interviews
- Priority and elite stakeholder consultation
Integrating communications, policymaking and stakeholder engagement

- **Communications**
  - Design of communications strategy
  - Design of key messages and narratives
  - Anticipate counter-arguments
  - Commission external agencies for public engagement

- **Policy process**
  - Inter-governmental briefings

- **Stakeholder engagement**
  - Revision and approval of legislation / policy
  - Brief ministers and senior politicians
  - Identify and brief peer-communicators
Integrating communications, policymaking and stakeholder engagement

**Communications**
- Media and public promotion including advertising
- Continued promotion, especially of use of revenues
- Survey research on public attitudes

**Policy process**
- Senior political endorsement
- Implementation of policy
- Advice on progress to senior politicians and policy makers

**Stakeholder engagement**
- Promotion by stakeholder communicators in networks
- Stakeholder briefings
- Research stakeholder attitudes

**Launch of Policy**

**Policy Review and Adjustments**
The building blocks of a communicable carbon pricing policy

- Showing results
- Getting the revenue use right
- Keeping it simple
- Integrating carbon pricing with other policies
- Building constituencies of support
- Perceived fairness and equity
The building blocks of a communicable carbon pricing policy

Showing results

• A policy should meet its stated objective – communications cannot change what the audience sees or doesn’t see to work.

• Communications should promote clear examples of policy outcomes in terms of emissions, health and jobs.

• Balance acceptability and optimal policy outcomes in policy design.

Solar panels at Marina Barrage, Singapore | PUB, Singapore’s national water agency
The building blocks of a communicable carbon pricing policy

Getting revenue use right

Communications on revenue use may resonate better than communication on the carbon price itself
The building blocks of a communicable carbon pricing policy

There is a key difference between talking about a policy and explaining a policy.

It’s not always necessary to explain a policy in order to get support for it.

Nevertheless, a policy that is misunderstood by the audience is vulnerable to opposition.

Cartoon by Alan Mair for the Sydney Morning Herald (5 July 2011)
The building blocks of a communicable carbon pricing policy

Integrating carbon pricing with other policies

Communicating carbon pricing as part of a broader vision of addressing climate change, ensuring clean air, tax reform, and building a low carbon economy

Air pollution in Kuala Lumpur | Creative Commons
The building blocks of a communicable carbon pricing policy

Integrating carbon pricing with other policies

Indonesia Fossil Fuel Reform

• Low oil prices enabled Indonesia to reform gasoline and diesel subsidies (previously 10-20% of government expenditure) in 2015.

• Extra funds were used to promote sustainable development through education, health and infrastructure, including the Productive Family Program.

• Communications focused on the inequality aspect.
The building blocks of a communicable carbon pricing policy

Building constituencies of support

Policies that create clear benefits for key groups can more easily build constituencies of support

Electric cars on display by India Gate in New Delhi | AFP photo
The building blocks of a communicable carbon pricing policy

Building constituencies of support

Stakeholder participation in India’s Perform Achieve Trade

- 2-year consultation phase including 100+ workshops and meetings with sectors covered by the PAT
- Aims: increase awareness, improve industry preparedness, alleviate concerns, convey the scheme’s value, and seek design-related inputs.
- Resulted in: adoption of plant-specific targets as opposed to sector-specific targets (amongst other things).
The building blocks of a communicable carbon pricing policy

Perceived fairness and equity

Complementary policies that help households get access to clean technologies, and that help mitigate negative (financial) impacts, may increase perceived fairness and equity of a policy.
The building blocks of a communicable carbon pricing policy

Perceived fairness and equity

Reducing impacts on households in Singapore

- The carbon tax does not apply directly to households, but cost-effects may trickle-down
- NCSS communications emphasized that impacts on households through increased electricity costs are estimated to be as low as 1%
- To help vulnerable households adjust, eligible households will receive tax rebates during the first 3 years
Questions?
1. Discuss what are important policy design options that can increase the acceptability of a policy?

2. Think of potential trade-offs those policy design options might raise in terms of:
   - Positive impacts to increase the acceptability of the policy
   - Negative impacts on the effectiveness of the policy
   - Any potential ways in which the policy design could attract criticism
Coffee break

(10 minutes)