

# Preparing for communications design

Carbon Pricing Communications Training

**Session 2**



# Learning objectives

- Understand the importance of preparing for the design of a communications strategy
- Understand strategic decisions in structuring a communications strategy

# Content

- 1 Introduction

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- 2 Identifying national circumstances

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- 3 Defining communication objectives

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- 4 Communication policy objectives prioritization

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# Introduction

Good carbon pricing communications begin early, in parallel with policy development

**National  
circumstances**

**Objectives of the  
communications  
strategy**

# Identifying national circumstances

The national context impacts communications decisions

	Highly-polarized environment	Country dependent on domestic fossil fuels	Moderate concern on climate change
Language and messages	<ul style="list-style-type: none"> <li>Language that speaks across political boundaries</li> </ul>	<ul style="list-style-type: none"> <li>Language that respects role of fossil fuels</li> <li>Language that warns of vulnerability from overdependence</li> </ul>	<ul style="list-style-type: none"> <li>Choose main message, e.g. climate change or air quality</li> </ul>
Audiences	<ul style="list-style-type: none"> <li>Open audiences are key</li> </ul>	<ul style="list-style-type: none"> <li>Audience directly affected by carbon price (e.g. those working in the energy industry) is important</li> </ul>	<ul style="list-style-type: none"> <li>Identify primary concerns for different audiences</li> </ul>
Integrating communications and policy	<ul style="list-style-type: none"> <li>Ensure carbon price does what it says</li> </ul>	<ul style="list-style-type: none"> <li>Consult affected groups and consider their concerns in policy design, e.g.: oil and gas sector</li> </ul>	<ul style="list-style-type: none"> <li>Aim for multiple positive outcomes (climate and non-climate)</li> </ul>

## Exercise | National circumstances

**15 minutes**

Which national circumstances are at play in your country context that may impact communication design choices?

# Defining communication objectives

**Gaining and  
maintaining  
support for  
carbon pricing  
policy**

**Obtaining  
feedback from  
stakeholder  
groups**

**Making the  
carbon price  
signal visible**

**Ensuring an  
informed debate  
on carbon  
pricing**

Objectives should be regularly re-examined to allow communications to adapt to evolving circumstances

# Defining communication objectives

## Gaining and maintaining support for carbon pricing policy

Strong and broad support can ensure the carbon pricing policy's stability and resistance against changing political winds

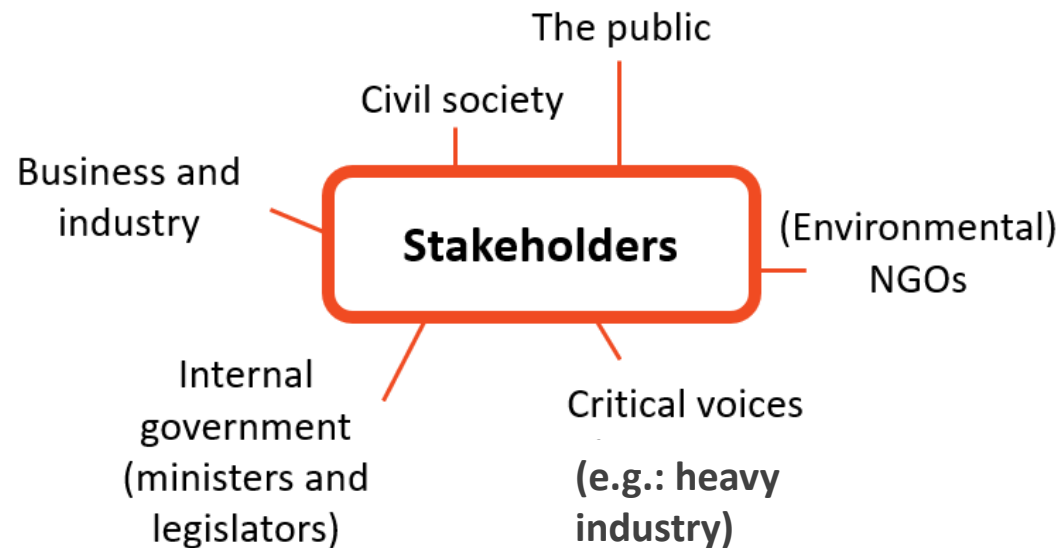


Youth strike for climate action in Bangkok, Thailand | Tappanai Boonbandit



# Defining communication objectives

## Obtaining feedback from stakeholder groups



Help ensuring that the carbon price is robust and broadly understood and accepted

# Defining communication objectives

## Making the price signal visible

**Option 1:**  
Make the carbon pricing signal visible

**Option 2:**  
Minimize the visibility of the carbon price signal

**Nuanced approach:**  
Communicate costs to limited audience

SEPT 2013	Petrol RON95 RM/liter	Diesel RM/liter
Harga sebenar	RM 2.73	RM 2.80
Harga kawalan	RM 2.10	RM 2.00
Subsidi oleh Kerajaan	RM 0.63	RM0.80

Communication about fuel subsidies at petrol station in Malaysia | Paul Tan

# Defining communication objectives

## Ensuring an informed debate

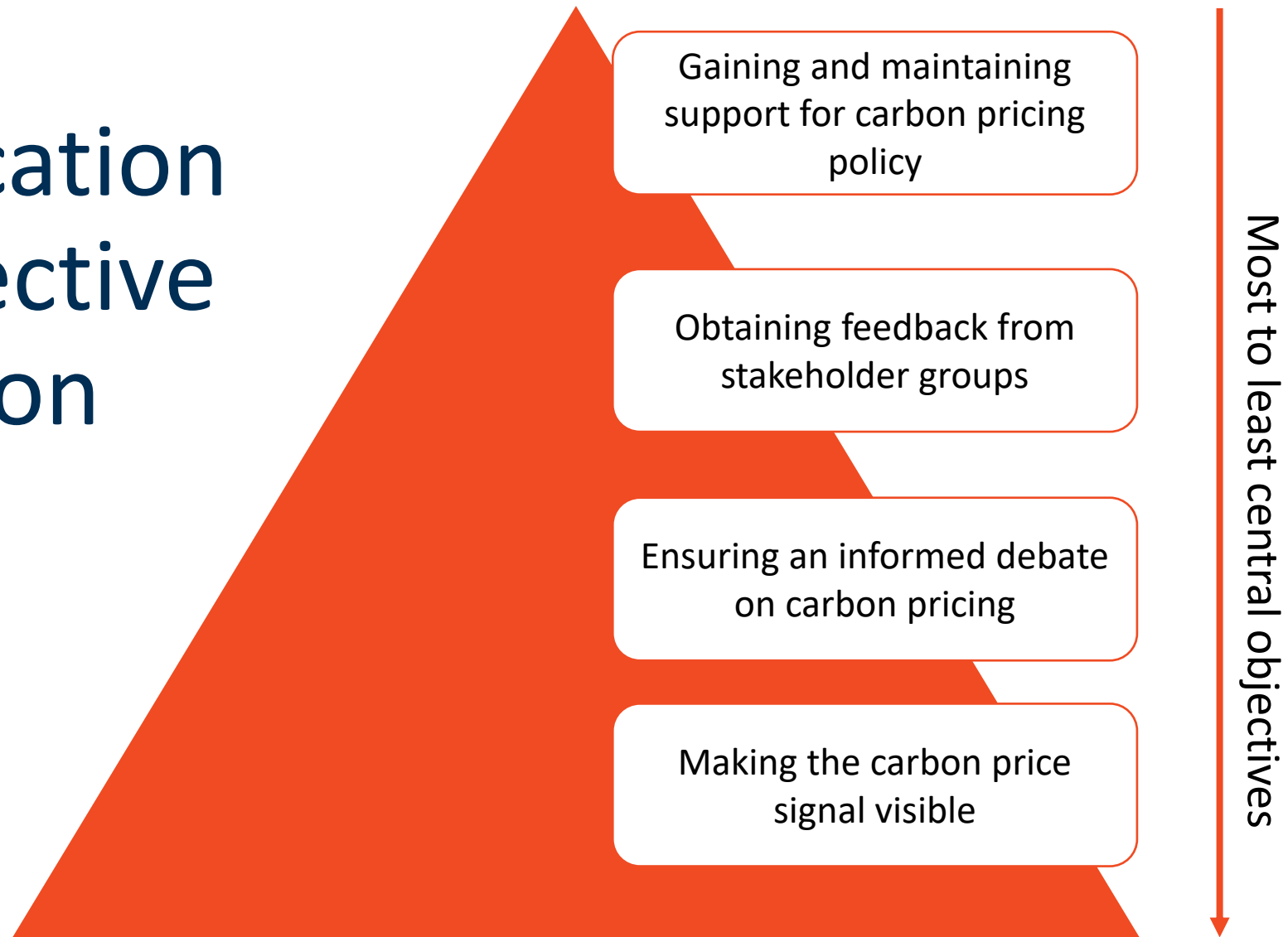
Any policy debate benefits from a good understanding of facts, options and scenarios.

Research can help focus communications on gaps in understanding of different audiences



Indonesian Parliament | The Straits Times

# Communication policy objective prioritization



# Proactive communication with the public?

- Does the policy require high-profile independent legislation? Or a public vote?
- Does the Constitution require public consultation on the policy?
- Is there likely to be significant opposition?
- Is the carbon price associated with a specific political party?
- How relevant is the public opinion for policymaking?

# Plenary exercise | Preparing for communications design

## 5 minutes

Shangri La wants to design a carbon tax policy, and has engaged you as a communications expert.

- The country has a high level of political polarization, with about 1/3<sup>rd</sup> of the population being highly concerned about climate change. The rest of the public does not consider climate change a major short-term issue for the country, and is more concerned about economic stability.
- The country is highly dependent on fossil fuels
- Adoption of the carbon tax requires a public vote through a referendum.

Gaining and  
maintaining support

Obtaining feedback  
from stakeholder  
groups

Ensuring an informed  
debate

Making the carbon  
price visible

# Questions?



# Tomorrow's session: **research and messages design**

- Identifying audiences
- Developing narratives