

# Audiences and Message Design

Carbon Pricing Communications Training

**Session 3**



# Learning objectives

- Learn how to segment audiences and define attitudinal groupings.
- Understand the value in prioritising key audiences for active engagement.
- Understand the role of framing, narratives and visual images in communicating carbon pricing
- Get insight on how carbon pricing can be explained to different audiences
- Understand core considerations in designing effective messages

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  - 4 Developing narratives.
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# Identifying Audiences

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# Introduction

All good communications starts by asking:

- Who are we talking to?
- What are their values and cultural preferences?
- What do they care about?

General public

Legislators  
and internal  
government  
policymakers

Priority  
stakeholders

## Three main audiences

# Group work | Identifying audiences

5 minutes

**What are your potential audiences?**

Write down the key audiences that your carbon pricing communications should address on Mural.

# Audience: policymakers



Image credit: <http://cpec.gov.pk>

- Testing the acceptability of policy proposals
- Building awareness of the benefits of the policy

“Whether you are the treasury, environment, energy, or trade and industry departments, you will also need to be sensitized early to the issues and, by effectively communicating the benefits of carbon pricing, you will help to get buy-in from the departments.”

- Sharlin Hemraj, Director: Environmental and Fuel Taxes at National Treasury, South Africa.

# Crossing departments

- How can the communications get the buy in across all departments?
- What are the core concerns and values (and therefore the best messaging) for:  
the Ministry of Finance  
the Ministry of Environment  
the Ministry of Transport ?
- What other departments should be involved? Transport, health?

# Crossing party lines

- Should internal communications engage all political parties?
- What are the advantages or benefits of engaging all political parties?
- What are the disadvantages or risks of engaging all political parties?

# Audience: businesses



- Speaking to the values of business people
- Addressing the needs and concerns of business

Image credit: [www.freepik.com](http://www.freepik.com)

# Group work | Values-driven communications

5 minutes

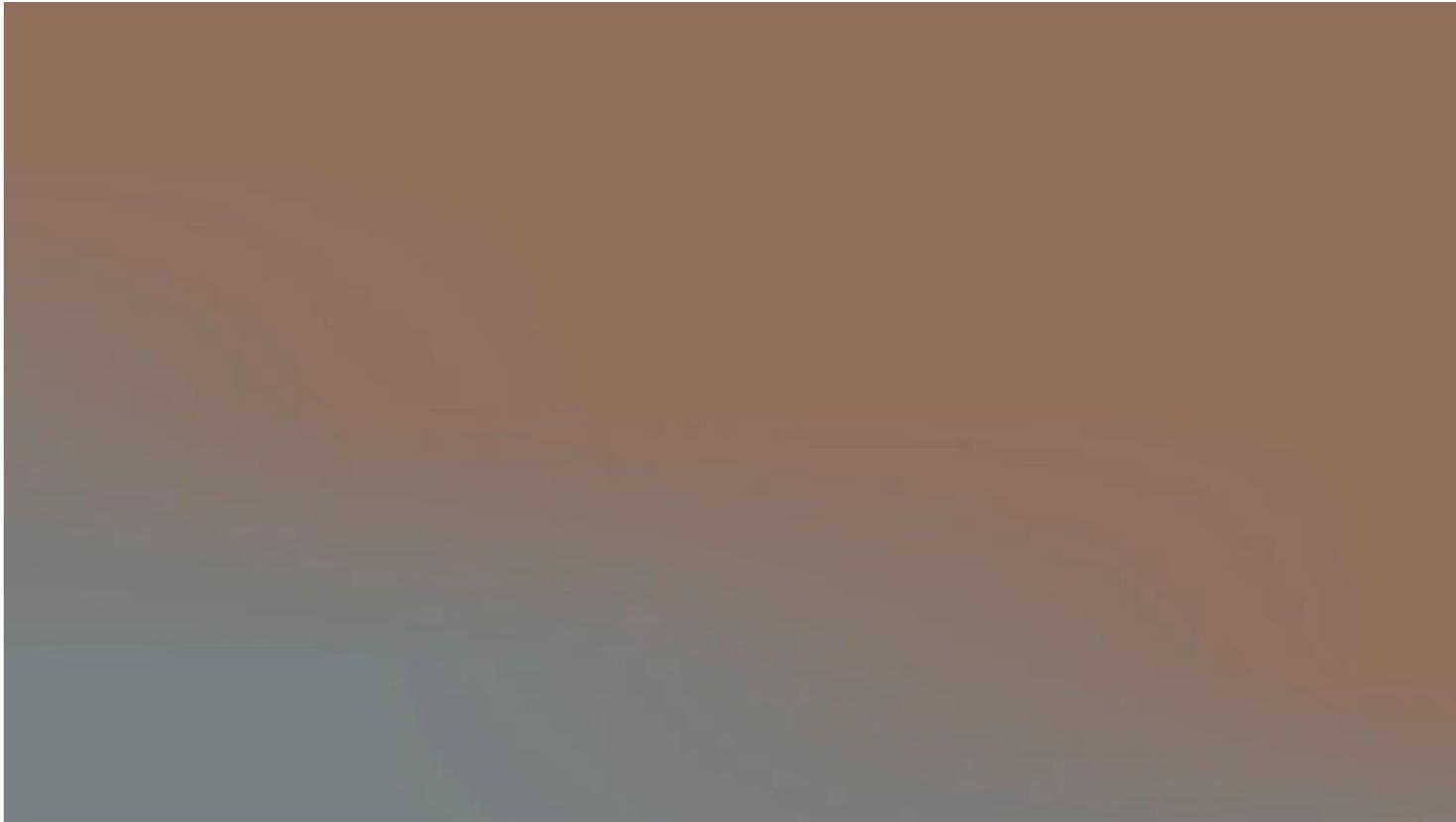
Listen to the following video

How does this video speak to the values and concerns of business people?

Is it effective communications?

# Thailand Internal Carbon Pricing

[www.carbonmarket.tgo.or.th](http://www.carbonmarket.tgo.or.th)



# Strong communications say

This is who you are

This is what you care about

Other people like you agree with this

When you do this you belong more to your group

And the world becomes more how you want it to be

# Stakeholder engagement



Stakeholder mapping exercise, Tunisia November 2019 | Climate Outreach

# Stakeholder groups

Different according to different cultures and pricing policies. They may include:

Occupational networks (for example farmers or truck drivers)

Civil society and non-governmental organisations

Labor groups or trades unions

Faith networks

# Stakeholder engagement

Stakeholders as communication partners

Co-design

Different folks' different strokes

- How would you describe this policy in your own words?
- What would be a trusted communicator for your sector?
- What are the most effective ways to present this policy?

Opportunities for testing

Accessing stakeholder networks

Learning from opponents

# Case Study: South Africa

“Stakeholder engagement has been critical for building the political acceptability of carbon pricing during its long journey through the South African policy process.”

- Sharlin Hemraj, Director: Environmental and Fuel Taxes at National Treasury, South Africa.

# Methods in South Africa

59 written submissions received from companies, industry associations, non-governmental organisations, government departments, state-owned entities, academia, individuals, international organisations and consultants.

One to one meetings if requested

Broadbased workshops - all stakeholders invited

Early discussion paper and feedback

Second policy paper and feedback

# Conclusions from South Africa

- Involve all stakeholders in several stages of technical discussion and refining the design.
- Initiate a parallel process focused on very senior level/CEOs of the big emitters and high-level policymakers.
- Engage stakeholders early in the policy process.

“In retrospect this elite process did not start early enough in South Africa”

- Sharlin Hemraj, Director: Environmental and Fuel Taxes at National Treasury

# Citizens assemblies



Stakeholder consultation | Switch Asia

- Involving stakeholders at early stages of policy design
- Citizens tasked with studying and developing policy proposals

# Audience: general public

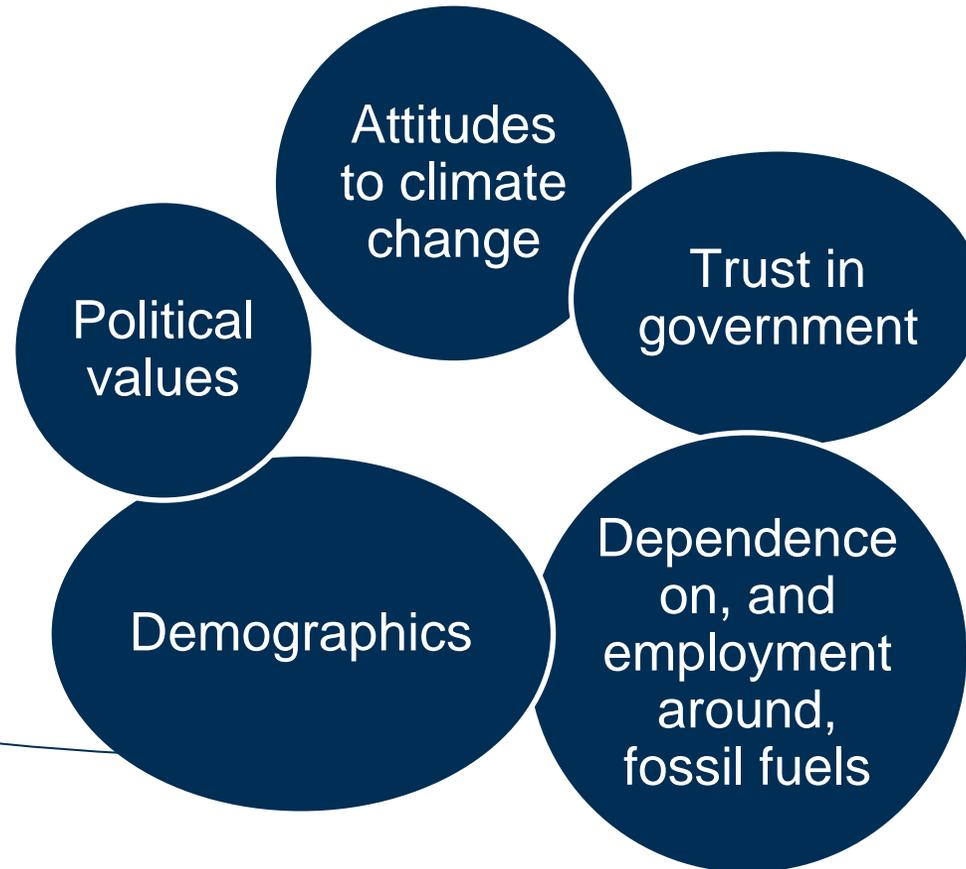


People in Jakarta, Indonesia | Today, Wong Pei Ting

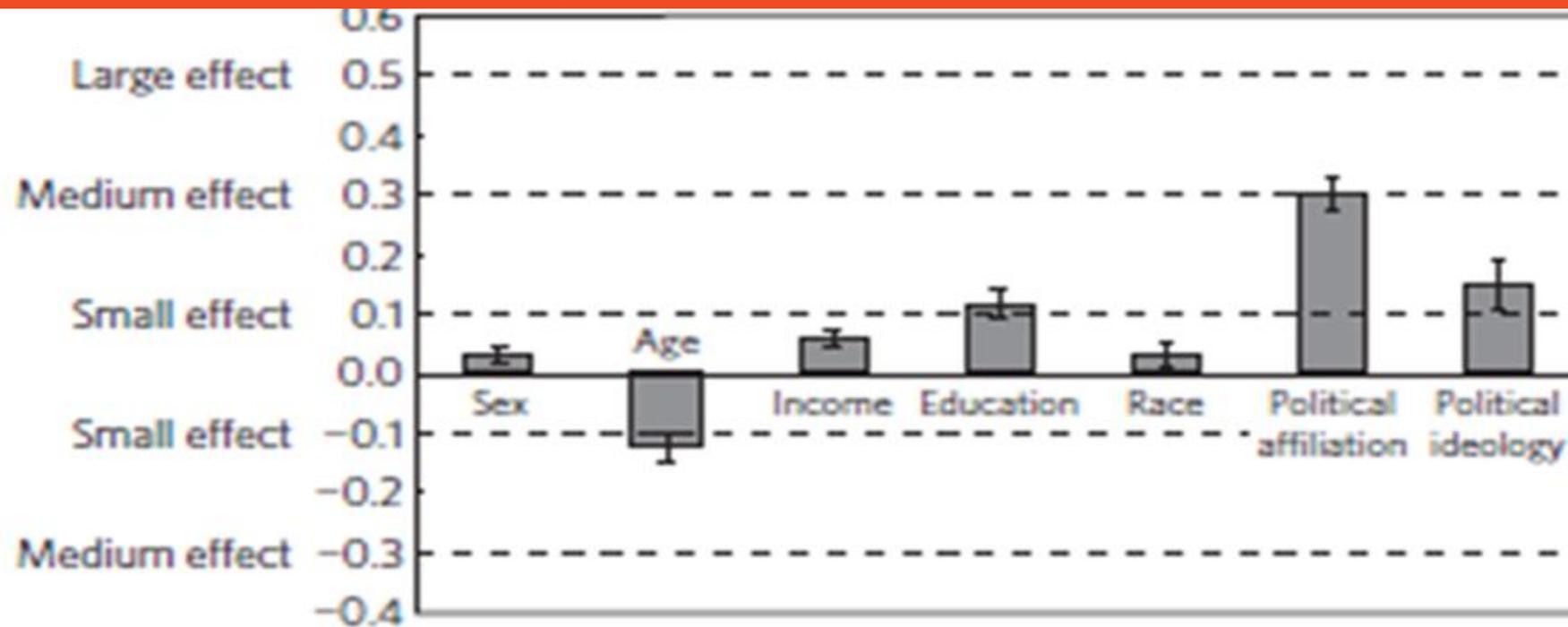
- Recognize values, **cultures**, concerns and identity

# What affects public attitudes?

- Age
- Gender
- Income/class
- Education
- Ethnic identity
- Location (especially urban/rural)



# Political worldview and attitudes to climate change .....including China, Korea, Japan, India.



Hornsey M. et al., 2016, Meta-analyses of the determinants and outcomes of belief in climate change, 25 polls, 171 studies over 56 nations

# The four segments

## Base

Supportive of carbon pricing and action on climate change

## Opponents

Rejecting carbon pricing and climate action

## Swing

Moderate but weak support but open to change

## Disengaged

Not expressing interest or opinions on the topics.

# National values and concerns

Which of the following values might apply to your country?

- **Leadership** - our pricing policy puts us at the forefront of our region or the world.
- **Independence** - moving away from imported fossil fuels makes us self-reliant and less vulnerable to foreign interference
- **Modernization** - pricing is a progressive policy that will help us modernize the energy sector and our economy.
- **Decentralized power** - moving away from dependence on fossil fuels will enable us to generate power in local grids in our villages, where we need it, and electrify our country.
- Or....a different narrative?

# Group work | Communicating with the public

20 minutes

Imagine that you are a member of the public in your country. Choose someone in a typical occupation.

## Answer these questions:

- What are your values?
- What makes you proud of your country?
- What are your main concerns?
- What are the reasons you might support or oppose a carbon pricing policy?

# Coffee break

(10 minutes)

