Steps for practical engagement

Carbon Pricing Communications Training

Session 4
Learning objectives

• Understand the role of communicators and the means to identify, support and amplify peer messengers
• Get insight on how to identify trusted communicators and the role of authenticity and authority
• Understand the process of enabling and supporting communicators
• Understand the practical tools for promoting a message using a wide range of communications media and tools
Four channels for communicating carbon pricing

1. Statements and speeches by politicians and government departments
2. Mainstream media: journalists and opinion pieces
3. Wider networks and spokespeople
4. Advertising and marketing campaigns
Engaging mainstream media

Develop lists of journalists and keep them informed by pitching:

• new stories
• briefings
• press releases
• reports and information materials
• crafted stories and case studies
• events and presentations
Sources of Information

Source: Reuters Institute 2016
Percentage using Social Media

Singapore

Malaysia

Thailand

Philippines

Indonesia

Laos

Sources: We AreSocial.com 2019
Advertising or marketing campaign

- What is the objective?
- Who is the target audience?
- What is the call to action?
- What will people do in response?
- What is the overarching concept?
- Look and feel
- Identity and branding
- Logo, hashtag, tagline

Risk of a campaign backfiring
Dealing with opposition

Organized and well-resourced opposition can undermine a carbon pricing policy or communications campaign

• Anticipate opposition early, understand how to respond to opposition
• This allows you to address concerns in the design of the policy
Preparing for opposition

<table>
<thead>
<tr>
<th>Attitudes towards climate change</th>
<th>Issues of trust</th>
<th>Economic concerns</th>
<th>Political Concerns</th>
</tr>
</thead>
</table>

WORLD BANK GROUP

PMR | PARTNERSHIP FOR MARKET READINESS
<table>
<thead>
<tr>
<th>Reasons for opposition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUSINESS</strong></td>
</tr>
<tr>
<td>Large energy producers and emitters</td>
</tr>
<tr>
<td>Energy and fuel consumers including small business</td>
</tr>
<tr>
<td><strong>OCCUPATION GROUPS</strong></td>
</tr>
<tr>
<td>Trades unions and employee groups</td>
</tr>
<tr>
<td><strong>GENERAL PUBLIC</strong></td>
</tr>
<tr>
<td>Energy consumers</td>
</tr>
<tr>
<td>Indifferent/opposed to climate change action</td>
</tr>
<tr>
<td><strong>NON-GOVERNMENTAL / CIVIL SOCIETY</strong></td>
</tr>
<tr>
<td>Climate advocates - opposed to carbon pricing as a policy tool</td>
</tr>
<tr>
<td>Climate sceptics - opposed to all climate policy</td>
</tr>
<tr>
<td>Ideological opponents on both right and left wing</td>
</tr>
<tr>
<td>CSOs representing impacted communities</td>
</tr>
<tr>
<td><strong>POLITICAL GROUPS AND PARTIES</strong></td>
</tr>
<tr>
<td>Government opponents - using pricing as a political proxy issue</td>
</tr>
</tbody>
</table>
Preparing for opposition

- Audience research
- Language testing
- Choosing the right communicators
- Educate your audience
## Sources of opposition

<table>
<thead>
<tr>
<th>Source</th>
<th>Strategic response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disagreement with carbon pricing as the right action to address climate change?</td>
<td>Engage these audiences to advise and steer policy design, or block bad policy</td>
</tr>
<tr>
<td>Lack of accurate information that results in a misunderstanding?</td>
<td>Provide arguments and information that counters opponent’s arguments</td>
</tr>
<tr>
<td>Lack of trust?</td>
<td>Building trust as the main focus of a communications strategy:</td>
</tr>
<tr>
<td></td>
<td>• Using trusted messengers</td>
</tr>
<tr>
<td></td>
<td>• Invest in stakeholder engagement</td>
</tr>
<tr>
<td></td>
<td>• Design an effective policy (that is seen to work)</td>
</tr>
</tbody>
</table>
Responding to opposition

- Strong opponents are unlikely to be persuaded by communications
- Strategically decide whether to engage, and how much to invest in that engagement

Manage opposition from opposed audiences
Questions?
Where might opposition to carbon pricing come from in your country?
Prepare a communications process

*procedural* aspects of how you can integrate communications into the design of your carbon pricing policy

- Stages – actions – schedule

OR

Prepare communications materials

- *content* of your communications for different audiences
  - Messages – keywords – media – research

OR

Work on your own country

OR

Use the hypothetical case of *Shangri La*