

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

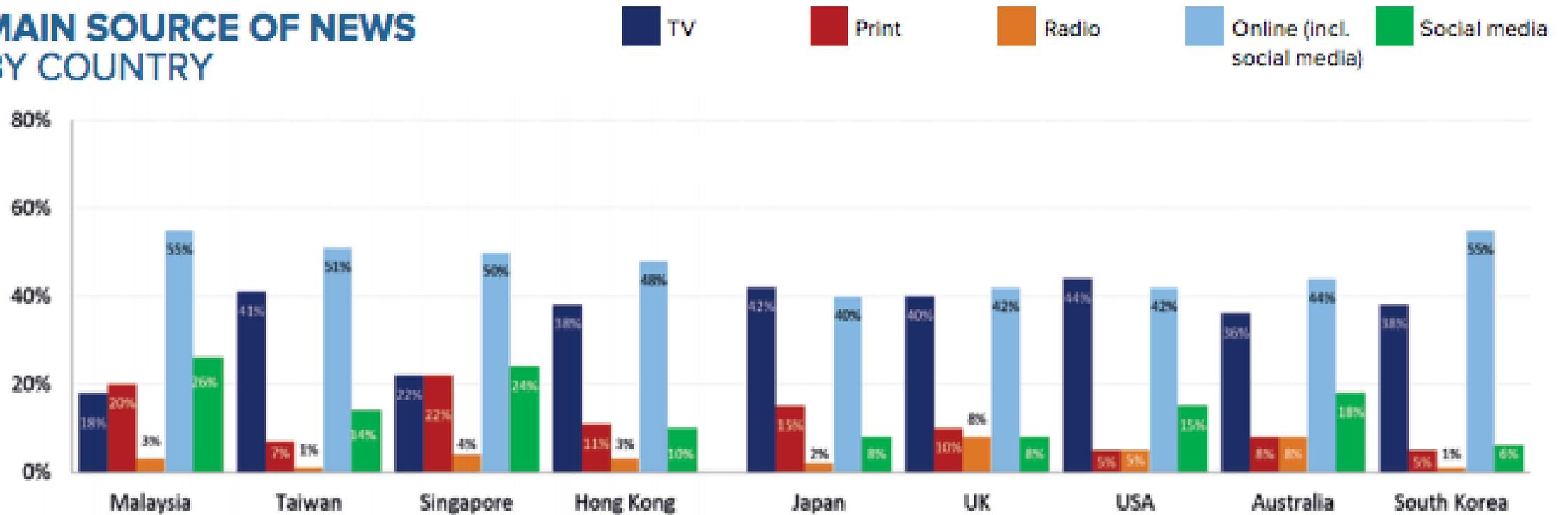
Engaging mainstream media

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

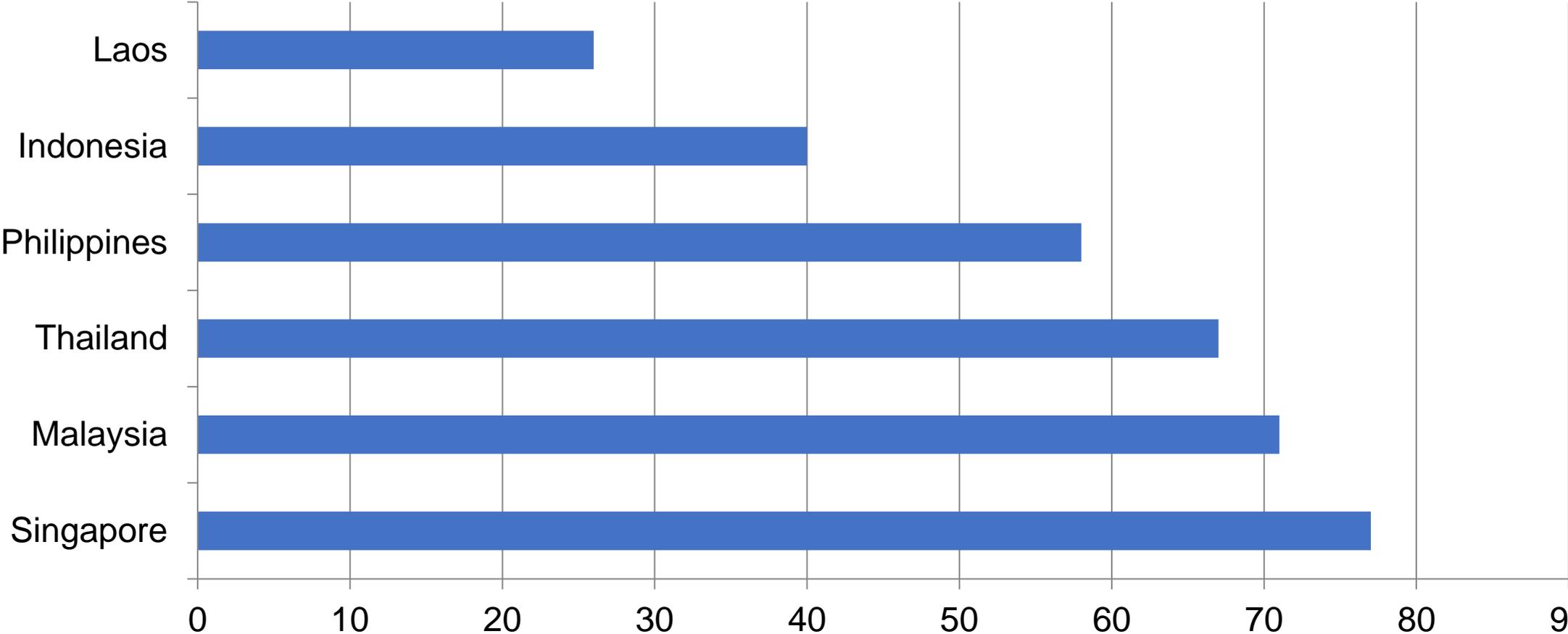
Sources of Information

MAIN SOURCE OF NEWS BY COUNTRY



Source: Reuters Institute 2016

Percentage using Social Media



Sources: We AreSocial.com 2019

Advertising or marketing *campaign*

What is the objective?

Who is the target audience?

What is the overarching concept?

How can it be tested?

What is the call to action?

Look and feel

Identity and branding

What will people do in response?

Logo, hashtag, tagline

Risk of a campaign backfiring

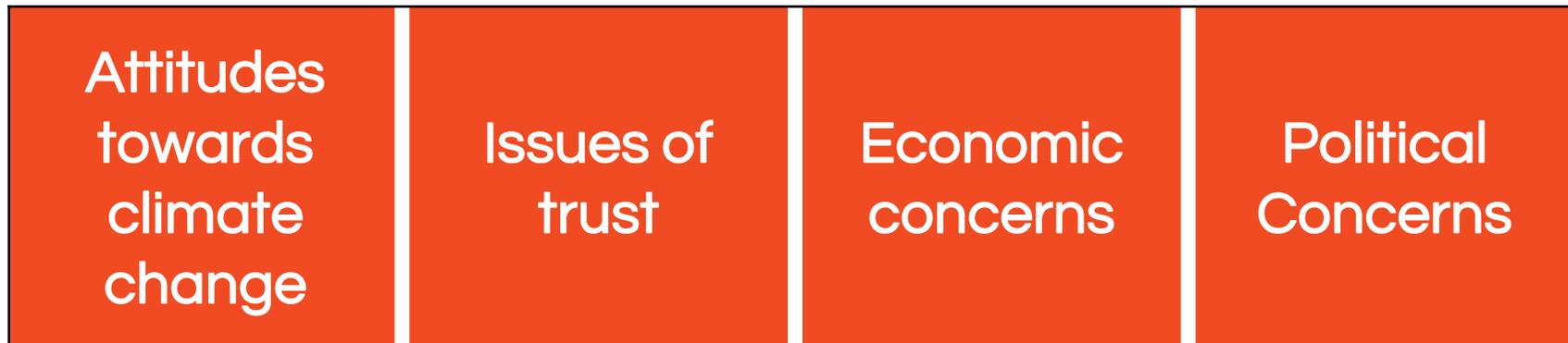
Dealing with opposition



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



Reasons for opposition

BUSINESS

Large energy producers and emitters
Energy and fuel consumers including small business

OCCUPATION GROUPS

Trades unions and employee groups

GENERAL PUBLIC

Energy consumers
Indifferent/opposed to climate change action

NON-GOVERNMENTAL / CIVIL SOCIETY

Climate advocates - opposed to carbon pricing as a policy tool
Climate sceptics- opposed to all climate policy
Ideological opponents on both right and left wing
CSOs representing impacted communities

POLITICAL GROUPS AND PARTIES

Government opponents- using pricing as a political proxy issue

Preparing for opposition

Audience
research

Language
testing

Choosing the
right
communicators

Educate your
audience

Sources of opposition

Source	Strategic response
Disagreement with carbon pricing as the right action to address climate change?	Engage these audiences to advise and steer policy design, or block bad policy
Lack of accurate information that results in a misunderstanding?	Provide arguments and information that counters opponent's arguments
Lack of trust?	Building trust as the main focus of a communications strategy: <ul style="list-style-type: none">• Using trusted messengers• Invest in stakeholder engagement• Design an effective policy (that is seen to work)

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?



Exercise | Mapping opposition

15 minutes

Where might opposition to carbon pricing come from in your country?

Tomorrow: final exercise | Putting it all together

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

Work on your own country

OR

Use the hypothetical case of *Shangri La*