Learning objective

Putting it all together!
## Content

1. Introduction
2. Recap of the workshop
3. Prepare a communications strategy or political speech
What are your main takeaways from the workshop?
## Recap of the workshop

<table>
<thead>
<tr>
<th>Session 1</th>
<th>Introduction to carbon pricing and communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 2</td>
<td>Communications in carbon pricing policy design</td>
</tr>
<tr>
<td>Session 3</td>
<td>Research and designing messages</td>
</tr>
<tr>
<td>Session 4</td>
<td>Engaging with your audiences</td>
</tr>
<tr>
<td>Session 5</td>
<td>Putting it all together: designing your carbon pricing communications</td>
</tr>
</tbody>
</table>
Why are carbon pricing communications important?

- Improve policy design
- Help generate sustainable support
- Anticipate opposition at an early stage
How do we use communications?

→ Communications is a science

- As part of policy design
- To develop messaging around the policy
- To support the launch of a policy
- To inform policy review and adjustments
What are lessons learned in communicating carbon pricing?

<table>
<thead>
<tr>
<th>Values-driven</th>
<th>Broad-based</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early and sustained</td>
<td>Trusted</td>
</tr>
<tr>
<td>Seen to work</td>
<td>Tested</td>
</tr>
<tr>
<td>Consistent</td>
<td>Two-way</td>
</tr>
<tr>
<td>Simple</td>
<td>No magic words</td>
</tr>
</tbody>
</table>
Final exercise | Putting it all together

60 minutes

Prepare communications materials

OR

Prepare a communications process
Consider as you hear them:

- Is the communications process designed to achieve its stated aims?
- Does it consider the necessary steps?
- Does it address obstacles and opposition?
Consider as you hear them:

- Does the content speak to the values and concerns of the target audiences?
- Does it use effective keywords and narratives?
- Does it increase your support for the policy?
Any remaining questions?
Thank you!