

# Putting it all together

Carbon Pricing Communications Training

**Session 5**



# Learning objective

Putting it all together!



# Content

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



# Recap of the workshop

## Session 1

Introduction to carbon pricing and communications

## Session 2

Communications in carbon pricing policy design

## Session 3

Research and designing messages

## Session 4

Engaging with your audiences

## Session 5

Putting it all together: designing your carbon pricing communications

# 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?

Values-driven	Broad-based
Early and sustained	Trusted
Seen to work	Tested
Consistent	Two-way
Simple	No magic words



# Final exercise | Putting it all together

**60 minutes**

Prepare communications materials

OR

Prepare a communications process

# Plenary | Communications process

**20 minutes**

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?

# Plenary | Communications materials

**20 minutes**

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!





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