

Introduction to communicating carbon pricing

Carbon Pricing Communications Training

Session 1

Learning objectives

- Establish a common understanding of the key concepts and terms used in this training
- Understand why good carbon pricing communications are important
- Understand the role of communications in early stages of policy design
- Get an idea of the steps to develop a carbon pricing communications strategy

What do you want to get out of this training?

Content

- 1 What are we talking about?

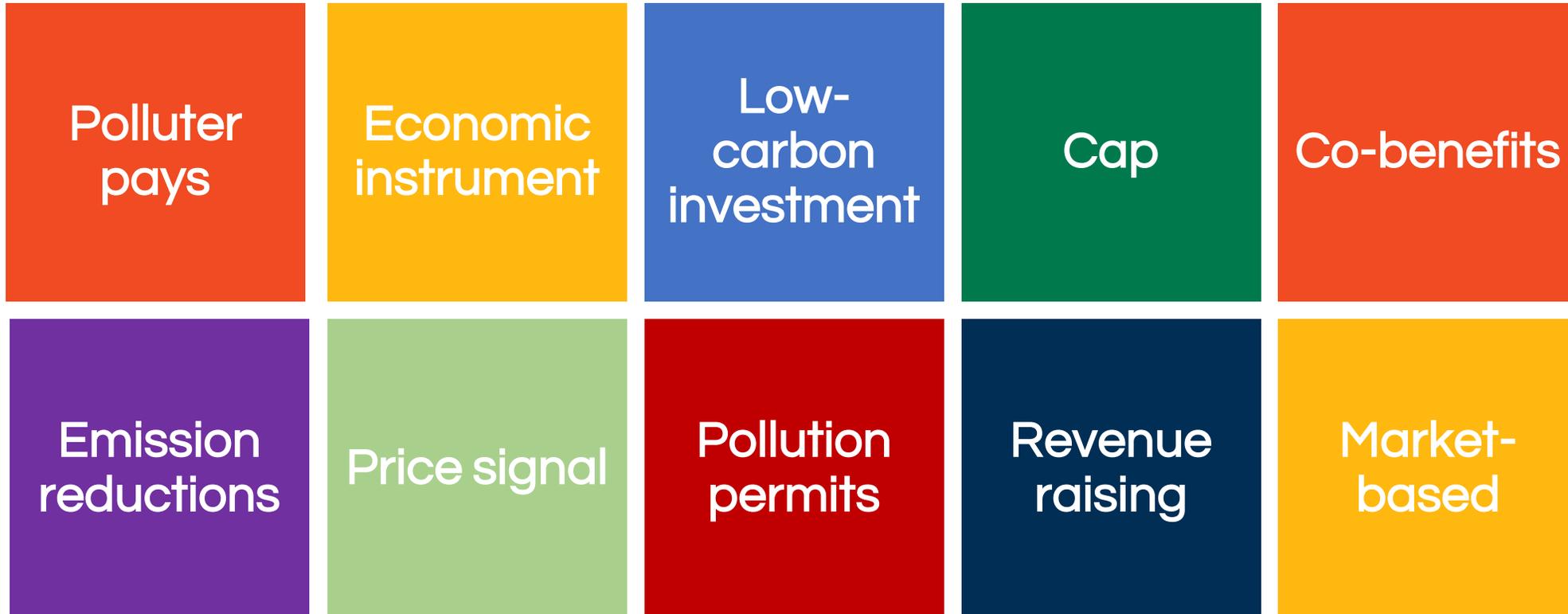
- 2 Why is it important to communicate carbon pricing?

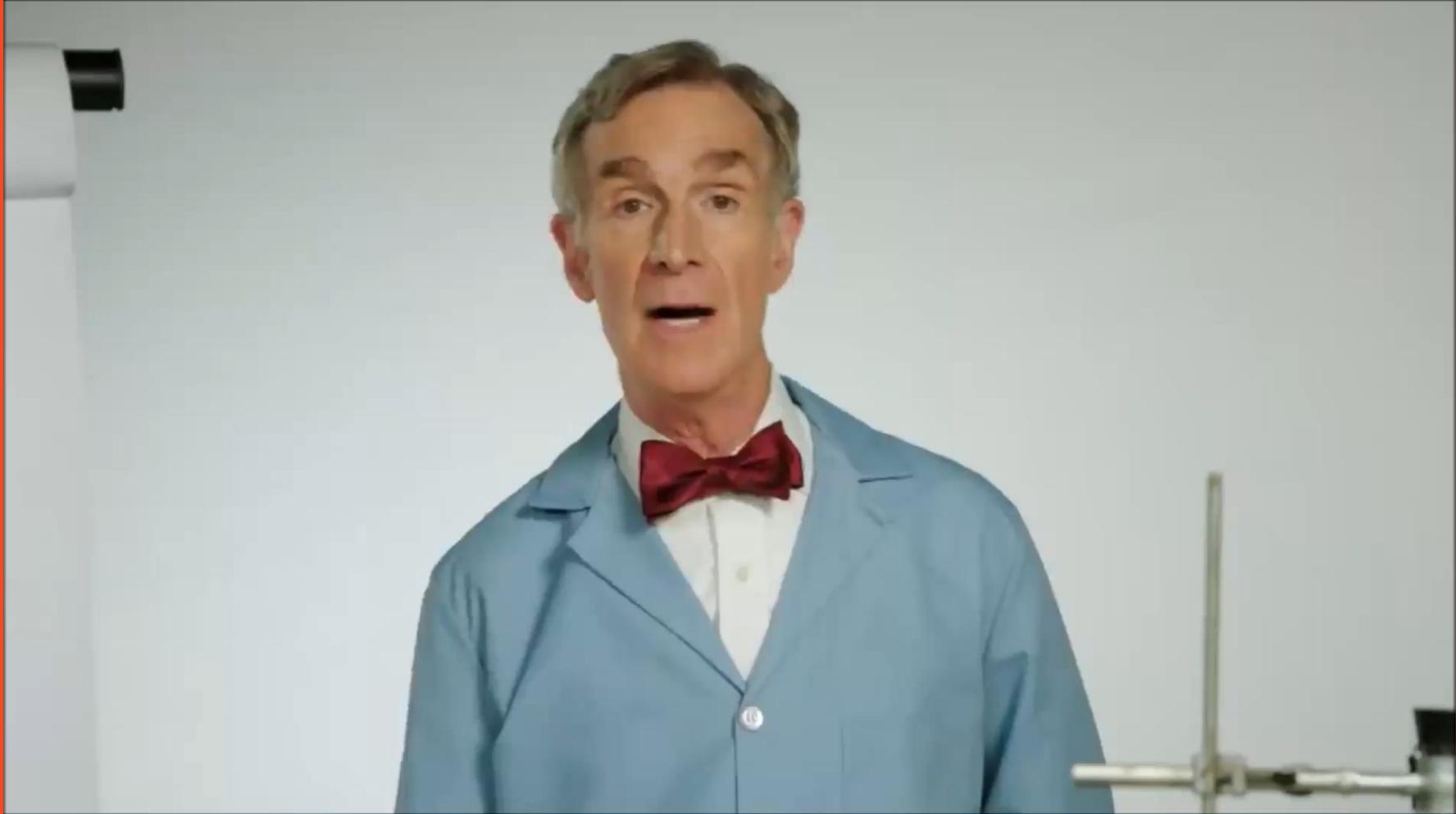
- 3 Guiding principles to communicating carbon pricing

- 4 8 steps to develop a carbon pricing communications strategy

What are we talking about?

Carbon pricing





What are we talking about?

Carbon pricing

Shorthand for a range of market policies that put a price on carbon to reduce emissions

- Carbon tax
- Emission trading system (ETS)
- Crediting mechanism
- Results-based climate finance
- Internal carbon pricing (shadow price or internal carbon fee)

What are we talking about?

Carbon pricing

“A carbon tax is a **levy that polluters pay** on the carbon they emit. This encourages people and businesses to make **choices and investments** that are good for the environment. A carbon tax **raises money** [for ...] and **reduces the need for other taxes.**”

“In an emissions trading scheme the government sets a **cap on pollution** and distributes or sells **pollution permits** within that cap. Companies that pollute more have to buy more permits. Companies that pollute less can save money by buying fewer permits or by selling any spare permits, so it makes **good financial sense to emit less.** And, because the **number of permits issued falls over time**, the total pollution also falls.”



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What are we talking about?

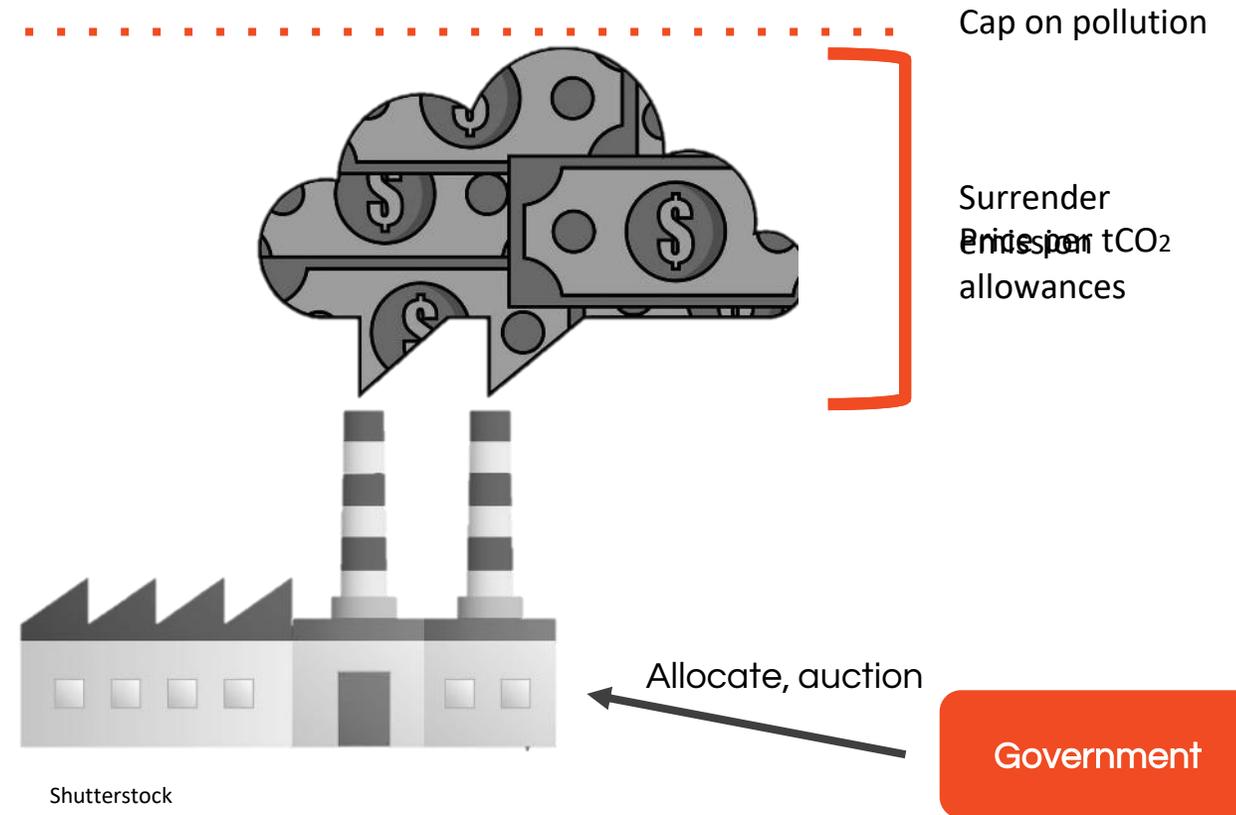
Carbon pricing

Carbon Tax

- Levy paid by polluters

Emission Trading Scheme (ETS)

- Cap on pollution
- Covered entities surrender emission allowances for all emissions below the cap
- Different ways to obtain pollution permits



What are we talking about?

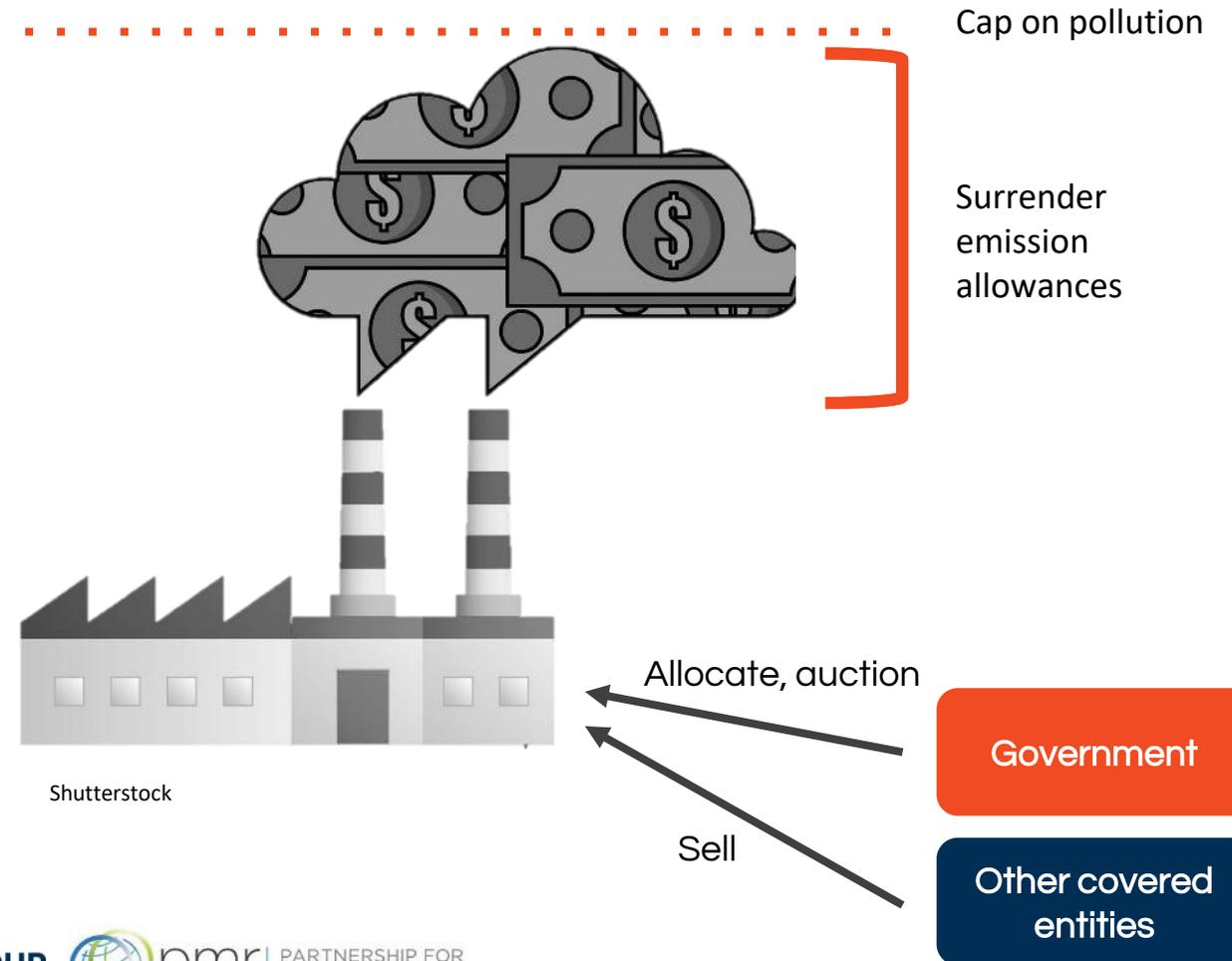
Carbon pricing

Carbon Tax

- Levy paid by polluters

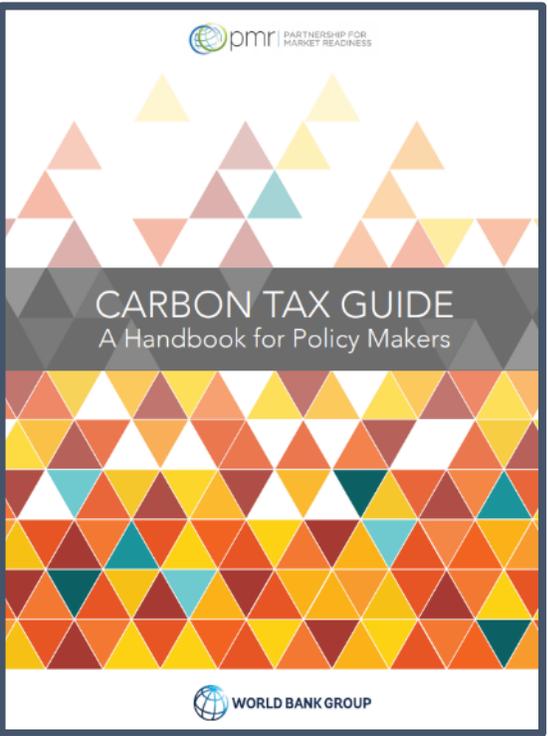
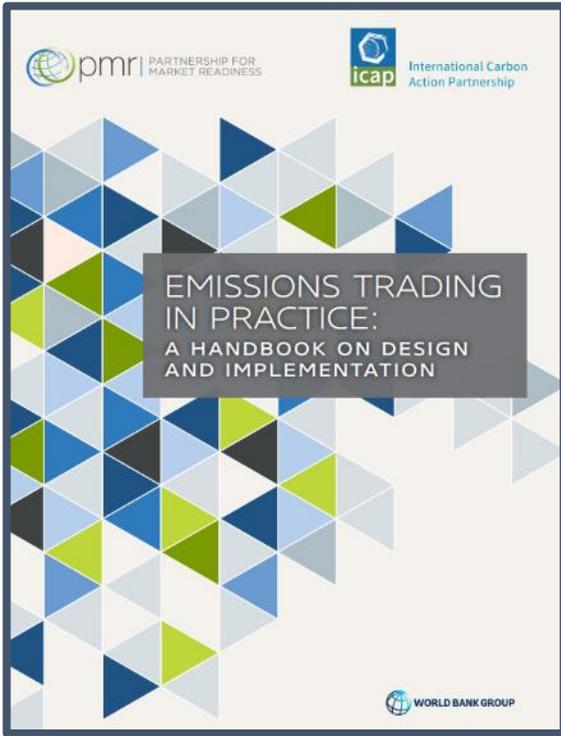
Emission Trading Scheme (ETS)

- Cap on pollution
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What are we talking about?

Carbon pricing





The role of communications

Communications are the means by which a government:

- Explains its policies and how they will work
- Assures its citizens that it is meeting their needs.
- Shows that it is fulfilling its promises and commitments
- Builds support and a mandate for its policies

Communicating climate change

A large body of research shows that people understand and accept climate change:

as a socially constructed **narrative** conveyed by **trusted communicators** that reflects their **identity** and validates their **values**.

What are we talking about?

Communicating carbon pricing

Carbon pricing policy design and communications

Stakeholder engagement

Internal (government) stakeholders

External stakeholders

Civil society

Private sector

General public

Media



Communications strategy

Preparing for communications

Research

Choosing communicators

Identifying audiences

Designing the messages

Designing a communications campaign

Explaining how carbon pricing works

Why is it important to communicate carbon pricing?

Improve policy design

- Valuable feedback through interactions between policymakers and stakeholders

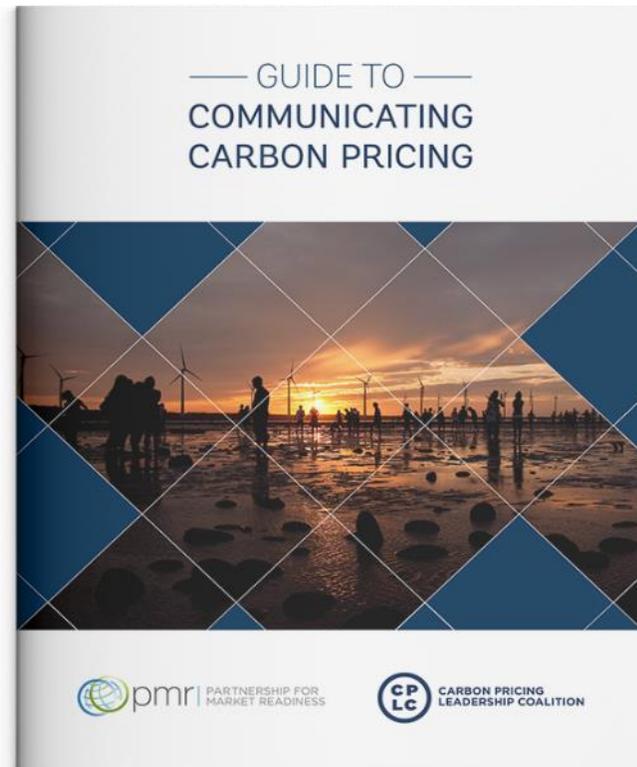
Help generate sustainable support

- Explaining reasons for carbon pricing, how it works and why it is desirable
- Make key stakeholders supportive advocates

Anticipate opposition

- Testing messages with different audiences

Guide to communicating carbon pricing



- *Authors:* Climate Outreach, Climate Focus, Dr. Louise Comeau and Fenton Communications.
- *Audience:* policymakers and communications staff working within the government sector.
- *Content:*
 - 10 guiding principles for carbon pricing communications
 - 8 steps to design a carbon pricing communications strategy

Guiding principles for carbon pricing communications

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

8 steps to develop a carbon pricing communications strategy



Role of communications in the early stages of policy design

The concerns of citizens and stakeholders should inform the design of the policy **from the very outset**: seeking a match with their concerns.

The choice of policy, especially between carbon tax and ETS should be informed by citizen and stakeholder attitudes.

The name of the policy may be very important for later reception and should be chosen carefully.

Integrating
communications
with policy

→ Session 2

Questions?

Coffee break

(15 minutes)