Integrating carbon pricing communications and policymaking

Carbon Pricing Communications Training

Session 2
Learning objectives

- Understand the importance of integrating communications into policy design from the start
- Identify links between policy design and communication strategies
- Understand structural and attitudinal obstacles to integrated communications and the means to overcome them
- Identify the building blocks of a communicable carbon pricing policy
Content

1. Introduction
2. Integrating communications, policymaking and stakeholder engagement
3. The building blocks of a communicable carbon pricing policy
Introduction

The design of a carbon pricing policy impacts the ability to communicate the policy

**Integrating communications and policymaking to:**

- enable design of communicable carbon pricing policies
- help ensure coherence between policy and narratives
- help identify sources of support and opposition early on
- facilitate bringing stakeholders on board and building alliances
- improve policy and communications design by bringing in new experiences and perspectives
Integrating communications and policymaking

Internal consultations

- Internal and intra-government communications, including ministers, legislators, and relevant ministries
- Communication with major stakeholder groups, civil society, academia, consumer groups, and the broader public

Aims:
- Build broad support within the government
- Ensure government has consistent and coordinated position

External consultations

- One-on-one meetings; inter-ministerial meetings; capacity-building workshops
- Public consultations, consultations with key stakeholder groups

Aims:
- Test acceptability of policy proposals
- Identify sources of support and opposition
- Build awareness of benefits of the policy
Integrating communications, policymaking and stakeholder engagement

**PREPARATION**
- Appointment of communications specialist for working group
- Messaging for achieving political support
- Formation of working group
- Inter-ministerial discussion
- Senior policy and politician consultation
- Establish cross-party/departmental support

**POLICY DESIGN**
- Audience mapping, identify key audiences, key stakeholders and potential opposition
- Public attitude research / surveys
- Qualitative research based on audience segmentation
- Advice on name, structure and revenue use
- Options paper
- Intra-government consultation
- Policy paper including name and policy format
- Stakeholder interviews

**DEVELOPMENT OF MESSAGING**
- Design of communications strategy
- Design of key messages and narratives
- Anticipate counter-arguments
- Inter-governmental briefings
- Commission external agencies for public engagement
- Revision and approval of legislation / policy
- Brief ministers and senior politicians
- Broader stakeholder engagement
- Identify and brief peer-communicators

**LAUNCH OF POLICY**
- Media and public promotion including advertising
- Continued promotion, especially of tax of revenues
- Senior political endorsement
- Implementation of policy
- Survey research on public attitudes
- Advice on progress to senior politicians and policy makers
- Promotion by stakeholder communicators in networks
- Stakeholder briefings
- Research stakeholder attitudes

**POLICY REVIEW AND ADJUSTMENTS**
Integrating communications, policymaking and stakeholder engagement

**Communications**
- Appointment of communications specialist for working group
- Messaging for achieving political support

**Policy process**
- Formation of working group
- Inter-ministerial discussion
- Senior policy and politician consultation
- Establish cross-party/departmental support

**Stakeholder engagement**
Integrating communications, policymaking and stakeholder engagement

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**Policy process**
- Options paper
- Intra-government consultation
- Policy paper including name and policy format

**Stakeholder engagement**
- Stakeholder interviews
- Priority and elite stakeholder consultation
Integrating communications, policymaking and stakeholder engagement

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**Launch of Policy**

**Policy Review and Adjustments**
The building blocks of a communicable carbon pricing policy
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Showing results

• A policy should meet its stated objective – communications cannot change what the audience sees or doesn’t see to work

• Communications should promote clear examples of policy outcomes in terms of emissions, health and jobs

• Balance acceptability and optimal policy outcomes in policy design

Smog in Almaty, Kazakhstan | auagroup.kz | The Astana Times
The building blocks of a communicable carbon pricing policy

Getting revenue use right

Communications on revenue use may resonate better than communication on the carbon price itself

- Replacing polluting cars by electric, low-emission cars in California
- In Ukraine, Industry asks government to spend a larger share of the carbon tax revenues on local environmental programs
The building blocks of a communicable carbon pricing policy

Keeping it simple

A policy that is not well understood by the audience is vulnerable to opposition

Cartoon by Alan Mair for the Sydney Morning Herald (5 July 2011)
The building blocks of a communicable carbon pricing policy

Integrating carbon pricing with other policies

Communicating carbon pricing as part of a broader vision of addressing climate change, ensuring clean air, tax reform, and building a low carbon economy.
The building blocks of a communicable carbon pricing policy

Integrating carbon pricing with other policies

Morocco fossil fuel reforms

• Elimination of fuel subsidies combined with enlarging social safety nets and increased coverage of the health insurance scheme for the poor

• Aim: reduce the impacts of increasing energy prices on low-income households

• Conditional cash-transfer programs ensured the visibility of the policies
The building blocks of a communicable carbon pricing policy

Building constituencies of support

Policies that create clear benefits for key groups can more easily build constituencies of support.
The building blocks of a communicable carbon pricing policy

Building constituencies of support

Piloting a voluntary scheme to win business support in Brazil
ETS simulation by Rio de Janeiro Green Exchange to engage companies

Inclusion of the agricultural sector in Alberta
- Eligibility of agricultural offsets

Initial exclusion of the agricultural sector in South Africa
- Exemption of the agricultural sector from the carbon tax
- Due to measurement difficulties, to support food security and vulnerable workers in the country
- Offsets from the agricultural sector are eligible
The building blocks of a communicable carbon pricing policy

Perceived fairness and equity

Complementary policies that help households get access to clean technologies, and that help mitigate negative (financial) impacts, may increase perceived fairness and equity of a policy.
The building blocks of a communicable carbon pricing policy

Perceived fairness and equity

Credits for electricity generation levy in South Africa

• To avoid ‘double taxing’ of electricity, the carbon tax policy includes a reduction of the existing electricity levy
• Soften the transition and increase in electricity prices during the first phase of the carbon tax.

Better Energy Warmer Homes Scheme in Ireland

• Supporting home owners in increasing their homes’ energy efficiency
The building blocks of a communicable carbon pricing policy

Perceived fairness and equity

Cash transfers in Jordan

- As part of the energy subsidy reform, Jordan set up a scheme to financially support families below a certain income threshold, if oil prices rise above USD 100.
1. For each building block, identify additional examples of policy design options to **increase acceptability** of the policy
2. Think of potential **trade-offs** those policy design options might raise in terms of:
   - Negative impacts on the effectiveness of the policy
   - Any potential ways in which the policy design could attract criticism
Questions?
Lunch
(1 hour)