Identifying Audiences

Carbon Pricing Communications Training

Session 4
Learning objectives

• Learn how to segment audiences and define attitudinal groupings.
• Understand the value in prioritising key audiences for active engagement.
• Understand research and testing methodologies
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<td>Research</td>
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Strong communications say

This is who you are

This is what you care about

Other people like you agree with this

When you do this you belong more to your group

And the world becomes more how you want it to be
National values and concerns

Which of the following values might apply to your country?

- **Leadership** - our pricing policy puts us at the forefront of our region or the world.
- **Independence** - moving away from imported fossil fuels makes us self-reliant and less vulnerable to foreign interference.
- **Modernisation** - pricing is a progressive policy that will help us modernise the energy sector and our economy.
- **Decentralised power** - moving away from dependence on fossil fuels will enable us to generate power in local grids in our villages, where we need it, and electrify our country.
Introduction

All good communications starts by asking:
• Who are we talking to?
• What are their values?
• What do they care about?

Three main audiences

- Legislators and internal government policymakers
- General public
- Priority stakeholders
Audience: policymakers

- Testing the acceptability of policy proposals
- Building awareness of the benefits of the policy
“Whether you are the treasury, environment, energy, or trade and industry departments, you will also need to be sensitized early to the issues and, by effectively communicating the benefits of carbon pricing, you will help to get buy-in from the departments.”

- Sharlin Hemraj, Director: Environmental and Fuel Taxes at National Treasury, South Africa.
Crossing party lines

- Should internal communications engage opposition parties?
- What are the advantages or benefits of engaging opposition parties?
- What are the disadvantages or risks of engaging opposition parties?
What language or narratives speak to audiences who are politically opposed to carbon pricing policy?

Should internal engagement include parties outside of government?
Strong communications say:

This is who you are

This is what you care about

Other people like you agree with this

When you do this you belong more to your group

And the world becomes more how you want it to be
Looking at audiences within your government and legislature:

- Which are the most important for building a strong and sustained policy?
- What would be their main concerns?
- Which might pose the greatest resistance to the policy and why?
Stakeholder engagement

Stakeholder mapping exercise, Tunisia November 2019
Image credit: Climate Outreach
Stakeholder engagement

Stakeholders as communication partners

Co-design

Different folks' different strokes
- How would you describe this policy in your own words?
- What would be a trusted communicator for you sector?
- What are the most effective ways to present this policy?

Opportunities for testing

Accessing stakeholder networks

Learning from opponents
Case Study: South Africa

“Stakeholder engagement has been critical for building the political acceptability of carbon pricing during its long journey through the South African policy process.”

- Sharlin Hemraj, Director: Environmental and Fuel Taxes at National Treasury, South Africa.
Methods in South Africa

59 written submissions received from companies, industry associations, non-governmental organisations, government departments, state-owned entities, academia, individuals, international organisations and consultants.

- One to one meetings if requested
- Broadbased workshops - all stakeholders invited
- Early discussion paper and feedback
- Second policy paper and feedback
Conclusions from South Africa

- Involve all stakeholders in several stages of technical discussion and refining the design.
- Initiate a parallel process focused on very senior level/CEOs of the big emitters and high-level policymakers.
- Engage stakeholders early in the policy process.

“In retrospect this elite process did not start early enough in South Africa” Sharlin Hemraj, Director: Environmental and Fuel Taxes at National Treasury,
Citizens assemblies

• Involving stakeholders at early stages of policy design
• Citizens tasked with studying and developing policy proposals
Audience: general public

- Recognize values, concerns and identity
Exercise | Understanding public values

15 minutes

Individually:

• Pick the card which represents a different sub-category of the general public: imagine you are this person.
• As that person, what are your main concerns in the world and how would you like it to be better?
What affects public attitudes?

- Age
- Gender
- Income/class
- Education
- Ethnic identity
- Location (especially urban/rural)

- Attitudes to climate change
- Trust in government
- Dependence on, and employment around, fossil fuels
- Political values
- Demographics
Hornsey M. et al., 2016, Meta-analyses of the determinants and outcomes of belief in climate change, 25 polls, 171 studies over 56 nations
Attitudes in South Africa

- Aware but have a weak understanding of the science.
- Do not see the special relevance to South Africa.
- View climate change as a ‘green’ issue that only the wealthy can afford to worry about.

“When you say [to government] this is an environmental issue they say: go away with your environmental issue, we have to provide housing!”

- Reluctant to change their lifestyles to reduce carbon emissions, especially without government or private sector leadership on the issue.
- View the destruction of the environment as an inevitable consequence of their country’s development.

Source: Focus Groups, Talks Climate, BBC World Trust 2010.
Attitudes in South Africa

“I think the government should give these companies a levy to pay once a year and use that money to contribute to solving [the problem]. Levying these companies will give them a wakeup call to minimise pollution, and make them realise what they are doing to the environment.”

The private sector stresses the need to **balance** environmental sustainability with South Africa’s economic growth.

“You can’t close all those coal-powered power stations and leave those areas without employment opportunities ... but you can’t justify the pollution of the environment purely on the basis that you are creating jobs.”

Source: Focus Groups, Talks Climate, BBC World Trust 2010.
Discuss the key social, economic and demographic factors that are likely to determine public attitudes to carbon pricing your country.
The four segments

<table>
<thead>
<tr>
<th>Base</th>
<th>Opponents</th>
<th>Swing</th>
<th>Disengaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supportive of carbon pricing and action on climate change</td>
<td>Rejecting carbon pricing and climate action</td>
<td>Moderate but weak support but open to change</td>
<td>Not expressing interest or opinions on the topics.</td>
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Discussion | Target Audiences

5 minutes

- Where is the strongest support?
- Where is the strongest resistance?
- Where is the greatest opportunity to swing support?
Research
Research

- Testing the acceptability of policy proposals
- Building awareness of the benefits of the policy

Quantitative research
- Surveys
- Polls

Qualitative research
- Interviews
- Focus groups

WORLD BANK GROUP
Partnership for Market Readiness
Research: best practice

**Survey**: identify attitudes and the key target audiences.

**Focus groups**: recruit from the identified target audiences, explore their attitudes and responses, and test alternative forms of communications.

**Survey**: test messages derived from the focus groups.
Research: audience segmentation

- Find out how attitudes are distributed across the population
- Identify distinct audiences holding similar positions
Research: commissioning research

• Marketing agency
• University social research unit
• Internal government or departmental research unit
• External experts and consultants
Research: questions to ask

1. General attitudes

- Public attitudes on climate change
- Attitudes to related issues (such as air pollution)
- Attitudes towards the government
- Levels of trust – and who they trust
Research: questions to ask

2. Specific carbon pricing questions

Do people understand how a carbon price works?

What are their responses to the proposed policy?

How might it best be named?

What are the responses to different test narratives?

What are the responses to different uses of the revenues?
Case Study: Colombia
Colombia: Research

- **Two focus groups** (representative sample)
- **National survey** (door-to-door, 15 mins each n=1,200)
- **25 interviews** across government
- **5 days desk research**

**Cost:**
- Focus groups $1,750 each
- Survey $12,000
## Colombia: findings

### Audiences
- Environmental concern highest with 18-24 year olds.
- Lower support for ETS with older conservatives.
- Greatest differences are regional not demographic.

### Concerns
- Air pollution
- Employment
- Agriculture
- Climate change
- Distrustful of government.

### Identity
- Nature
- Environment
- Entrepreneurial
- Hardworking
- Not frightened of change
- Wanting to contribute to global issues

### Proud of
- Forests, nature, agriculture, food
## Turkey: Focus Group Research

<table>
<thead>
<tr>
<th>Item</th>
<th>No.</th>
<th>Turkish Lira</th>
<th>US Dollar</th>
</tr>
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<tbody>
<tr>
<td>Determining participants</td>
<td>10</td>
<td>1200</td>
<td>200</td>
</tr>
<tr>
<td>Gifts for participants</td>
<td>10</td>
<td>1200</td>
<td>200</td>
</tr>
<tr>
<td>Moderator costs</td>
<td>1</td>
<td>700</td>
<td>116</td>
</tr>
<tr>
<td>Rental fee for studio, registration and treats</td>
<td>1</td>
<td>600</td>
<td>100</td>
</tr>
<tr>
<td>Flight and accommodation for researchers</td>
<td>2</td>
<td>2500</td>
<td>417</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>6200</strong></td>
<td><strong>1035</strong></td>
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Source: Banu Buyurgan
Research: a low-cost approach

- Structured interviews
- Double-up on other research
- Draw on existing networks
- Incorporate into stakeholder engagement
You are researchers

Every conversation is an opportunity to:

✔ test
✔ listen
✔ shape

Image credit: CC BY-NC-ND 2.0
Questions?