

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

Content

- 1 Strong communications say...: Introduction
- 2 The three categories of audiences
- 3 Engaging public audiences, stakeholders, policymakers and legislators
- 4 What affects public attitudes?
- 5 Research

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

General
public

Legislators
and internal
government
policymakers

Priority
stakeholders

Audience: policymakers



Image credit: CC BY-NC-ND 2.0

- 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?

Discussion | Engaging opposition

8 minutes

- What language or narratives speak to audiences who are political 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

Discussion | Internal communications

8 minutes

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



Image credit: CC BY-NC-ND 2.0

- Involving stakeholders at early stages of policy design
- Citizens tasked with studying and developing policy proposals

Audience: general public



Image credit: CC BY-NC-ND 2.0

- Recognize values, concerns and identity

Exercise | Understanding public values

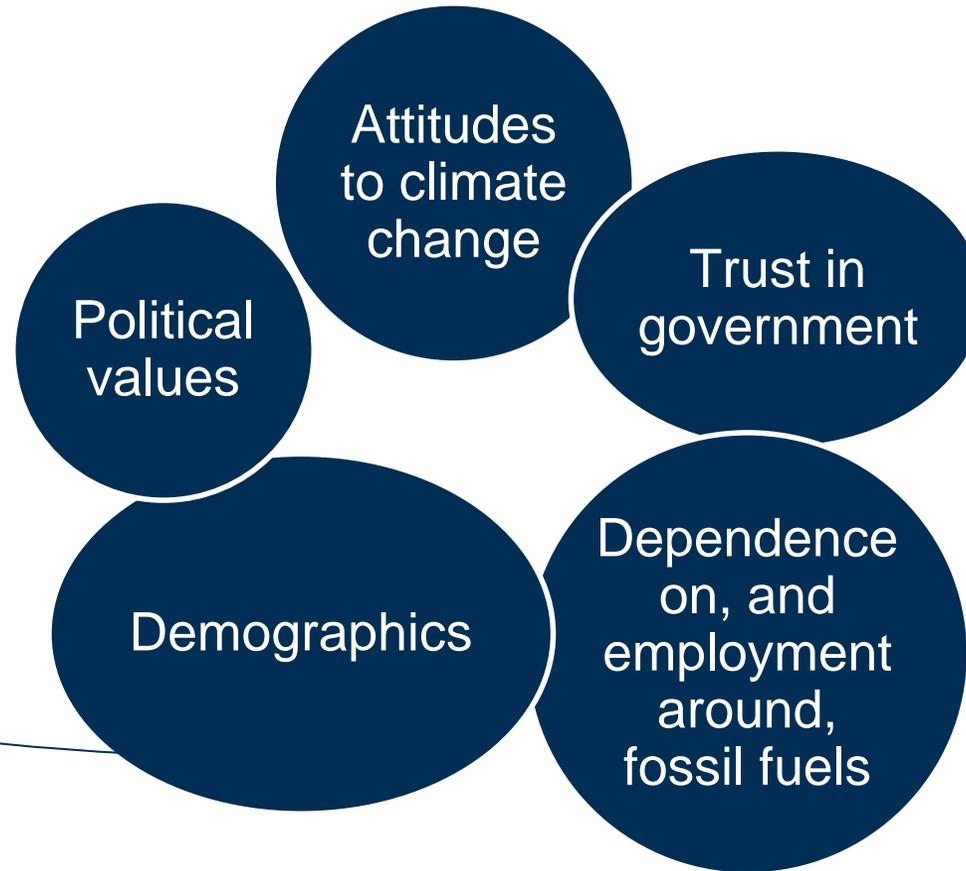
15 minutes

Individually:

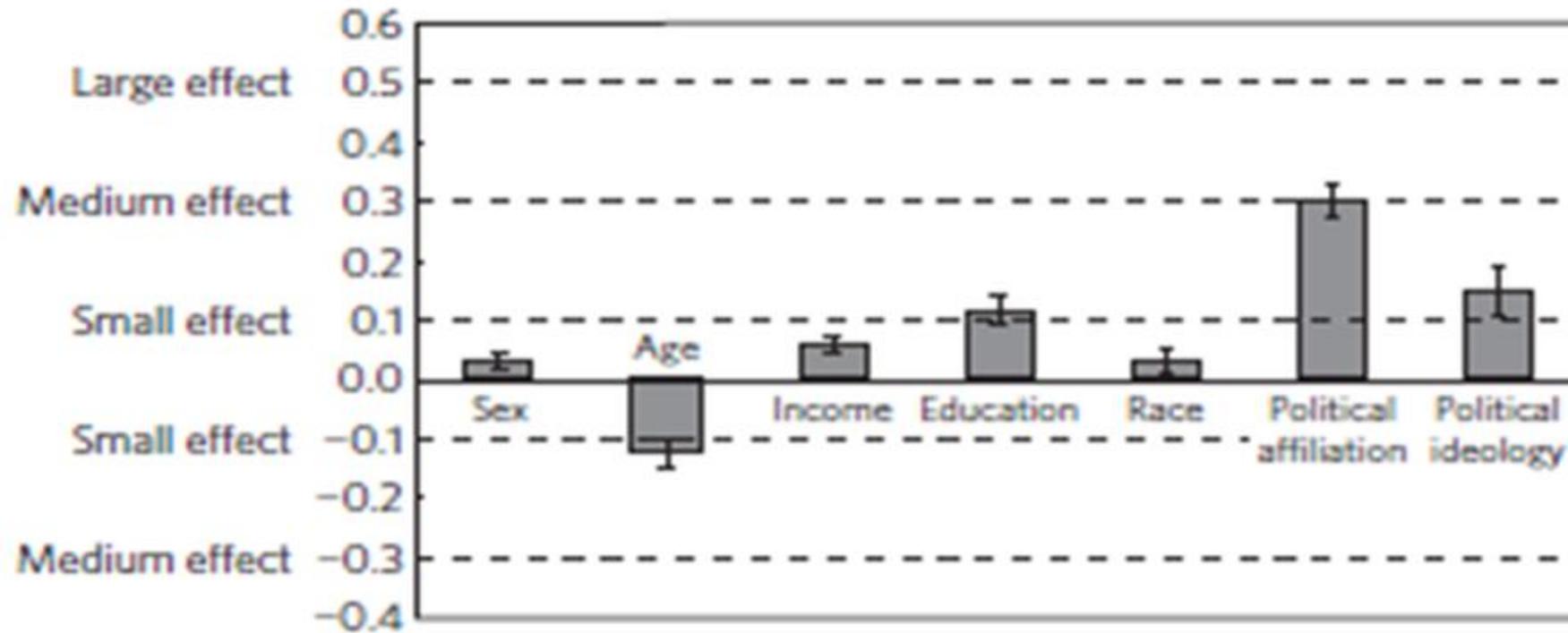
- Pick the card which represents a different sub-category of the general public: imagine you are this person.
- As that person, what are your main concerns in the world and how would you like it to be better?

What affects public attitudes?

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



Political worldview and attitudes to climate change



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.

Discussion | Public attitudes

8 minutes

Discuss the key social, economic and demographic factors that are likely to determine public attitudes to carbon pricing your country

The four segments

Base

Supportive of carbon pricing and action on climate change

Opponents

Rejecting carbon pricing and climate action

Swing

Moderate but weak support but open to change

Disengaged

Not expressing interest or opinions on the topics.

Discussion | Target Audiences

5 minutes

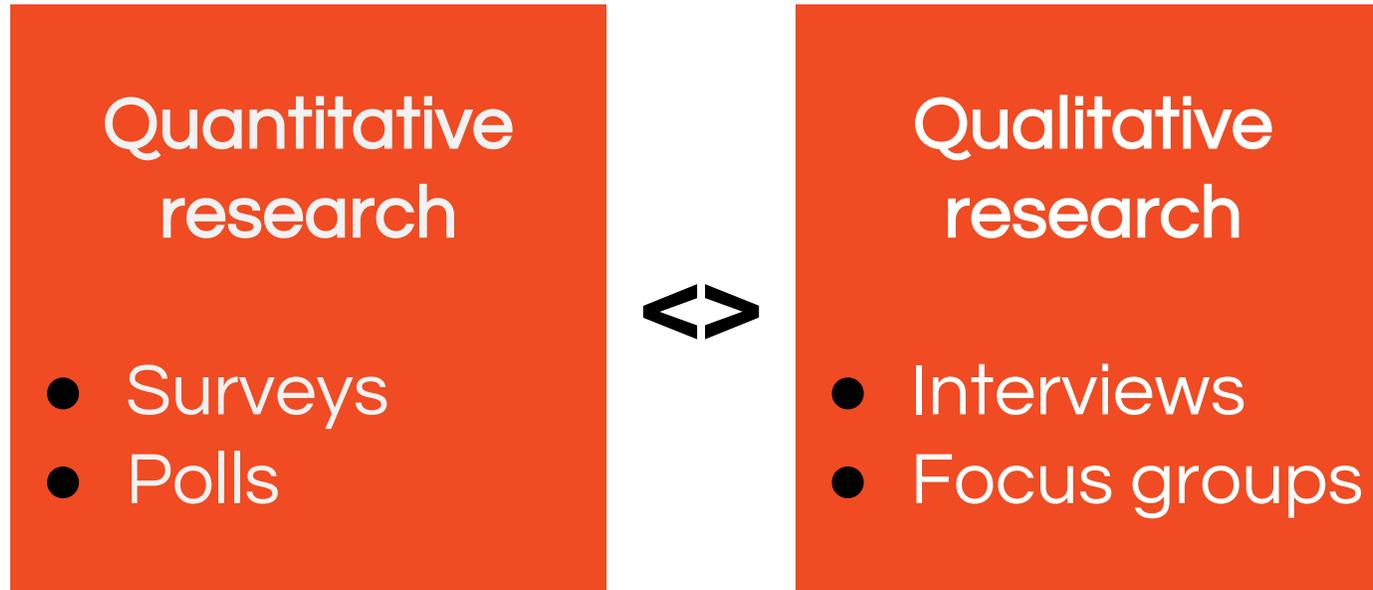
- Where is the strongest support?
- Where is the strongest resistance?
- Where is the greatest opportunity to swing support?

Research



Image credit: CC BY-NC-ND 2.0

Research



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	<ul style="list-style-type: none">• Environmental concern highest with 18-24 year olds.• Lower support for ETS with older conservatives.• Greatest differences are regional not demographic.
Concerns	<ul style="list-style-type: none">• Air pollution• Employment• Agriculture• Climate change• Distrustful of government.
Identity	<ul style="list-style-type: none">• Nature• Environment• Entrepreneurial• Hardworking• Not frightened of change• Wanting to contribute to global issues
Proud of	<ul style="list-style-type: none">• Forests, nature, agriculture, food

Turkey: Focus Group Research

	No.	TURKISH LIRA	US DOLLAR
Determining participants	10	1200	200
Gifts for participants	10	1200	200
Moderator costs	1	700	116
Rental fee for studio, registration and treats	1	600	100
Flight and accommodation for researchers	2	2500	417
TOTAL		6200	1035

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



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Every conversation is an opportunity to:

- ✓ test
- ✓ listen
- ✓ shape

Questions?

