

Choosing communicators

Carbon Pricing Communications Training

Session 5



Learning objectives

- Understand the role of communicators and the means to identify, support and amplify peer messengers
- Get insight on how to identify trusted communicators and the role of authenticity and authority
- Understand the process of enabling and supporting communicators

Content

- 1 Choosing the right communicator
- 2 Trusted messengers
- 3 The value of communicators
- 4 Who are communicators?
- 5 Case studies

Choosing the right communicator

“The messenger in politics is far more important than the message because people tend to distrust what they hear from actors who do not share their worldviews and their values. It’s a fact of human psychology. If we are going to engage conservative audiences then communications have to be forwarded by conservatives.”

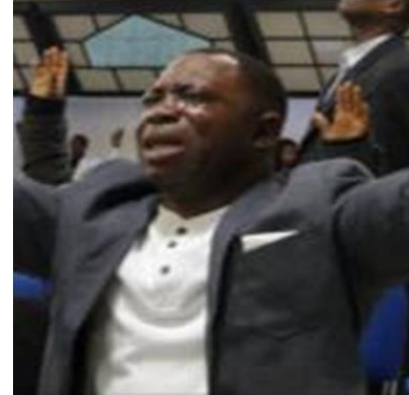
- Jerry Taylor, President, Niskanen Center

Trusted messengers

Accountable



Authentic



Share our
worldview

Well
informed

Have
integrity

Honest

Independent
without
vested
interests



The value of communicators

- People make decisions based on their trust in the communicator (more than raw data or pure arguments)
- A distrusted communicator can undermine support
- It will be very hard to promote any carbon pricing policy if it is opposed by trusted communicators

Who are communicators?

The identified
source of
information
and opinion

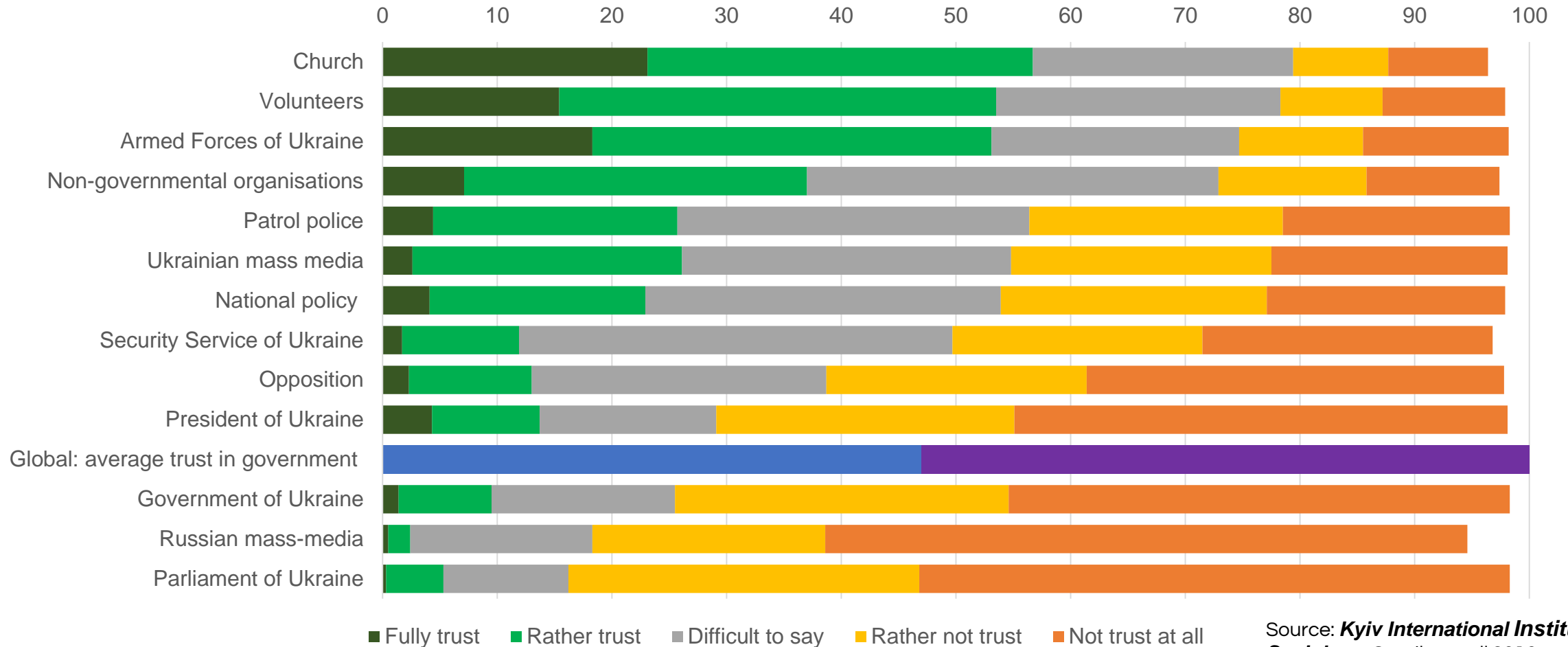
The
government (as
a politician or
department)

A person, an
institution or a
stakeholder
network

The media

Trust case study: Ukraine

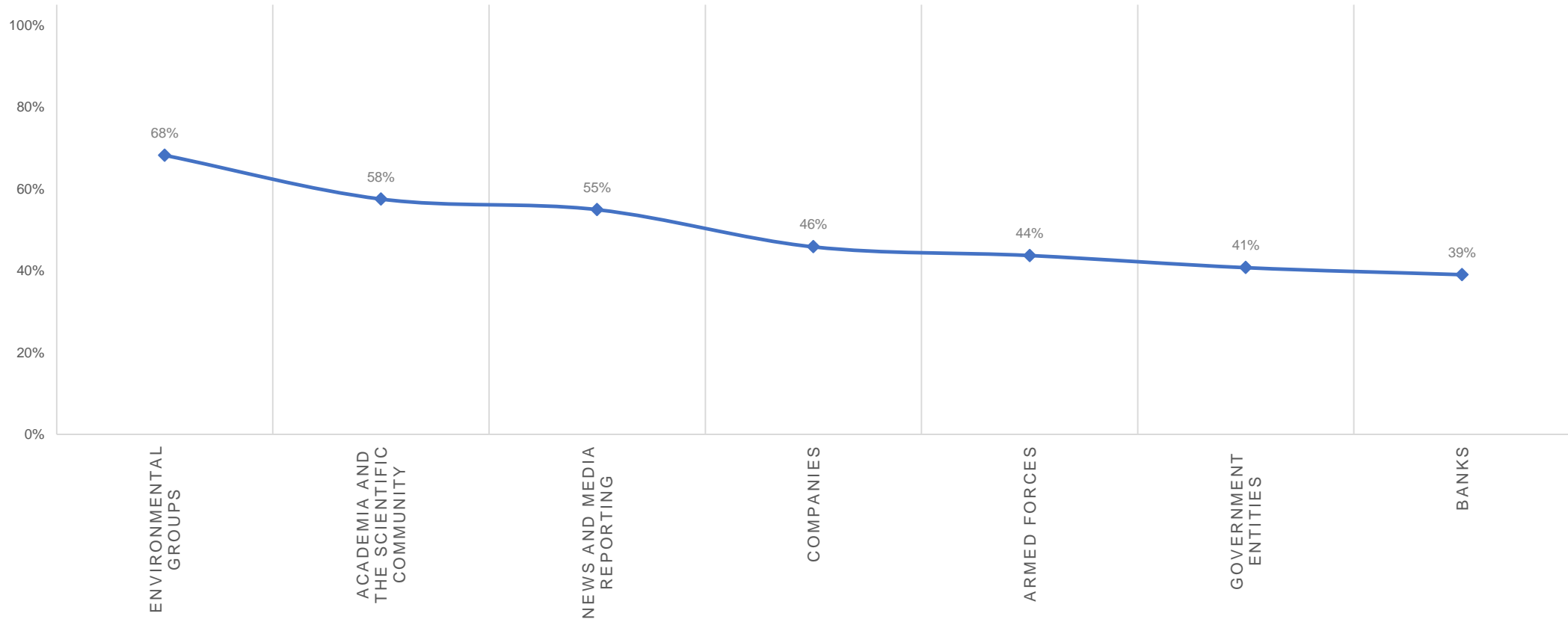
Trust in social institutions (% of respondents, N=2040)



Source: **Kyiv International Institute of Sociology**, Omnibus poll 2016
Edelman Trust Barometer :2019

Who are communicators?

Trust in sources of environmental information – Colombia (2019 survey on attitudes to carbon pricing; n=1,200)



A 5-step process

1. Identifying communicators
2. Informing them about the policy
3. Advising them on the research on good messaging
4. Helping them to find their own words and narratives
5. Assisting them to reach their audience

Discussion | The trusted communicator

20 minutes

In the following video clips, consider the authority, authenticity and trustworthiness of the communicator

- What elements make them a good communicator?
- What elements make them a weak communicator?
- What type of audience would they best address?

From the stakeholder groups you identified in your country in Session 4, choose a communicator (individual, institution or network) that would be trusted to present the case for a carbon pricing policy.

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