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
“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
Well informed

Authentic
Have integrity

Honest
Independent without vested interests

Share our worldview
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)

- Church
- Volunteers
- Armed Forces of Ukraine
- Non-governmental organisations
- Patrol police
- Ukrainian mass media
- National policy
- Security Service of Ukraine
- Opposition
- President of Ukraine
- Global: average trust in government
- Government of Ukraine
- Russian mass-media
- Parliament of Ukraine

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
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.