

# Practical engagement: process and media

Carbon Pricing Communications Training

**Session 7**



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# Learning objective

- Understand the practical tools for promoting a message using a wide range of communications media and tools

# Content

- 1 Introduction
- 2 Four key channels for communicating carbon pricing
- 3 Engaging mainstream media
- 4 Advertising or marketing campaign?
- 5 Engagement: briefing an agency
- 6 Dealing with opposition



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# Four channels for communicating carbon pricing

1. Statements and speeches by politicians and government departments
2. Mainstream media: journalists and opinion pieces
3. Wider networks and spokespeople
4. Advertising and marketing campaigns



# Discussion | Engaging politicians and policymakers

**5 minutes**

In your country

- Who coordinates political and departmental communications?
- Are they involved in the communications design?
- Where are the opportunities i.e. events and media?
- What are the risks and dangers of political and government communications?
- Is it possible for political opposition to participate constructively and if so, how?



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# Engaging mainstream media

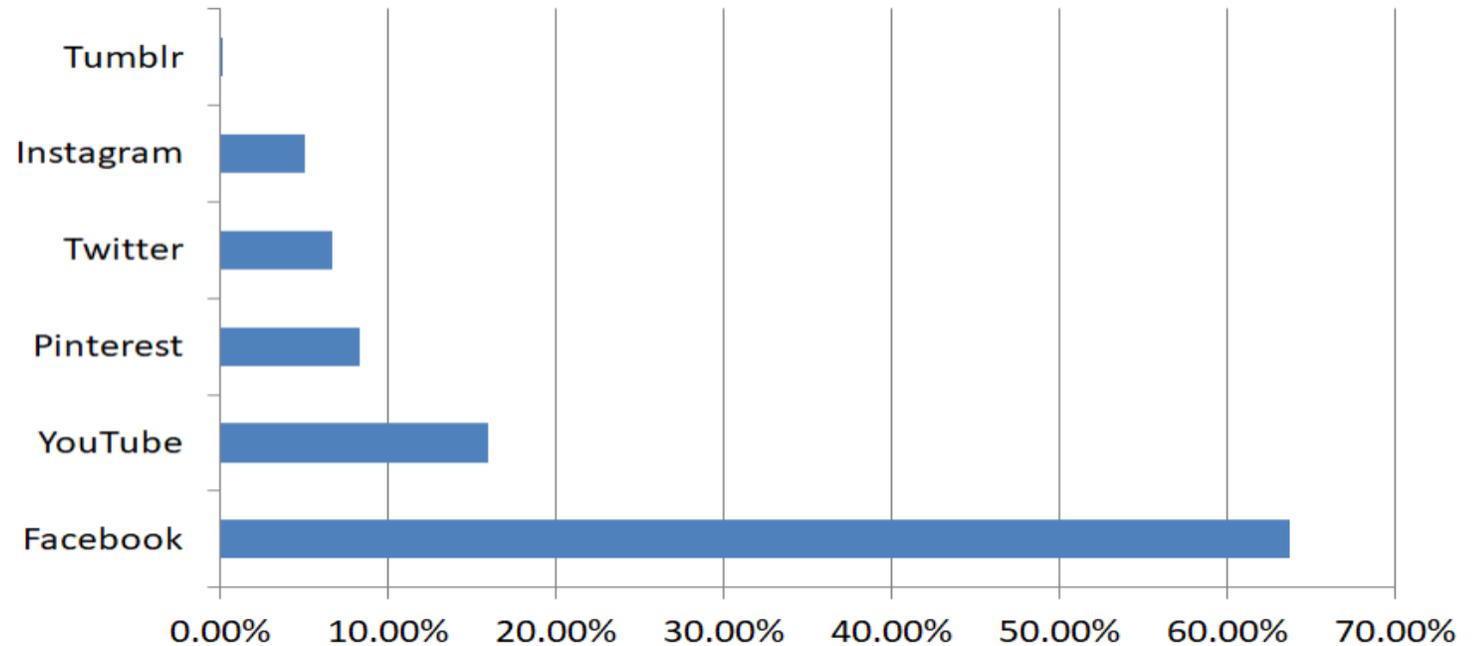
Develop lists of journalists and keep them informed by pitching:

- new stories
- briefings
- press releases
- reports and information materials
- crafted stories and case studies
- events and presentations

# Engagement through social media: Africa

Social media is very strong in the region.

In Africa, Facebook is by far the main social media platform, with 140 million users every month.  
(Nov 2018 - Nov 2019)



Source: Statcounter, global stats, 2018



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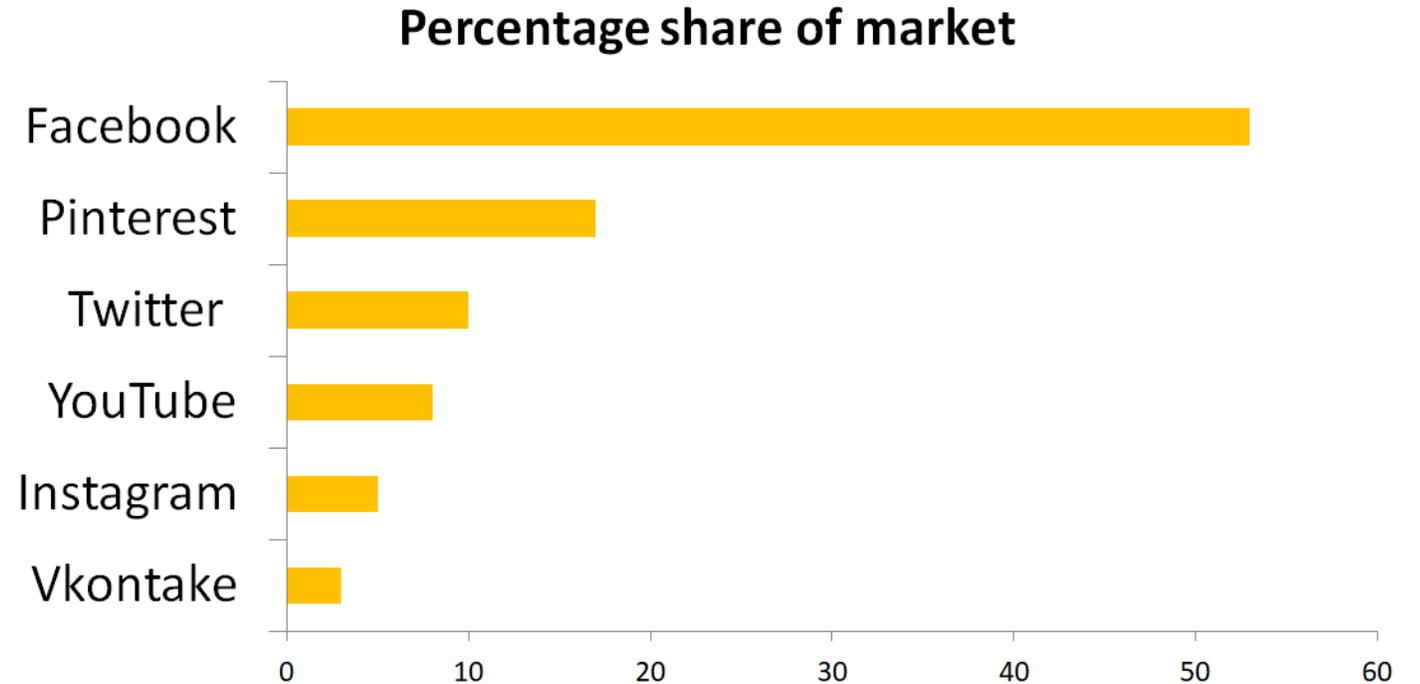


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# Engagement through social media: Ukraine

Social media is very strong in the region.

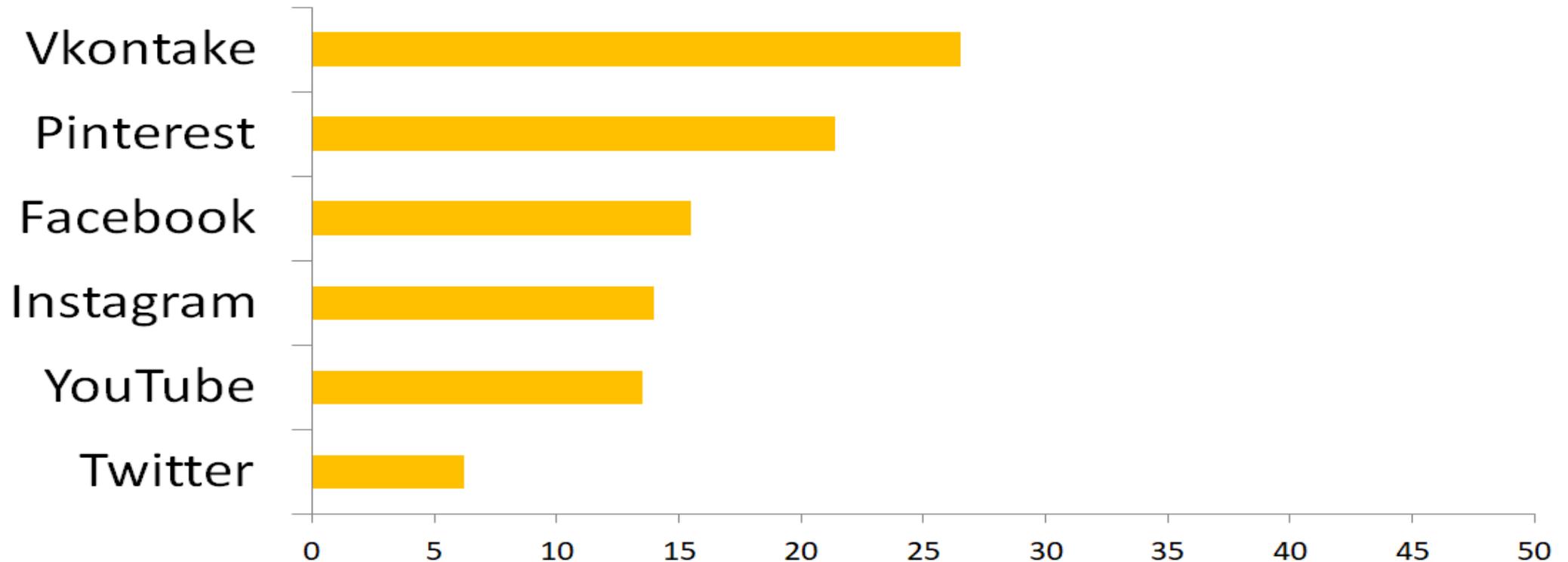
Also in Ukraine, Facebook is by far the main social media platform.



Source: Statcounter, November 2018 – November 2019

# Engagement through social media: Kazakhstan

## Percentage share of market



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Source: Statcounter, November 2018 –  
November 2019

# Discussion | Using social media

**10 minutes**

Discuss in pairs. In your country

- How might carbon pricing be promoted on social media?
- How can you mobilise non-government communicators and individuals to share materials and promote support for carbon pricing online?



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# Advertising or marketing campaign

Is it needed  
or  
necessary?

Do you have  
time to do it  
well?

Can the  
same  
objectives be  
met through  
other  
means?

What is your  
budget?

Who in your  
government  
manages  
such  
campaigns?  
Can you do it  
"in-house"?

Does it need  
to go to  
tender?

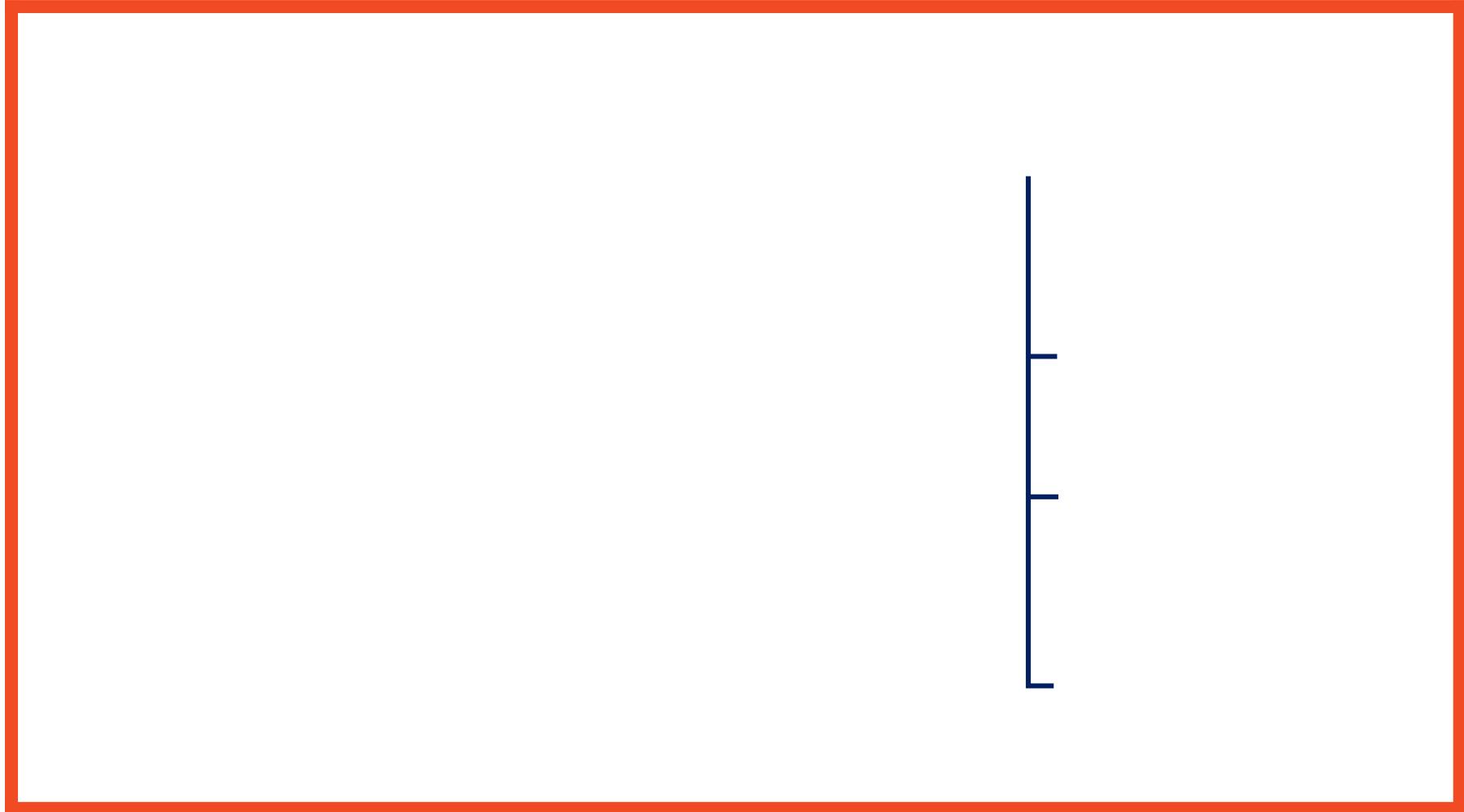


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# Advertising or marketing *campaign*



# Engagement: Briefing an agency

## Request for Proposals (RfP)

- Campaign goal
- Target Audiences
- Barriers
- Timeline
- Budget
- Summary of past experience

# Dealing with opposition



Organized and well-resourced opposition can undermine a carbon pricing policy or communications campaign

- Anticipate opposition early, understand how to respond to opposition
- This allows you to address concerns in the design of the policy

# Preparing for opposition



Protests in Equador | Reuters, G. Rawlins



Protests against high fuel prices in Tunis | Yassine Gaidi/Anadolu Agency

# Reasons for opposition

- Impacted business- large energy producers and emitters
- Impacted business- energy and fuel consumers including small business
- Trades unions and employee groups
- General public- energy consumers
- Climate advocates - opposed to carbon pricing as a policy tool
- Climate sceptics- opposed to all climate policy
- Ideological opponents on both right and left wing
- CSOs representing impacted communities
- Government opponents- using pricing as a political proxy issue



# Sources of opposition

Source

Strategic response



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# Preparing for opposition

Audience  
research

Language  
testing

Choosing the  
right  
communicators

Educate your  
audience

# Exercise | Opposition

**5 minutes**

- In pairs:  
Imagine that you are working for a campaign opposing Carbon Pricing in your country and are preparing for an interview with the television.

What audience or sector do you represent?  
What are your concerns?  
What are your arguments?



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# Preparing for opposition

Attitudes  
towards  
climate  
change

Issues of  
trust

Economic  
concerns

[...]



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*cap and trade carb*



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# Responding to opposition

- ➔ Strong opponents are unlikely to be persuaded by communications
- ➔ Strategically decide whether to engage, and how much to invest in that engagement

**Manage opposition from opposed audiences**

# Questions?



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# Coffee break

(15 minutes)