

Policy Communication

ACBA 7004



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Outline

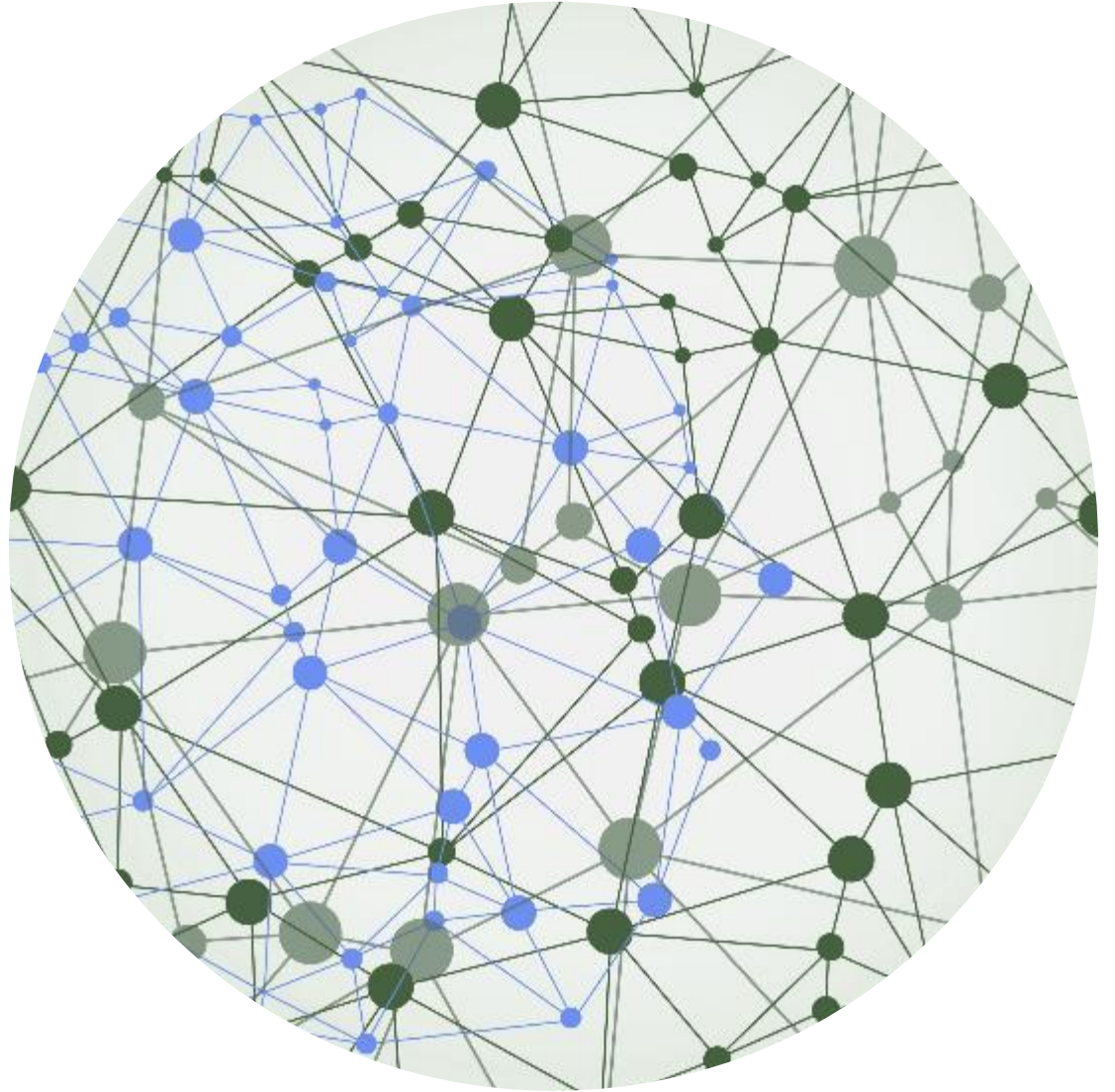
- **Environmental Communication**
- What makes environmental policy different?
- **Policy Communication**
- Stakeholders
- **Writing a policy brief (activity)**
- Consultation recap
- Coursework submission check



Environmental communication

Environmental communication is a practical discipline that enables:

- understanding of complex environmental issues
- strengthens the role of individuals and organizations in environmental governance.



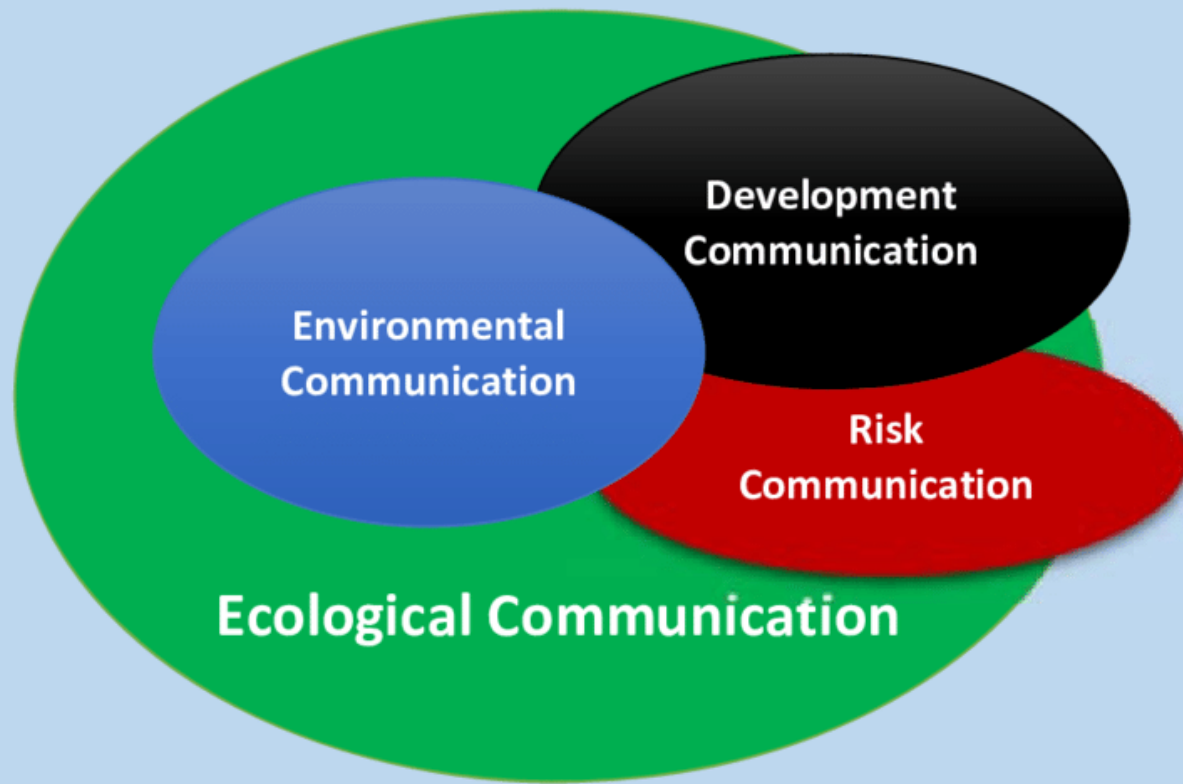
Environmental communication

Environmental communication serves to:

- raise awareness
- change behaviour
- influence public opinion
- advocate for policies
- address conflicts and pass legislation



"My question is: Are we making an impact?"



Environmental communication

- The citizens' involvement in environmental management and protection depend, largely, on their level of awareness about environmental issues. By increasing availability of and access to environmental information, citizens can become an important non-state actor against the environmental degradation and climate change.



Activity

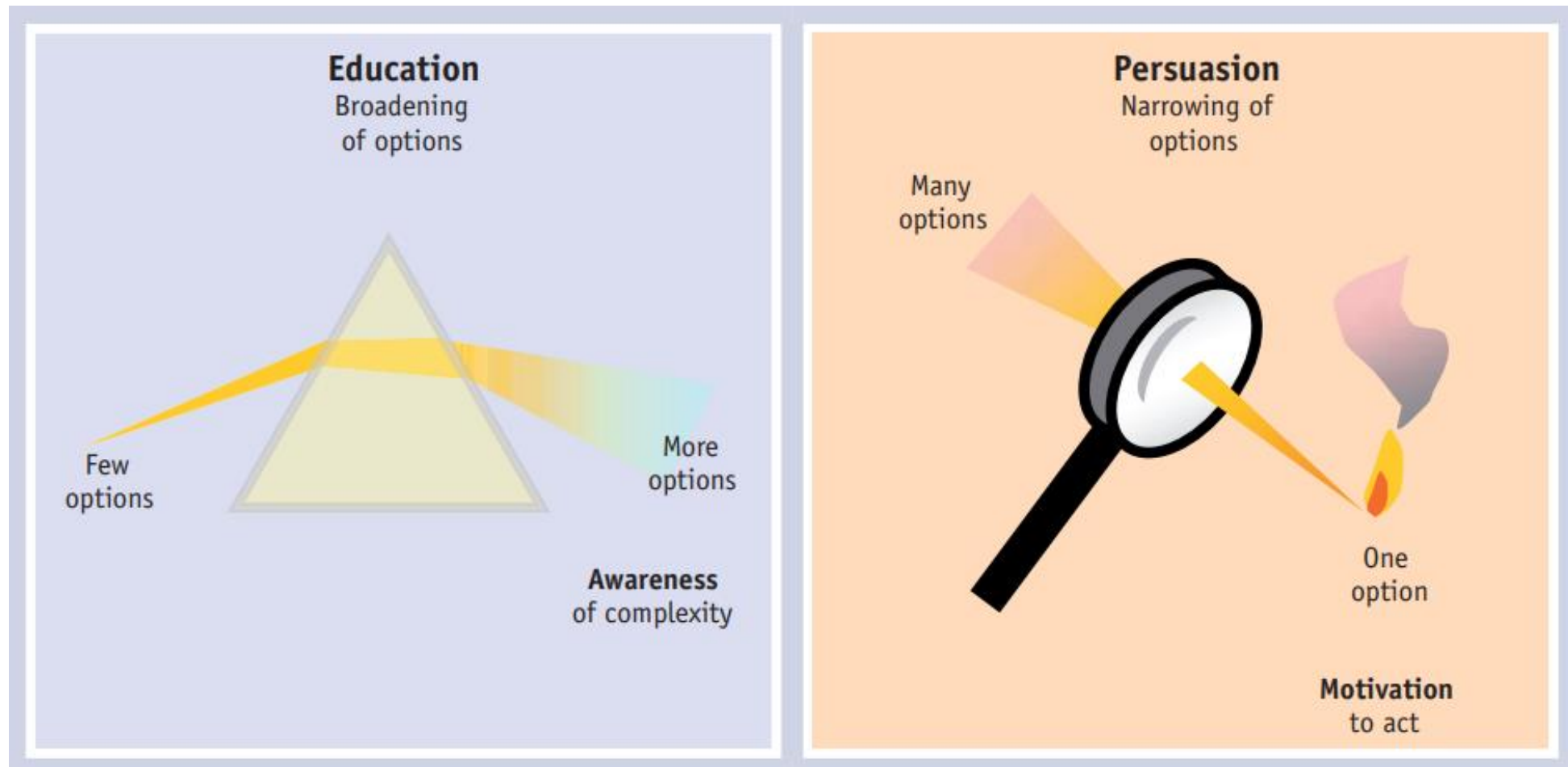
Consider the following statement from Ahn (2014):

“Image and emotion have a greater impact on people’s perception than logical arguments based on objective facts and data”

Discuss as a group.... What does this mean for effective policy communication? (15mins)

Education v Persuasion

- What is the difference?



Education v Persuasion

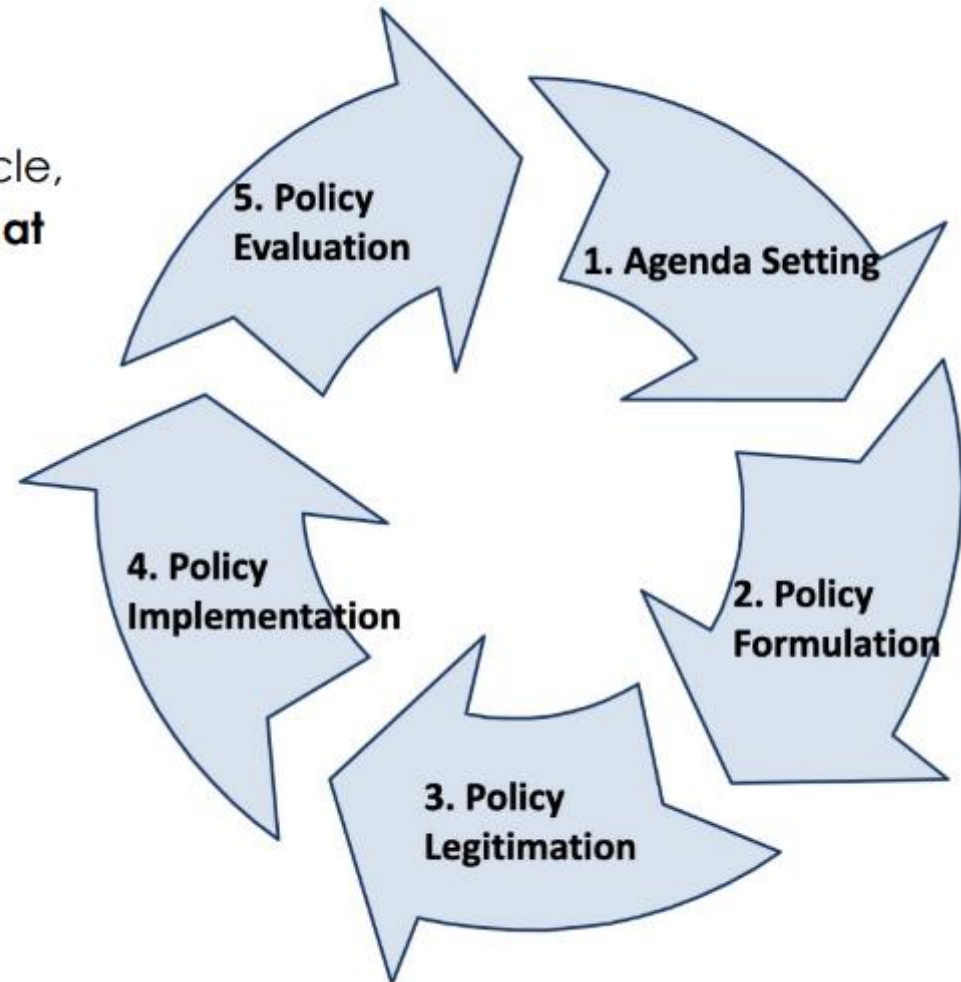
- What is the difference?
- Remember that education and persuasion are different.
- Education involves increasing someone's knowledge and broadening their horizons. It makes them realize that the world is complex, and that there are many options for action.
- Persuasion, on the other hand, is about narrowing options and motivating decision makers to choose one

Education and persuasion throughout the policy life-cycle

Policymaking cycle

Though it appears to follow an orderly and closed cycle, the process **can begin and be abandoned or altered at any point of the cycle.**

You should know where your research/evidence comes in play!





What is different about environment policies?

Environmental policy is set apart from other policy areas by a very important fact:



Environmental policy has to do with sustaining the ecological basis of life.

Health and environment policy are intertwined.

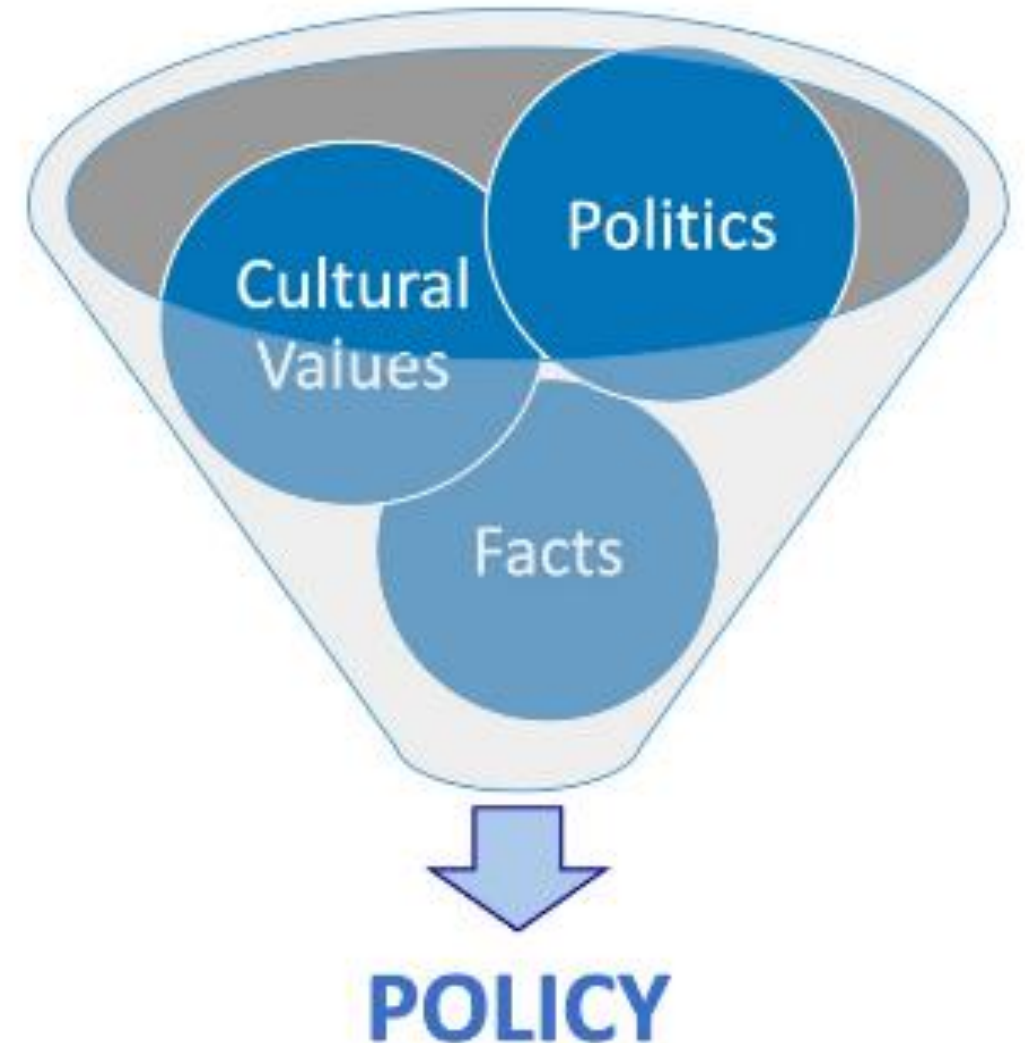
Human/ Non-Human

What is different about environment policies?



Policy and Communication

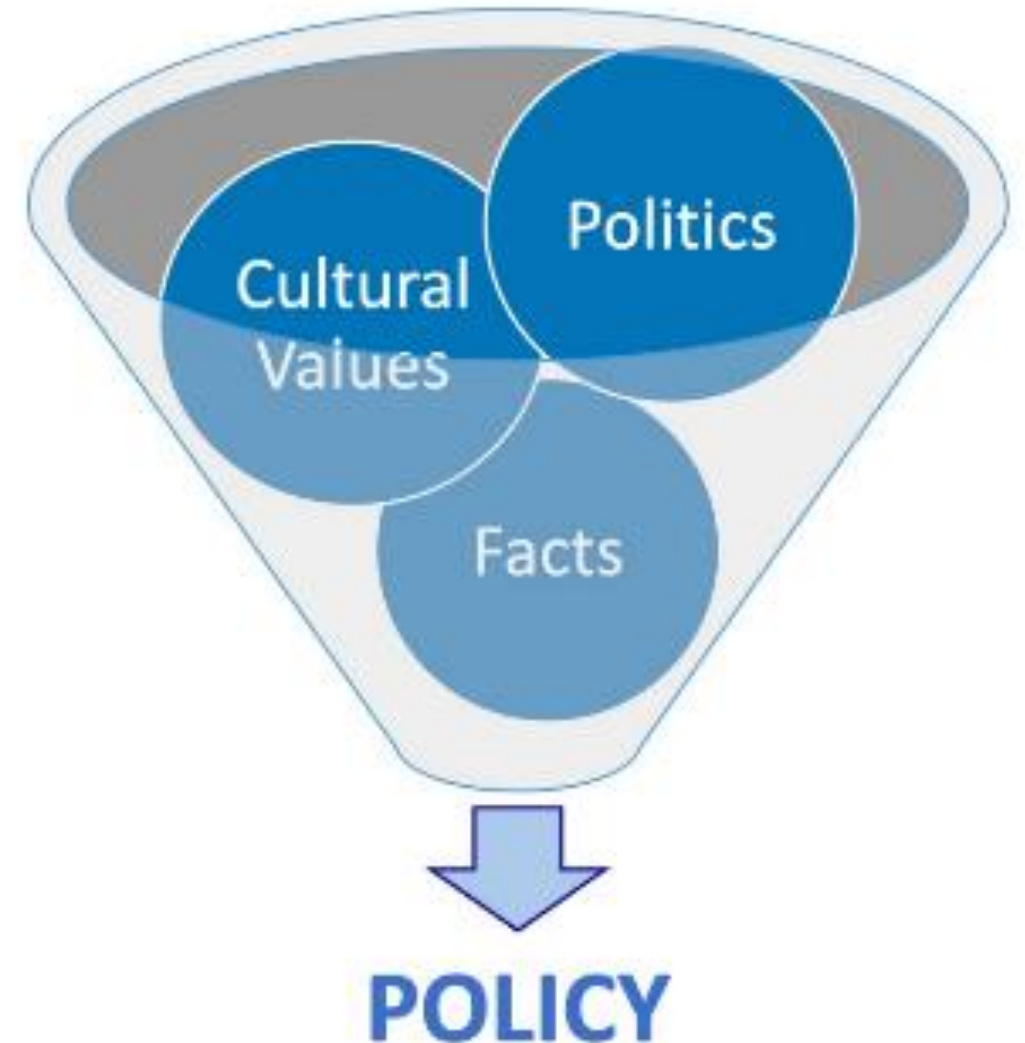
- An effective policy must be based on facts, but it is also (heavily) influenced by cultural values and politics.



Policy and Communication

- An effective policy must be based on facts, but it is also (heavily) influenced by cultural values and politics.

Multifaceted: elements cannot be considered in isolation

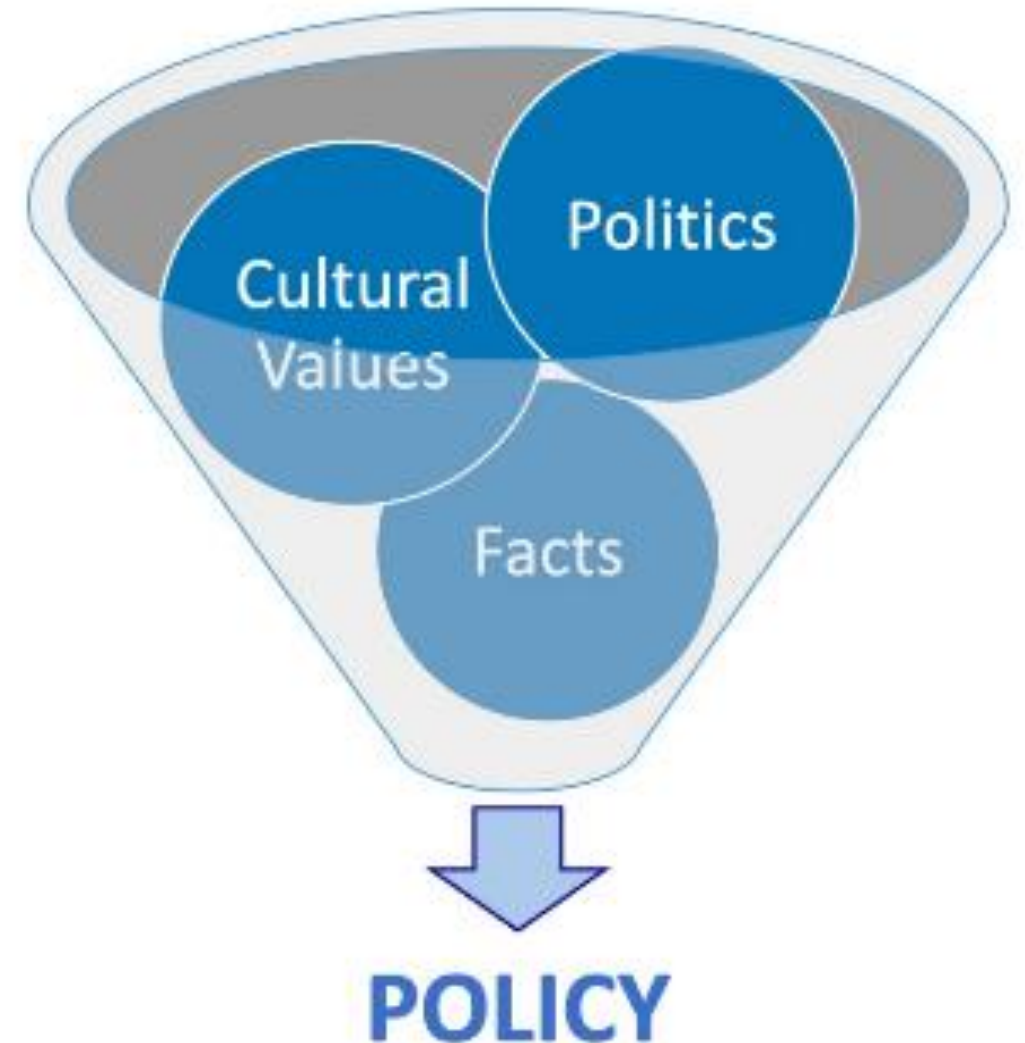


Policy and Communication

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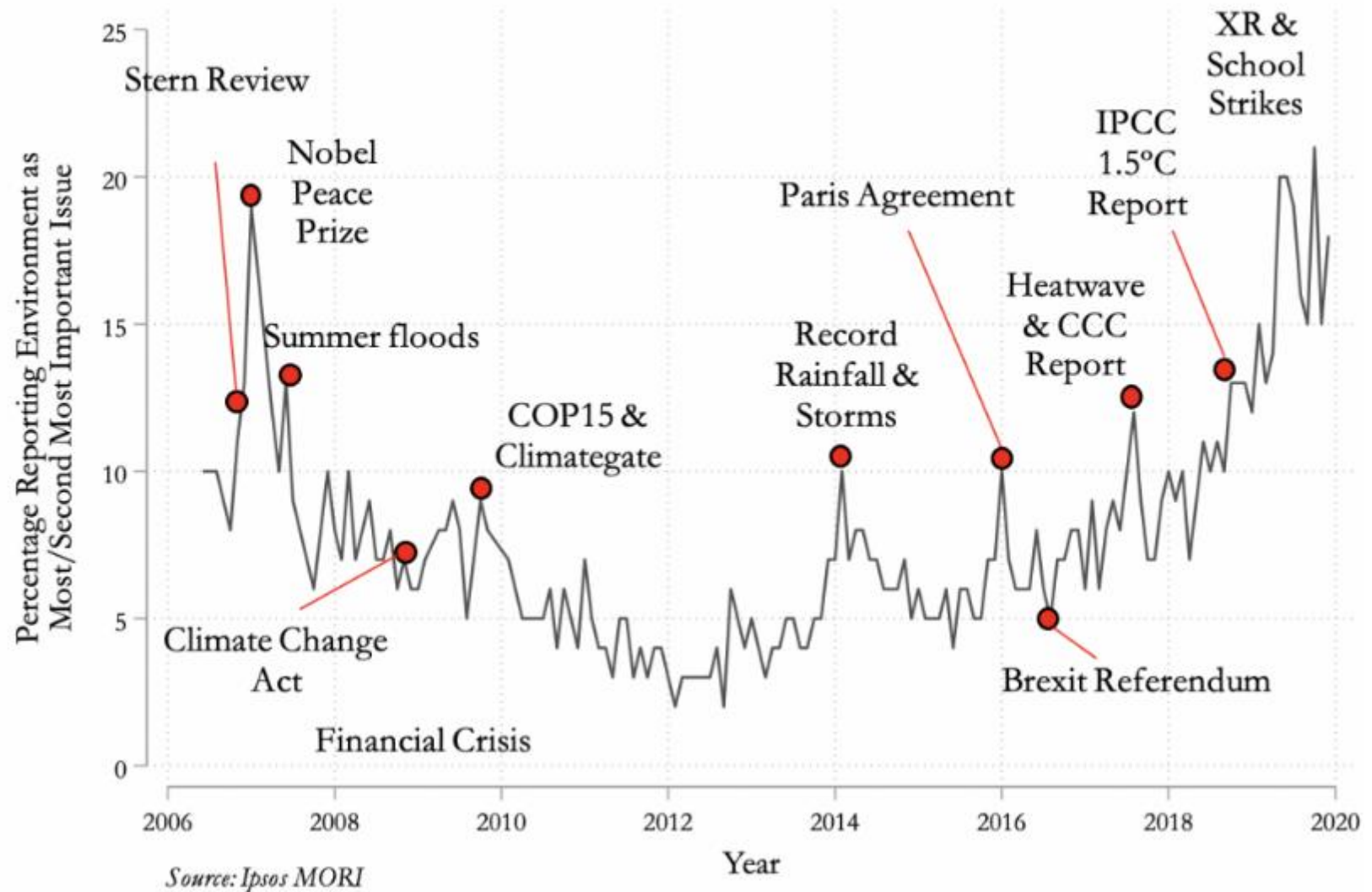
Constantly evolving through time...



[Why does public attention to the environment change so much over time? | British Politics and Policy at LSE](#)

Environmental communication

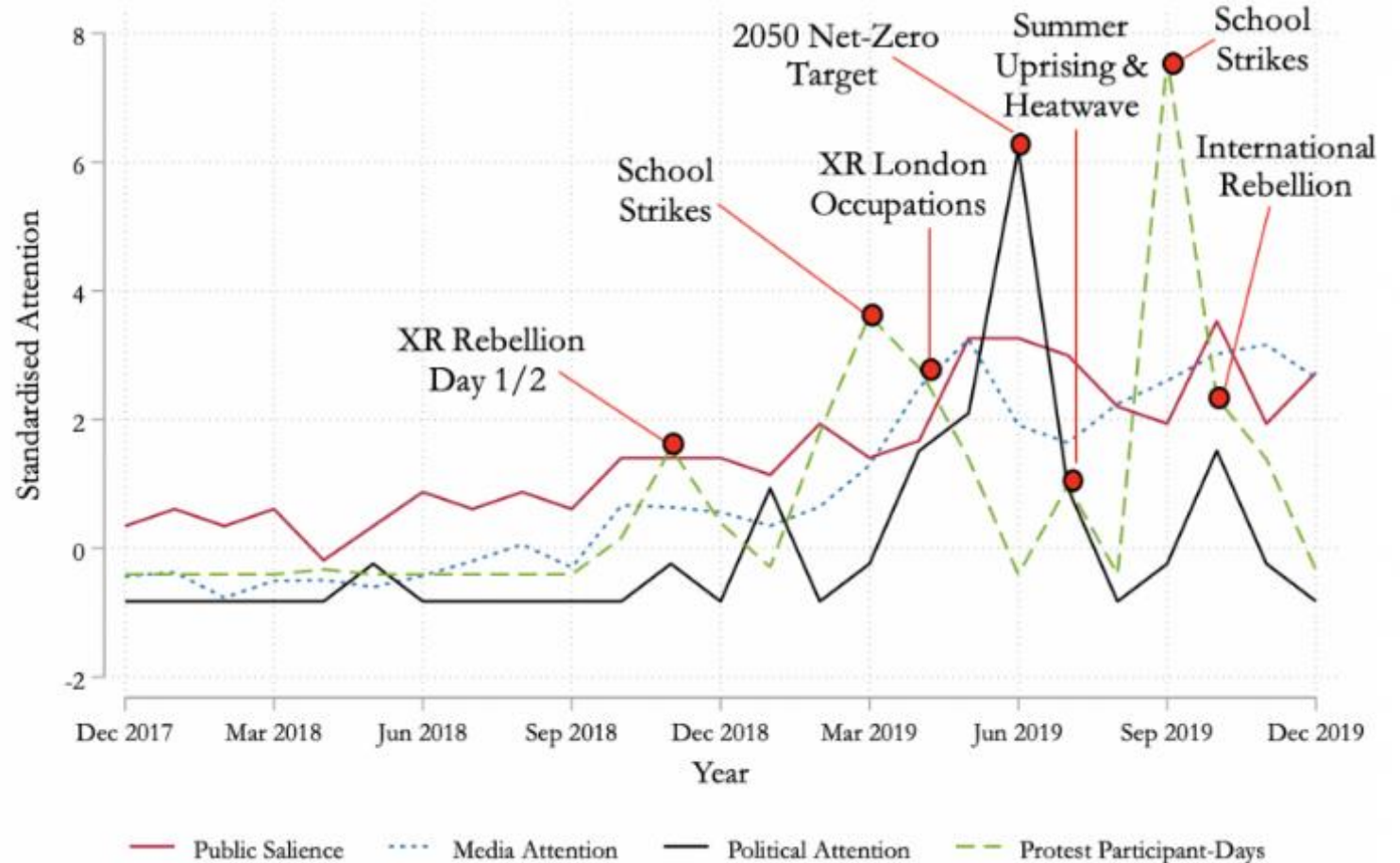
Figure 1: Importance of the environment to the British public



Why does public attention to the environment change so much over time? | British Politics and Policy at LSE



Figure 2: Trends in environmental public attention, protest, media coverage and parliamentary debate, 2018-2019



Environmental communication



Does activism improve environmental policy communication?



Take a break

10mins

What is effective policy communication?



Aim?

- The goal of policy communication can be thought of as informing citizens of the existence of a policy and persuading them to participate in/and or comply with the policy requirements (Ahn, 2014).
- [Effective Policy Communication in the Age of Information Overload and YouTube | Brookings](#)



Adequate Communication

- Communications are adequate if they:
 - - reach people with the information that they need
 - - in a form that they can use.



Baruch Fischhoff, 2011 Applying the science of communication to the communication of science

Not just science! Policy Communication

- Science has the disadvantage of focusing on a single piece of the puzzle.. To become a useful input for policy, must be “positioned” into the broader context

Whereas academics' value lies in illuminating complexity, civil servants are assessed on their ability to simplify complex issues down to the key components necessary to make a decision.

[Want to ensure your research influences policy? Advice from a government insider | Impact of Social Sciences \(lse.ac.uk\)](#)



TOM GAULD

Role of Science in Policy Communication

- Science has the disadvantage of focusing on a single piece of the puzzle.. To become a useful input for policy, must be “positioned” into the broader context



What are we communicating in policy?

- The following are the different kinds of messages that you may have to convey:
- **Awareness.** If policymakers are not aware that a problem exists, they will not do anything about it.
- **Importance.** Information about the scale of the problem. How big is it? How many people are affected? Where are they?
- **Analysis.** A discussion of the background, causes and effects of the problem. Why does the problem exist? What are its effects?
- **Options.** Information about the policy options. What are the options for solving the problem? What are the strengths and weaknesses of each option? (Note: you may decide to leave the options out and focus instead on just one recommendation).

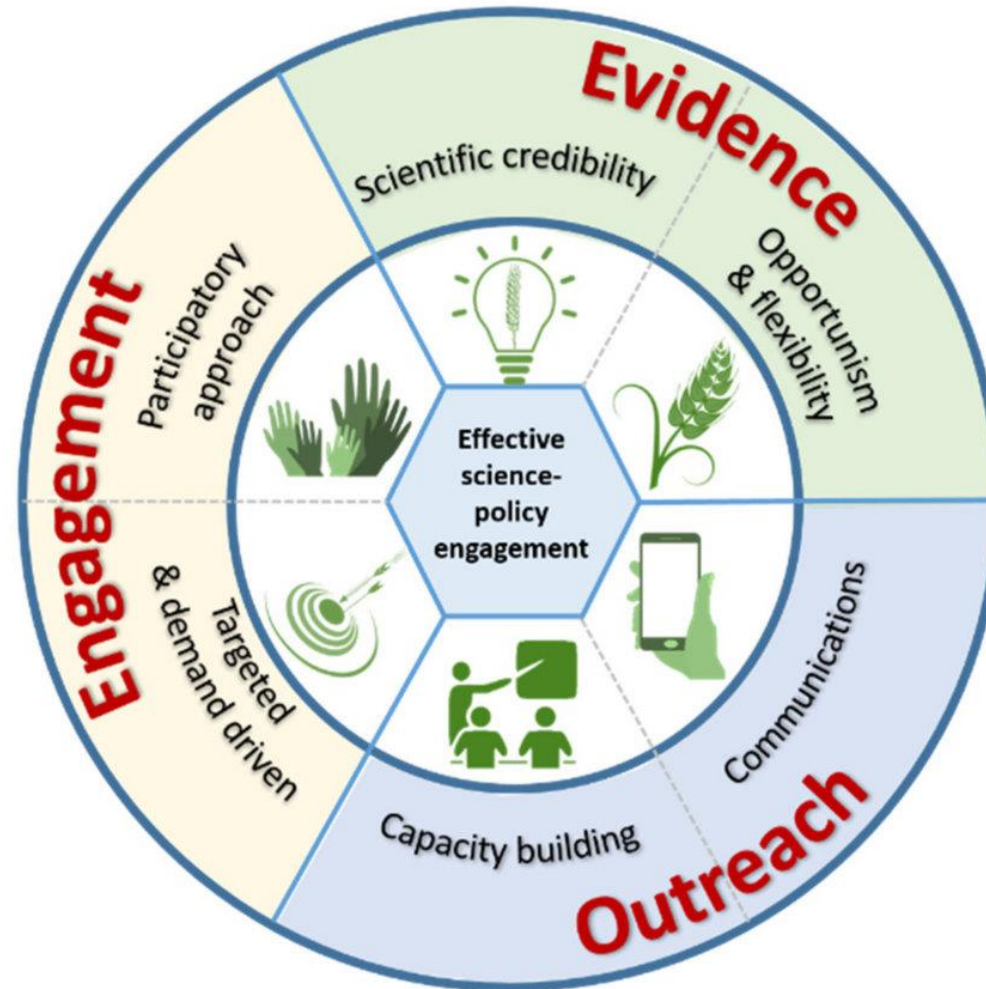
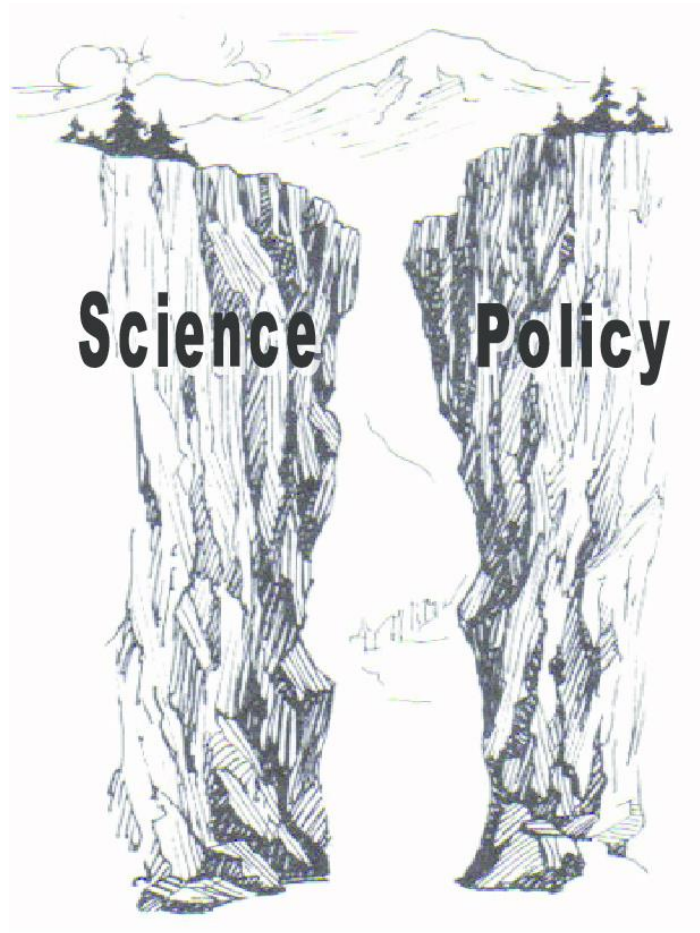
What are we communicating in policy?

Recommendations. Evidence in favour of a particular option. Why is this option better than the others? Give evidence to show that that it will be effective (and cost-effective).

Legal language. Proposed language for a draft law or policy. It may be useful to suggest specific wording for a new law or agreement – or to comment on an existing proposal for wording. The devil may be in the detail

and when? to who?

Science, Policy, Communication



Role of Science in Policy Communication

Policymaking cycle

Related challenges for EIPM:

Agenda setting

- **Convincing** policy makers of importance and urgency of an issue

Policy formulation

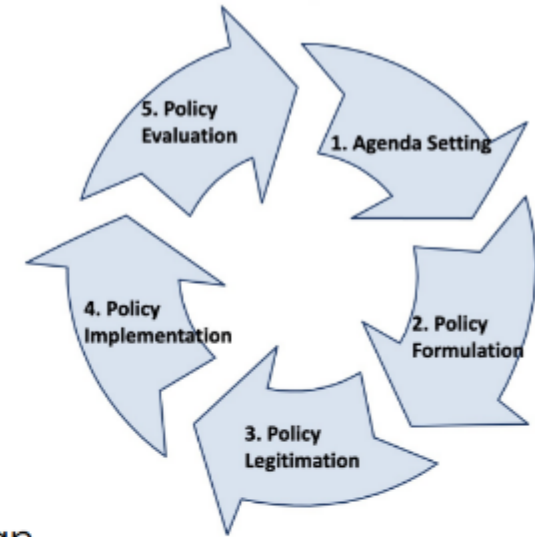
- Identify and compare the « **available policy options** »
- Incorporate evaluation scheme in policy design

Policy legitimization

- **Understanding** how different stakeholders will react to the proposed measures.

Policy implementation and evaluation

- **Resistance** from bureaucracy, limited capacity of implementing organization, limited capacity for state oversight
- Getting the **data** needed to evaluate



Science and Policy: it's complicated

Policymaking cycle Overall challenges for EIPM

- 1) The formulation and implementation of policies are **inherently political**:
 - involve conflict and struggle among individuals and groups, officials and state bodies who have **conflicting ideas, interests, values, and information**.
- 2) These political, stakeholder and value **considerations**:
 - are **outside the scope of science**,
 - **must be incorporated** by the multiple actors involved in the policy advisory process.
- 3) Few government institutions have a clear definition of what should be considered as **sufficient/reliable evidence**



Role of Science in Policy Communication

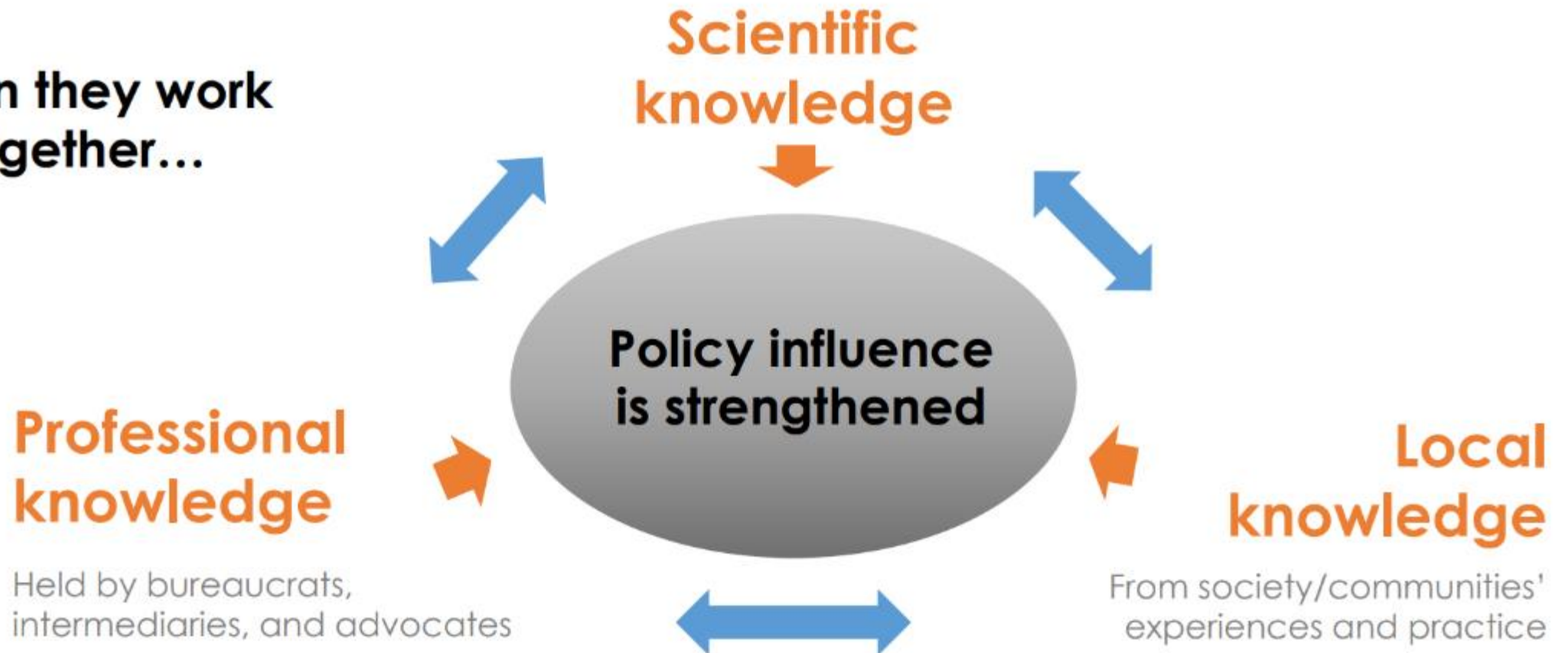
The **relative influence of scientific evidence** versus other factors/inputs can be illustrated as follows:



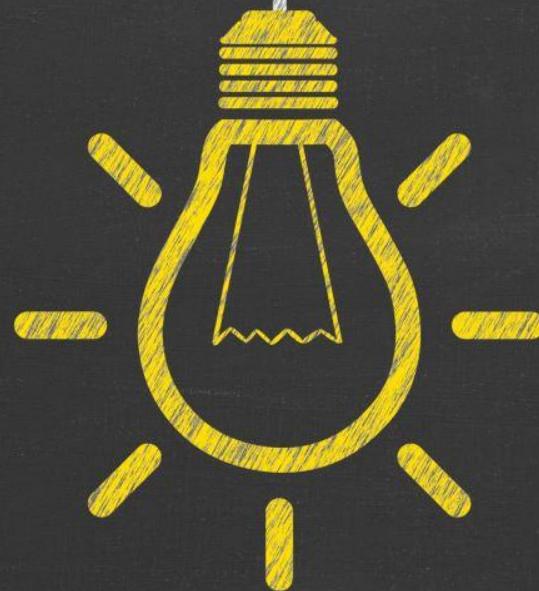
Role of Science in Policy Communication

Nugroho & al., 2018

When they work together...



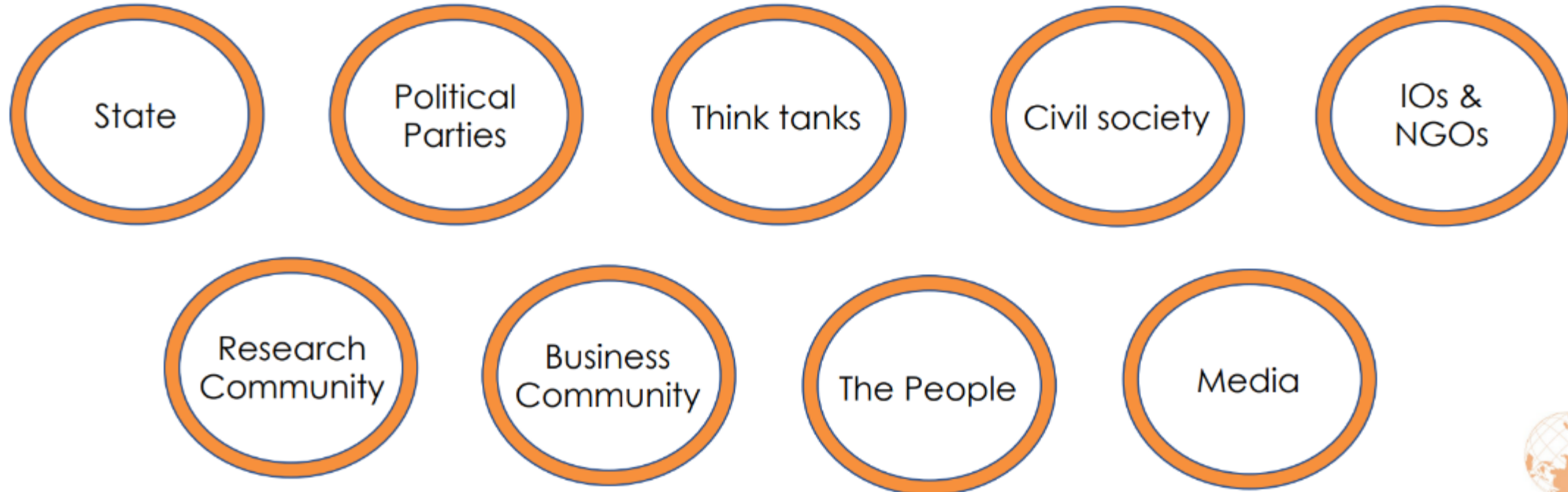
Communicating to who?



Who are we communicating to?

What are the **main types** of stakeholders?

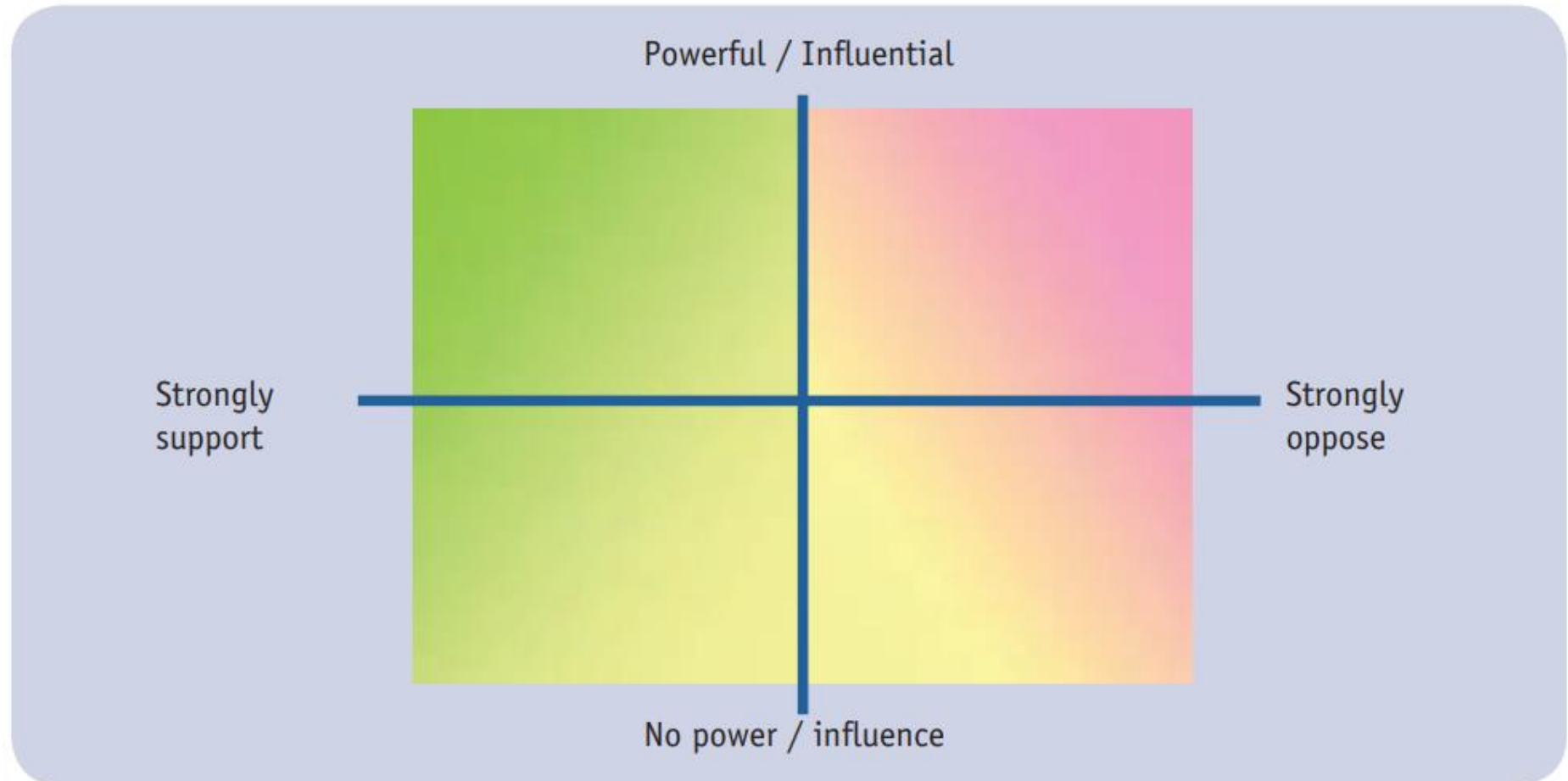
Stakeholders = influence paths



Stakeholder Analysis

For each stakeholder, think about their current position.

1. Would they support or oppose your proposal?
2. Then work out how much power and influence they have. Do they have a big say in the decision, or is their influence limited?
3. Plot the stakeholders on the following diagram.

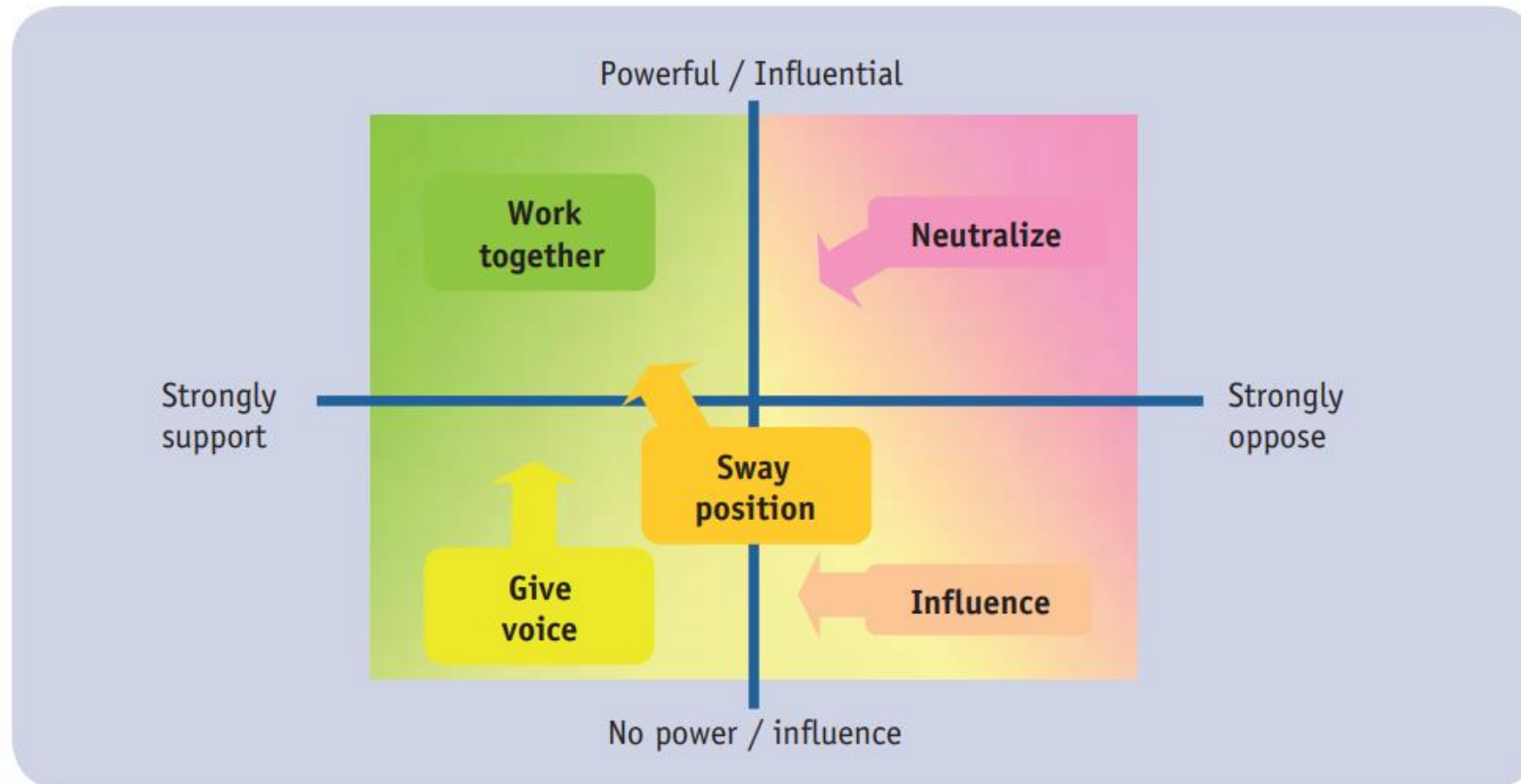


Stakeholder Analysis

You will find that your stakeholders fall into five groups:

- **Powerful supporters:** You should work together with this group.
- **Less powerful supporters:** You should try to find ways to increase their influence and give them a voice.
- **Powerful opponents:** You should try to neutralize them, either by finding ways to soften their opposition or by making them have less of a say in the decision.
- **Less powerful opponents:** You can try to influence them to reduce their opposition and prevent them from getting a more powerful voice.
- **Fence-sitters**

Stakeholder Analysis





Activity

Read the following short article:

[Effective Policy Communication in the Age of Information Overload and YouTube | Brookings](#)

To what extent do you think policy makers have a communication crisis?

Campaigns

Four types of campaigns may pass through several different stages.

- Start off by trying to negotiate. Bring the issue to policymakers' attention during meetings. Provide them with policy briefs and other information.
- A friendly approach is much more likely to be successful than one where you are confrontational.
- At the same time, bring the issue to public attention to build public pressure on the policy process. You can do this by using the mass media
- If that does not work, consider public action: organizing stunts, demonstrations and protests. Make sure you get maximum media attention for these activities.
- You may be forced to seek legal remedies – for example, by appealing to the courts to stop a particular project from going forward. Be warned: legal action can be very expensive, so make sure you have the funds and expertise to see it through.

Campaigns

Negotiation	Public pressure	Public action	Legal remedy
Policy briefs Expert opinion Coordination meetings Non-public pressure – e.g., letters to Ministers	Public pressure on policymakers Media campaign – e.g., press releases, interviews, etc.	Demonstrations Boycotts Stunts Occupations Vigils	Judicial reviews Court cases Class actions

Who are we communicating to?

COMMUNICATION TIPS: Focus on...

STATE

their specific mandate/responsibilities

POLITICIANS

their “political capital”

CIVIL

their specific “advocacy agenda/objectives”

BUSINESS

economic benefits

MEDIA

the interests of their “audience”

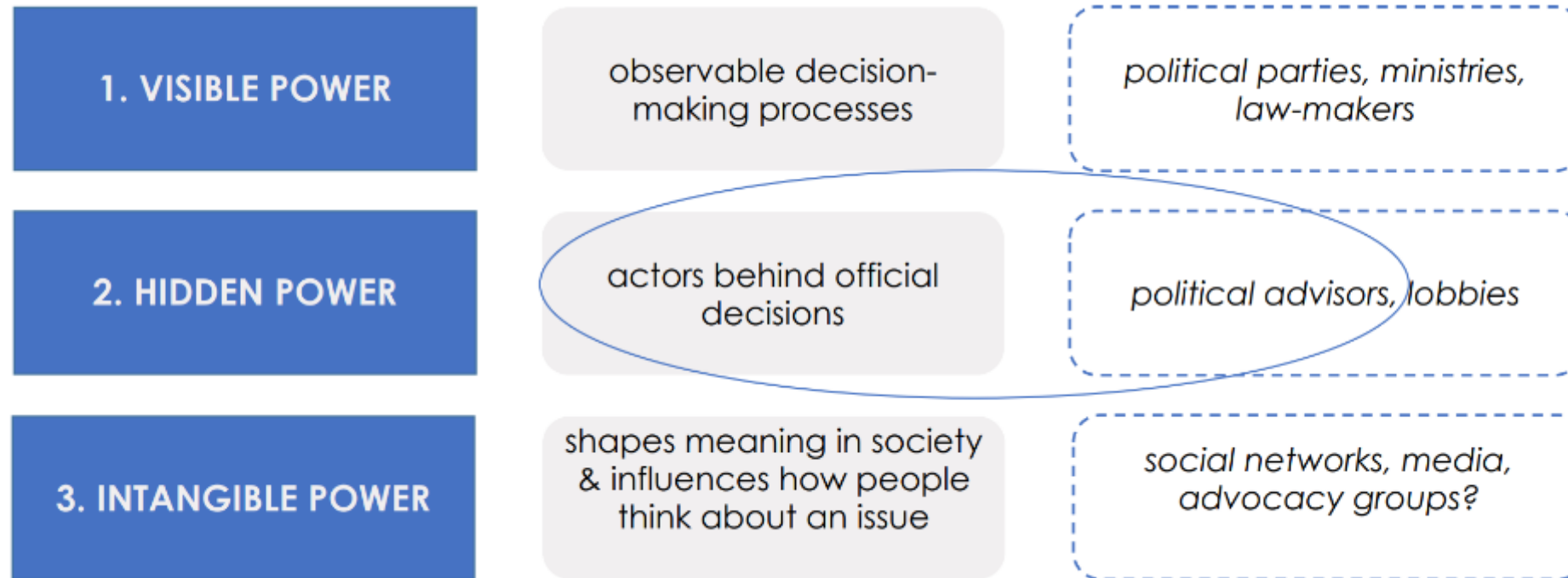
IOs/NGOs

their “current” agenda/thematic priorities

Who are we communicating to?

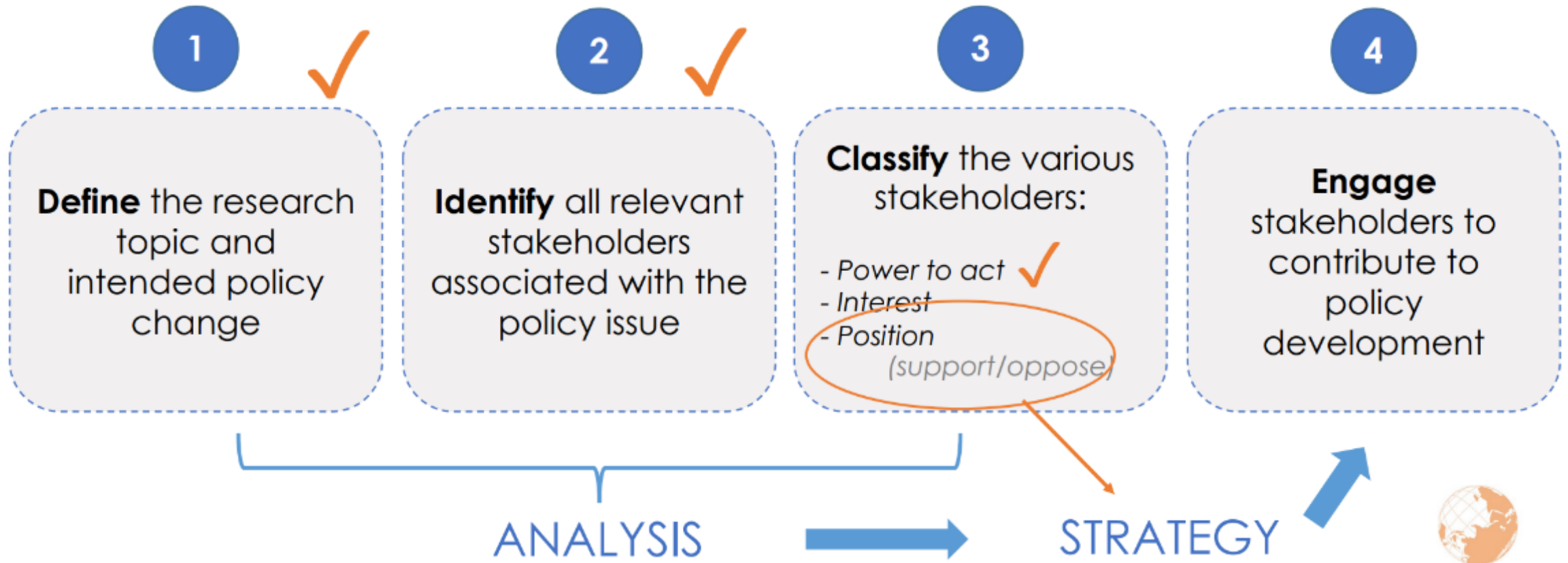
Channeling scientific evidence into policymaking

Stakeholder analysis – CLASSIFICATION, based on “POWER”



Who are we communicating to?

Stakeholder analysis – 4 steps



Policy Communication

- A good key policy message is:
- 1. Simple - Straight-forward messages are more memorable
- 2. Attractive - i.e., interesting to your target audience
- 3. Concrete - i.e., indicates specific action
- 4. Shareable - A really good message will be easy for your target audience to share



20's Plenty for Us

...making your place a better place to be

Classifying Stakeholders

1 - Level of interest/engagement:

- To what degree will the stakeholder be affected by the policy change?
- What vested interest do they have?

2 - Power to act:

- What role does the stakeholder have in determining the policy?
- What resources can they mobilize?
- What influence does the stakeholder have on policy implementation

3 - Position/Stance:

- How strongly do they support or oppose an issue?

**Update stakeholder analysis
after findings - recommendation**



Who are we communicating to?

Stakeholder analysis – classifying stakeholders

Example:

Policy Issue: Orange Roughy (type of fish) in Namibia is endangered due to over fishing

Policy Solution: Prohibit fishing during the reproduction season of Orange Roughy

#1 - Identify players who are **interested/engaged**

State/gov

Ministry
of Commerce

Namibia
Ministry
of Environment

Business

Namibia
Fishery Supply

Fisherman
Organizations

Foreign
Companies

NGOs

Green
Peace

Earth Life
Namibia

Civil

Local Student
Association

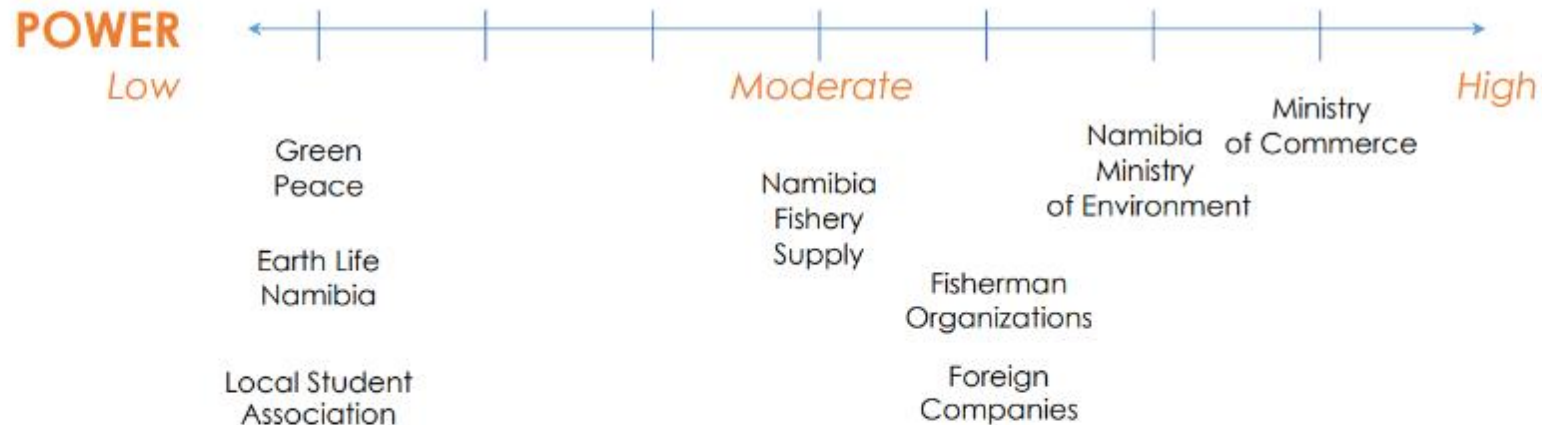


Who are we communicating to?

Example:

Policy Issue: Orange Roughy (type of fish) in Namibia is endangered due to over fishing

Policy Solution: Prohibit fishing during the reproduction season of Orange Roughy



#2 - Identify players who can affect/influence decision-making

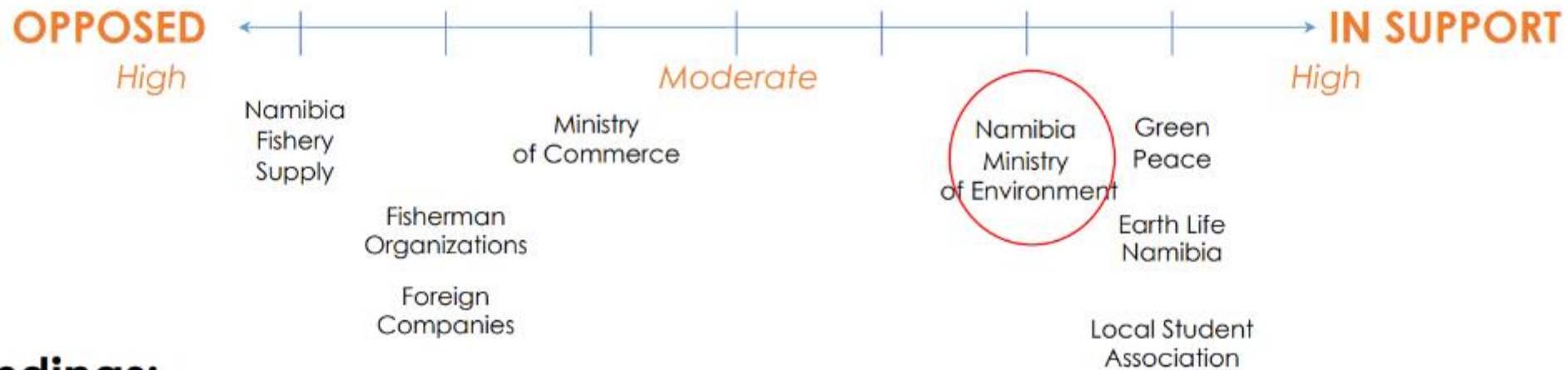


Who are we communicating to?

Example:

Policy Issue: Orange Roughy (type of fish) in Namibia is endangered due to over fishing

Policy Solution: Prohibit fishing during the reproduction season of Orange Roughy



After findings:

#3 - Identify players who can will likely **support or oppose** your position



Engaging stakeholders

Be prepared!

Before you meet, be sure to do your homework:

- What are **their interests**?
- What **information** do they need? Or can they provide?
- What is the **best strategy to**:
 - interact with them?
 - to raise interest for your project?

Policy Communication

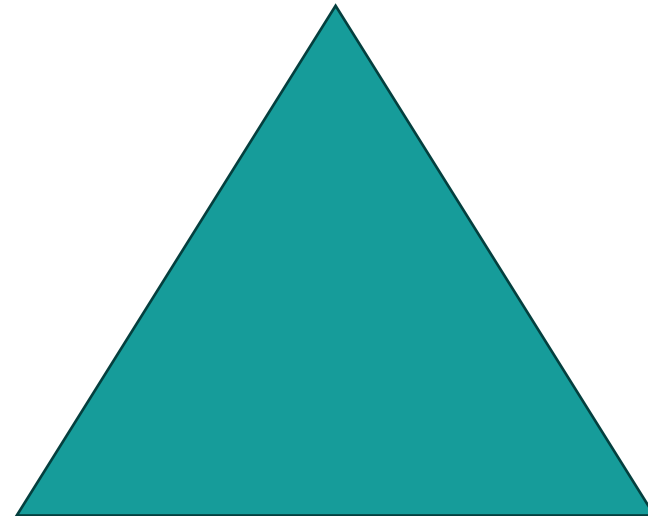
- 1. Defining your key messages
- 2. Organizing your key messages

Policy Communication

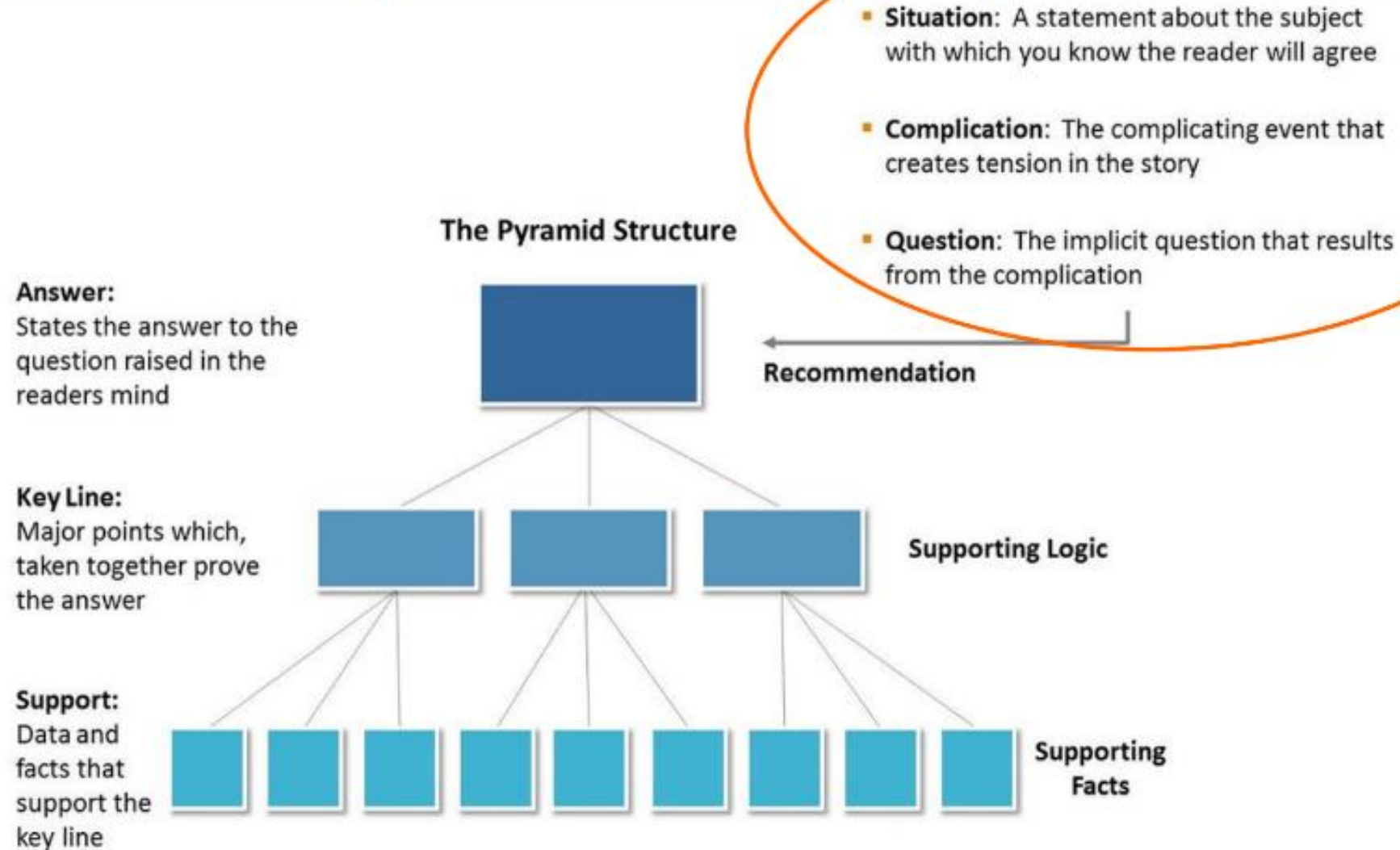
- 1. Defining your key messages
- 2. Organizing your key messages
 - *Pyramid principle*
 - *AIDA*

Pyramid Principle

- The pyramid principle: benchmark model of “persuasive communications” “
 - 1) Start with the point you most want remembered
 - 2) " Make your argument “
 - 3) Provide evidence



The pyramid principle



Pyramid Principle (example)

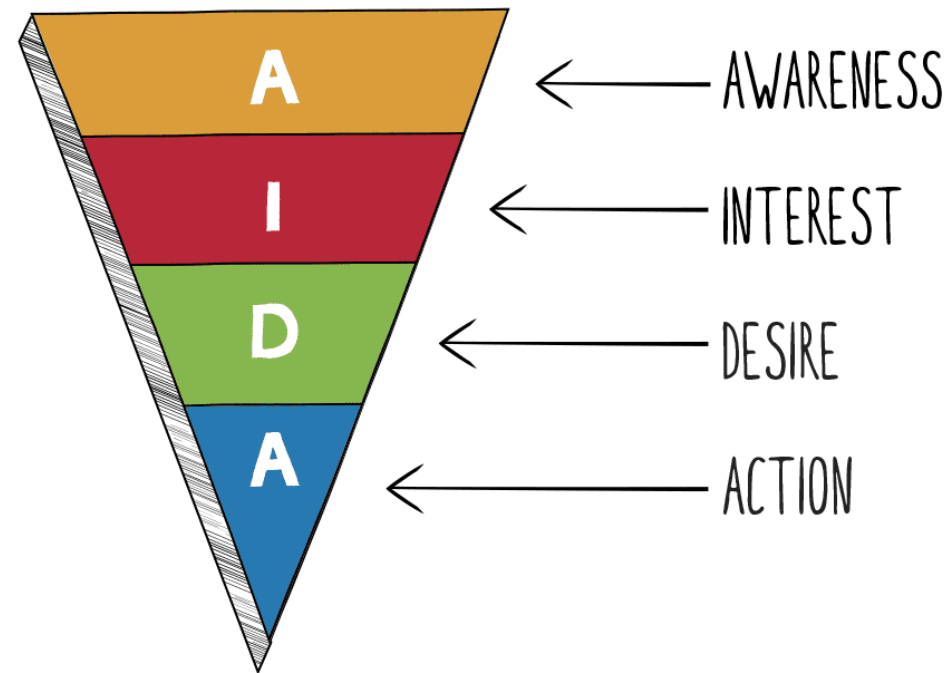
- **Recommendation:** Implement land reform to increase women's access to agricultural land can improve food security
- **Logic (conclusions):** Increasing women farmers' access to land is the most effective and economically efficient policy option for achieving the goals of the National Food Security Program
- **Facts (findings):** Out of the available policy options, increasing women farmers' access to land would increase agricultural productivity the most, lead to the most economic growth (GDP at market prices) and significantly increase wages for rural households and hired female labour.



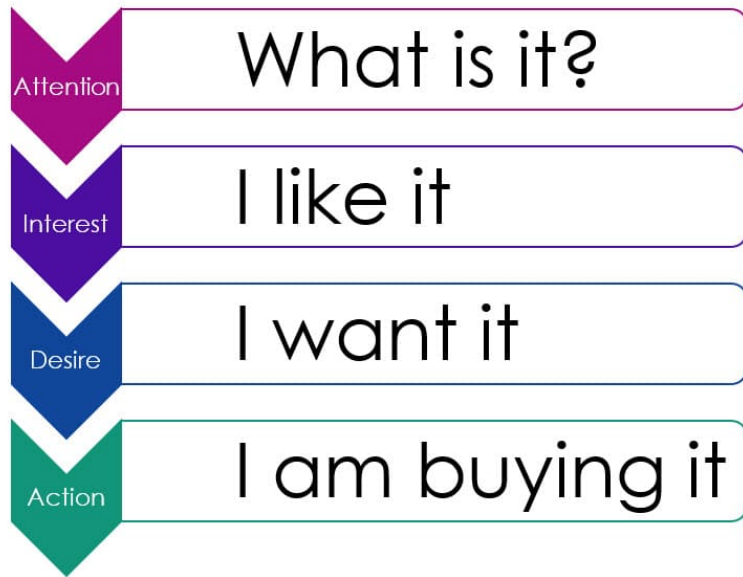
AIDA

- You are trying to “sell” your policy messages as solutions to current development problems. You can use the AIDA rule of marketing and advertising:

THE AIDA MODEL



ESSENTIAL MARKETING MODELS [HTTP://BIT.LY/SMARTMODELS](http://bit.ly/smartmodels)



- Use when you want to inspire action
- Suitable for formal tools & informal tools

AIDA

Organising your message using AIDA

Example

Core messages

- Minimum wages have a positive effect on wages
- Compliance measures needed to prevent migration from the formal to the informal sector

AIDA



Organising your message using AIDA

Attention

- Increasing women's access to agricultural land can improve food security in Nigeria

Interest

New findings show that when women have access to more land it promotes effective, equitable and efficient agricultural development.

Desire

Action

- Land reform is vital to provide this essential access.

AIDA



- Think about the story you are trying to tell and how this can lead to action (your objectives)
- Use your knowledge of your audience and your experience of the policy context

AIDA



Activity

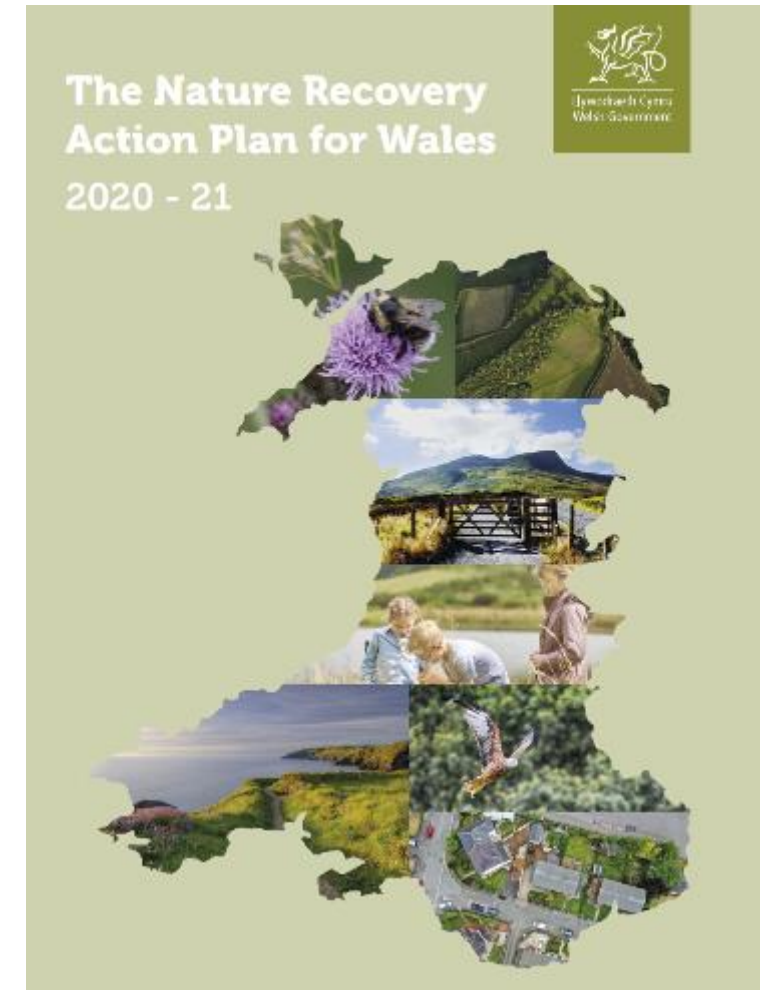
Writing a short policy statement
(Introduction)

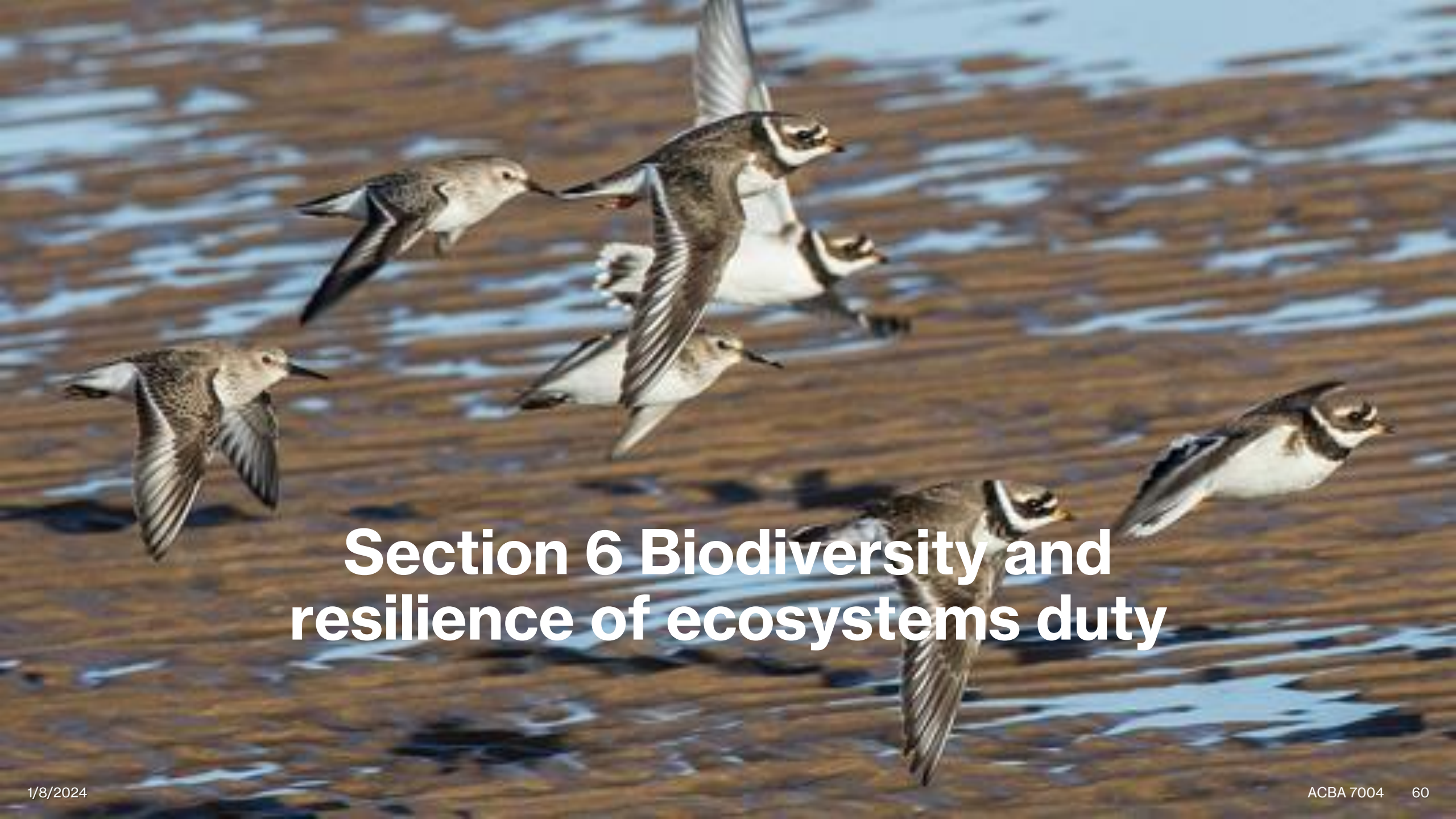
30 mins

Nature Recovery Action Plan for Wales (2020-2021)

- The Nature Recovery Action Plan for Wales has been refreshed to take into account the growing evidence around the scale of the loss of biodiversity and the changing policy context in Wales.
- 2019: Wales declared a climate emergency

[The Nature Recovery Action Plan for Wales 2020 to 2021 \(gov.wales\)](https://gov.wales/nature-recovery-action-plan-2020-to-2021)



A group of shorebirds, including sandpipers and plovers, are captured in flight over a wet, muddy beach. The birds are in various stages of flight, with wings spread, and the ground is a mix of brown mud and blue water. The text "Section 6 Biodiversity and resilience of ecosystems duty" is overlaid in white, bold font in the lower center of the image.

Section 6 Biodiversity and resilience of ecosystems duty

Section 6 Environment (Wales) Act Duty

- In Wales there is a framework of linked legislation, policy and guidance that has been developed to guide action to maintain and enhance biodiversity and ensure the sustainable use of our natural resources.
- The Biodiversity and Resilience of Ecosystems Duty (the Section 6 duty) set out in the Environment (Wales) Act 2016 requires that public authorities must seek to maintain and enhance biodiversity so far as consistent with the proper exercise of their functions, and in so doing, promote the resilience of ecosystems.

[Section 6 Environment \(Wales\) Act Duty -
Pembrokeshire County Council](#)

A group of shorebirds, including plovers and sandpipers, are captured in flight over a wet, muddy beach. The birds are in various stages of flight, with wings spread, and the background shows a mix of brown mud and blue water. The text is overlaid in the center of the image.

**Section 7 Biodiversity lists and duty to
take steps to maintain and enhance
biodiversity**

Section 7 Environment (Wales) Act Duty

- Section 7 - Biodiversity lists and duty to take steps to maintain and enhance biodiversity
- This section replaces the duty in section 42 of the NERC Act 2006. The Welsh Ministers will publish, review and revise lists of living organisms and types of habitat in Wales, which they consider are of key significance to sustain and improve biodiversity in relation to Wales.
- The Welsh Ministers must also take all reasonable steps to maintain and enhance the living organisms and types of habitat included in any list published under this section, and encourage others to take such steps.
- Part 1 of the Act, including Sections 6 and 7, came into force on May 21, 2016.
- [Section 7 Priority species \(pdf\)](#)
- [Section 7 Priority habitats \(pdf\)](#)

[Wales Biodiversity Partnership - Section 7
\(biodiversitywales.org.uk\)](http://biodiversitywales.org.uk)



Activity

Select a piece of paper from the selection provided. **It will provide you with a key stakeholder.** Write a short policy statement for the Section 6 / or Section 7 Environment (Wales) Act Duty.

Write two short statements using the AIDA method and the Pyramid method.

- a) *Write your two policy statements on the board.*
- b) *The others will have to guess your target stakeholder.*



Take a break

10mins

Role of Governance in Policy Communication

- **Governance – performance is “measured” by:**
- Responsiveness: Extent to which delivered services are consistent with citizen preferences
- Effectiveness: Extent to which adopted actions are achieving desired goals
- Efficiency: Ratio between the quality of services provided (i.e. effectiveness) and the cost to provide them





Environmental communication, climate change and policies

Drawing from climate change
communication strategy:

Environmental communication

- If you are creating a communications product – such as a video, a podcast, a written article, or a graphic on climate change – **keep in mind the following tips** to make it a valuable, effective, and reliable piece of content.





1. Use authoritative scientific information

- Misinformation and disinformation are widespread on the issue of climate change – and they are major obstacles towards progress in tackling the climate crisis. Deceptive or misleading content distorts the perception of climate science and solutions, creates confusion, and often leads to delays in action or even harmful action.
- “Rhetoric and misinformation on climate change and the deliberate undermining of science have contributed to misperceptions of the scientific consensus, uncertainty, disregarded risk and urgency, and dissent,” according to the Intergovernmental Panel on Climate Change (IPCC).

2. Convey the problem *and* the solutions

- Explaining the scale of the climate crisis is important, but it can seem overwhelming, leading people to lose interest and tune out.
- Climate change is one of the greatest challenges humankind has faced. It is daunting, but the fight against climate change is far from lost.
- The worst impacts can still be averted if we act now. A good way around disillusionment and “crisis fatigue” is to convey a hopeful message focused on the solutions, helping people feel empowered and motivated to engage.

3. Mobilize action

- We need all hands-on deck. Cutting greenhouse gas emissions to net zero by 2050, and halving them by 2030, requires nothing less than a complete transformation of how we produce, consume, and move about. Surveys indicate that a majority of people around the world want their governments to act and most citizens in advanced economies are willing to make changes in their own lives.

What about policy?

- Many industrialized countries have formulated environmental policies to limit the impact of anthropogenic greenhouse gases.
- The overarching goal of these intergovernmental accords is to keep the increase in global average temperatures to well below 2°C above pre-industrial levels, and preferably to limit the temperature increase to 1.5°C



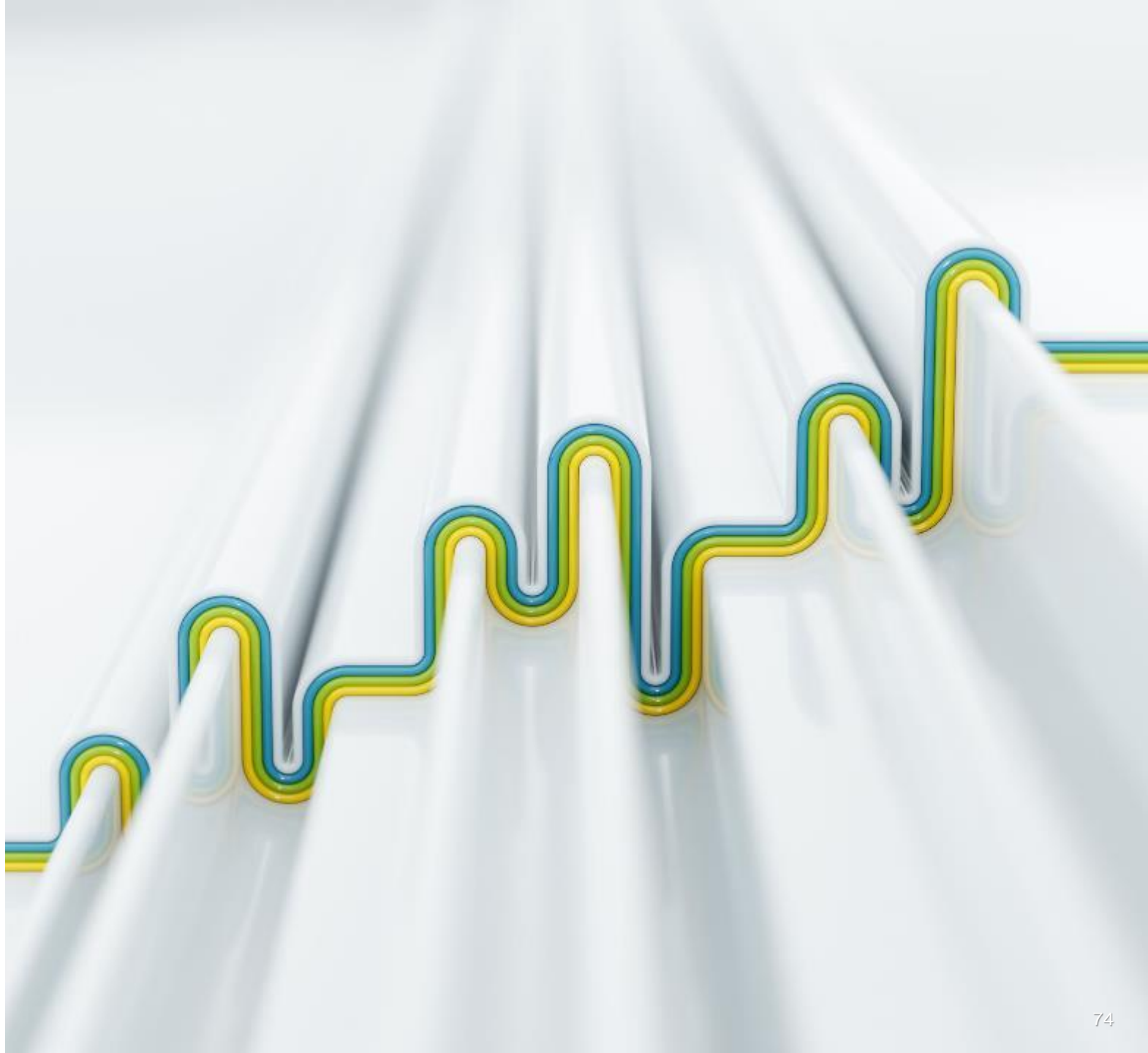
What about policy?

- At the national level, governments formulate more specific policies covering different societal levels.



What about policy?

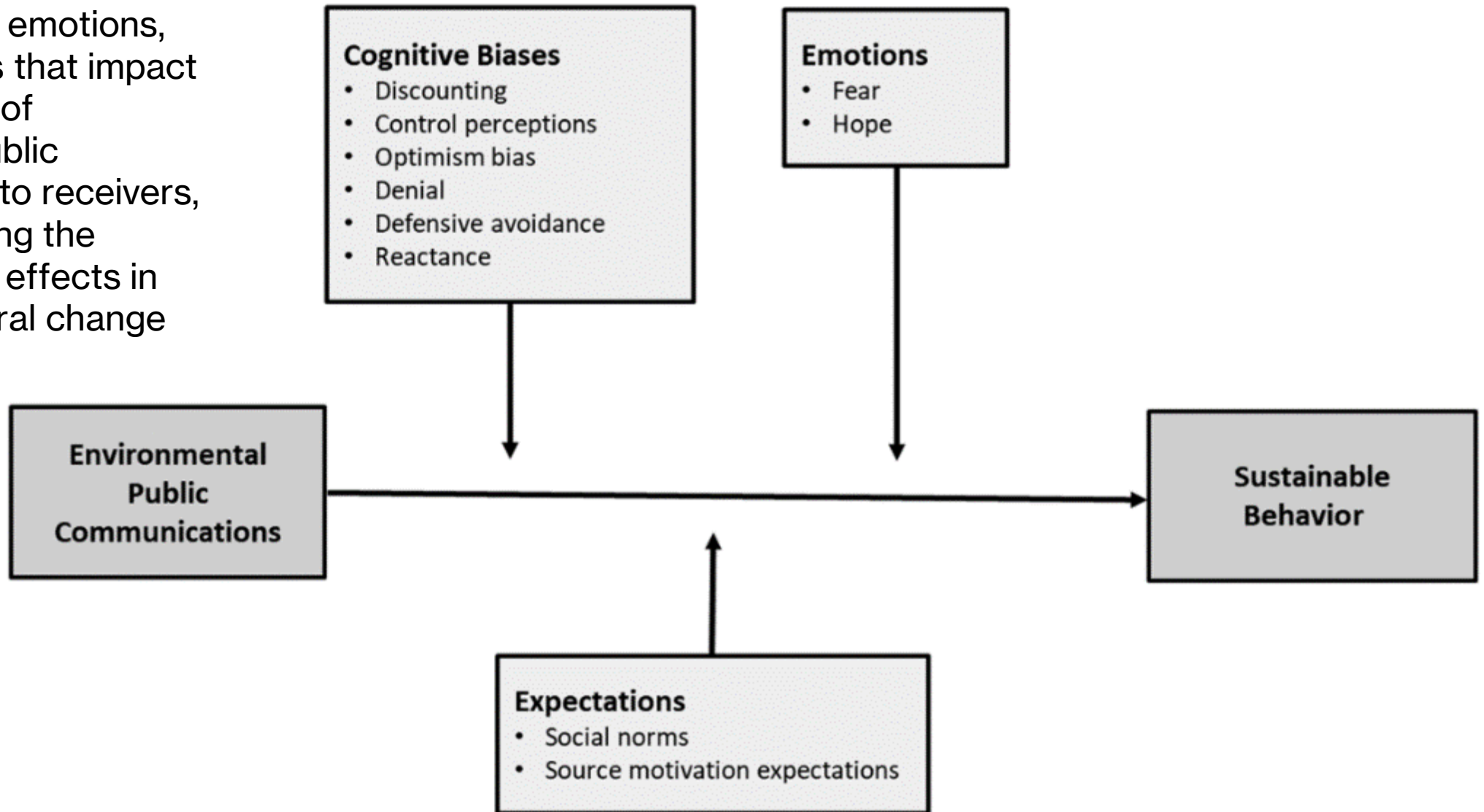
It not always easy for governments to bridge the gap between policy development and changes in behaviour. To achieve environmental policy goals and sustainable behaviour, policymakers need tools to encourage policy compliance among citizens and organizations.



The effectiveness of public communication as a behavior-change tool across a broad audience is contested. Recent research on sustainable behavior among homeowners suggests that even when people are environmentally educated and willing to act sustainably, they may still fail to adapt their behavior because they anticipate inconveniences and experience other psychological barriers to changing their behavior (De Vries, Rietkerk, & Kooger, 2019).

Public communication

Cognitive biases, emotions, and expectations that impact the transmission of environmental public communications to receivers, thereby influencing the communications' effects in terms of behavioral change (DeVries, 2022).



Public communication

Public communication

- Public policy is one of the main forces that can steer and facilitate societal change. To this end, public authorities use a mix of legal, economic, and information tools to tackle environmental degradation and to preserve the environment (EEA, 2016)



How? Tools and Channels



How? Tools and Channels

- What tools can you use to share your message?

How? Tools and Channels

- What tools can you use to share your message?
- policy brief
- press release
- conference invitation
- slide presentation
- blog/op-ed
- social media post
- video
- infographic
- speech

How? Tools and Channels

Tool	Purpose	Audience
policy brief	Advocate for policy recommendations and provide analysis & context	Policymakers, stakeholders
slide presentation	Advocate for policy recommendations and provide analysis & context	Policymakers, stakeholders, media
conference invitation	Entice people to attend your event	Policymakers, stakeholders, media
press release	Get media to share your policy recommendations	The media, wider public
blog/op-ed	Advocate for your policy recommendations	Your (extended) field, the media
social media post	Share your policy recommendations widely, engage in debate	Your network, the internet

How? Tools and Channels

Communications channels & tools

Audience

Specific
person/group

Public

- General
- Special interest

Channels

private **meetings**

national policy
conference

media (web/print
/broadcast)

social media
(personal/institutional)

Written tools

policy brief (from
paper)

slide **presentation**

conference **invitation**

press release

blog/article

social media **post**





**Do not
underestimate
visual tools**





Activity

Find an example of a visual policy or environmental communication

Explore how they have used visual medium to communicate effectively.

Share with the group.

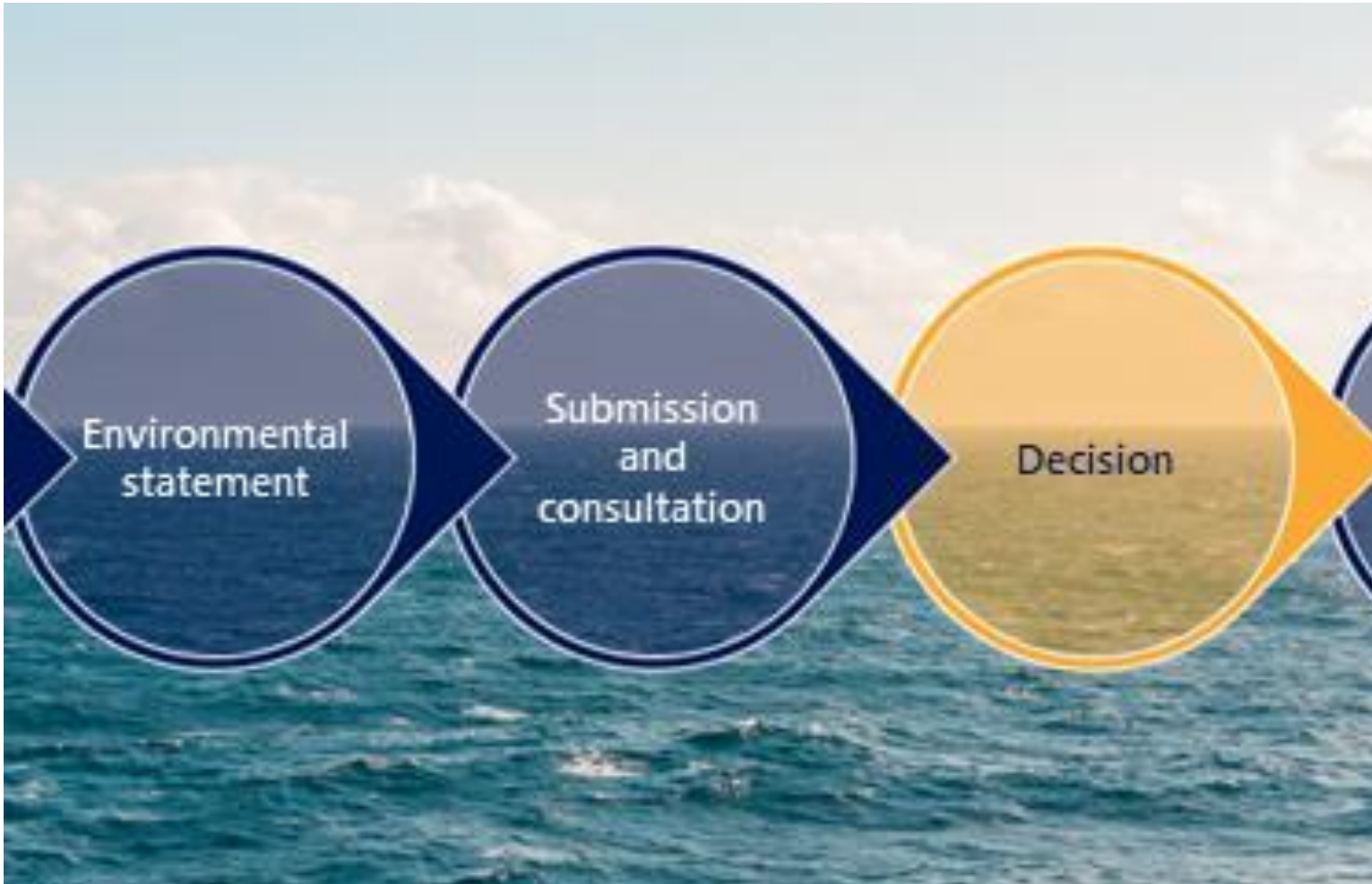
Additional Activities (if time permits)

Consultation Process

- [Natural Resources Wales / Information about consultations](#)

Consultation is just one way for you to have your say on developments in Natural Resources Wales. Your ideas and suggestions will help us improve the way we make decisions about many aspects of our work. We welcome feedback from anyone who has views and comments on our current consultations.





Consultation Process

- [Natural Resources Wales / Information about consultations](#)
- Consultations can take a variety of forms, ranging from formal written papers to public meetings, focus groups and questionnaire exercises. When a new consultation is launched, we make the relevant documents available to organisations and individuals who have an interest in that particular field.

Consultation Process

- **Setting clear timetables**
- There is no set time period for consultations, although most last around 12 weeks. When we seek your views and comments on permit applications, the time period will usually be around four weeks. All consultations will have clear start and end dates.





Post-Consultation Process

- **What happens after the consultation closes?**
- As part of the process, we read every response and consider every opinion. We then publish a summary of the responses, or the individual responses themselves, on our website and hold copies in our records. These records are anonymised on request. Alongside this, we also publish details of how the consultation will be developed and taken forward.

Why?

- Our regulatory role is established through a mix of European Directives, UK Legislation and policy which specify the types of activities we regulate and require us to undertake certain duties such as issuing permits, checking compliance and monitoring. We consult on certain applications to comply with the requirements of the relevant environmental legislation and on any applications we consider consultation to be appropriate whether there is a legal requirement to consult or not.

[Natural Resources Wales / Public participation: how you can take part in our permit and licence consultations](#)

Policy Communication Activity

- Using your chosen EIA, you will be conducting a consultation. Prepare a short in-person consultation presentation to highlight the key developments and impacts.



Take a break

10mins



Activity

Read pg. 34-35 in Communication, Environment and Behaviour: [file \(europa.eu\)](#).