



## Final Report

### *Market Opportunities through Climate Change Mitigation in India*

By

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Orlando Hernandez, GreenCOM Research Director

November 2000

**GreenCOM**

***Communicating Climate Change in India***

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Environmental Education and Communication Project  
U.S. Agency for International Development

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GreenCOM publishes three series of reports designated in the diamond in the upper right cover.

- *Research* reports include assessments, formative research, focus group reports, summative research, and project evaluations.
- *Reports* are internal project reports including quarterly reports, final reports etc.
- *Products* describe discrete major events held such as press briefings or award schemes, or describe how published materials were used in a media campaign.

Most GreenCOM reports are available on line at the web site above.

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## Executive Summary

Although India has one of the lowest per capita emissions of greenhouse gases, it is the world's fourth largest emitter of carbon dioxide (CO<sub>2</sub>) and its huge population and fast-growing economy make it a major player in negotiations to slow climate change. GreenCOM was asked to investigate how to best communicate the importance of climate change issues to government officials, the business community, and the news media.

USAID has been involved with climate activities in India for a number of years. Its Greenhouse Gas Pollution Prevention Project (GEP) works with Indian businesses and government to reduce CO<sub>2</sub> emissions. GEP collaborates on demonstration projects, sets up forums for decision makers, informs industries, and provides linkages to keep India on top of the latest developments in market mechanisms to reduce emissions.

GreenCOM began its work with an assessment of the audiences that USAID had identified as being key players on this issue. We hired an Indian research firm, the Indian Market Research Bureau (IMRB), to conduct personal interviews with representatives from sugar, cement, power, aluminum, and steel industries, as well as officials from government agencies, the news media, and nongovernmental organizations. By examining what stakeholders knew and what they wanted to know about the topic and what they are actually doing to reduce emissions, GreenCOM researchers were able to both identify the information needs of each group and to fashion persuasive messages. We also compared the relationship between knowledge and attitudes about energy efficiency with company size, energy-efficiency practices, and type of ownership (public or private). We developed 25 possible messages and information items and presented them to three focus groups run by IMRB, of selected Indian business leaders.

Based on the focus group response, we found several distinct audiences in the business community, each of which needs different information and responds to different incentives. For example, businessmen from smaller cash-strapped industries were interested in energy conservation, but needed access to capital to invest in more efficient equipment and access to information about low-cost process changes that might save energy. Industrialists from larger private companies such as aluminum, steel, and power were more likely to be interested in going beyond energy conservation to preparing themselves for future carbon emissions trading schemes that are starting to develop globally. Both responded only to messages about the potential for profit—saving or making money through energy conservation. Leaders from public industries were more likely to respond to messages about environmental stewardship or social responsibility. Plant managers need different, more technically oriented information than CEOs, who need more general and financially oriented information.

Our report on these findings is available to USAID India and several of its contractors who work on energy issues in India in hopes of making their projects more effective.

Working with another partner, the Centre for Environment Education (CEE), a nonprofit educational organization based in Ahmedabad, GreenCOM set up a series of press briefings for business reporters to provide them with background information on carbon emissions trading. This information will help better prepare the reporters to understand and report on the issue as it emerges. Three forums in Delhi, Mumbai, and Chennai, included views of Indian business leaders, government officials, and emissions traders. A synthesis of the forums plus the background material presented at them is available at [www.ceeindia.org/greenhousegases](http://www.ceeindia.org/greenhousegases), a Web site developed by CEE to keep the business press informed about emissions trading. Although the briefings were for background and did not offer a news story, a number of articles based on the briefings were published following the briefings. These articles reached 8.7 million readers based on the circulation of the publications in which they appeared.

## **Background and USAID Involvement with Climate Change**

GreenCOM's work was in support of USAID's Strategic Objective #4 and the larger issue of global climate change. USAID designed and launched the Greenhouse Gas Pollution Prevention Project (GEP), specifically "to mitigate increases in greenhouse gases (GHG) associated with global warming." GreenCOM's work is part of the USAID/India GCC Strategy for India and is closely connected with the USAID/India's Greenhouse Gas Pollution Prevention Project (GEP). When we began the project, PA Consulting Group (formerly Hagler-Baily) of Washington, D.C. was the institutional contractor for the "Climate Change Outreach and Awareness" activity of the GEP Project. During the project this role was taken over by the Louis Berger Group of Washington, D.C.

The original GreenCOM Delivery Order called for a survey of stakeholders, the development of educational materials for USAID/Delhi to reduce greenhouse gases, and a Media Workshop with pre- and post-workshop evaluations.

Proposed Carbon Emissions Trading (CET) mechanisms would create a competitive market for GHG reducing projects among developing countries. To be competitive, a framework for project development and evaluation must be designed to minimize the associated transaction costs. Countries that impose the least transaction costs and provide for the most rapid project approval will attract the most capital investment.

USAID/India, in Strategic Objective #4, has targeted "increased environmental protection in energy, industry, and cities." One focus is on facilitating the participation of Indian industry in CET and other mechanisms for attracting foreign direct investments that will abate Indian emissions. USAID is clarifying the advantages that could come to India and to Indian industries through these mechanisms.

The GEPs Climate Change Outreach and Awareness activity includes the following:

- Local Capacity Building
- Applied Research and Assessment of GCC Mitigation Opportunities
- Institutional Strengthening
- Communication and Outreach
- Sector-specific and Cross Sector Roundtables Series
- GCC Information and Materials Center
- Training and Exchange Program
- Materials Development
- Engaging the Media

GreenCOM is involved in the last two items: materials development and engaging the media.

## **Original Scope of Work and Modifications**

The original Delivery Order called for a survey of stakeholders, the development of educational materials to reduce greenhouse gases, and a media workshop with pre- and post-workshop evaluations.

GreenCOM Deputy Director Peter Spain visited the USAID/India Mission in November, 1999, to develop a workplan which called for research completed by March 1, 2000, and journalist training workshops held in conjunction with the USAID public affairs office in March and June 2000. Educational materials would be developed by August 2000.

GreenCOM Project Director Brian Day and Applied Research Director Orlando Hernandez visited the mission in February 2000, to refine the workplan. They selected IMRB from among four bidders to conduct the research interviews and identified the key research target groups as:

1. Industry (power, steel, aluminum, cement, and sugar;
2. Government officials in the environment and power ministries;
3. Nongovernmental organizations; and
4. The business press.

They decided to interview subjects from throughout India.

An interview guide was drafted, which focused on identifying “doers,” those who practice energy conservation measures in industry or who are interested in learning more about carbon emissions trading, and “nondoers,” those who do not practice conservation or who are uninterested in or opposed to emissions trading. Other questions would focus on what differentiates the doers from the nondoers. Behavioral science research indicates that this type of research helps to identify what motivates the doers and what obstacles prevent action by the nondoers. Subsequent messages, incentives, and campaigns can be developed with this information. As the educational materials were developed, IMRB would pre-test a draft of the materials with prospective audience groups to make sure they had the desired impact.

It was also determined during this visit that the press briefings would focus on the business press, not general reporters, thus this effort was decoupled from the public affairs office workshops which were aimed at general reporters.

During April and May, IMRB conducted its research and GreenCOM selected a second partner, the Center for Environment Education (CEE) from among three bidders, to run the press briefings.

In June, GreenCOM Resource Center Director Mary Paden visited Delhi to hold a strategy meeting with IMRB and CEE to draw on the research results in planning for press briefings. In addition to IMRBs research, which had focused primarily on industrialists and government officials, CEE had interviewed 26 business journalists on their knowledge and interest in emissions trading. It found knowledge to be low (13 knew almost nothing about the topic) but interest was high. During several days of meetings we

developed a plan, which was approved by the mission. The plan consisted of holding three half-day press briefings in three cities, producing a briefing kit of basic information, which would also be uploaded on a Web site, setting up a listserv of interested journalists who would receive periodic news items on carbon emissions, and doing an evaluation of the workshops.

## Assessment of Stakeholders

During Ms. Paden's June visit the industrial associations with whom we were partnering, the Confederation of Indian Industries (CII) and the Federation of Indian Chambers of Commerce & Industry (FICCI), informed her that the timing was not right for additional educational materials on emissions trading for their members. While members were highly interested in emissions trading, there is not much they can do until a number of external factors fall into place. These factors include an international agreement to create a mechanism for emissions trading from developing countries, the participation of the Indian government in that agreement, plus the government's establishment of baseline carbon emissions data and a mechanism for certifying tradable credits. The industry association representatives advised us to postpone development of materials for their members until after the Climate Convention's Conference Parties Meeting in November in The Hague at which time some of the factors might change.

Ms. Paden and the mission revised GreenCOM's workplan to eliminate the production and printing of educational brochures and to redirect that effort into further work on message development that could be used to create materials at a later date. It was agreed that rather than pre-testing draft materials, IMRB and GreenCOM would develop a set of messages about energy efficiency and emissions trading and IMRB would pre-test these messages with three focus groups on industrialists.

### Research Publications

Four research publications were produced as a result of this project:

- *Study of Indian Stakeholders on CO<sub>2</sub> Emissions Mitigation* by IMRB, a report on qualitative interviews with 79 stakeholders in industry, government, NGOs and the press;
- *Study of Indian Stakeholders on CO<sub>2</sub> Emissions Mitigation: Executive Summary*, by GreenCOM, a summary of the views of stakeholders in each sector based on the interviews in the reports above;
- *Pre-Testing Messages to the Indian Business Community on CO<sub>2</sub> Emissions Mitigation*, by IMRB, a report on the three focus groups' responses to about 25 possible messages about energy efficiency and emissions trading;
- *Proposed Messages for Indian Business Groups on CO<sub>2</sub> Emissions Mitigation*, by GreenCOM, an interpretation of the data in the first three reports along with recommendations on what informational and persuasive messages should be presented to various stakeholder groups.

GreenCOM also generated a database of stakeholder responses that can be used as a baseline of knowledge, attitudes, and practices, against which the impact of future educational interventions can be measured.

Analysis of the data collected permitted GreenCOM to propose disseminating a total of 25 messages, 19 for industry and 6 for government. The messages suggested for industry were originally divided into promotional and clarification messages.

The promotional messages were broken down into two sets. Some were expected to be more motivating to more efficient firms; other messages were expected to motivate representatives from less efficient firms. It was hypothesized that firms that were already taking energy efficiency measures might be interested in the next step of trading carbon emissions reduction credits. The less efficient firms may need to hear more direct messages related to energy conservation first. The motivator for all private firms was cost and profit related. Most firms understood that energy efficiency could help reduce costs and make profits, and that carbon emissions trading may be the icing on the cake in that it could bring in additional revenue.

The original research indicated that the less efficient firms were interested in how to become efficient, and that the more efficient firms were focused on how to take advantage of carbon emissions trading, if in fact it does happen. The proposed messages for the government and perhaps for government-owned firms addressed the need for India to reduce carbon emissions through market mechanisms, regardless of the positions of developed nations.

### **Information Needs of Stakeholders**

Because the mechanics of a global trading scheme in carbon emissions credits has not been agreed upon, there is much confusion over how such a scheme might work. Participants were interested in getting a step-by-step guide on how to prepare and market credits. Their eagerness for details and, in some cases, for the names of potential buyers, indicated that they were largely sold on the concept if they could profit from it. They simply do not know what the next step is.

As mechanisms are clarified and opportunities emerge, the Indian business community should be given the practical details of how to proceed. Those who are eager will lead, and others may follow.

Information requested by participants included:

- Reasons for (lack of) Indian policy on CO<sub>2</sub> standards and its relationship to other norms for the control of other GHG emissions such as SO<sub>2</sub> and NO<sub>2</sub>. The information should be presented in such a way as not to discourage the adoption of appropriate CO<sub>2</sub> mitigation technologies due to the lack of Indian norms in this regard. The data indicate that larger firms as well as those owned by the public sector are used to responding to government regulation of SO<sub>2</sub>, NO<sub>2</sub> and particulate matter. The lack of regulations concerning CO<sub>2</sub> mitigation should not constitute a deterrent from engaging in energy efficiency measures and practices that may lead to CO<sub>2</sub> mitigation and eventually to CET.

- Explanation of the new type of CET. In the early CET, developed country companies provided specific technology to a developing country company to offset some of its emissions. In the type of CET now being discussed, emissions credits are traded globally through one of a number of exchanges such as Natsource.
- Address the fairness or equity issue—is CET simply a way to allow developed nations to maintain their high-energy lifestyle and shift the burden of CO<sub>2</sub> mitigation to developing nations? A significantly higher proportion of the public-sector firms were less favorable to CET because they felt it was unfair to developing nations.
- Examples of projects that qualify for emissions trading with a broker. What exactly is needed to qualify? Of specific interest to representatives from the sugar and cement sectors is whether or not projects using non-conventional energy sources would qualify for CET. Would eligible projects be limited to new plants? Or could projects modernize old plants? Are carbon-sink type projects such as reforestation eligible?
- Clarification on what “additionality” means and how it would be established. What is the baseline from which India would calculate reductions of CO<sub>2</sub> emissions?
- Are there consultants in India who can help establish suitable monitoring methodologies and conduct periodic reviews of project implementation?
- Who are some specific buyers who have engaged in purchasing CERs? Study participants were interested in the reputation and intent of potential buyers.

Focus group participants said that examples of countries and foreign companies engaged in carbon emissions trading are illustrative, but not convincing. Consequently, examples of Indian companies that may be already engaged in CET, in any shape or form, would be more useful and help develop confidence in the industrial sector that carbon emissions trading is in fact possible. TISCO, a steel producing company based in Jamshedpar, was offered as such an example in the focus groups. Representatives of the sugar and cement sectors are interested in following their story as progress is made.

Any messages concerning how CET can help the Indian economy in general by providing jobs and mitigating social and environmental problems are acceptable to all focus group participants.

The research suggests that future communication interventions should be designed taking into account the following concerns:

- Focus on the messages that have tested to be the most persuasive to Indian industrialists and develop the types of information that they tell us they need.
- While some messages are the same across industrial audiences, others must be tailored more specifically to the type of firm (energy inefficient vs. energy efficient) and different levels of personnel within each firm (managers or technicians) may need different types of information.

- Top management needs information about the financial advantage and the mechanisms for certifying and monetizing CERS; technicians need cost savings information and information on how to alter machinery or industrial processes to become more energy efficient.
- The channels through which the messages and information are provided should be the ones that the audiences have identified as channels with which they are comfortable and which they consider credible.

### **Best Messages**

The messages most likely to be successful according to our research can be grouped as follows:

#### *Global Warming*

- Messages or information about the science or international politics of global warming are not persuasive to industrialists. However, information on the science, the possible impacts on India, and the current status of negotiations should be readily available to them.

#### *Energy Efficiency*

- Saving energy saves money;
- These are the best methods (and least expensive ways) for your sector to save energy (followed by specific proven practices for each sector);
- Here are the costs and pay back times of those methods;
- Being energy efficient will make you attractive to investors;
- Here is where you can get technical and financial assistance to become more energy efficient.

#### *Carbon Emissions Trading*

- Carbon emissions trading is a way to make money;
- CET will give you access to new technologies and markets;
- CET could help the Indian economy;
- Here is how emissions trading will work;
- These are the kinds of projects eligible;
- This is how to get ready for emissions trading;
- These are some of the potential buyers for emissions credits;
- This is where you get the financial expertise needed to make a trading deal.

The charts below show messages and information desired by focus groups, suggest some messages to avoid, and identify some barriers to action that may need more than information and communication to overcome.

## Messages for Each Audience

Based on focus group research we have developed a chart showing the most persuasive messages and the information needs of two audiences—the larger firms and the smaller firms (see 4B). We have also listed some of the messages and information that should not be presented to these groups because it is not persuasive or not wanted (see 4B). Table 4C identifies barriers to successful implementation, which need to be addressed outside the realm of communication and information.

### 4A Best messages and information

	Small Private Firms	Large Private Firms	Large Public Firms
<b>Persuasive messages</b>			
Climate Change	India will suffer from a changing climate.	India will suffer from a changing climate (Note: <b>no</b> message about climate change was especially motivating to industrialists. However, any messages put out should focus on impacts on India rather than on the global environment.)	India has a responsibility to develop sustainably. India signed the climate Change Convention.
Energy Efficiency	Saving energy saves money.	Saving energy saves money.	
	Here are the best ways to save energy/money in your industry.	Here are the best ways to save energy/money in your industry.	
			Companies have a social and environmental responsibility to conserve energy.
	Having energy saving technologies will make you more attractive to investors.		
Carbon Emissions Trading	Carbon emissions trading is a way to make money.	Carbon emissions trading is a way to make money.	
	CET will give you access to new technologies.		
	CET will give you access to new funds.		
	Here is an example of a company that made money by trading carbon emissions reduction credits.	Here is an example of a company that made money by trading carbon emissions reduction credits.	
	CET could improve the Indian economy.	CET could improve the Indian Economy.	

<b>Information needs</b>			
Climate Change	Factual, concise information on the science, and international efforts available on demand.	Factual, concise information on the science, and international efforts available on demand.	Factual, concise information on the science, and international efforts available on demand.
Energy Efficiency	How to implement low cost energy savings e.g., alterations in production process.		
	How to get up-front capital (loans) for efficiency improvements.		
		Industries can also save energy in transportation and lighting.	
Carbon Emissions Trading		How will we know if our CO <sub>2</sub> savings are "additional" thus eligible to trade?	
	What is India's policy on CET?	What is India's policy on CET? The Indian government is seen as the main player in CET.	What is India's policy on CET?
	What new technologies mitigate CO <sub>2</sub> emissions?	What new technologies mitigate CO <sub>2</sub> emissions?	
	What are the costs and economics of current technologies to mitigate CO <sub>2</sub> emissions?	What are the costs and economics of current technologies to mitigate CO <sub>2</sub> emissions?	
	Examples of projects that qualify for CET. What is needed to qualify?	Examples of projects that qualify for CET. What is needed to qualify?	
	Who are the buyers for CET?	Who are the buyers for CET?	
	Who has the expertise to certify and monetize the credits?	Who has the expertise to certify and monetize the credits?	

#### 4B Messages and information to avoid

	<b>Small Private Firms</b>	<b>Larger Private Firms</b>	<b>Large Public Firms</b>
<b>Climate Change</b>	Detailed scientific or international policy explanations unless requested.	Detailed scientific or international policy explanations, unless requested.	Detailed scientific or international policy explanations, unless requested.
<b>Energy Efficiency</b>	Energy efficiency will improve your image with your customers.	Energy efficiency will improve your image with your customers.	
	India must be energy efficient.	India must be energy efficient.	
		Being energy efficient will make you more attractive to potential international partners.	
<b>Carbon Emissions Trading</b>	India should take the lead in the Asian region in pioneering CET.		
	Carbon emissions trading will open you to international markets.		
	Indian businesses should be concerned with the global environment.	Indian businesses should be concerned with the global environment.	

#### 4C Barriers to Action

	<b>Small Private Firms</b>	<b>Large Private Firms</b>	<b>Large Public</b>
<b>Climate Change</b>	Wait and see what position the government takes in the international negotiations.	Wait and see what position the government takes in the international negotiations.	Wait and see what position the government takes in the international negotiations.
<b>Energy Efficiency</b>		India uses low-grade coal, which emits high levels of CO <sub>2</sub> . Will continue to use this fuel for energy security reasons.	India uses low-grade coal, which emits high levels of CO <sub>2</sub> . Will continue to use this fuel for energy security reasons.
	Coal should be cleaned before it comes to the plant.	Coal should be cleaned before it comes to the plant.	
	Not enough capital to invest in new energy efficient technologies.		
	Not enough knowledge of new technology and equipment.		
<b>Carbon Emissions Trading</b>	No model of how it works.		
	Lack of staff skilled in accrediting and monetizing credits.	Lack of staff skilled in accrediting and monetizing credits.	
	No government regulations for CO <sub>2</sub> (firms are geared to respond to government regulations).		
	Idea that CET could be a way for developed nations to continue their energy intensive lifestyles at our expense.		

## Press Briefings

Between August 26 and 31, 2000, the Centre for Environment Education and GreenCOM held three half-day press briefings for business journalists entitled *Market Opportunities through Climate Change Mitigation*. The three briefings were held in Delhi, Chennai, and Mumbai. The purpose of the briefings was to inform business journalists about the market opportunities in trading emissions reductions in greenhouse gases through mechanisms being currently discussed and negotiated by member countries of the United Nations, and the implications of these opportunities for India. This was done with the hope that journalists would then seek additional information on this controversial topic and follow developments as they unfold so that they can engage readers in an informed debate about it. Informed journalists would be better equipped to create awareness among, and meet the information needs of, business and industry leaders in India.

*Market Opportunities through Climate Change Mitigation: Media Briefings*, describes the briefings, the preparatory work leading to the briefings, and the follow-up after the briefings. It contains the agenda for each briefing and a combined summary of the briefing content. The press kit is available on the web at [www.ceeindia.org/greenhousegases](http://www.ceeindia.org/greenhousegases). The briefings were held as follows: August 26; New Delhi; The India Habitat Centre, August 28; Chennai; The Taj Connemara Hotel, August 31; Mumbai; The Marine Plaza Hotel.

Each briefing was divided into three parts:

1. Introductions and an overview of the science of climate change, the Climate Change Convention and the international negotiations, the flexibility mechanisms and the upcoming stories. The CEE and GreenCOM team and USAID representatives handled this part.
2. How emissions trading might work, how different countries are preparing for it, different carbon trading scenarios. The resource persons for this part were two American consultants who offered different and complementary perspectives on emissions trading. Mark Cherniack of Trexler and Associates, Portland, Ore., who has worked on several carbon offset and some carbon trading projects, was present at all three briefings. Charles E. Parker of Materials Development Corporation, Carlisle, Mass., who has helped USAID projects set up carbon trading systems in Kazakhstan and other countries, was present only in Mumbai.
3. A panel discussion on the positions, views, and concerns of the different stakeholders in India. The panelists included representatives of the industry, NGOs, government and academia.

Journalists from both the English and the regional language press—business journalists as well as environmental journalists who contribute to the business publications or to the business pages of the mainstream newspapers were invited. We had also invited business reporters and anchors of business shows from several television channels. Although the

turnout at each of the briefings was rather low, several important publications were represented including:

**Daily newspapers:** *The Times of India* and *The Hindu*

**Business dailies:** *Business Standard*, *Financial Express*, *The Hindu Businessline* (circulation, 850,000)

**Business magazines:** *Business Today* and *Business India*

**Others:** *Frontline* a weekly magazine (80,000), and the *India Abroad News Service* (6,000,000)

**Regional language dailies and magazines:** *Sakal*, *Maharashtra Times*, (120,000) *Lokprabha*, *The Hindustan Daily Urdu*, and *Janmabhoomi* (62,000)

Although none of the television reporters attended the briefings, the New Delhi Television did a live interview with Mr. Cherniack and Mr. Dutta Roy, an industry leader who was a panelist at the Delhi briefing, in their daily news roundup on the popular Star News channel (1.6 million viewers).

Twenty of the journalists contacted asked for the information kit, and 14 of them expressed interest in being on our proposed listserv. Subsequently two of them have expressed great interest in the subject.

## **Evaluation of Briefings**

Following the briefings, CEE contacted journalists who had attended to get their feedback on what they thought of the briefings and the information kit, to find out whether they had written, or were likely to write, anything on the subject, and to seek their suggestions on what kind of continued support they would like. We received feedback from 11 journalists as follows:

### *Positive Comments about the briefings*

Was quite effective...Liked the nonpolemic nature of briefings...Good effort in the right direction...Useful... Introduced me to important issues that I was knew nothing about...My concern about CEE trying to promote such a controversial issue was set at rest by the objective and balanced handling of the issue.... Good workshop (4 responses)... Earnest and serious attempt...Knowledgeable.

### *Negative comments*

Speakers rushed through their presentations because of want of time, therefore not enough time for discussion.... Too much talk, not enough interaction.

### *Comments about the information kit*

Good, introductory documentation...Useful reference material...Very usable...Good stuff... Will not go unused...Very exhaustive...Literature should have been sent in advance...Not much wiser at the end of the briefing, but made sense after reading the kit...While trying to write a piece I realized that it contains all the background information I needed.

Copies of articles written immediately after the briefings are contained in the report *Market Opportunities through Climate Change Mitigation*. Since the briefing was to provide background information, not an immediate news story, it will be difficult to track how the briefings influenced press coverage. Eight journalists said they expected to use the material in covering emissions trading in the future. All the journalists contacted said that they would appreciate if we could continue to provide them information on the subject through our Web site, listserv and more briefings.

## **Recommendations for Press Follow up**

The briefings were just a beginning in getting the issue of market opportunities on the radar screen of business journalists in India. To ensure that the tremendous effort that went into planning and organizing the briefings and developing the information material does not go waste, and that the required impact is created, substantial follow up is necessary. The following suggestions have been made during debriefing discussions including one at USAID in Delhi on September 5, 2000:

- Identify, from among the journalists who had attended the briefings, those who seemed most interested and willing to pursue the subject;
- USAID/Legislative & Public Affairs Office could send those journalists on study tours after which they would be expected to write about the subject and make

presentations to their colleagues at the press club, thereby creating greater awareness (recommendations of names were sent to USAID the following week);

- USAID/Legislative & Public Affairs Office could provide incentives to journalists to cover these issues, e.g. travel expenses to cover climate change conferences, awards, or prizes for good reporting;
- Continued briefings could be held by CEE in some or all of the cities and towns where CEE has regional and state offices, namely Ahmedabad, Bangalore, Guwahati, Hyderabad, Lucknow and Pune (CEE held three additional briefings as of March 2001);
- The listserv should be activated and should carry at least some new information, update, article, or news report from the western press every week;
- The Web site too should be updated regularly. Hits and sign-ups should be regularly monitored to know the extent to which the Web site is being visited and used;
- The print and electronic media in India should be monitored for coverage of the subject, both by those who attended the briefings and others;
- The information kit should be translated into a few regional languages. We suggest Hindi, Gujarati, Marathi, Assamese, Telugu, and Kannada as kits in these languages would form useful reference material for journalists in the states where CEE has its offices, and where we could conveniently organize some future briefings.

## Conclusions

The solid research and the initial outreach to the media and compilation of basic materials on emissions trading done by this project should become the basis for further media work done through the USAID/India mission on energy efficiency and carbon emissions trading. As a result of the research, GreenCOM developed a set of tested messages for specific audiences that give the information needs of each audience as well as insights into the incentive that each sector needs to act (shown in charts on pages 10-12).

GreenCOM also produced a list of messages to avoid with each audience. This information should be presented and discussed with communication personnel at the USAID mission as well as partners and contractors working on this issue. It should be incorporated into future communications efforts and campaigns in order to make them more effective.

The groundwork done to build a cadre of business reporters knowledgeable about and interested in this topic should be continued. The information kit is on the web and continues to get hits. This site should be linked with other sites in the USAID network to broaden its reach.

Since the project ended, CEE has continued to hold regional press briefings and to feed articles from international news services supplied by GreenCOM to the listserv of business press journalists. CEE conducted three briefings in Gujarat—one of them after the earthquake in that state. CEE is respected among NGOs, the press, government, and businesses as a convener of seminars on important environmental issues. It would be an excellent partner to continue to shape media and educational materials on energy efficiency and emissions trading.

Unfortunately the international events that ICC and FICCI hoped would raise the interest of their members have not occurred. The Climate Convention Conference of Parties held its sixth meeting in November 2000, but did not reach agreement on emissions trading. The session is scheduled to resume in Bonn from July 16 to 27, 2001. The government of India has not taken a different position on emissions trading, nor has it begun to set up the necessary mechanisms to approve credits for trading on the world market. Thus the communications objective will probably continue to be to build interest and awareness among stakeholder groups and to set communications and information channels in place that can be quickly activated when some decisions are made at higher levels. We feel it is important to maintain these channels—especially the Web site, the listserv, updating the briefing materials, and sharing the message research with other contractors and partners to USAID through workshops and meetings—so that they will be ready as events unfold.

Specific recommendations for use of the messages developed are found in the report, *Proposed Messages for Indian Business Groups on CO<sub>2</sub> Emissions Mitigation*, More specific recommendations on follow up with journalists are found in the report *Market Opportunities through Climate Change Mitigation: Media Briefings*. Both reports are available through GreenCOM and USAID and are downloadable from the GreenCOM Web site at [www.usaid.gov/environment/greencom](http://www.usaid.gov/environment/greencom).