

CARBON PRICING LEADERSHIP COALITION



HOW TO BECOME A PARTNER AND LEAD ON CARBON PRICING



The Carbon Pricing Leadership Coalition (CPLC) is a unique initiative that brings together leaders across national and sub-national governments, the private sector, and civil society with the goal of putting effective carbon pricing policies that **maintain competitiveness, create jobs, encourage innovation, and deliver meaningful emissions reductions**. The Coalition aims to drive action through knowledge sharing, targeted technical analysis and public-private dialogues that guide successful carbon pricing policy adoption and accelerate implementation.

To achieve these goals, leadership is needed to guide policy design and implementation and to make the case for establishing an effective price on carbon. By joining the Coalition, partners work together to:

- Identify policy design options for successful carbon pricing. Building from best practices to use carbon pricing to manage a low-carbon transition that creates jobs, encourages innovation and maintains competitiveness.

The CPLC has set ambitious targets to double the percentage of global emissions covered by explicit carbon prices to 25% by 2020, and to double it again to 50% within a decade.

The Coalition began forming from a groundswell of support for carbon pricing at the 2014 United Nations Climate Summit, where 74 countries and more than 1,000 companies expressed support for carbon pricing. The Coalition was then launched at COP21 in Paris in December 2015.

As of 2017, the CPLC has more than **25 national and sub-national government partners, 150+ private sector partners** from a range of regions and sectors, and **30+ strategic partners** representing NGOs, business organizations, and universities.

- Provide input on establishing and advocating for successful carbon pricing. By contributing towards the development and uptake of key knowledge products and sharing lessons learned.
- Engage with other businesses and policy makers and participate in multi-stakeholder dialogues to help work toward carbon pricing policies that attract and mobilize low-carbon investments and spur innovation.
- For businesses, demonstrate leadership by setting an internal carbon price, where appropriate, and reporting on progress.
- Provide input on key knowledge products and analysis to provide the evidence base for carbon pricing.

The Coalition is organized around four Working Groups:

Fostering Government Leadership: The CPLC supports the development of carbon-pricing policy efforts at the global, regional, and national levels. It provides assistance to governments interested in identifying and developing solutions to political challenges that may prevent successful carbon pricing system design and implementation.

Building and Sharing the Evidence Base: The CPLC is building a repository of global experience on carbon pricing policy design and implementation, collecting best practices from different jurisdictions and businesses around the world. By synthesizing the latest analysis on key issues and sharing results with leaders and practitioners, CPLC is filling the knowledge gaps and fostering new research.

Mobilizing Business Support: The CPLC engages the private sector to advocate for successful carbon pricing by expanding understanding of the business case for carbon pricing, sharing pathways for expanding carbon pricing as a climate change solution, and encouraging, where appropriate, corporate adoption of internal pricing.

Communications Network: The CPLC brings together a network of communications professionals to support the Coalition's goals by identifying effective carbon pricing messages, developing a global narrative that supports positive climate action and working together to amplify communications efforts.



Coalition partners agree to advance the carbon pricing agenda by working with each other towards the **long-term objective of a carbon price applied throughout the global economy** by:

- **strengthening carbon pricing** policies to redirect investment commensurate with the scale of the climate challenge;
- bringing forward and **strengthening the implementation of existing** carbon pricing policies to better manage investment risks and opportunities; and
- enhancing cooperation to **share information, expertise and lessons learned** on developing and implementing carbon pricing through various “readiness” platforms .

While they must demonstrate their carbon pricing leadership, each partner determines the level of engagement it wishes to contribute through the CPLC Working Groups.

When approaching the Coalition, organizations should be ready to: **describe their motivation in joining CPLC; illustrate the range of activities they are undertaking** or planning to undertake in the carbon pricing realm; and **explain how they intend to demonstrate carbon pricing leadership** through the Coalition to contribute toward achieving CPLC's goals.



To join the CPLC, contact info@carbonpricingleadership.org

For additional information and to access our library of resources, visit our website: www.carbonpricingleadership.org

LEADING THROUGH THE CPLC

Partners are the center of the Coalition's work – their leadership and action drives momentum on carbon pricing forward and is inspiring others to join the conversation. Through the CPLC, Partners have the opportunity to showcase government and private sector action, highlight the business and environmental case for carbon pricing, and work with their peers to move the discussion forward.

Strategies for Action

There are many powerful actions Partners can take to lead the CPLC's mission and support the broadening, deepening, and linking of carbon pricing policy – strategies and stories of action are outlined below.

1. Share Your Story

Sharing your story and the reasons why your organization supports putting a price on carbon is one of the most powerful ways to drive momentum and support. By sharing your perspective and experience, you can highlight the case for carbon pricing and why both business and government support carbon pricing.

Actions

- Issue a press release upon joining the CPLC to share your commitment to carbon pricing.
- Submit a blog post by C-suite executive to be highlighted on the Coalition website
- Record a video message from your organization's leader or C-suite executive making the case for carbon pricing
- Participate in case studies and share the results of your carbon pricing efforts
- Participate in CPLC webinars to share your lessons learned and best practices
- Join CPLC social media efforts to showcase your organization's work to put #PriceonCarbon and spread the word on the case for carbon pricing
- Highlight your support for carbon pricing on your website or in your publications.
- Publicly advocate for carbon pricing through op-eds, interviews, and speaking engagements

2. Reach Out to Your Region and/or Sector

Effective carbon pricing policies need to address a range of opportunities and concerns that can be unique to different business sectors or to different regions. Reaching out to your peers can be an effective way to start discussion on these issues, highlight the case for carbon pricing in different contexts, and bring new voices to the table.

Actions

- Engage your business, trade, or other associations on carbon pricing. This can include presenting on the business case for carbon pricing, or inviting CPLC staff to present
- Spearhead the development of common statements highlighting your industry's support for carbon pricing, or the support of business, government, or civil society leaders in the region(s) where you work
- Suggest new members in your sector or region who would benefit from joining the CPLC and are interested to help lead on carbon pricing effort
- Suggest invitees for events and encourage colleagues in your network to attend CPLC presentations and dialogues to deepen their understanding of carbon pricing
- Place op-eds or articles in regional or sectoral publications on the specific case for carbon pricing in your area or industry

3. Take Internal Action

Action on carbon pricing requires more than just talk. As a CPLC Partner, you have the opportunity to lead by example. The practices and policies that work best for Partners can vary, but, through the CPLC, you have the opportunity to decide what is most appropriate for your organization and take action.

Actions

- Educate internal stakeholders on the benefits of carbon pricing
- Determine if internal carbon pricing could be beneficial for your organization and, if appropriate, establish an internal price on carbon
- Set concrete goals for action on carbon pricing within your organization
- Report progress on carbon pricing action to CDP
- Develop a consistent position and message on carbon pricing across your organization's activities
- Request CPLC assistance to explore carbon pricing policies for your organization

4. Join in Dialogue

The CPLC provides a platform for government, business and civil society leaders to exchange experience, showcase progress, and catalyze action. By engaging in CPLC dialogues, you can share your experiences with your peers and community, and learn from the experiences of others.

Actions

- Send representatives to attend CPLC dialogues in your region and learn about carbon pricing policies

- Serve as a panelist/speaker for dialogues focused on
- Make internal experts and executives available to speak at events and share your organization's perspective and/or lessons learned
- Host CPLC dialogue events in your offices/venues
- Suggest industry/regional invitees that would benefit from dialogues

5. Guide the Coalition

The CPLC is guided by a rotating governance team of two High-Level Assembly Co-Chairs, a nine member Steering Committee, and six to nine Working Group Co-Chairs. Each year, Partners have the opportunity to volunteer for these position and help set priorities and oversee Coalition activities.

Actions

- Self-nominate to become a member of the Steering Committee or Working Group co-chair. Members of the governance team are confirmed every year at the CPLC's annual spring High-Level Assembly meeting in Washington, DC
- Self-nominate to become one of the two CPLC High Level Assembly Co-Chairs - a key role in leading the CPLC's action and serving as a high-level and active advocate for carbon pricing and the Coalition's work
- Contact the Secretariat directly to suggest new activities or opportunities to share the CPLC message, or suggestions for the governance team

