

Does Climate Information Increase Support for Carbon Pricing?

Experimental Evidence from a High-Vulnerability, Low-Emission Economy

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- Carbon pricing: efficient and cost-effective
- Persistent public opposition
- Support depends, among other things, on (Drews & Van den Bergh, 2016):
 - Socioeconomic characteristics
 - Concern about climate change
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- Information and communication can act as levers for shaping public attitudes:
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 - Improve understanding of climate risks
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 - Empirical evidence is **mixed** (Deryugina & Shurukov, 2016; Douenne & Fabre 2022; Rhodes et al 2014)
- Very limited evidence of public acceptance of climate policies in African countries (Iragena & Lopez-Feldman, 2026).

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 - Small, densely populated country.
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- Almost 400 households randomly selected from three (out of five) provinces.
- In person survey collected between 2023 and 2024.

Survey experiment

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- Half of the households in each village randomly allocated to receive the information treatment:

Treatment:

“When we talk about climate change, we mean long-term changes in global weather patterns. Over the last century, climate change has resulted in higher-than-average temperatures, rising ocean levels, and a higher frequency of extreme weather events and natural disasters (e.g., storms, floods, droughts). Burning fuels like petrol, diesel, gas, or coal releases greenhouse gases, such as carbon dioxide, traps heat in the earth’s atmosphere and accelerates climate change.”

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- Binary variable to capture if respondents **believe**, before treatment, that they are informed about:
 - policies to reduce risks from EWE at *community* level or
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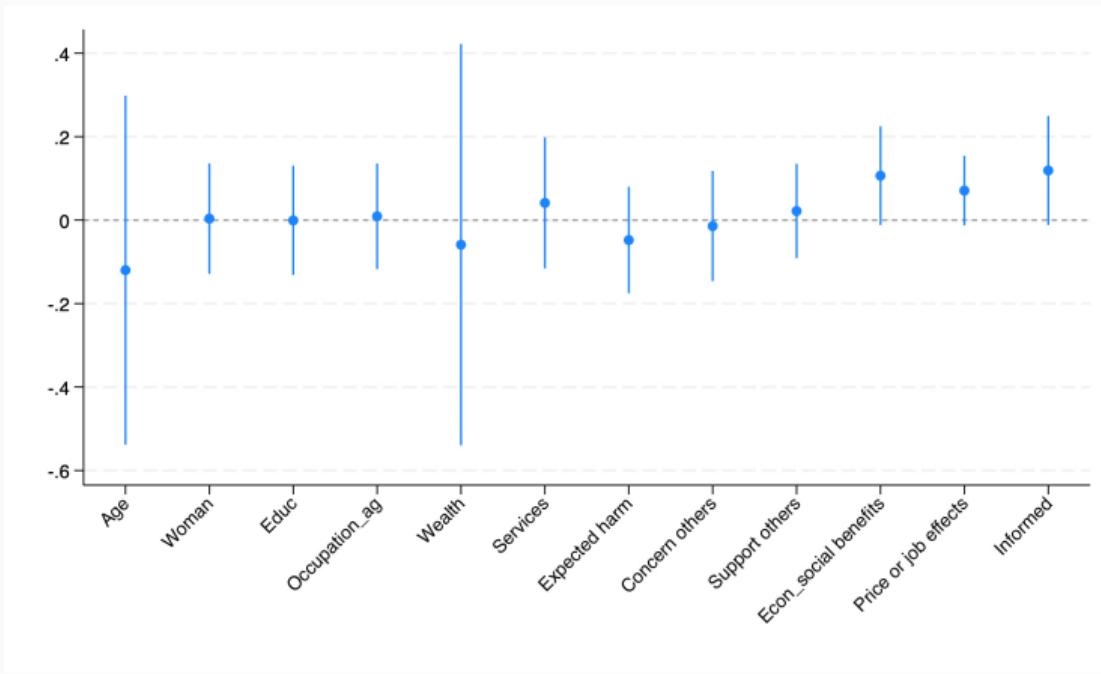
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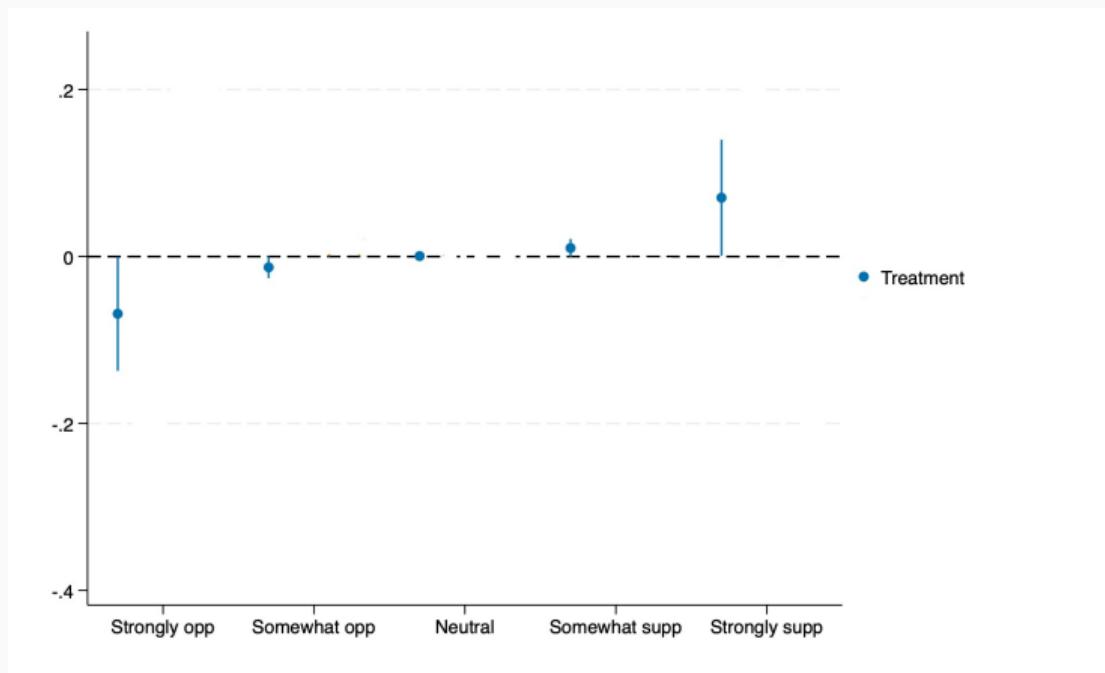
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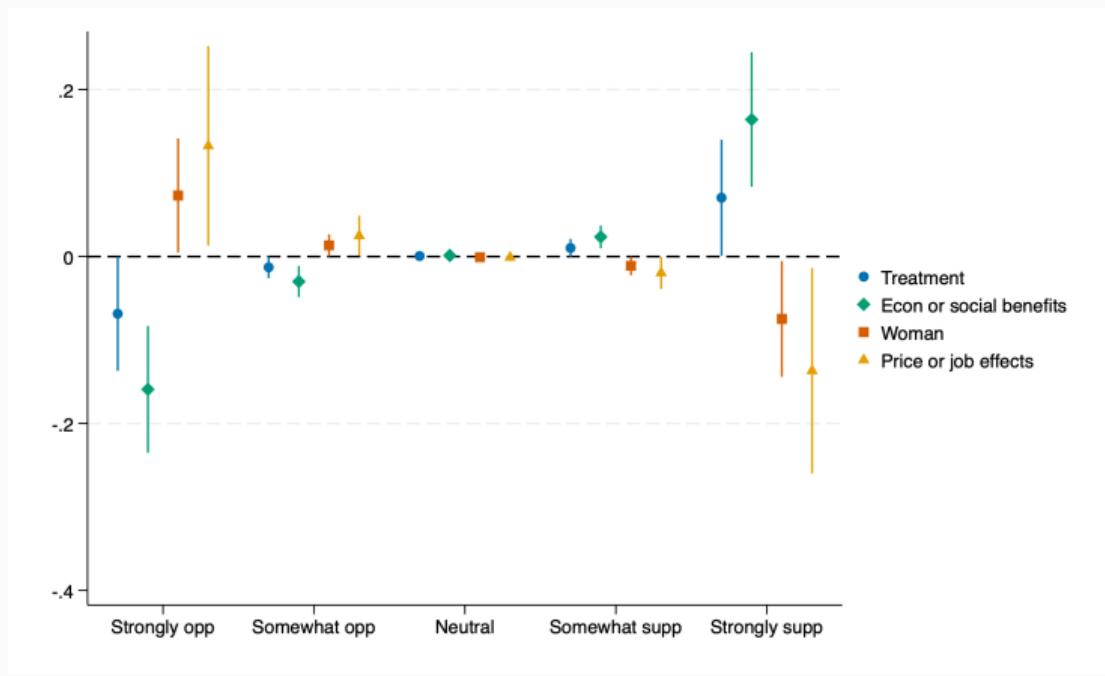


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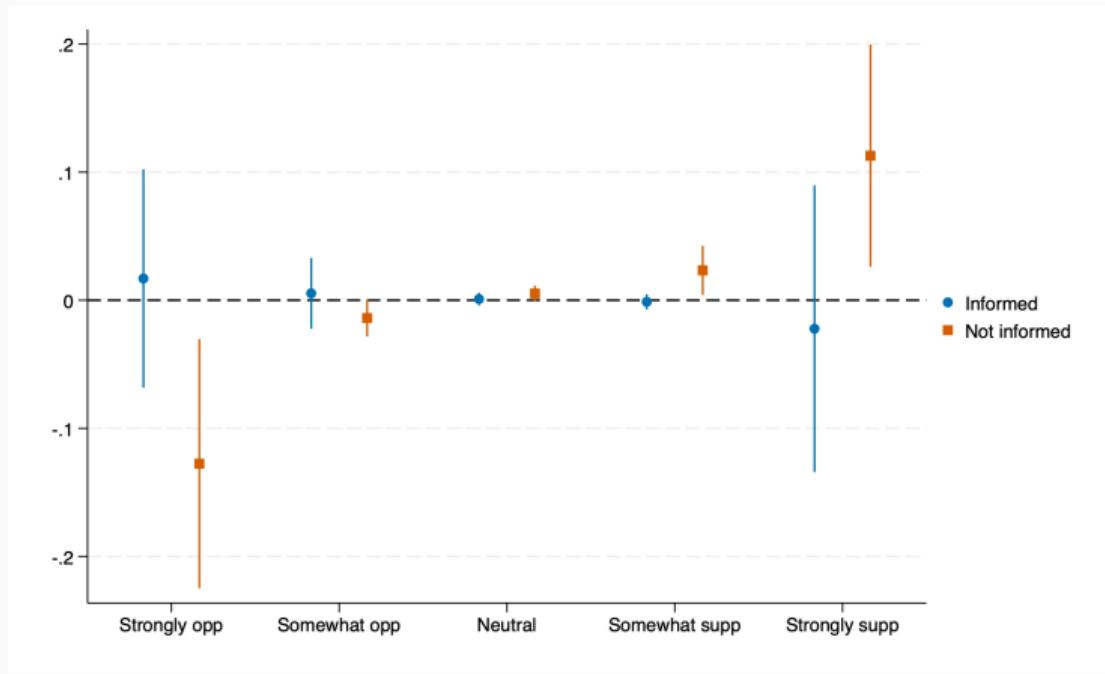


Treatment and policy support



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Conclusions

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- Prior information is strongly correlated with support for carbon pricing.
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- Prior information is strongly correlated with support for carbon pricing.
- Treatment has effect among respondents with low prior information and no effect on those with high prior information.
- Policy implication: Information about climate change can increase policy support among those without prior knowledge.
- Limitations:
 - Hypothetical policy scenario.
 - Short-run responses.
 - We don't know if stated support will translate into behavioural outcomes.

Questions & Discussion

Thanks for your attention!
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