

Context of the engagement in Mongolia

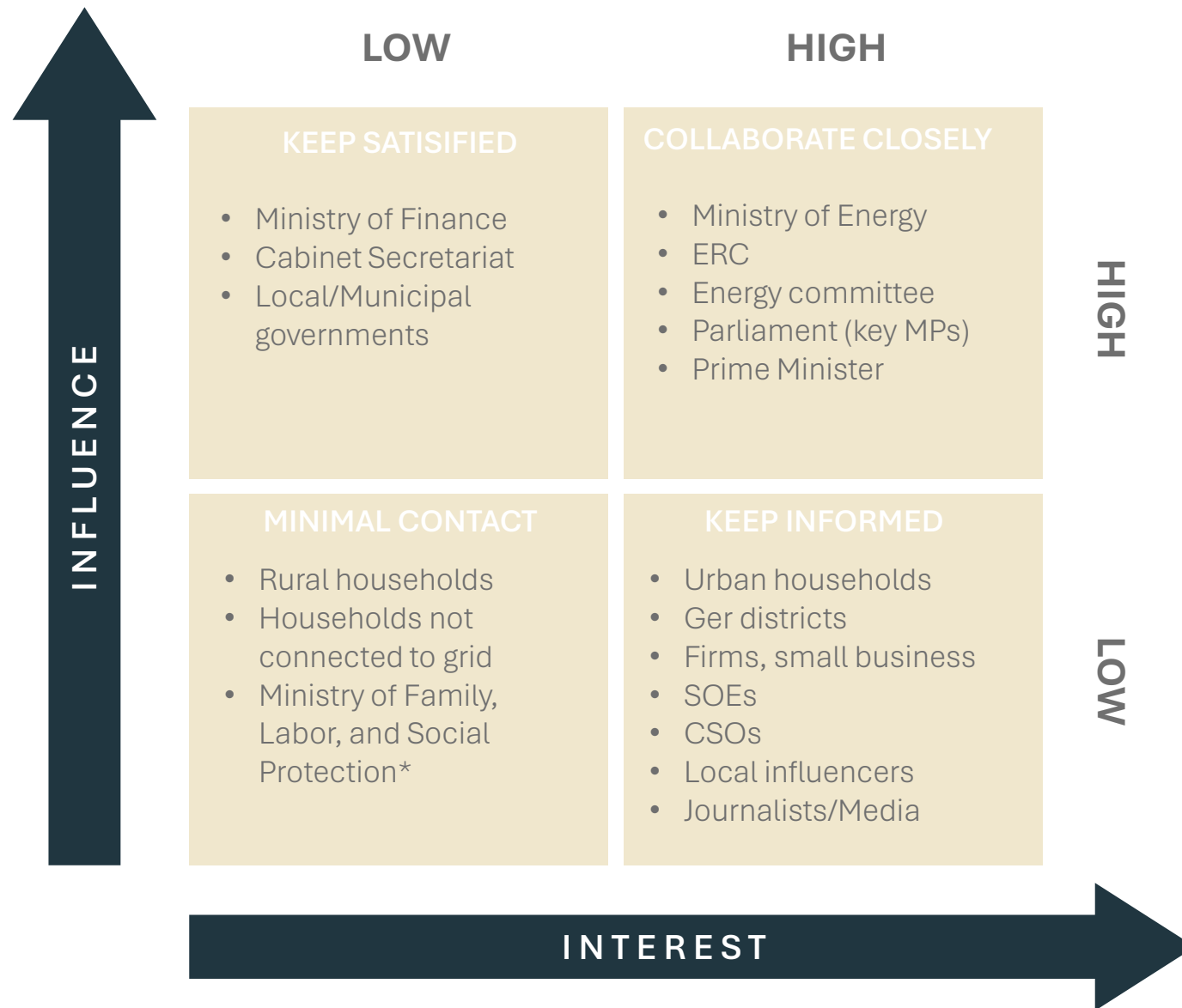
- The energy sector faced growing financial and operational pressures due to underpriced electricity and heating tariffs
- In November 2024, the Government announced a major electricity tariff increase, with a heating tariff reform planned for 2025
- The World Bank's engagement provided technical analysis (e.g., cost recovery, distributional impacts)
 - **But there was a parallel need for public understanding and political/social acceptability of the reform**



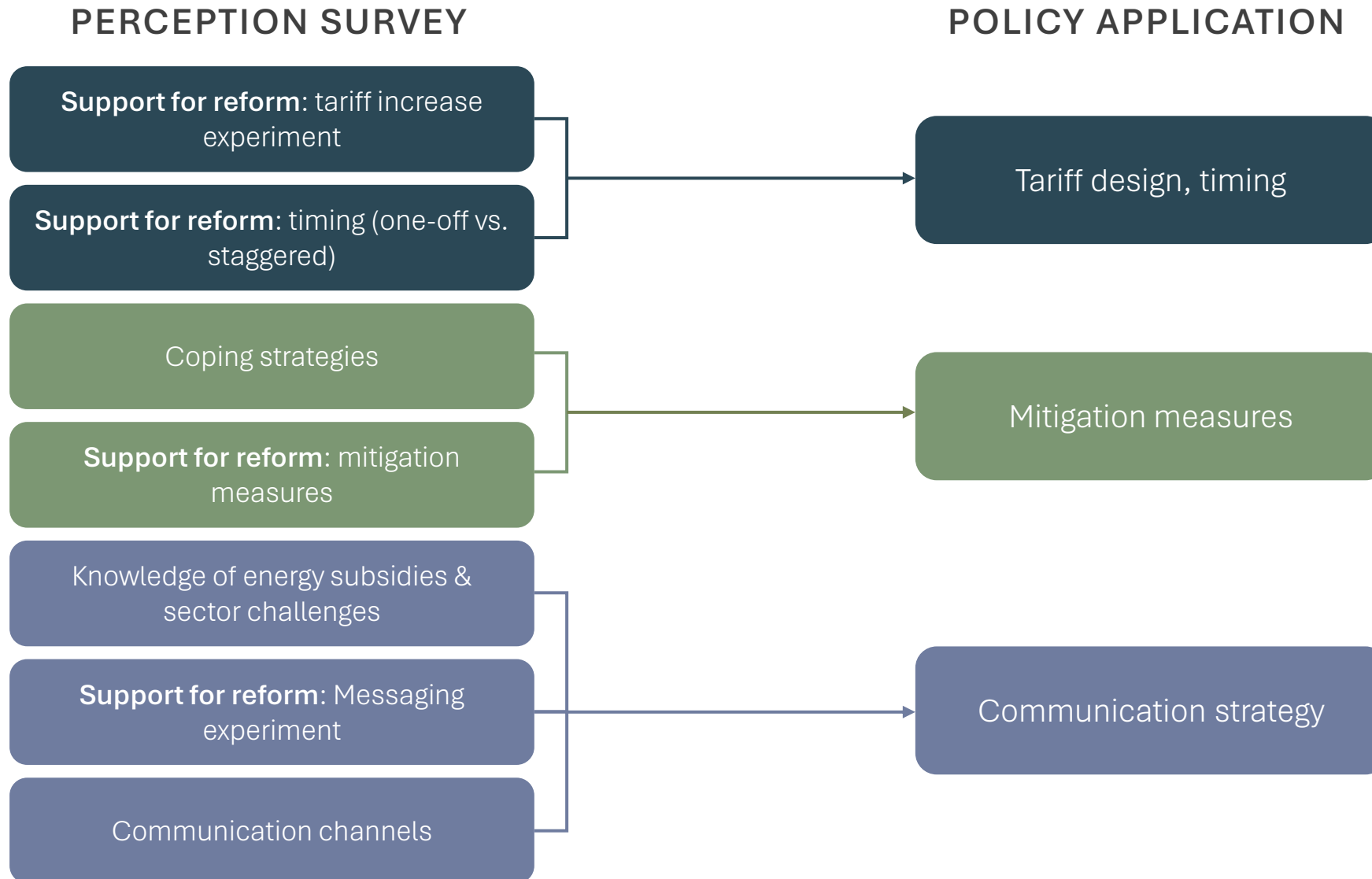
The non-technical challenge

- Results from the household perception survey revealed **low public awareness** of key issues in the sector—particularly the financial strain on the sector and the fiscal burden of subsidies
- Many people were unaware that electricity prices were subsidized or that subsidies were limiting necessary investments to improve service quality and lower emissions
- Without broader understanding of these challenges, there was a high risk that the public would perceive the reform as an unfair price hike—rather than a necessary step toward sustainability—potentially undermining political will and reform momentum

Stakeholder map



Objectives of the survey



How C4R tools were used

The C4R team helped develop a **strategic communication approach**:

- Narrative framing – helped shape how the story of reform was told—emphasizing fairness, sustainability, and service improvement rather than just higher prices
- Stakeholder mapping – identified key influencers, reform champions, and potential opponents to tailor messages and anticipate resistance
- Messaging – leveraged behavioral insights from the household perception survey to inform the design of reform messages
- Trusted messengers – guided discussions with government counterparts (ERC, Ministry of Energy, Energy Committee) on who should deliver messages and how to build credibility

Impact of C4R tools

- Strengthened the evidence base for communication strategy design
- Helped shift the conversation from “price hike” to “reform for sustainability and fairness”
- Identified key risk points for public backlash and surfaced trusted messengers—such as technical experts, local leaders, and policymakers—who could credibly convey reform messages
- Provided a structure for engaging different audiences, from households to parliamentarians

Ultimately, the **C4R engagement bridged the gap between technical evidence and public narrative**, helping position the reform in a way that was more understandable, defensible, and supportable