

### **Planet Earth II: A Threat to Saving Planet Earth?**

Despite me even wanting to be David Attenborough when I was a child, and loving the cinematic spectacle of nature in the BBC's record-breaking Planet Earth II, I agree with BBC Springwatch presenter Martin Hugh-Games who argued in The Guardian that such nature blockbusters are not helping 'save the earth' because they create a sedating illusion that nature is abundant.

My blog '[Please David Attenborough: For Nature's Sake, No Planet Earth III](#)' explores how these 'blue chip' nature films came to be, why they mostly (especially in the case of the BBC) don't connect with conservation efforts or wider environmental issues, and proposes some changes the BBC might make to its output. Oh, and why they are big business, and why there should be a major movie about John Muir

With nature in the end game, in my view it's time for a rethink, and the 'therapy for the audience' rationale is not ethical. I'd be interested to know what you think.

(See also this on [giraffes](#))

### **Trump: Don't Over-Inflate Him**

Most campaigners and campaign groups were dismayed at the prospect of Donald Trump entering the Whitehouse. Fair enough, and there's plenty to be concerned about. But campaigners must avoid reacting to fears of what Trump might do, rather than what he actually does. Indeed although there must be some wait-and-see, there are plenty of pointers to strategies that could be started now. As ever, the more successful campaigns tend to be pro-active.

Campaigners can do better than pure protest against Trump. They must find fault lines internationally, with US States, with his Administration and business and in politics. They must deny him space and opportunities. To do this they must analyse and recognise his limitations and fallibilities and not be mesmerised by demonising him.

If an opponent seems unassailable or overwhelmingly powerful, it requires opposition as a simple act of courage and hope: that's noble but ultimately it cannot be strategic, as actually winning is then assumed to be impossible unless there is contagion, and others, as yet inactive, join the cause. If on the other hand, the opponent seems fallible and has weaknesses (not just personal but situational), it opens up a bigger range of possibilities.

Pure courage is also in rather limited supply. A meta-strategy of a series of independent initiatives delivering multiple chances at defeating the 'Trump project' [ie not just the man] on specifics, might do much more to recruit others, and in that way, enable the huge number of Americans and others who are now demoralised and anxious about Trump, to feel that a new 'dark age' is not inevitable. Read more in my piece [Trump is Not a Demon](#).

## Was Opposition to TTIP Anti-Americanism After All ?

**Just as the civil society-led campaign against TTIP shows signs of winning, another significant trade agreement (between China and the EU, the CEUCA) seems to be sailing through almost unopposed.**

In his guest blog at my website, Richard Elsner from Germany asks ' Was EU civil society's opposition to TTIP mainly motivated by anti-Americanism ? We should know the answer to that question by how NGOs and other critics of TTIP react to CEUCA, the forthcoming investment agreement with China'.

Elsner notes:

*'The mandate given to the European Commission's negotiators remains classified, so we cannot know precisely what mechanisms the Commission is seeking to introduce into the agreement with China to protect investors from both sides. However, we know from the Commission's statements regarding TTIP that it continues to favour ISDS mechanisms (re-framed as ICS, following civil society protests) over national judicial systems, and so it is fair to assume that the Commission's negotiators will argue strongly for their inclusion in CEUCA.*

*China will support their arguments, as it also supports ISDS. Since joining the World Trade Organisation in 2001, it has complained against other states on 13 occasions, mostly against the USA, using the WTO arbitration procedure.. Chinese investors have also made regular use of the World Bank's arbitration court system (known as ICSID) to take states to task and to seek compensation'.*

Will European trade campaigners and NGOs look the other way ?

## **Economics and Money: Where the Smart Campaigns Are Going**

[Bonus Pinning Gets Sharper](#) and [Positive Money: Give Us Back Our Currencies](#) are two blogs I wrote about what seem to me to be clever and intriguing campaigns in the 'economics' and business field. In my view it's an under-developed area for campaign leverage with loads of potential. Publics are far less trusting of business and economics these days and far more interested in finding agency and leverage over it.

I've another blog on this in mind but in the meantime, I would thoroughly recommend Brett Scott's readable [The Heretic's Guide to Global Finance: Hacking the Future of Money](#), which Jim Cranshaw introduced me to in the course of us doing some research on banking for 38 Degrees, Find Brett at <http://suitpossum.blogspot.co.uk/> and @Suitpossum.

## **Values, Trump and Brexit**

All those who have asked - I promise I'll write something more soon about the underlying connections between the sequence of personal development in terms of motivational values, hope and aspiration across generations and within families, the impact on this of economic recession or stagnation, and the way it very probably played out to deliver both Trump and Brexit. Intersecting of course with some dire political miscalculations. (See also [The U.S. Just Got Hit by a \(Values-Based\) Tsunami](#) by Bruce Kasanoff and [Trump and Brexit: why it's again NOT the economy stupid](#) by [Eric Kaufmann](#), Professor of Politics at Birkbeck College, University of London). Meanwhile [see this](#) alternative explanation.

### **Why Changing Values Is Not A Strategy That Can Work**

If you are interested in values (of the unconscious motivational kind) you should read this multi-author academic study [Why social values cannot be changed for the sake of conservation](#) by Michael J. Manfreda et al. It applies to anything else as well.

See the seven values strategies, this summary of motivational values, my book *What Makes People Tick: The Three Hidden Worlds of Settlers, Prospectors and Pioneers*, and more examples in blogs at [www.campaignstrategy.org](http://www.campaignstrategy.org) and [www.cultdyn.co.uk](http://www.cultdyn.co.uk) for some things that can work.

### **Put Chemical Farming Indoors**

Many new technologies are making it possible to shift sustainable food production indoors, and are mainly pursued to cut land and water use and water pollution.

In [Time to Put Chemical Farming Indoors](#) I argue that this should become a demand of the environmental movement. Intensive chemical farming has become the conventional practice but it is an ecological disaster. It is an industrial process conducted out of doors. If it is as benign as advocates claim, it should be no problem to move it indoors. Moreover, this could free up huge areas of land for rebuilding nature through rewilding, and create much needed space for new communities.

### **Follow Me on Twitter**

I'm [@campaignstrat](#) in general and [@NgaleNights](#) if you are interested in nightingales. A surprising range of people are. I don't know why but I follow [@volefacts](#), even though they are not always voles and not always facts.

### **What Makes People Tick: The Three Hidden Worlds of Settlers, Prospectors and Pioneers**

You can buy my book via Paypal at <http://threeworlds.campaignstrategy.org/> and contrary to rumour, it is also available on Amazon here: <https://www.amazon.co.uk/What-Makes-People-Tick-Prospectors/dp/184876720X>, where you can also buy my book *How to Win Campaigns: Communications for Change*.

### **All TV Weather People Should Do This**

John Morales is a TV weather man in the US who [reports how the weather is impacted by climate change](#). He's chief meteorologist at WTVJ NBC-6 in Miami FL and the founder of ClimaData, a small commercial weather firm. He is the longest-tenured broadcast meteorologist in South Florida. If all TV weather people did the same, it would make a huge difference. In Britain many still report abnormally warm weather in winter by saying it's "good for the time of year". What planet are they on?

### **Drink This ?**

Unfortunate accidental miss-use of visual language (even worse it was in a good cause).

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