



# Campaign Strategy Newsletter 106

April 2019 - Lessons of Brexit

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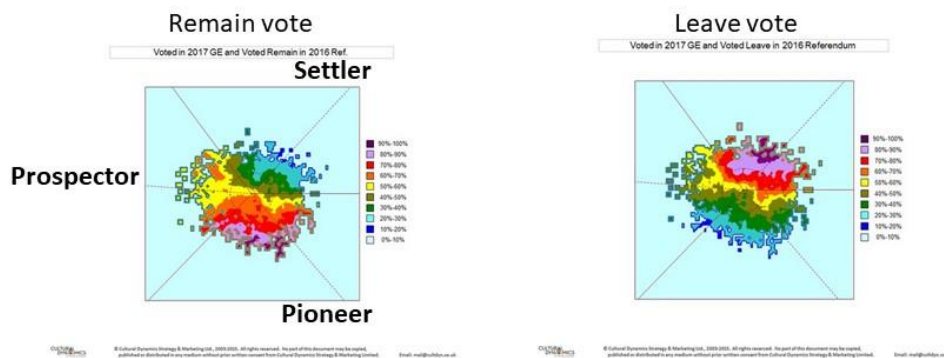


## The Campaign Lessons Of Brexit

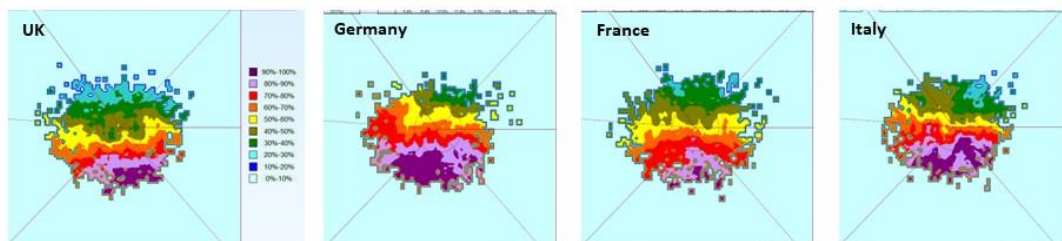
In Britain, Brexit is generating a slow-motion political car crash of epic proportions. The immediate crisis hinges on how to implement the results of the 2016 referendum on membership of the EU. As explored in [Brexit Values Story Part 1](#) and [Part 2.1](#), the vote split the country on values lines but in so doing, it has also split the two main political parties, Conservative and Labour, into 'Leave' and 'Remain' camps. As Leave-Remain public opinion is ranged not along a left-right axis but a values axis from Settler to Pioneer, or in Ingleharts terms from Authoritarian/ materialist to New Politics (post-materialist), this has also split the main parties, and that has disabled and destabilised Westminster politics.

My most recent blog [Brexit Values Story 2.2](#) explores the 'Brexit Warning' for campaigns, applicable not just in the UK but in many other countries, particularly post-industrial democracies which could experience a similar values split. Germany, France and Italy for example, all showed the same schism across the values map, in surveys made the autumn before the UK EU Referendum (below).

Below: values skews of Remain/Leave vote 2016 UK



Below: 'On balance the EU is a benefit' – all who agree (from 5pt scale) Dec 2015



But the implications go wider than Europe because the values backlash of 'Brexit', which matches that for the election of Trump in the US, may be felt in many other countries affected by rising concern about immigration or other rapid cultural change, at the same time as growing job insecurity caused by

economic and technological change.

Those countries experienced what Ron Inglehart called the 'Silent Revolution' of progressive values in the 1960s and 1970s, which became part of a mainstream consensus. However they are now susceptible to counter-revolutions such as Brexit, the rise of authoritarian populism and 'anti progressive' protest movements such as the Yellow Vests.

These changes raise serious questions for politics but also for the model of 'progressive' campaigning which has become conventional since the 1970s.

For campaigners I suggest the three main 'values-lessons of Brexit' are:

1. The change model: for change to have sufficient legitimacy to last, it must respect values diversity. By this I mean that it must be endorsed through adoption in all the main values groups of society (Pioneer, Prospector and Settler), on their own terms. Values-bombing (eg PCness) does not do this.
2. Progressives should design and invest in campaigns to engage people unlike themselves and avoid the default mobilisation of their fundraising base as the way to win campaigns.
3. Politicians, governments and campaigners must work actively to maintain the 'social elastic' of common experiences, inter-dependencies and behaviours with cross-values appeal to prevent society dividing into disconnected values silos, not just online but in real life.

[Read more here.](#)

Difference  
(base too  
small)



Similarity  
(expanded  
base)



Result



Joy At The Castle: Panti Bliss pictured among the

#### Standing Up For Your Children: Sandra Irwin-



**Even The Dogs On The Street Want Equality:**  
Robyn Nellan and 'Coco' who took part in the Yes Equality's 'Hounds for Love' walk at Sandymount Strand in Dublin, 4th May 2015. (Photo: courtesy Steve Humphries/Irish Independent)

Gowran and her partner Marion featured with Sandra's mother Maureen on a Yes Equality canvass card, February 2015.



My blog argues that the Yes Equality campaign for marriage equality (Ireland 2015) is a successful example of winning by reducing rather than increasing differences, and a model for how to find common ground to enable people to support a campaign across values differences.



Recognize this man? Probably not. He's Chris Heaton-Harris MP, former chairman of the ERG or European Research Group and architect of a very effective campaign. He mobilised Conservative MPs to force David Cameron to abandon the Conservatives experiment with modernization and going green, and specifically, to kill off onshore wind energy. My next blog is about that campaign, which used values competition for Settler votes to frighten the British Tories into adopting a UKIP policy, and helped bring about Brexit. Which Chris likes as he is a Eurosceptic and Climate Sceptic. He's now a Minister in the Department for Exiting the European Union, and says Donald Trump is one of his greatest admirers. He in turn is a fan of ALEC, the American Legislative Exchange Council.



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## Other Things

**Wood v Plastic II**

*New Scientist* has now discovered the cellulose industry and its potential to replace conventional plastic with something much more benign. See [this article](#).

## **New English Coalmine?**

An interesting row has broken out about a [new coalmine](#) near the English Lake District (spiritual home of Wordsworth and Squirrel Nuktin) designed to produce coking coal for steel. It was [controversially given planning](#) permission despite the significant climate damage it will do. But in the US there is a new way to make steel [without coking coal at all](#).

## **Led by Donkeys**

If you're on twitter check out the anti-Brexit campaign LedbyDonkeys for their intrepid use of billboards to display quotes of pro-Brexit politicians contradicting or otherwise embarrassing themselves. How if any many people it persuaded I don't know but for sheer ingenuity and as an example of taking the online into Real Life, it's worth a look. @ByDonkeys

## **War of the Influencers**

BBC Radio 4's Analysis programme has produced a very campaign-relevant inquiry into influencers called '[War for Normal](#)'. Listen if you can access the website or get hold of a podcast.

## **Coastal Futures**

[Here's a short presentation](#) from me at the 2019 Coastal Futures Conference - on communications (aimed at scientists). There are also lots of other probably more interesting presentations there, if you're interested in marine things.

## **Books**

*Cultural Evolution* by Ron Inglehart (2018) and *Cultural Backlash* by him again and Pippa Norris, are well worth a read if you are interested in the growing importance of values in shaping politics.

## Book Offer

And finally, believe it or not some people want more than one copy of my book on motivational values *What Makes People Tick: The Three Hidden Worlds of Settlers, Prospectors and Pioneers*, for example for courses. The usual price is £19.99 but for multiple orders (three or more) I'm offering them for £10 each (a box by the way contains 17 books), plus post. [Contact me](#) if you want to take up this offer.

You can order a single copy of *What Makes People Tick: The Three Hidden Worlds of Settlers, Prospectors and Pioneers* preferably direct from me [here](#), or find it on Amazon in which case they get lots of the money.

The Campaign Strategy Newsletter

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