

Chris Rose chris@campaignstrategy.co.uk follow me on twitter @campaignstrat

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Right Now, Divestment is a Great Climate Strategy

In this [blog](#) I try to take a planner's point of view of climate divestment campaigns, and explore five reasons why I think it's such a great campaign strategy at this point in the climate issue.

With the November 2015 [Paris Climate Summit](#) fast approaching, success after success on University campuses is giving the climate movement '[the Big Mo](#)' it lacked at Copenhagen.

These campaigns have some direct impact on the economics of climate and energy but a much bigger one on the political weather, and so, on the [context](#) for that Paris meeting. To the credit of campaigners such as Bill McKibben and [350](#), key to their success is *where* they are being fought, and their vertical integration from 'grass roots' to global finance. Equally valuable, they should allow the leaders of NGO climate campaigns to keep their strategy options open for what comes after Paris.

[Read more here](#)

Is The Catholic Church Actually Going Green ?

It seems a no-brainer for NGOs to follow-up the Pope's highly publicised climate Encyclical. The basic question is what's the Catholic Church doing to green its own energy, drop any investments in fossil fuels, and cut its own emissions ? Actions speak louder than words.

[Read more here](#)

Strange Happenings on a Small Island Off Europe

Readers outside the UK may not know or much care that British Chancellor of the Exchequer George Osborne has been conducting a slash and burn of green measures in the UK but as this [article](#) discusses, 'Project Osborne' could have wider impacts on international environmental initiatives. Renewable energy and energy efficiency measures have been dropped or disabled, targets abandoned and the government has even started selling-off its successful new Green Investment Bank.

To give an idea of how significant this is, consider the fact that as well as rousing all of the UK's main NGOs to pen a common letter of complaint (not easy), and causing widespread unease in mainstream businesses, Osborne's abandonment of tax incentives not to buy gas-guzzling cars even drew an angry reaction from the AA (Automobile Association) who described it as 'really counter-productive'.

The UK government has also lifted the ban on the bee-killing neonicotinoid pesticides, against the tide of stricter controls being pursued in many other EU countries (and US proposals). Is it heading back to being the 'Dirty Man of Europe' ?

Domestic politics seem to be behind this deliberate move to throw UK green policy into reverse. Osborne wants to become the next British Prime Minister, David Cameron has said he will not stand again, the Conservative Party is desperate to side-line UKIP (right wing climate sceptic party which hates wind turbines) and it is payback time for donors and client groups (such as fox hunters) who want to see a lurch rightwards and have a visceral dislike of green groups. Osborne may also be trying to steal UKIP's thunder before the promised referendum on Britain's membership of the EU, which will take place 2016 or 2017: he probably calculates that simply looking like you don't care about the environment, is a short term political advantage.

[Read more including Simon Bryceson's response here](#)

Global Survey of Values

Nationally representative surveys in 15 countries together making up most of the global population, show that it's a predominantly Prospector world.

This has significant implications for older established campaign groups (and many newer ones in countries such as the US which is now *not* Prospector dominated) in terms of their intuitive assumptions about 'how people think', given that such groups are usually very Pioneer-dominated. However some newer NGOs in developing countries do have many more Prospectors and a values mix that is much more like their national population.

At a Values Modes level, the global largest are 1st Now People 21%, 2nd Golden Dreamer 19%, 3rd Transcender 10%. Transcenders have the highest self-agency and typically dominate campaigning NGOs. Recruiting more Now People is usually the most sensible values-audience strategy, for example to build social outreach and engagement.

(To understand more about the 'three worlds' of these three 'Maslow Groups' see links at home page of www.campaignstrategy.org and my book [What Makes People Tick: The Three Hidden Worlds of Settlers, Prospectors and Pioneers](#))

Read [more about the surveys here](#).

Holiday Reading

Or good as back to work reading too ... *Decoded: The Science Behind Why We Buy* by Phil Barden is an excellent book on 'decision science' which I think may become a classic. In an elegant, highly accessible and graphic way, Barden summarises a lot of recent neuroscience which sheds new light on the how and why people make real life decisions they do. If you are familiar with the work of Cialdini on heuristics and Kahneman's System 1, and interested in Lakoff's work on framing or in motivational values, you'll find this adds a whole new dimension to your understanding. If not, you can dive straight in anyway as Barden's book is self-contained and a pretty easy read.

A marketing book for marketers by a marketer, it is nevertheless easy to see how most of the content can apply to campaigns, in communications and framing, personal actions and at brand level. For example why and how to make things quick and easy. Or how decision interfaces (the context for decision making) 'change behaviour without changing minds. This behaviour change subsequently changes attitudes'.

As ever, the greatest challenge for campaigners who have used System 2 analytical thinking to arrive at their proposition, is to create offers and asks which work in System 1 (intuitive) decision making. Or as Barden says (p 157) 'Perception and experience are all there is, so our value propositions need to be perceivable and experienceable through the senses, otherwise the impact on the autopilot [System 1] will be severely compromised.

Like it or loathe it, for any campaigners who hope to change minds to change outcomes, this book is full of scientific evidence based and real world examples of why that's not going to work, and plenty of what will. Essential reading.

Good Things

Need some innovative ideas for campaigns ? Try looking through <http://www.springwise.com/> - heaps of clever new things. Not campaigns but lots of innovations, many behavioural. Looking at old campaigns is ok but to reach new audiences, ideas from outside campaigning are often the best. A stream here for free.

Brainstorming cards ? These are new but they don't look as good to me as Oblique Strategies from Brian Eno and Peter Schmidt (get cards here). You could make your own ... I keep meaning to produce my own set but not sure anyone would pay for them. One suggestion: if you are issue mapping and planning a campaign and you find it involves a lot of 'the government will do this' and 'politicians will do that', try starting again and making the whole thing work *without* government or politicians. That way you are likely to uncover new routes, audiences and activities which will in the end make it much more likely that you will get 'political' results. Another: try planning your campaign *without* using social media (or old media). Hardly anyone does but it's still where most reality is.

Great toothbrush picture - lesson in personalisation

Hawaii Passes Legislation To Go 100% Renewable

The halving of American newsrooms – worth a look

Issue mapping resources: a vital step in campaign planning including the taming of wicked problems. Includes Jeff Conklin's *Dialogue Mapping*.

<http://schooldepot.co.uk/> - great place to buy books at good prices and avoid having to use Amazon. Anyone can join.

Greenpeace toilet paper; 17 Emissions from the dirty man of Europe | | V&A Search the Collections <http://collections.vam.ac.uk/item/O131134/greenpeace-toilet-paper-17-emissions-print-greenpeace/#.Vbjy1y9TJg0.twitter> ... fame at last. A very old project of mine. Mentioned for ego purposes only after I discovered it is in the Victoria and Albert Museum under propaganda/ephemera ... (Supported a report launch – intended to be hard to decide what to do with, infiltrated into government, media and parliamentary toilets to be discovered, used visual association ...)

More Bits From My Blog

I post at <http://threeworlds.campaignstrategy.org/> about campaign techniques, campaigns, motivational values (hence “Three Worlds”) and issues, nature, energy, climate and politics, communications and similar stuff.

A strategy for Big Ideas http://threeworlds.campaignstrategy.org/?p=600_ - who you may need to recruit and in what order

My theory of change. <http://threeworlds.campaignstrategy.org/?p=598>

Read Phil Rothwell's 'Warnings of the Splatometer: the New Desert' http://threeworlds.campaignstrategy.org/?p=619_ - shifting baseline danger (nature disappears but we don't notice)

Bring Back Nature Tables in British schools says Melanie Oxley <http://threeworlds.campaignstrategy.org/?p=678>

The Moth Snowstorm by Michael McCarthy. See my review here <http://threeworlds.campaignstrategy.org/?p=605> - every campaigner for nature should read this book. A call to return nature to abundance.

Why it wasn't a good idea to leave climate change communications strategy to meteorologists– read my article in the UNA report 'Climate 2020: Facing the Future'.

The changing times of climate change politics – reposted blog by insider Tom Burke, lifting the lid on oil companies and governments

Stories

Thanks to all who responded to my request to help with stories and campaigns. I'm afraid that events and work overwhelmed my efforts but I will try to write something about this soon.

Follow me on twitter @campaignstrat

Contact me at chris@campaignstrategy.co.uk

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Find the blog at

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To offer contribuLons or comments contact the author chris@campaignstrategy.co.uk

Books By Chris Rose:

How to Win Campaigns: Communicatons For Change (edn 2) Earthscan/Taylor and Francis 2010

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

(2011) at [h:p://www.campaignstrategy.org/threeworlds/](http://www.campaignstrategy.org/threeworlds/) post and packaging free in the UK (contact me for costs outside the UK), or [UK Amazon](#) or in [Kindle](#), [iTunes](#) or from the [publisher](#)

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