

48 Strategies, Brexit Values battle, German SMEs v TTIP, A Harbour Campaigns Against Plastic Pollution, A Cautionary Tale and Values and Charity Preferences

A List of 48 Campaign Strategies

See my blog for [short explanations of these 48 campaign strategies](#) – or are they tactics? I got to 48 and gave up. Can someone contribute another couple to make it 50?

1. The Brick in the Pond	2. Drop a Dead Dog on the Table	3. RTS
4. Diffuse to Acute	5. Build a Majority	6. Add Heuristics
7. Boot-strapping	8. Create a Pool to Fish From	9. Make a Halo Campaign
10. Credibility Jump	11. Put Something at Risk	12. Invoke Proportional Response
13. The Wedge Issue	14. The Fault Line	15. Trojan Horse
16. Triangulate	17. Catch People Doing Something Good	18. Stimulate Anticipation-Reaction
19. Remind of/invoke Precedent (pattern match)	20. The Bush Fire	21. The Theft or Takeover
22. Make the Weather	23. Get the Door Opened for You	24. Tactical Positioning
25. Distraction	26. Surfing	27. Explaining
28. Create a 'Killing Ground'	29. Attrition	30. Entryism
31. Drain the Swamp	32. Know More About Your Opponent Than They Do	33. The Slingshot
34. Signal the Inevitable	35. Be the Zeitgeist	36. Shoot the Fox
37. Smoke Out Silent Beneficiaries	38. Pin the Blame	39. Shift Dimensions
40. Change the Players	41. Mainstreaming	42. Cut off the Means to Persist
43. Make the Intangible Tangible	44. Bear Witness	45. Make the 'Impossible' Happen
46. The Telescope	47. Change the Victim	48. Give Away the Credit

Immigration, Foreigners and Brexit: Who will Swing It?

Read this values analysis of the [Brexit values battle](#) if you are interested in how the remain camp could win, and might lose. Values data from UK, France, Italy, Spain and Germany show how polarisation along values lines underlies some of the most acute political differences in Europe, and attitudes to immigration and staying in or getting out of the EU. See also [who is voting for AfD](#) in Germany and why, by Pat Dade. Essential viewing for those interested in EU politics (and American readers may notice some similarities with the Trump campaign).

On refugees: an interesting values analysis on [why despite everything, some refugees return from EU to Syria](#).

In Germany Mainstream SMEs Take Against TTIP

Thousands of German small businesses have joined protests or signed up to petitions against the proposed US-EU trade deal TTIP but now a little-reported [poll of mainstream SMEs \(from BVMW\)](#) shows they are overwhelmingly against TTIP.

A 'clear majority' of 800 SMEs in a Prognos survey expect a negative economic impact and fear a setback for themselves and the German economy. Full details of the survey are posted here: ['How satisfied are SMEs with current free trade policy?'](#) (see 'view all results'). The SMEs also want to hear more from national political debate than from the European Commission institutions which have so far led the pro TTIP campaign in the EU.

Innovative Campaign by Small English Harbour Against Plastic Pollution

[Not many campaigns are launched by Harbour Authorities but this is one*](#).

Where I live in the small seaside port of Wells next the Sea, thousands of tourists visit each year and many enjoy themselves by 'gillying' as crabbing is called here. Gillies is a local name for shore-crabs which are caught from the Quay when the tide comes in, by dangling a 'crabbing line' over the quay wall with a small bag at the end (hooks are forbidden) containing old bacon or similar smelly bait. Children and families then put the crabs in seawater (hopefully not tapwater) before releasing them (they are inedible).

It's a harmless activity. The crabs are keen as they know it's a free meal. But many people buy cheap plastic buckets from local shops which are effectively disposable, and many end up in the sea becoming plastic pollution. Harbourmaster Robert Smith has calculated that some 30,000 such buckets get sold locally every year. Many last only days before breaking. Local crab and lobster fishermen report seeing the buckets floating far out to sea.

Fed up with retrieving abandoned broken buckets from the saltmarsh and creeks around the Harbour, which is part of the largest such marsh ecosystem in Europe, the Harbour has launched an innovative 'Healthy Harbour' campaign to try and stem the tide of plastic litter by hiring out steel buckets. Read about it on the Harbour website and see some photos at this blog including a collection of discarded buckets and lines that my partner retrieved from the Quay at Wells on just one morning.

It's not only the buckets: crab lines are nylon and usually wrapped around plastic 'creels' which are also often discarded and have up to 200m of line attached. These become a hazard to wildlife, swimmers and boats. Wells Harbour will now be providing lines only long enough to reach the crabs, and wooden creels.

Although it seems a 'drop in the ocean' if other Harbours followed suit and cleared up other plastic such as from fishing boats, they could make a significant dent in the problem and public awareness of plastic pollution. Unlike campaign groups such as the Marine Conservation Society and Surfers Against Sewage, which run beach clean ups and anti-plastic campaigns, harbours have staff, great communications platforms and some legal powers to control activities. As businesses they also have influence with decision makers that NGOs lack.

Other campaigns are also starting to move back up the chain from the plastic-filled marine environment to products and manufacturing. Greenpeace has recently drawn attention to the [billions of toxic 'nurdles'](#) created in plastic making, which pose significant threat to marine life - and humans. [The American Geophysical Union has reported](#) that wastewater treatment plants are a source of huge plastic pollution as people flush microbeads from toothpaste and cosmetics and all sorts of plastic fragments from packaging and products into the sewers. On Hawaii some beaches are so polluted with plastic that you have to dig through it to find sand.

As the sea seems to be the final resting place for so much of it, it seems time to start restricting plastics to uses where the makers and sellers have to guarantee a take-back?

(* I was a Harbour Commissioner myself here in Wells for some years but this is a project that the Harbour staff have started themselves).

Richard Macrory QC: A Cautionary Tale About A Classic Campaign

A cautionary tale for campaigners: how the iconic FoE Schweppes campaign which first put Friends of the Earth 'on the map' in the UK, might have been a bigger success had the campaigners resisted the temptation to join an official Working Group looking into the problem of 'waste management'. Professor Richard Macrory, then a lawyer advising the activists, describes how many years later, he discovered that the [UK Government had been on the brink of legislating to meet the campaign demands, if the invitation had been refused](#).

Unconscious Motivational Values Influence Charity Choices in the UK

A 2014 British Values Survey asked people to choose their top five types of charity from a long list. This blog shows [how values very strongly influenced charity choices](#). Similar tendencies are likely to be present in charity choices in all countries. Settlers

The functional-emotional nature of charities reflected the different unmet needs, attitudes and beliefs of the three Maslow Groups. Settler favourite types are very much about survival, safety and security. Their primary scope is 'kith and kin', our people. The Prospector charities are more consistent with enabling success in life, potentially getting something back for yourself or your children, and becoming less Settler and more Pioneer as you move towards the Pioneers. The Pioneer charities are ones that require or enable 'giving back', and are 'big picture' consistent with the importance to Pioneers of universalism.

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Books By Chris Rose:

How to Win Campaigns: Communications 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 <http://www.campaignstrategy.org/threeworlds/> post and packaging free in the UK (contact

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