

Campaign Strategy Newsletter 71 July 2011

Holiday Reading

Holiday Reading

For those readers in the Northern Hemisphere the holiday season is upon us, so if you are looking for something to read while waiting for someone to bring the bar-b-q under control, here's a sample of what you may have missed - some content from previous Newsletters 43 - 70.

A number of these also link to longer reports at the website. You can also use the document index to locate articles and Newsletters by topic. (Issues 1 – 42 are contained in a single PDF at the website).

These are all at http://www.campaignstrategy.org/newsletter_index.php in pdf format.

By the way - if you want a real book to read (one that probably won't get stolen by fellow holidaymakers) I do recommend Paul Gilding's *The Great Disruption* (see below)

And there's a course to go on (see the end of this Newsletter) – and my new book *What Makes People Tick – the Three Hidden worlds of Settlers, Prospectors and Pioneers*, can be pre-ordered at <http://www.campaignstrategy.org/threeworlds/> - due out at the end of September.

Newsletters 43-70

43, 2008 – **Wetter But Not Better**: how a major qualitative research project showed values not knowledge determine attitudes to what's under the sea around Britain, and a communications solution that worked for all major values groups

44, 2008 - **Campaigning your way out of Recession**: the psychology and communication of confidence; **Visual And Acute** – visual language; **Who Gives A Stuff About Climate Change – And Who's Taking Action?** – summary of a major report on motivational values and climate change

45, 2008 - **The Spartans Strategy For Making Politics Deliver On Climate** – a voting-block based strategy for making climate count at election time; more on **visual language** and on **recession**

46, 2008 - **Learning From The Obama Campaign** – **online** and **offline** actions, **framing** and strategic use of **channels**

47, 2008 - **Re-Framing Tax: Why It's A Strategic Target For Campaigners** – how social and ethical campaigns need to make tax an electoral asset and how this could be achieved by re-framing paying tax positively

48, 2009 - **March Of The Now People – Designing Campaigns for Prospectors** – examples of Global cool and JoinRed; **The Recession Affects Values Groups 2008 – 9** – how some Prospectors 'slipped back' into being Settlers; **Put Not Your Trust In Polls – Until You've Read The Actual Questions (And The Answers)** – example of how the European Commission and biodiversity professionals mis-read polling, instead of using qualitative research

49, 2009 - **A New Campaign Strategy – VBCOP** – summary of a report outlining a new campaign strategy unifying values, the consistency heuristic, behaviour generation, opinion generation and politics

50, 2009 - **It's The Children Stupid!** – how a global climate campaign strategy could be based on families, children and generations, thus by-passing most values based conflicts; **Free International Values Campaign Planner** – a 'Schwartz Wheel' based planner showing the types of actions which match to values, to be used in planning campaigns targeting specific values groups and avoiding 'logjams' and conflicts

Campaign Strategy Newsletter 71 July 2011

Holiday Reading

51, 2009 - **Values And The Politics Of Aid** – a report presenting data showing how and why more Pioneer (Inner Directed) countries are most generous with Overseas Development Aid, and why the BBC UK fundraising telethon 'Red Nose Day' works across values divides

52, 2009 - **The Ghurkhas Campaign: Lessons From Lumley** – how a successful campaign followed the rules on **context, values, personification** and above all **empathy**

53, 2009 - **Resolving Koo's Paradox** – summarising a report on how in a **balance-sheet recession** (Koo's theory), values might enable the emergence of a new **'thrift-economy'** as the concepts of re-use and efficiency begun by Pioneers, become fashionable with Prospectors and connect with Settlers who never gave the idea up (**values dynamics**)

54, 2009 - **Maslow Goes To War: Terrorism, Strategies, Values and Democracy** -

if war is God's way of teaching Americans geography, is terrorism God's way of teaching

Americans psychology? – tracks the use of psychology in strategy by US Generals McChrystal and Petraeus; summarises Modernization, Cultural Change and Democracy: by Professors Inglehart and Welzel

55, 2009 - **Climate Change, Warnings And The Car Alarm Problem** – why, in the run up to the Copenhagen climate summit, clarion calls based on declaring "an emergency" are unlikely to work, and why campaigns should be about **consequences** and **responses** instead

56, 2010 – **Epics Issue** – failures of global governance and the **imagination** at Copenhagen; why NGOs need to signal the end of business as usual and stop focusing on such events; the potential of the film **Avatar**; the importance of a battle over embedded **carbon imports** to Europe from **China**

57, 2010 - **Climate Change Campaigns: Keep Calm But Don't Carry On** – the ten steps NGOs need to take to reformulate strategy post-Copenhagen

58, 2010 - New Edition of '**How To Win Campaigns**' at <http://www.earthscan.co.uk/?tabid=102418>; **Interesting Online Things; The Homer Simpson School of Communications; Tools For Issue Mapping** - often a good place to start on a campaign problem; and, **carbon imports, electric cars, palm oil** campaigns

59, 2010 - Volcanic Developments – the Icelandic volcano prompts thoughts about the politics of climate change; new data on **values and UK politics**

60, 2010 - **Basic campaign questions, VBCOP potential & 'Concern For The State of the UK Environment 2000 - 2010'** – the **most basic campaign questions** are: What do you want people to do?; Which people?; How will they do it?; How will you reach them?; Why would they want to do it?; What difference will it make?; How will it make that difference?; and How will you know when that has happened?; **VBCOP** potential with **car choice**; New Report: '**Concern For The State of the UK Environment 2000 - 2010**' shows concern and lack of concern is driven by attitudes and beliefs underlain by values, which have remained stable over a decade

61, 2010 - Evolution of the Gulf Oil Spill Scandal – how BP maximised '**awfulness**' in the **Scandal Equation**

62, 2010 - **Why Do Qualitative Research ?** – what it is, why you need it for your campaign and **twenty-five examples**

63, 2010 - **Online Campaigning Issue** – why larger established NGOs get a bit annoyed with groups like **38 Degrees**, why NGOs should not become obsessed with clicks but the **clicktivist** debate is basically futile, and why you still need a **Critical Path** and to use the **CAMPCAT** factors; getting inside the **OODA** loop

64, 2010 - **From DADA To Values: Consultations Issue** – how to use values in running and understanding consultations and a report on it for **Sciencewise**; why **alignment** often fails; and **DADA** examples (Decide, Announce, Defend, Abandon); the **Shaldon** experiment

Campaign Strategy Newsletter 71 July 2011

Holiday Reading

65, 2010 - **Fixing Campaigns Issue** – many ways campaigns get stuck or fail and what to do about it; the **most empathetic** figure; getting onto a '**war footing**'; changing **Resources, Objectives, Activities**; seven **scales**; and **twenty-three** other things to try; the lessons of **Silent Spring** applied to climate change

66, 2010 - **The Lesson of Kansas: Change Outcomes - Minds Can Follow** – an example of why for climate change, a values-contested issue, progress will rely on strategies that allow people to act on their own values, not attempts to change people's unconscious motivational values

67, 2011 - **Clicktivism By-passes Inside Track To Harry Potter Forest** – analysis of how open and agile online campaigning bypassed the inside track strategies of established groups, connected with bottom-up local protest and won the first big environmental campaign against the Cameron UK government; **Inglehart Your Time Has Come** – developments in Egypt bear out Inglehart's hypothesis on self-expression etc

68, 2011 - **The Emotional Case for Nuclear Power, And the Rational Response to Climate Change** – the **Fukushima** nuclear disaster elicits irrational emotional responses from nuclear advocates eg around 'luck'; **The Great Disruption** (How The Climate Crisis Will Transform the Global Economy) by Paul Gilding; **Des Wilson**, a major campaigner

69, 2011 – **The power Behind the Arab Spring** – the role values changes may have played in the **uprisings** in **Tunisia, Egypt** and elsewhere; and a **Strategy Template to Move Towards Democracy**; still using **Facebook ?**; **air travel** drops in UK

70, 2011 - **Campaign Lessons From Murdoch: If in doubt, Lop Off A (small) Limb** – news management strategy lessons from the Murdoch scandal (phone hacking etc) and how the danger for NI globally is if the contagion spreads, and their brand becomes something to be avoided by politicians, rather than cultivated; rules for '**close up and far away**' campaigning; **Change of Context: the Nature End Game** – how NGOs need a change of strategy on **biodiversity**; an example of a narrow front - **Hugh's Fish Fight**

Book Review:

The Great Disruption - How The Climate Crisis Will Transform the Global Economy

By Paul Gilding, pub Bloomsbury 2011

If you've not read this book, and you are at all interested in climate change or global economics, I think you ought to make the time to do so. I think it's quite remarkable. Maybe I'm wrong.

Basically Gilding argues that cumulative/ coincident limits and consequent impacts - climate and more - will combine to disrupt economies and societies and that although mitigating measures such as cleaner tech' will help, they won't have a big enough quick enough effect to avoid a 'car crash'.

That, with unknown amounts of damage, will cause a complete recalibration (though in lurches) of political imperatives - mobilisation on war scale by governments, etc..

For me the interesting thing about it is that he has spent some years touring business groups, political fora and so on, putting his analysis forward and met little rejection, though a lot of denial based on "I can't see how". He says the denial was mild when it is framed as environmental disaster but it became very strong when framed as a business impact.

In other words, although politicians and business folk accept the idea that the economy actually rests on the environment, and that the latter is ****ed, they still 'ignore' that but when it's presented in economic terms, in other words, businesses and economies cannot continue, they react much more powerfully, though with no logical basis.

Campaign Strategy Newsletter 71 July 2011

Holiday Reading

It seems to me that Gilding's experience is about as close as you can get to a research experiment in what is likely to happen.

That's why I think he's much more interesting than for example, those arguing for a 'great transition' or 'new economics' – as his experience provides a plausible insight into the dynamics of what may be in store, not just what could avoid such an outcome if only this, that or the other had happened.

His book is ultimately not pessimistic (though only optimistic once you come to terms with the 'unavoidable' negatives) and so may have a much greater readership and thus influence, than total doom and gloom tomes which tend not to become 'viral'.

My reading of what he is saying is that NGOs are right about the forecasts [and *Limits to Growth* turned out to be too] but as they tend to campaign in environmental not economic terms, they are mainly ignored; that businesses are the main deliverers of change but business/economic transformation is going too slowly to stop the crash, and, that governments hold levers which eventually will have to be used but most politicians are currently sitting back.

Gilding argues that although there will be initial spurts of new economic growth in conventional terms (eg renewables, waste management, e-cars), ultimately the constraints of limited land and other resources mean conventional economic growth will stop - and fairly soon. That ought to help get it widely discussed (or possibly dismissed).

Some light reading for the beach.

Chris

New Course in Campaigning and Journalism

Brunel University (London) has a new MA in Campaigning and Journalism which it says “offers a unique combination of cutting-edge skills including journalism, investigative techniques, campaigning, advocacy and appropriate elements of ethics and law and a good theoretical base”.

In his endorsement for the course, Reprieve director Clive Stafford-Smith, commented: “*Reprieve places a huge emphasis on investigation – important cases are won by facts to a far greater extent than they are by law. The MA in Campaigning and Journalism recognises that investigations and campaigns that were once the province of the traditional media are often now conducted by campaigning groups.*” It's partly taught by former Observer journalist Paul Lashmar and ex Amnesty, Friends of the Earth and Greenpeace campaigner, Benedict Southworth.

For further information:

<http://www.brunel.ac.uk/courses/postgraduate/P500PCAMPJOR>

Email: pg-arts-admissions@brunel.ac.uk

Tel: +44 (0)1895 267214

The Campaign Strategy Newsletter - Copyright Chris Rose.

You are free to reproduce all or any part of this newsletter if you credit the source.

<http://www.campaignstrategy.org> is a non-profit website on campaign techniques & strategies, designed to help NGOs. To subscribe to this free newsletter visit <http://www.campaignstrategy.org>.

To offer contributions or comments contact the author chris.rose@campaignstrategy.org

HOW TO WIN CAMPAIGNS pub April 7 2005 Earthscan by Chris Rose see

http://www.amazon.co.uk/exec/obidos/ASIN/1853839620/ref=ed_ra_of_dp/202-6151204-2796606 or from <http://www.earthscan.co.uk/?tabid=102418>