

### **Some Guidelines For Communicating With Settlers, Prospectors and Pioneers**

This month we've posted some 'Guidelines For Communicating With Settlers, Prospectors and Pioneers' at [http://documents.campaignstrategy.org/uploads/maslow\\_groups\\_coms\\_guidelines.pdf](http://documents.campaignstrategy.org/uploads/maslow_groups_coms_guidelines.pdf). These cover the different sorts of actions, offers and asks, channels, contexts and messengers, that tend to be preferred by these different 'Maslow Groups'.

It's an 11 page paper based on material from my recent book *What Makes People Tick: The Three Hidden Worlds of Settlers Prospectors and Pioneers* which you can obtain at <http://www.campaignstrategy.org/threeworlds/> or on Amazon <http://amzn.to/rNfM6Q> in paperback or on Kindle - <http://amzn.to/w14n0f> or as an e book or paperback from the publisher Troubador. I hope campaigners find the paper useful.

### **My Holiday Recommendation**

I've just been on holiday with my family to Shagra Eco Village on the Red Sea in Egypt, 20km north of Marsa Alam. It's primarily a diving resort with a strong but not intrusive environmental ethos, run by Red Sea Diving Safari (if you are a diver – contact them directly <http://www.redsea-divingsafari.org>). Remarkably, the owners resisted a permission to build over 900 rooms and instead have space for 220 guests which they calculate is the safe capacity of the coral reef literally on their doorstep. They also have their own recycling facility, re-use (desalinated) waste water, provide water coolers instead of the endless supplies of plastic bottles which pollute much of the adjacent coastline and desert, and are looking into use of renewable energy.

But what I'd really recommend is going snorkelling there – we went with the company <http://www.dolphinswims.co.uk/> and had a fantastic time, the highlight of which was a visit to 'Dolphin House' reef offshore, where a three-zone system allows the semi-resident spinner dolphins a refuge from disturbance, an adjacent swimming-only zone and a third accessible to boats. The dolphins are great but the reef itself is truly awe-inspiring. The Dolphinswims guide is the wonderful Khaled Said who has been working at the site for years. A native of the Red Sea, like many of the other local guides, he is a former fisherman (fishing not, as they put it, 'blind', but by snorkelling and free diving) and is an accomplished naturalist.

This Egyptian-owned and run resort seems to be a real example of 'responsible' tourism which pretty much works. (OK we flew there from London – but it's the first long distance air flight my family has taken in ten years. If you're in Europe and would like to see some astounding marine life with great people, I'd say save up your carbon credits and Euros and make the trip. Hossam Helmy of Red Sea Safari gives his views on the current political situation in Egypt at <http://bit.ly/zXbYeQ> )

### Solar Panels Now Cheaper in India Than Diesel

Readers may be aware of the repeated criticism of the use of values-matching (ie the sorts of values strategies I recommend – matching asks and offers to the people, not trying to ‘convert’ people) by some advocates of a different ‘values based’ approach. Essentially their approach is about acting on their *own* values (principally Pioneer ‘Concerned Ethical’ values), whereas mine is about *allowing for other people’s values*, rather than decreeing that some are ‘right’ and others are ‘wrong’.

Both can of course co-exist although I believe the result of trying to turn Settlers and Prospectors into overtly ethical Pioneers will be largely counter-productive, and so a waste of time and resources for strategic campaigners who want to get results.

On February 2nd *New Scientist* magazine reported [1] a good example of why strategy for change does *not* have to depend on ‘changing’ people’s values. *New Scientist* reported:

*In India, electricity from solar is now cheaper than that from diesel generators. The news - which will boost India's "Solar Mission" to install 20,000 megawatts of solar power by 2022 - could have implications for other developing nations too.*

*Recent figures from market analysts Bloomberg New Energy Finance (BNEF <https://www.bnef.com/>) show that the price of solar panels fell by almost 50 per cent in 2011. They are now just one-quarter of what they were in 2008. That makes them a cost-effective option for many people in developing countries.*

*... It is all largely down to economies of scale, says Jenny Chase, head of solar analysis at BNEF. In 2011, enough solar panels were produced worldwide to generate 27 gigawatts, compared with 7.7 GW in 2009. Chase says solar power is now cheaper than diesel "anywhere as sunny as Spain". That means vast areas of Latin America, Africa and Asia could start adopting solar power. "We have been selling to Asia and the Middle East," says Björn Emde, European spokesman for Suntech [<http://ap.suntech-power.com/index.php>], the world's largest producer of silicon panels. Over the next few years he expects to add South Africa and Nigeria to that list.*

Suntech is of course Chinese. (And for all those worrying about what the residual band of North American and European ‘climate sceptics’ think, note that the Chinese government has decided climate change is real and that they will dominate the renewable energy conversion, so politically, economically and technologically, that’s essentially game over). The point is that this development came about for a mixture of reasons, very few of them involving effective appeals to ethics or altruism.

It’s simple maths and money: we’ve known since the early 1990s that solar costs would fall as production was scaled up, even using the older types of technology. Solar campaigns by Greenpeace in the 1990s were based on this idea – achieving scale. The Breakthrough Institute in the US has repeatedly made similar arguments: the ‘answer’ to getting rid of fossil fuel use being to make renewables cheaper, so once that threshold is passed, the market does its work.

To get scale effects you need volume – where the volume comes from, is immaterial: the effect will be the same. In this case the likes of Suntech have tipped the balance – driven by very success oriented, money-making self-interest: ie the sorts of values that some attack as ‘wrong’.

The nuclear industry, and even parts of the oil industry (sometimes of course, the same thing) will continue to try to resist the encroachment of renewables but in the end they are going to lose. For the sake of the climate we have to hope and work to make sure that is sooner rather than later.

For strategists, the lesson is simple. If there are *strategic* targets whose achievement depends upon persuading a critical mass or a threshold majority to act, then why they acted will not matter if the consequences are then irreversible. Anyone who has studied even rudimentary economics, politics or systems analysis knows that such dynamics are the norm rather than the exception. It is, after all, why things like the oil and nuclear industries and established institutions are so hard to change or remove. The role of strategy is to find and act on those targets. Conversely, if you fail to reach those thresholds because you refuse to accept support which arises for the ‘wrong’ reasons, you are more likely to fail.

#### **Kids Books Have Less on Nature**

Campaign Strategy Newsletter #70 (July 2011) ‘*Change of Context: the Nature End Game*’ ([http://documents.campaignstrategy.org/uploads/campaignstrategy\\_newsletter\\_70.pdf](http://documents.campaignstrategy.org/uploads/campaignstrategy_newsletter_70.pdf)) reported on the growing problem of ‘blindness’ to nature as a factor in the decline of biodiversity. Now a study (<http://bit.ly/yVYtIE>) reports that depictions of nature in children’s books have halved since 1960. It hardly needs comment – as one generation after another grows up more disconnected from nature than the last, they are less able and less likely to value or protect it. Conservationists need to radically alter their strategies to address this.

#### **Clever Stuff**

*We Miss You*

‘*We Miss You*’ is a great point of view reversal. Anyone struggling to think how to get audiences to rethink an ‘issue’ which they grown familiar and jaded with ought to have a look at this beautifully executed project. In the end it goes nowhere unless the audience picks up the idea (very Pioneer) and runs with it but it’s beautifully done. Have a look: <http://www.wemissyou.de>

Carbon Tracker <http://www.carbontracker.org/> is one of the more intelligent additions to the panoply of ‘NGOs working on climate’. It uses financial and corporate market research to link the carbon politics of the atmosphere to international negotiations and the corporate exposure to carbon. It asks are the world’s financial markets carrying a carbon bubble? What level of [carbon] reserves is distributed across the world’s stock exchanges? And ‘How much can we afford to burn to stay below 2 degrees global warming?’ These are all questions which have been asked separately – but Carbon Tracker has brought them together. Activists may find a wealth of homework has been done for them at Carbon Tracker.

**Book To Watch Out For**

If you keep a library of campaign books this is one to watch out for: *The Activists' Handbook: A Step by Step Guide to Participatory Democracy*, Aidan Ricketts, to be published by ZedBooks London 2012. Currently listed on Amazon at £11.99, there's not much under strategy and tactics that you can't find elsewhere but this book is peppered with great examples of activist campaigns, the best of which are drawn from the authors' enormous hands on experience in Australia which will make it a valuable addition to any campaign library, large or small.

**Eurofish.tv:** Eurofish.tv is now available in Polish <http://bit.ly/xfKE2h> and in German <http://bit.ly/AC0bXg>

[1] <http://bit.ly/xR7U1o> *New Scientist* 2850, *India's panel price crash could spark solar revolution*, Michael Marshall

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

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