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Pioneer Values Modes

The third and final part of our series explaining the 12 Values Modes is now at http://documents.campaignstrategy.org/uploads/12valuesmodes_3_pioneers.pdf. It describes the Transitionals, the Concerned Ethicals, the Flexible Individualists and the Transcenders. See also www.cultdyn.co.uk where you can take the survey and discover your own Values Mode.

Exploring Konyism

My Campaign Strategy blog (<http://bit.ly/Lcs0Gm>) explores the story, marketing, communications structure and wider issues surrounding the controversial Invisible Children 'Stop Kony' video released in March 2012. It concludes that while it is almost impossible to say whether the video did more good than harm, campaigners should evaluate it as a movie, and a movie marketing exercise, not as a campaign. It also voices doubts over the hidden Christian Evangelical agenda of the project and the significance accorded to the campaign objective.

Values Analysis of DEFRA Green Segmentation

When a mix of behaviours and a small sample of attitudes are used to create a segmentation, the result may be categories which are unreliable as a basis for communications and behaviour-change purposes. In other words, the segments do not match with underlying common motivations, so they don't tell us "what people are like" and can't be effectively used to encourage more or less of a behaviour or to introduce a new one.

The UK government department DEFRA has a widely used 'green segmentation' (<http://bit.ly/JzIYxl>) which identifies seven such segments (Positive Greens, Stalled Starters etc). Values analysis by CDSM posted with the blog reveals that while some of DEFRA's segments are indeed strongly Prospector, Settler or Pioneer (or centred on more specific Values Modes), others are not motivational segments at all, or are a mixture of people with *opposing* sets of values. The analysis concludes that DEFRA's 'Framework For Pro Environmental Behaviours' might be more simply replaced by incentives targeted at the three main Maslow Groups.

A Big Idea Strategy Sequence

Got a big idea that should change the world? That's ok if you can make a better mouse trap but if it's an idea not a marketable thing, and if it requires collaboration and cooperation, then it's more difficult to promote. Here's one suggestion, inspired by ideas that need to get the backing of political leaders or other 'powerful' people:

It needs to be taken up by:

The authoritative

The connected

The charismatic

The rich

The powerful

Probably in that order.

The Authoritative - need to endorse your plan/initiative first. It needs to be interesting enough in terms of who does the endorsing, to be newsworthy and a talking point (a must-know) to the next group.

The Connected - media owners and key media professionals, power-network, fashion-network, social-network, NGO-network, business-network, knowledge-network people. These must cover all the communities of interest who can see there is a reason for them to benefit but can also include social/ knowledge networks who just find it interesting. The purpose of this is to get it actively talked about, partly in order to make it possible to attract the next group.

The Charismatic – these are people others want to meet, see, hear, listen to. This is a much smaller group. One of them must be prepared to take an interest in and at least partly understand briefings from the expert group. One of them at least should be rich. Most importantly, a few of them must be able to become the face of the initiative. They are used to generate popular media etc, can help launch any mass social networking of support, and attract the next group.

The Rich – the rich mainly talk to each other so there needs to be some bridge for introductions from the previous group but the incentive is that they get to meet the charismatic. The price is that they are expected to contribute some cash for perhaps a soft and cuddly or particularly exciting part of the project. Not just because the money is needed but to help imbue the initiative with the trappings of influence and aspiration, so as to send the signal to the next group that this is supported by all types of important people.

The Powerful – politicians in power and others with power, eg CEOs and Chairmen of some large corporations. Despite what they may say, they do listen more to the rich. They also like to meet the entertaining and charismatic. This is the point where you try and close your case on a demand for them to support. It needs to be or lead to a ‘moment’ where all your forces of influence can be brought together.

Energy Storage and DNAs

The trickle of climate advocates, mostly not campaigners but writers (eg George Monbiot, Mark Lynas, Fred Pearce) who have become DNAs or Despairing Nuclear Advocates, are mainly motivated by a sense that ‘enough cannot be done’ to save the climate without nuclear power. This despair is informed by perceived failures to ‘change behaviour’, and doubts that ‘renewables’ can ‘do the job’.

I am less pessimistic. I’ve been niggling at climate campaigners for years (eg 2008 <http://bit.ly/jzIYxl>) by trying to get them to take an interest in energy storage. The climate and energy community has largely neglected it, as they have focused on competing forms of *supply* (eg nuclear, renewables, fossil) or arguing about whether changing supply *or* reducing *demand* is ‘the answer’. Storage is significant because if you could store renewable electricity at scale, it would transform the politics of energy security and make it far easier to eliminate fossil fuels, without having to imagine mass use of nuclear power stations. Renewables storage is the key threat to the nuclear industry because, with costs tumbling for wind and solar pv, ‘intermittency’ of renewables is the nuclear lobby’s major remaining political argument.

Setting aside the question of whether anyone in the private sector will finance nuclear, or if the stations can actually be built quick enough, my view is that the DNAs vastly under-estimate what could be achieved if 'behaviour change' and persuasion communications were upgraded (see the case for a psychological makeover in http://documents.campaignstrategy.org/uploads/campaignstrategy_newsletter_79.pdf) instead of lecturing people with 'climate facts' in media articles, and, if energy storage was made a political priority. There is also the real-world precedent of Germany (<http://bit.ly/KxU8CL>) which remains an energy exporter while having closed 8 nuclear stations after Fukushima, has low energy prices for industry, economic growth, falling CO2 and rising energy efficiency and renewables.

If you are interested in such things then the recent TEDEX talk by Professor Sadoway is worth watching – if his battery works at scale, it will change energy politics. <http://bit.ly/l6wz9i> (Just ignore his ego). There are many other storage technologies (eg <http://bit.ly/ezZP8K>), but many are promoted by small engineering concerns and lack the political clout of established interests like coal, gas and nuclear. (A classic need for campaigning). Others are established but location dependent (eg pumped hydro) or currently expensive (eg 'green hydrogen') or so far only small scale. Liquid air storage is being tested in the UK at a grid level <http://bit.ly/x2GdVc> and Sadoway has designed his batteries to be cheap from the start, rather than perfecting a high performance system and then trying to push down costs. Making energy storage a political priority is well inside the scope of campaigns.

More

Crux-catalyst – Sharon Ede's blog - worth following for ideas and research on strategy, change and sustainability but with ideas applicable in any field <http://www.cruxcatalyst.com/>

Plastic Bottles Make You Fat? – mainly Pioneer campaign groups have been fighting against plastic bottles for decades, not least because of the Bisphenol A content in much clear, flexible plastic. Some eccentrics (ie some Pioneers) started eschewing disposable bottles in favour of refillables years ago but they had to improvise. Now, as Jurek Vengels of BUND in Berlin has pointed out to me following the piece of 'mainstreaming behaviours' in the last edition of this *Newsletter*, alternative bottles are going mainstream.

One of the consumer options - hard coloured glass refillable bottles in an unbreakable shell - is being promoted in utterly Prospector terms, as a fashion item. See this piece <http://bit.ly/KPkwvA> in the German edition of VOGUE magazine, which reprises the health risks of Bisphenol A but focuses, most horrifically, on the possibility that it causes obesity. Headed up "Plastic Makes You Fat?", the piece notes that celebrities like Reese Witherspoon and Zoe Saldana use them. The article also discusses which colours are favoured by which actresses.

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Books By Chris Rose: *How to Win Campaigns: Communications for Change*, (edn 2) Earthscan 2010, from <http://amzn.to/IDWpi7> *What Makes People Tick: The Three Hidden Worlds of Settlers, Prospectors, and Pioneers*, Troubador (2011) from <http://bit.ly/nuNWK8>