

### **Values in Five Countries**

Students of values might find this interesting. The United States has become much more Pioneer dominated over the last decade or so. Well nigh half of all Americans are now Pioneers. China and India are hugely Prospector countries – at least the urban populations are. And Argentina looks pretty ‘European’ in values terms, while the values of the UK seem to be stabilising, after the recession led to some shrinkage in the optimistic, aspirational Prospector group and a rise in the number of Settlers. Published for the first time at my [Blog](#), these insights come from surveys conducted by CDSM. All but the UK one were commissioned by Greenpeace.

Values shifts common across countries – such as when a large aspirational Prospector cohort emerges to eclipse the conformist Settlers, or when the Pioneers predominate with their emphasis on self-expression – will have similar effects in any country. How that plays out will depend on local culture and social systems. The recent [call](#) of the Chinese media for a rethink on economic growth because of the nation’s severe air pollution problems may suggest some Pioneer influence as well as Prospector concern that it simply gets in the way of success and enjoying life. Meanwhile in the US, tumbling support for the Tea Party (8% down from 24%) [confirms](#) a prediction by Pat Dade of CDSM made back in 2010 when he foresaw trouble because of the Party’s internal values split.

### **How To Tell If You Are Winning**

As discussed in my book [How To Win Campaigns: Communications for Change](#), it is sometimes remarkably difficult to tell if you are winning in a campaign - and the closer you are to the campaign battlefield, the more difficult it can be. I’ve posted a slide about it [here](#). Please let me know if you have more or other ideas ([chris@campaignstrategy.co.uk](mailto:chris@campaignstrategy.co.uk) )

### **The Optimism Heuristic**

It's easy for campaigners to become pessimistic or to remain optimists at heart but spend so much time telling people about problems that they spread pessimism by accident. Yet broadly speaking, optimism motivates, and pessimism demotivates.

Nowhere is this rule of thumb (aka heuristic) more true than amongst the aspirational Prospector values group, who *have* to be optimistic about succeeding in the future because they don't, at heart, feel that they've done with success yet.

Last year for example we found in some research for [1010](#), that Prospectors considering action to cut carbon didn't want to hear about "how far we have to go" (which to Pioneers, with their higher sense of self-agency, can be motivator) but they wanted to hear "how far we've come" (success!). Framed positively, the same offer or ask can take on a motivating tone, whereas framed negatively, it can be demotivating.

If you look around the world there is plenty of cause for both. Huge strides are being made to eliminate some diseases for example, yet over-use of antibiotics presages a return of once common and near-eliminated fatal infections across all societies. In the climate arena, the growth of a clean green renewables-led economy is outpacing forecasts made even a few years ago, yet climate change itself is [accelerating](#) rapidly: the [Antarctica is warming](#), and we've had record-breaking weather extremes from the [US](#) to [China](#), [Europe](#) and [Australia](#).

Nevertheless, if you want support and mobilisation, it's optimism that pays off. A task doesn't have to seem to be impossibly difficult to the messenger for it to demotivate: it only needs to feel impossible to the recipient.

### **Renewables Start to Edge Out Fossil Fuels**

Without waiting for the slow strangulation of negotiated regulation to push out fossil fuels, plummeting costs coupled with investor and public enthusiasm are powering a [surge](#) in renewable energy that is eating into the carbon economy.

Dan Cass [analyses](#) the politics of the electricity market in Australia. He points to cases where solar is eroding the market for coal powered electricity because solar

delivers more cheaply at key moments of demand. Dan commented to this *Newsletter*:

*“In Australia, big coal plants are facing competitive pressure from hundreds of thousands of tiny, domestic solar systems, which push power into the grid during consumption peaks that occur on hot afternoons.*

*It is a classic case where a new competitor adds supply to a market, which means that demand pressure is lower and prices rise much less than the established players are used to them rising.*

*This hurts coal because its profits were concentrated in these brief windows when demand pressure forces prices to peak, from around AU\$30 (per MWh) to thousands of dollars. The merit order is one of the few cracks in the conventional energy market that lets renewables compete with fossil fuels”.*

What Cass points out is important for campaigners to understand. Even a modest penetration of renewables can begin to radically change the economics of the energy system.

European [studies](#) have highlighted similar effects with wind energy, with renewables driving down prices to consumers. This has been [reported](#) for Germany and in the US (Texas) since 2009. Of course, renewables delivering lower prices would be music to the ears of consumers and hence politicians. Technological [developments](#) are only likely to accelerate this process.

Naturally some countries are further ahead than others. In [Spain](#), for instance, over the past three months wind contributed more electricity than any other power source and with [mainstream economists](#), as well as investors, now rethinking their responses to climate change, fossil fuels are heading for a car crash with a much heavier-weight opponent than the environmental lobby.

Cass says: “Smart analysts in the German solar industry have been warning for several years that merit order effect and related factors will savage the profits of coal, even while solar is still a relatively minor source of energy at the national level. As [PHOTON](#) magazine has been saying since about 2008 - TECAF, ‘Traditional Energy Companies are Fucked’”. Don’t be put off by the expletives – you can find a forensically [detailed account of how in 2011 German solar pv pushed daytime electricity prices](#), normally much higher, down to the lows usually only seen at low demand moments in the dead of night.

Governments are showing signs of waking up to their under-estimation of the potential of renewables to drive change. [France](#) recently has doubled its target for solar power, while the UK Government has raised its solar forecast [six fold](#). [Germany](#) added 7.6 GW of solar to the grid in 2012, even as it cut subsidies.

Effects like “merit order” are not widely understood outside the energy policy community but they are having real-world outcomes. A trade magazine [reported](#) the closure of Australian coal plants last October, like this:

*‘Australia’s coal-fired generation industry has announced further cutbacks, with the mothballing of one of the units at the Yallourn brown coal generator in Victoria’s Latrobe Valley – perhaps the most significant closure yet, and taking the amount of coal-fired demand closed or mothballed in recent months to around 3,000MW. Energy Australia, formerly known as TRUenergy, confirmed the closure of one of its units at Yallourn this morning. It put the blame on the closure on falling wholesale energy costs, caused by the impact of renewable energy and falling demand.’*

The economic case and economic drivers is one thing but social proof and aspirational symbols are just as important in public politics. Things like the iconic high-powered Tesla S electric car which *Strategy Eye* [reports](#) will be launched with a 230m/300m range in the UK in 2014. Iconic? Costly? Yes. But so are Aston Martins: it did not stop them being role models for consumer choice.

Meanwhile [sales](#) of more run-of-the-mill 'green' car sales were up in 2012 in the US and are expected to rise again in 2013 while Google's [investment](#) in renewables has topped \$1bn with a \$200m wind farm and Apple has [committed](#) to switch from coal to renewables for a [major datacentre](#).

Renewables are making the classic mainstreaming transition from 'alternative' (Pioneer) to fashionable and to normal (Prospector), and will eventually become 'traditional' (Settler).

### **And In The Rest of the News ...**

'Top 10 Mistakes in Behavior Change' <http://www.slideshare.net/captology/stanford-6401325...> this is good. Likewise: the four guiding principles for science communication are useful <http://thebreakthrough.org/index.php/voices/the-public-square/americas-honest-brokers/...>

A visual demonstration of climate changing: it is [reported](#) that things got so hot in Australia that weather forecasters had to add a new colour to their charts for 54°C and above. (Actual temperatures didn't get that high, thankfully).

Plus a [successful](#) campaign by Greenpeace against APP, the pulp and paper giant, over destruction of Indonesian rainforests. I'm always getting asked for 'case studies' and this comes with a handy [timeline](#). Here's another woody one, the slightly more modest UK campaign against a government sell-off of state-owned woodlands, first covered in [#67](#) of this *Newsletter*. 38 Degrees has a [pop up timeline chart](#). For something completely different, try the [story](#) of the [campaign](#) for free range (ie not factory farmed) eggs, one of the most successful European animal welfare campaigns.

### **Lastly - a great job opportunity with RAN**

The Indonesian rainforests aren't out of the woods yet despite the APP victory mentioned above. If you're in the US or have a Green Card ... Rainforest Action Network <http://ran.org/part-time-rainforest-campaigner> is looking for a part-time campaigner to be based in San Fransisco. RAN is one of the best campaign groups.

## The Campaign Strategy Newsletter

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## Books By Chris Rose:

*How to Win Campaigns: Communications For Change*, (edn 2) Earthscan/ Taylor and Francis 2010, in aid of the campaign to get Amazon to pay its taxes, try a different bookseller. Eg UK, Waterstones <http://tinyurl.com/alc4k8x> or the publishers Taylor and Francis.

*What Makes People Tick: The Three Hidden Worlds of Settlers, Prospectors, and Pioneers*, Troubador (2011), order it post & packaging free from [threeworlds.campaignstrategy.org](http://threeworlds.campaignstrategy.org)