

## Campaign Strategy Newsletter No 42, 23 June 2008: Time For Strategy

### Time For Strategy

Rather than a long newsletter, this month there's a new essay 'A Time For Strategy' posted at [http://www.campaignstrategy.org/articles/time\\_for\\_strategy.pdf](http://www.campaignstrategy.org/articles/time_for_strategy.pdf). This piece asks 'have environmental NGOs forgotten how to campaign?' Strategy seems to be slipping out of many campaigns. Is this due to the focus on 'behaviour change' through social marketing, which is as this newsletter has noted before, is inherently non-strategic?

'A Time For Strategy' gives examples of NGOs who are still doing good campaigns which are both instrumental and strategic - ie they change what is possible and, provides some examples of possible strategic campaign targets on climate change. It also notes that the individual-by-individual approach to change has recently been criticised by WWF for being 'piecemeal' but takes issue with WWF's recipe for a crusade of values as doomed to fail because it falls into the 'Concerned Ethical Trap'.

Lastly it describes how efforts to increase 'public engagement' can trip over themselves by inadvertently asking people to change values which are needs they have to meet. Oh and it reports a bizarre radio interview between BBC's Jeremy Vine and 'climate denier' Phillip Stott, with a guest appearance by Mrs Stott, petrochemicals consumer extraordinaire.

### Prospector-Settler Brand Takes Up Solar

UK Values aficionados who followed the story of the 100 Ideas House may be interested that the mass market double-glazing retailer Everest (<http://www.everest.co.uk>) has started selling solar thermal panels. This sends a big signal of availability and normality, which in turn will have cultural and political effects. The 100 Ideas project now also appears in Consumer Policy review Vol 18, No 3, May/June 2008 – part of *Which?* magazine.

### Undersea Landscapes? "I'd Rather Not Go There, Thanks"

In the words of the song, it may be wetter but to many people it's not better, under the sea. In the next issue I hope to be able to give you a fuller account of a large piece of qualitative and quantitative work we've done for the Marine Campaign of Natural England (NE - a government conservation agency), looking at how English people perceive the bottom of the sea, and how they might be persuaded to take undersea landscapes into their hearts. The big stumbling block (for Prospectors in particular) is to overcome profound feelings of fear, disgust, shame and guilt about what lies on the seabed. No surprise then that simply telling them how important it is, doesn't do the trick.

### If You Have Nothing Better To Do

Try Googling for the American '*prayer at the pump*' campaign petitioning God for a reduction in gasoline prices. Several places reported a price reduction after prayers were said.

### New in Resources

<http://www.strategiccomm.com/resources.html> - A useful compendium of how-to advice on presentations and other communications, face-to-face and otherwise

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

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