

**Campaign Strategy Newsletter No. 60 - May 2010**  
**Basic campaign questions, VBCOP potential & 'Concern For The State of the UK**  
**Environment 2000 - 2010'**

### **Basic Campaign Questions**

Have you ever had someone come to you with a campaign idea and had to try and find out what it really entails? Or had to find out whether an existing 'campaign' really is a campaign at all? Or been in the position where you want to quickly attempt to help someone develop a campaign without demotivating them? If you're a campaign consultant this happens all the time (for demotivate, read "annoy the client") but if you work in any sort of campaign organisation, after a while it will happen to you, if it doesn't every day.

Having a large box of campaign tools, or principles, or 'models', or lists of "do's and 'don'ts" (see for example the resources section of this website for links) can be very helpful, especially to people who already have quite a bit of campaign experience but perhaps lack any analytical framework, or who are looking for new ways to improve something they have tried and tested. For a campaign novice however, including those who may well understand a process like advocacy, or who are issue specialists, as well as those who are simply fired up by a vision of righting wrongs, the toolbox may seem baffling or irrelevant. Moreover, the depictions of 'campaigns' as seen-on-tv or described in the media (including online accounts by campaign groups themselves) are often highly misleading - all 'front of house' only, or 'tip of the iceberg'.

So if you only have a few minutes to try and start to unpack someone's proposal in a way that starts a useful conversation from their point of view as well as giving you a read on what they really mean and have and have not thought about, some toolbox free open questions can be very useful.

Here are some of the most basic ones I've thought of. Others may have something more elegant.

- 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?
- How will you know when that has happened?

Obviously you can follow up by asking people to be more specific if they are vague - for example I like to use the "can you take a photograph?" of the action or difference, and "which people?" can easily be narrowed down by type or even name. The main advantage of starting like this is that it side-steps the explanation-of-the-issue or the great-vision, and helps people get away from simply restating their point of view.

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**VBCOP Potential**

Some readers may remember the proposal for a strategy model that ties together values, behaviour change, the consistency heuristic, opinion and politics (VBCOP - see [http://campaignstrategy.org/articles/VBCOP\\_unifying\\_strategy\\_model.pdf](http://campaignstrategy.org/articles/VBCOP_unifying_strategy_model.pdf)). I am indebted to Jon Cracknell for pointing up the latest decline in sales of larger cars such as 4x4s (SUVs to those of you outside the sphere of English English) in the UK. See <http://www.energysavingtrust.org.uk/Resources/Energy-saving-news/Cleaner-Cars/Vehicle-emissions-declining/%28energysavingtrust%29/625738>

Climate campaigners and or the UK government could use VBCOP here because there already is a 'positive' behaviour - more people are buying smaller cars at the expense of 4x4s and other 'gas guzzlers'. Obviously there's an environmental gain but there's a potentially much bigger gain if these 'green car choosers' were to be gently reminded that they've made a 'green' choice (reminded in ways that match their values of course), and perhaps rewarded with a pat on the back.

So the BCO bit would be to tell these people they are doing a great thing by helping save planet, then identify them to others (eg with signage or through a survey or an identifier such as a special car key), point that out to press, give them a name, and in the case for example of Now People, find a way to make them stars/enable them to socialise.

The OP bit comes when they can eg be surveyed (for which need them to exist as a category) and asked about climate related things, and then politicians and media are shown the results.

**New Report: 'Concern For The State of the UK Environment 2000 - 2010'**

I've posted a report at [http://documents.campaignstrategy.org/uploads/concern\\_for\\_state\\_of\\_the\\_environment.pdf](http://documents.campaignstrategy.org/uploads/concern_for_state_of_the_environment.pdf) which pulls together results from a question about attitudes to the state of the environment which has been asked many times by the values surveyors, CDSM (Cultural Dynamics). The report shows the result of asking the question below, in 2000, 2008 and 2010, and in slightly different way in 2007.

*Which ONE of these statements comes closest to your own attitude to the state of the natural environment ?*

- 1. I'm not concerned, it doesn't worry me.*
- 2. The situation is not as dangerous as it's made out to be.*
- 3. The situation is dangerous, but it's not too late to restore the environment through action.*
- 4. The balance of nature has been upset for centuries to come. It's too late to prevent serious problems.*
- 5. Everybody should do something.*
- 6. We are all responsible.*
- 7. Government should legislate.*
- 8. They should introduce an environmental tax.*
- 9. Companies should be made directly responsible*

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In a nutshell, although it is not directly about 'climate' there are good reasons to think that in this context 'state of the natural environment' is a good proxy for asking about climate and so the results are of interest comparing pre and post Copenhagen /climategate attitudes, which have been much discussed in the press, by politicians and amongst NGOs. The result is that the 2010 survey, conducted in February, shows an almost identical pattern of responses, heavily differentiated by values, to the 2008 and 2000 surveys.

The paper states: "The notable point for campaigners, politicians and decision makers interested in climate is that the outcome of Copenhagen and 'climate gate' have had no effect on the general communications and motivation problem facing those who would like to stimulate public action:

- Attitudes and beliefs remain hugely differentiated by unconscious values and the pattern remains essentially unaltered.
- Support remains highest in the Inner Directed population, and is lowest in the Security Driven part
- Active opposition is most likely from the two Values Modes Brave New World and Golden Dreamer
- The climate communications task remains to find ways to reframe and create asks and offers (see eg VBCOP) which meet the needs of Outer Directed and Security Driven people"

And

"Of course campaigners, politicians and scientists need to adopt a more intelligent approach to communicating 'the science', and issue 57 of this *Newsletter* made some proposals for how to do that but decision-makers and campaigners should not embark on trying to remedy a catastrophic decline in public support for action, which does not exist, or they may yet turn it into one."

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

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