

Communicating Environmental Issues To Make a Difference

Coastal Futures Conference, London, 23 January 2019

Chris Rose

Campaign Strategy Ltd

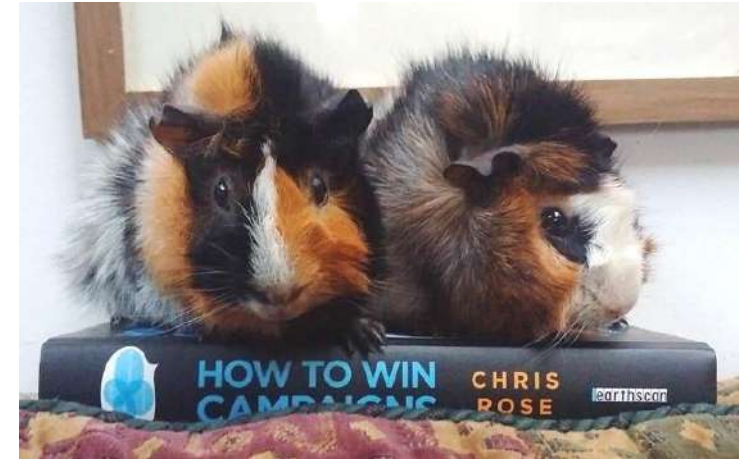
chris@campaignstrategy.co.uk

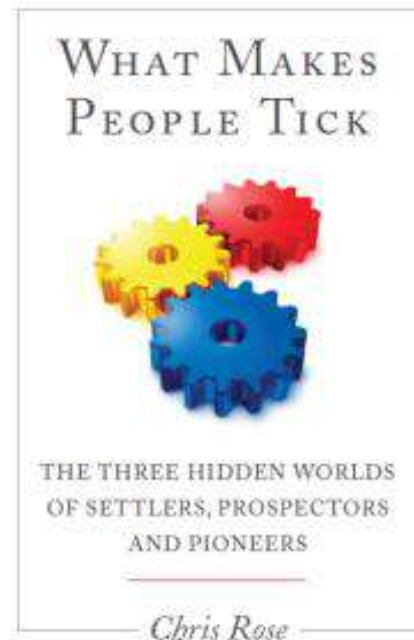
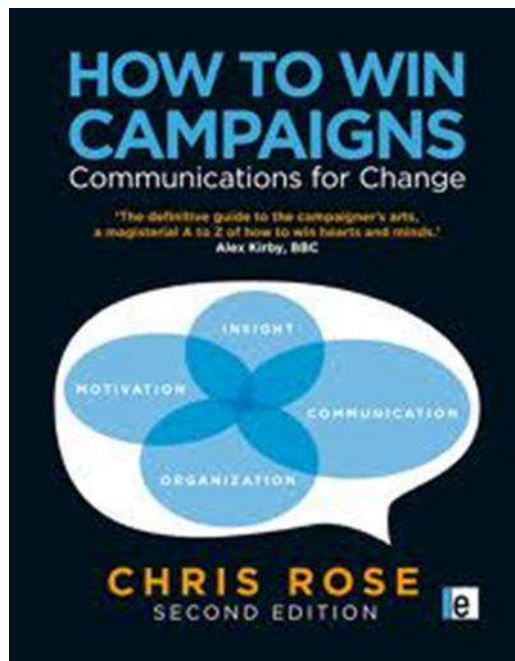
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@campaignstrat

- Communication and campaigns consultant
- Ecologist, writer, campaigner eg with WWF Intl, Greenpeace Intl., Friends of the Earth
- Clients include WWF, BTO, Amnesty International, Greenpeace, Soil Association, Home Office, Cabinet Office, UNICEF, Natural England, Environment Agency, National Trust, Unilever, Centre for Sustainable Energy, RSPB, Woodland Trust, UCL, MCS, BEF





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BaysideClimateChangeAct @ActionBayside
#Canada is logging old-growth #forest. @JustinTrudeau this is unacceptable. We are in #ClimateCrisis and expect leadership from you. #ExtinctionRebellion #Ecocide
Jan 1, 2019

campaign strategy Retweeted

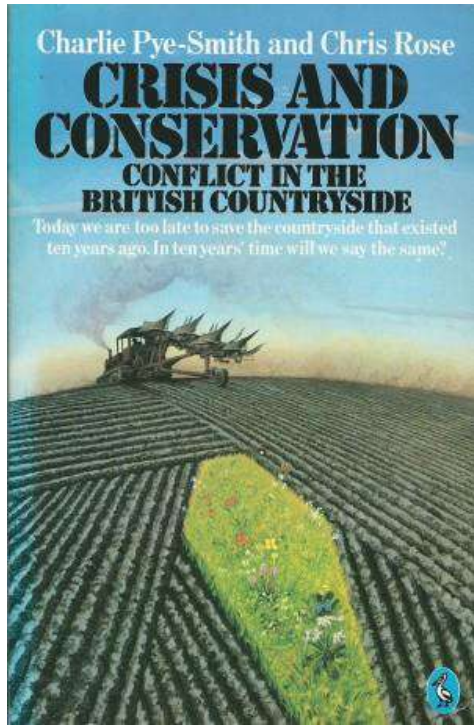
Leo Barasi @leobarasi
Well done @labourlewis. This is exactly the honesty that's needed from frontline politicians
amp.theguardian.com/politics

Key points

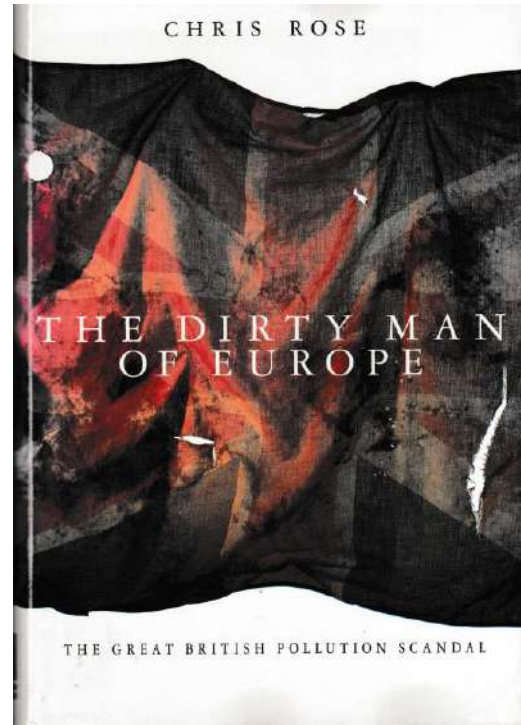
Scientific and expert policy communities make decisions on an analytical basis. Political and business decisions requiring public support are decided differently.

What works for communication in science will not work in everyday life. Expert solutions to complex problems cannot in practice be communicated to public audiences through analytical understanding.

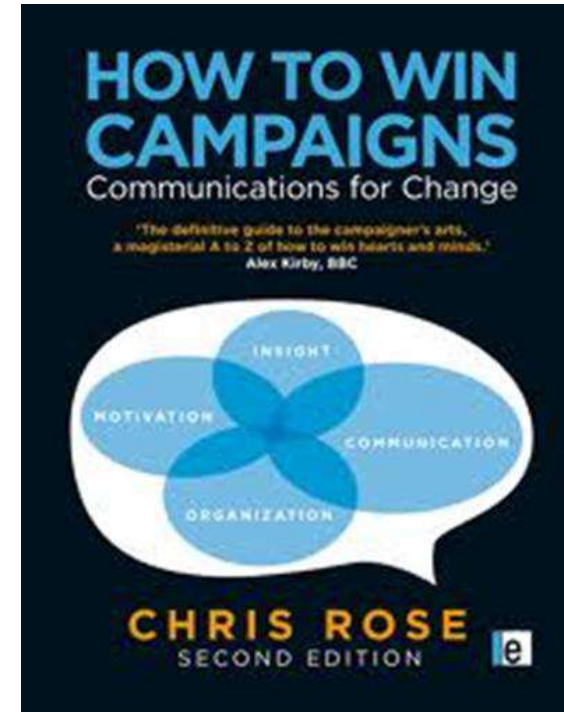
To win support from voters, customers, businesses or politicians, your clever ideas need to make sense when processed by 'intuitive' thinking. To do this you need to apply tools such as heuristics, motivational values and framing. These are routinely used in sales, marketing and advertising but often ignored by scientists and other professionals. 'Issues' lie in the specialist not public domain.



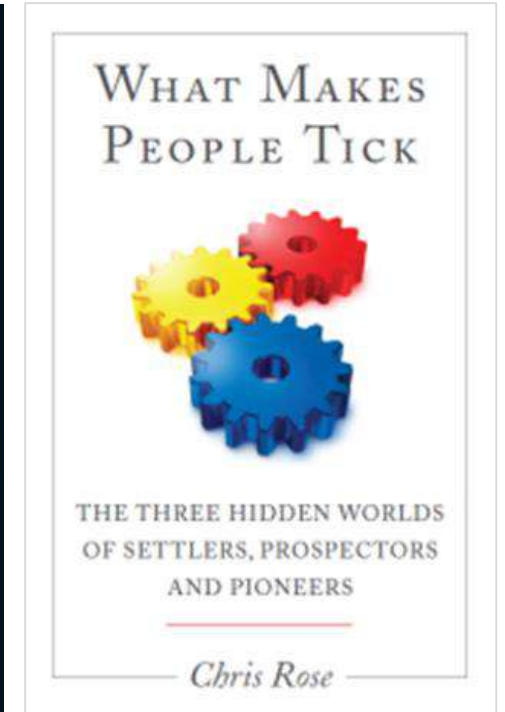
Issues



>



Campaign construction & people

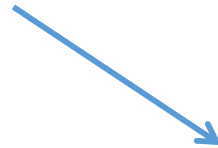


To get change you mostly need to:

Convince politicians



Voters



Convince businesses



Customers



People

Two big tasks:

- Planning your journey
- Taking people with you

- Planning your journey

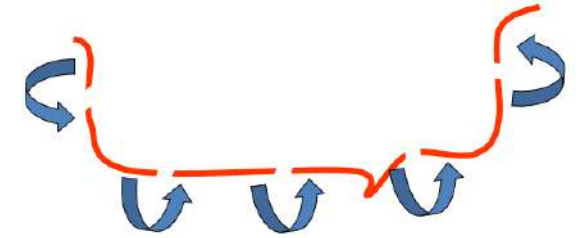
Don't campaign on the issue



Just one line of it



- Taking people with you



& do it in steps

- How do they decide ?

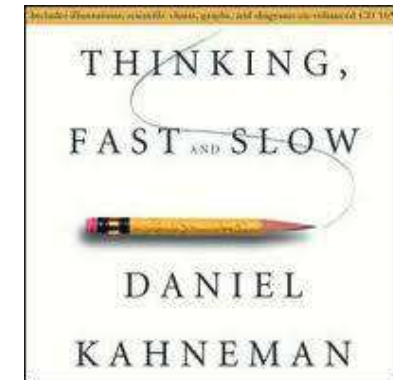
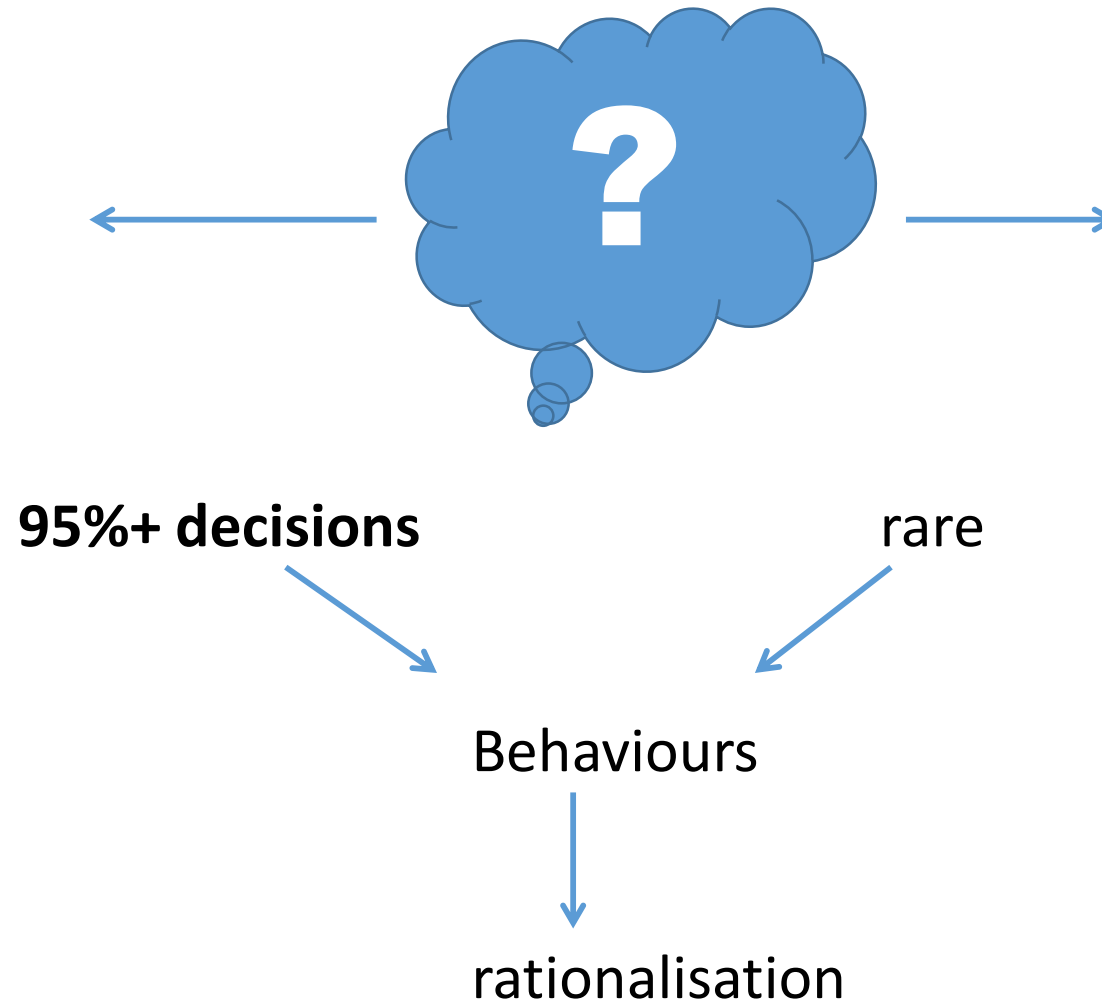
How we decide

System 1

Easy way
Intuitive
Emotional
Unconscious
Reflexive

System 2

Hard way
Analytical
Conscious
Reflective

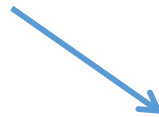


System 1 tools

System 1

Easy way
Intuitive
Emotional
Unconscious
Reflexive

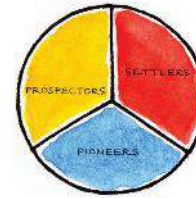
95%+ decisions



Behaviours



rationalisation



VALUES



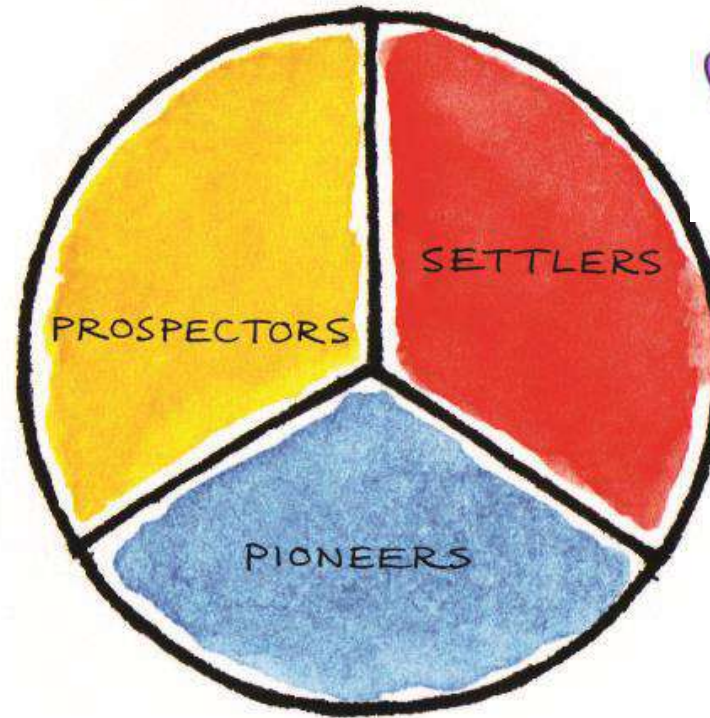
HEURISTICS



Values: unconscious drivers and behaviours – unmet needs



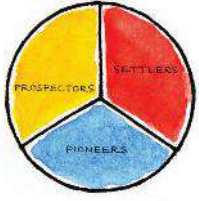
Prospectors –
outer directed:
need for success,
esteem of others
then self esteem.
Acquire and
display symbols of
success.



Settlers - need for
security driven:
safety, security,
identity belonging.
Keep things small,
local, avoid risk



Pioneers – inner directed. Need to
connect actions with values, explore
ideas, experiment. Networking,
interests, ethics, innovation



Natural England's Marine Campaign



MPAs

Sense of place



Protect it

What place ?



Protect what ?



First create a sense of place – “there is an undersea landscape” ...
“our region has one”





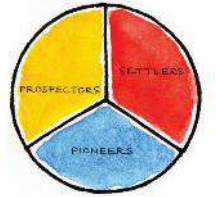
Then later we can show
threats: problems and
solutions (*not now*)



When shown marine concepts

Client and 'green base' mostly Pioneer

Concept group	Settler	Prospector	Pioneer
Topography	An exciting idea		
Individuals and communities	A compelling idea	A neutral idea	An interesting idea
Beauty Spots	A potentially worrying idea		A fascinating idea

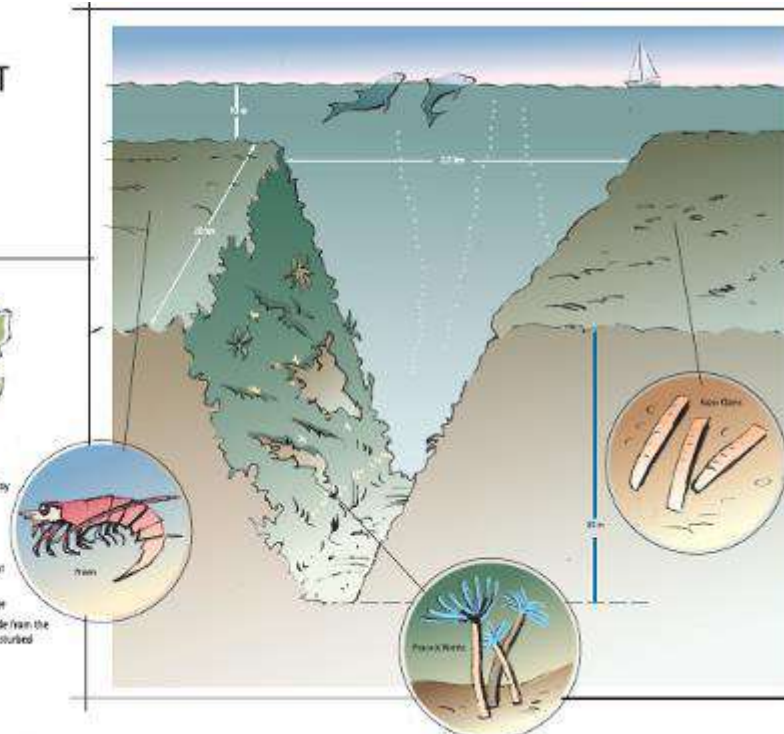
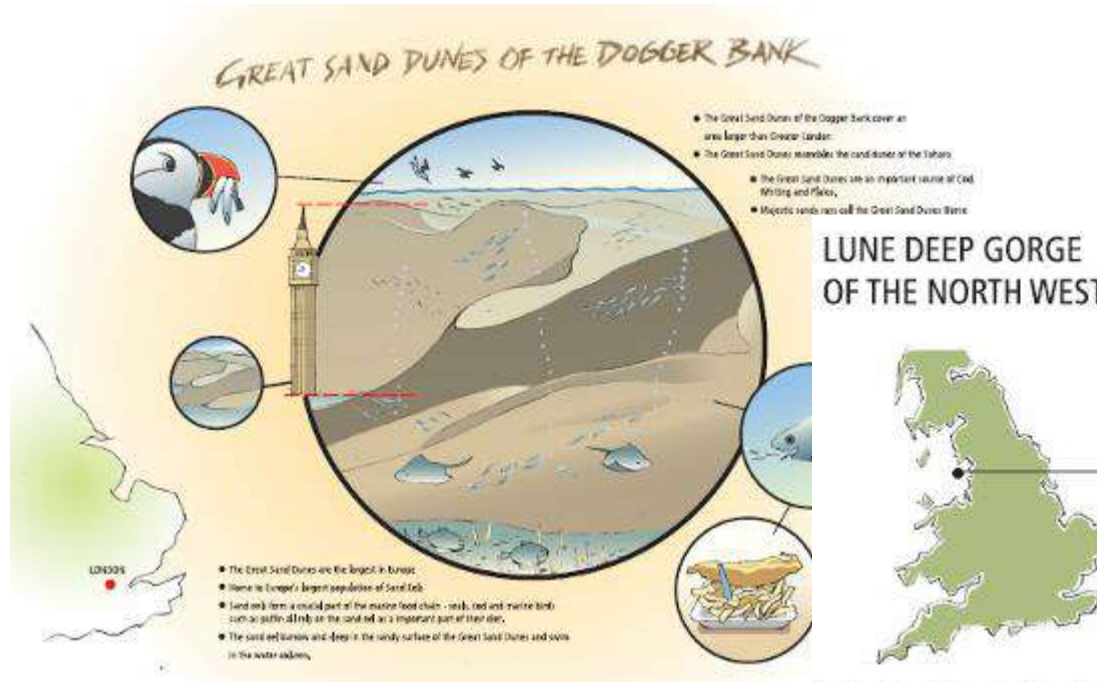


Rule of thumb: Prospectors are hardest to please

Seabed topography is immediately engaging,
exciting, a result – something to appreciate

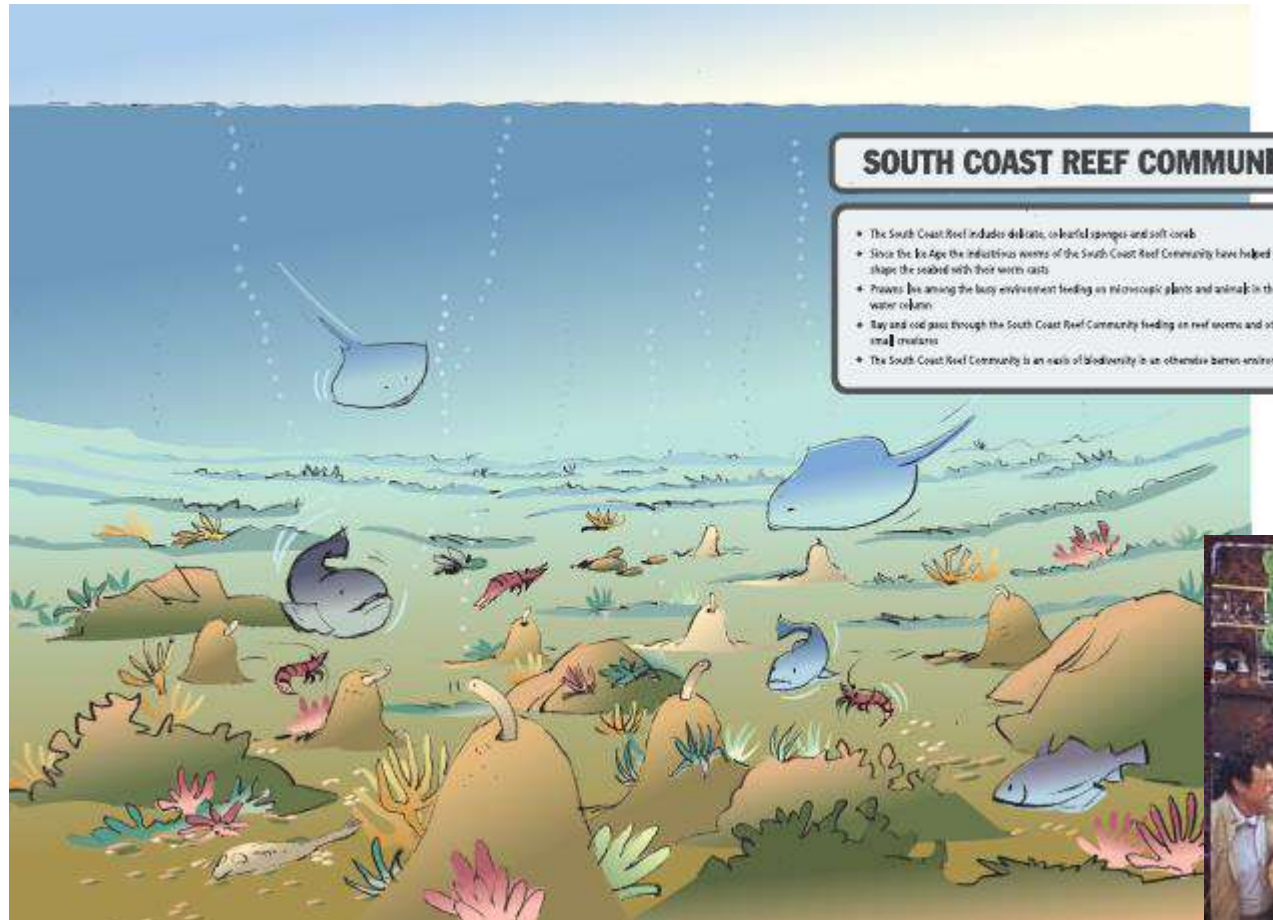


Make undersea features +
creatures real, 'ownable'

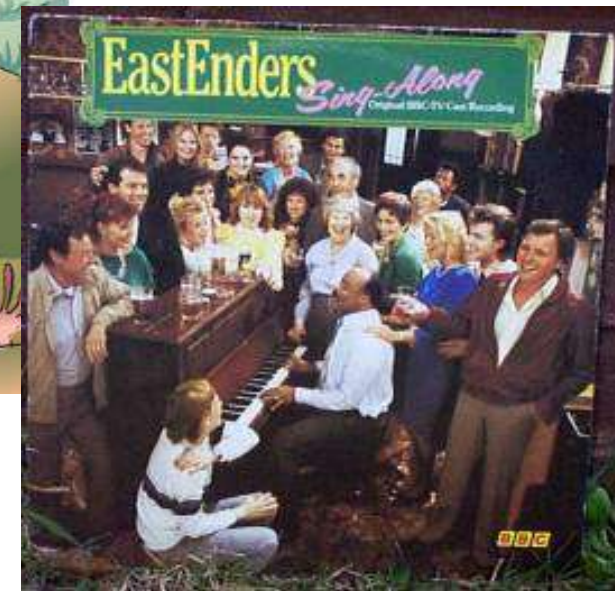


Dramatic
Inspires awe
Easy for public to assimilate
Quick thrill

Plucky survivor communities - of interest to Settlers and Pioneers



**Like our own neighbourhood
Underdogs struggling to survive
A good cause to champion**

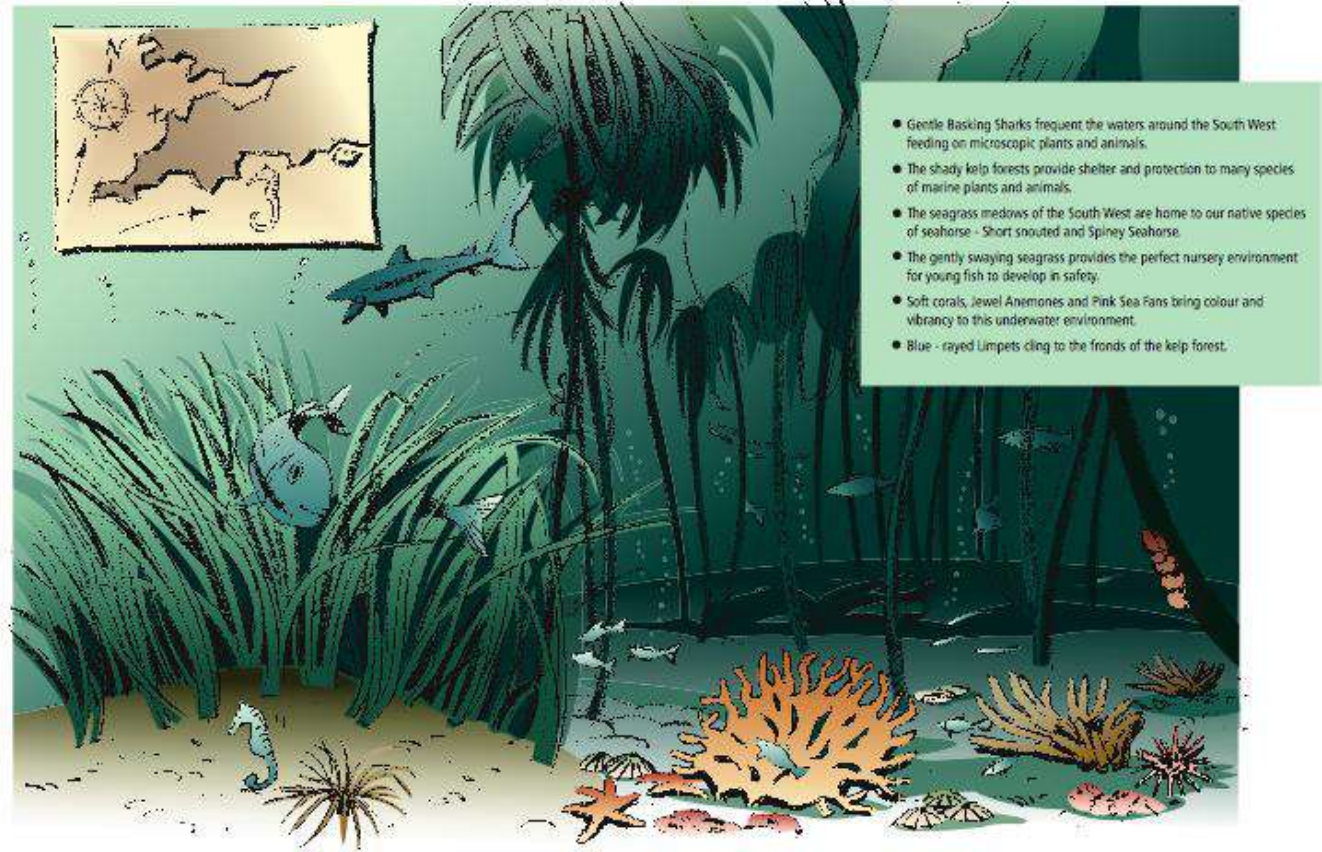


Beauty spots – mixed reaction

**Pioneers loved the
mystery**

**Others found it scary or
not credible**

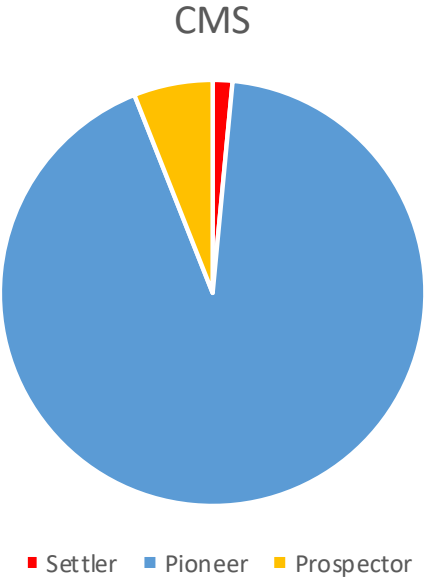
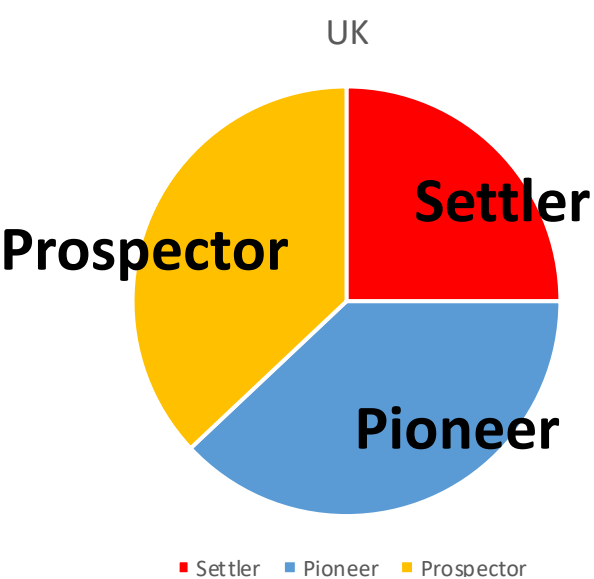
KELP FOREST AND SEAGRASS MEADOWS OF THE SOUTH WEST



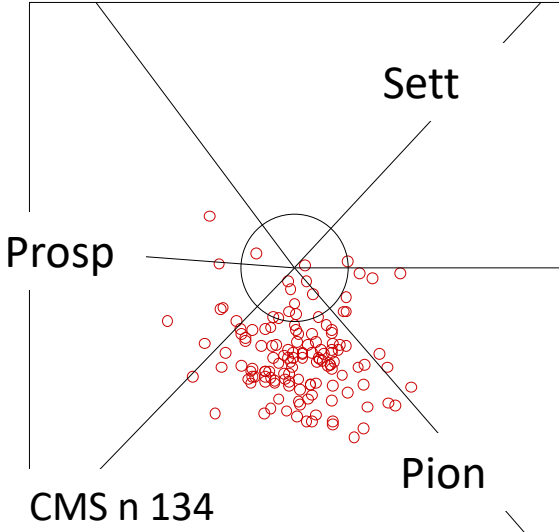
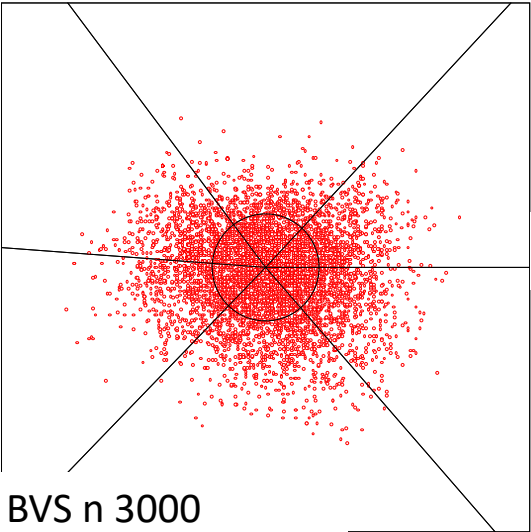
National values

Values of Coastal
'Conference 2019

Values of the Coastal Futures Conference are massively skewed to Pioneer (over 2x over-rep'); Prospectors 6x under-represented, Settlers 16x.

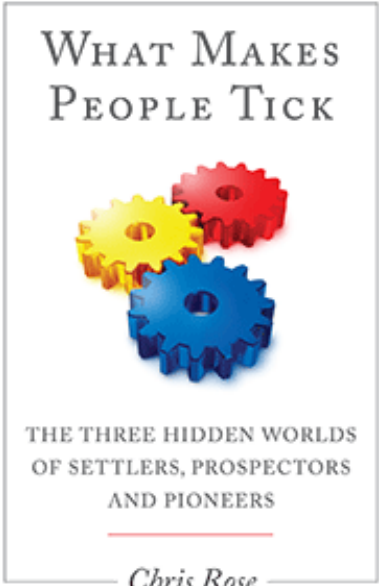


Pioneer group-think values assumptions dominate most 'green' NGO public comm's leading to failures, and failure to learn lessons from failures. Need to engage on values. Same underlies 'Brexit'.



More at www.campaignstrategy.org (see Three Worlds blog) & www.cultdyn.co.uk CDSM

	UK	CMS
Settler	25	1.5
Pioneer	38	92.5
Prospector	37	6



Heuristics – work more often than not

- **Liking**
- **Effort**
- **Social proof**
- **Consistency**
- **Exchange**

Lots more

Babies

Children

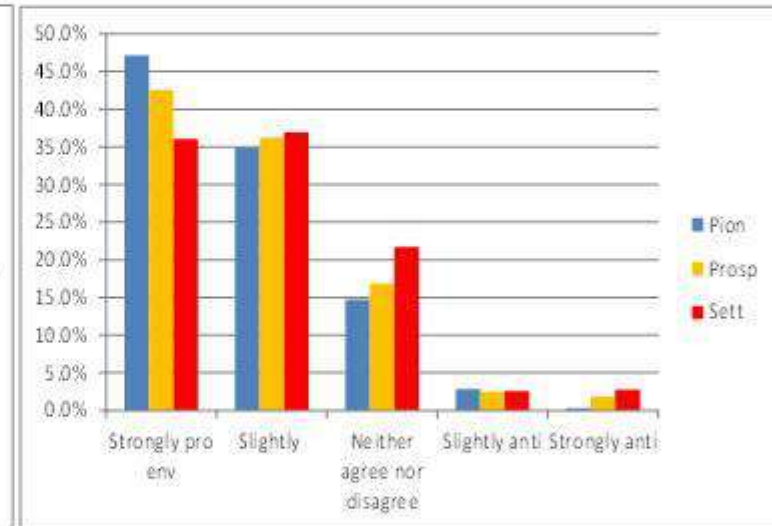
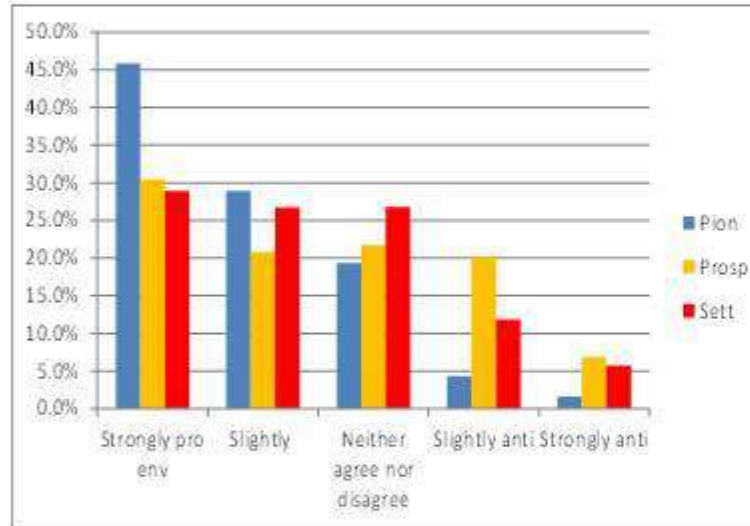


Researchers left 240 wallets on the streets of Edinburgh 42 per cent of the wallets were posted back in total. (No money but clear id/address)



Environment>Children Reframing uplift effect – more Settlers + GDs agree

ENV	Pion	Prosp	Sett	CHILD	Pion	Prosp	Sett
Strongly	45.8%	30.4%	28.9%	Strongly	47.1%	42.6%	36.1%
Slightly	29.0%	20.8%	26.7%	Slightly	34.9%	36.2%	36.9%
Neither	19.3%	21.8%	26.8%	Neither	14.7%	16.9%	21.7%
Slightly	4.3%	20.2%	11.8%	Slightly	2.9%	2.5%	2.6%
Strongly	1.6%	6.8%	5.7%	Strongly	0.3%	1.8%	2.8%

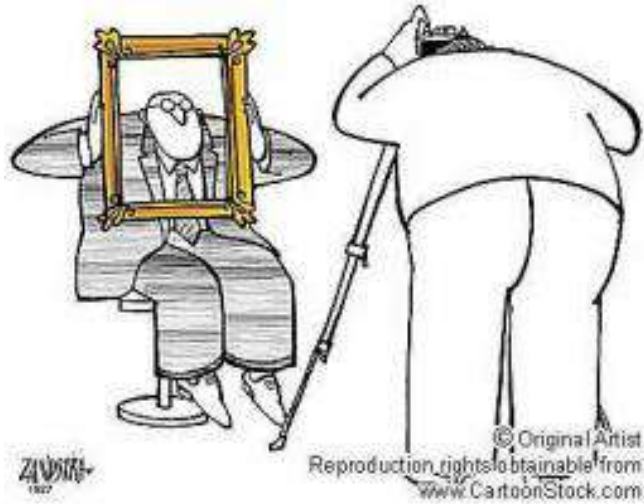


Use of the 'environment for our children' frame rather than the 'environmental concern' frame has a positive effect on all MGs but it is very small for Pioneers, and much larger for Prospectors and Settlers.

Values + heuristics

- make it nature
for-the-children
and more agree

Framing- unconscious categories



***“First we see –
then we
understand”***

Walter Lippman

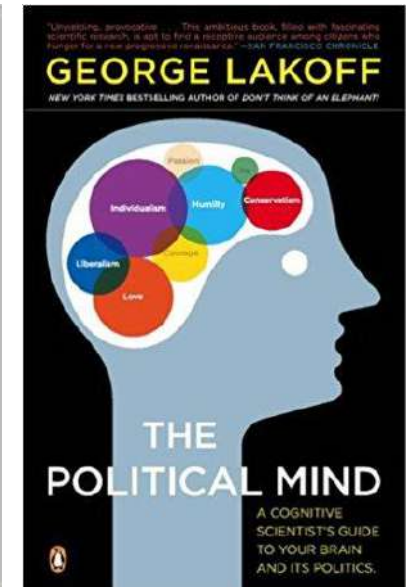
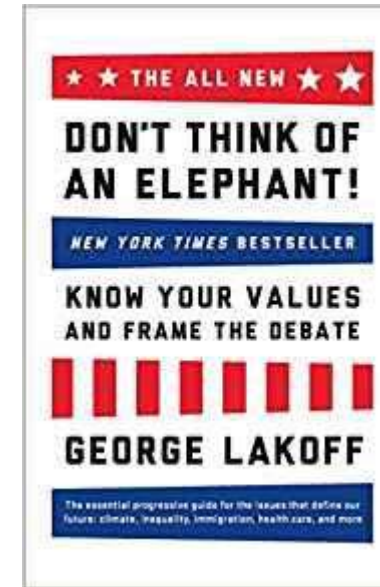
**Plastic as litter
or plastic as
pollution ?**

'framing' – George Lakoff

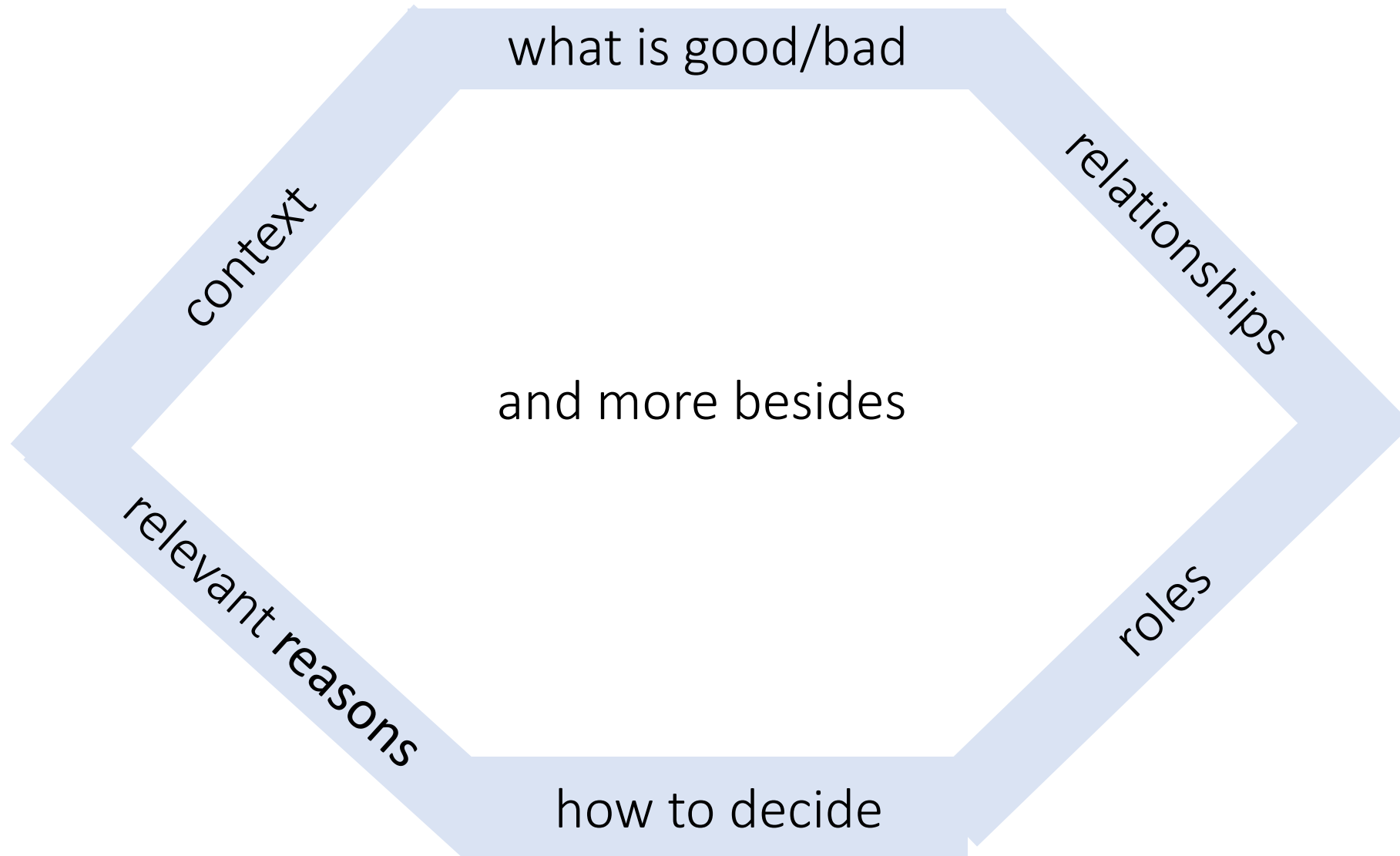


Idea Framing, Metaphors, and Your Brain - George Lakoff

https://www.youtube.com/watch?v=S_CWBjyIERY



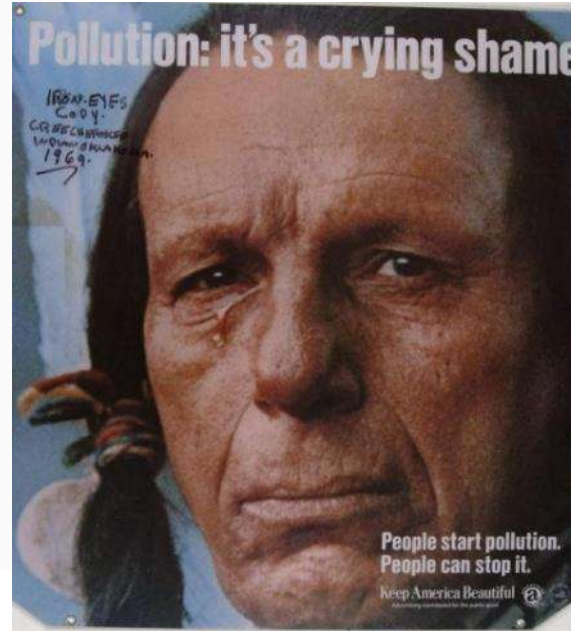
a frame determines



<https://www.youtube.com/watch?v=j7OHG7tHrNM>



YouTube



Where the 'litter' framing strategy came from: Crying Indian Campaign by 'Keep America Beautiful', 1970 video

14bn views

14 billion views +

The Crying Indian 1970

"People start pollution. People can stop it".

A Beautiful If Evil Strategy

Posted on [September 27, 2017](#) chris rose, chris@campaignstrategy.co.uk
<http://threeworlds.campaignstrategy.org/?p=1656>

As the planet fills up with plastic and the EU ponders its

Framing: Litter or Pollution?

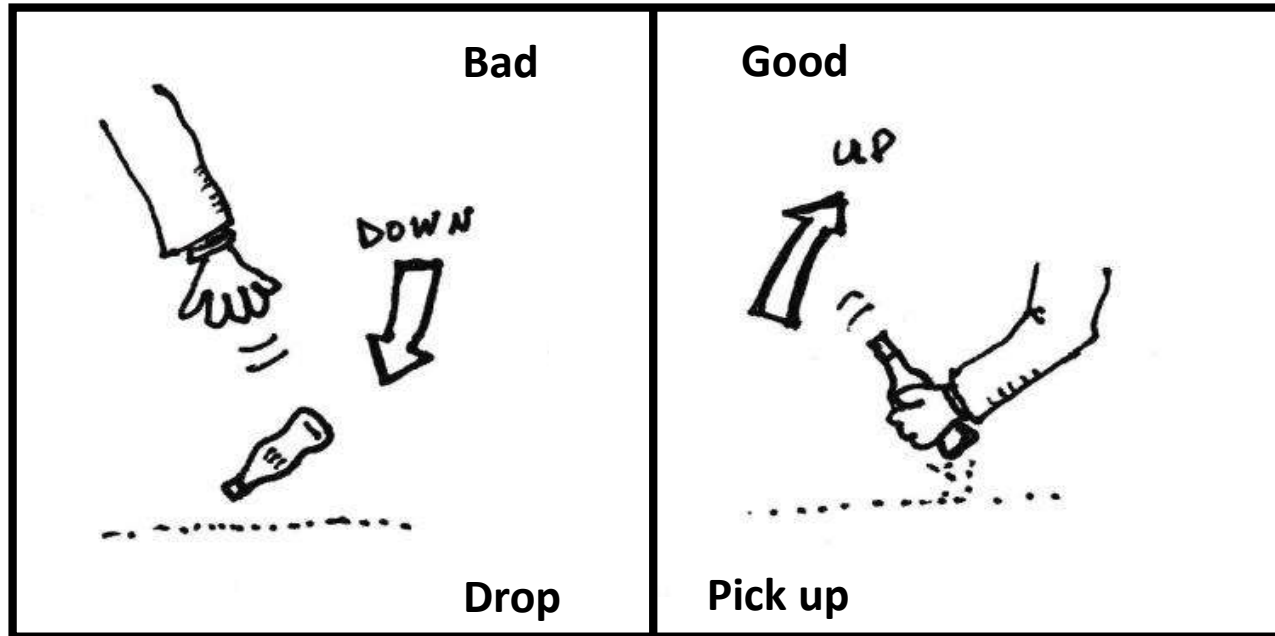


“This is not, the fault of the government. It is the fault of the people who knowingly and thoughtlessly throw it down.”

<http://threeworlds.campaignstrategy.org/?p=1847>

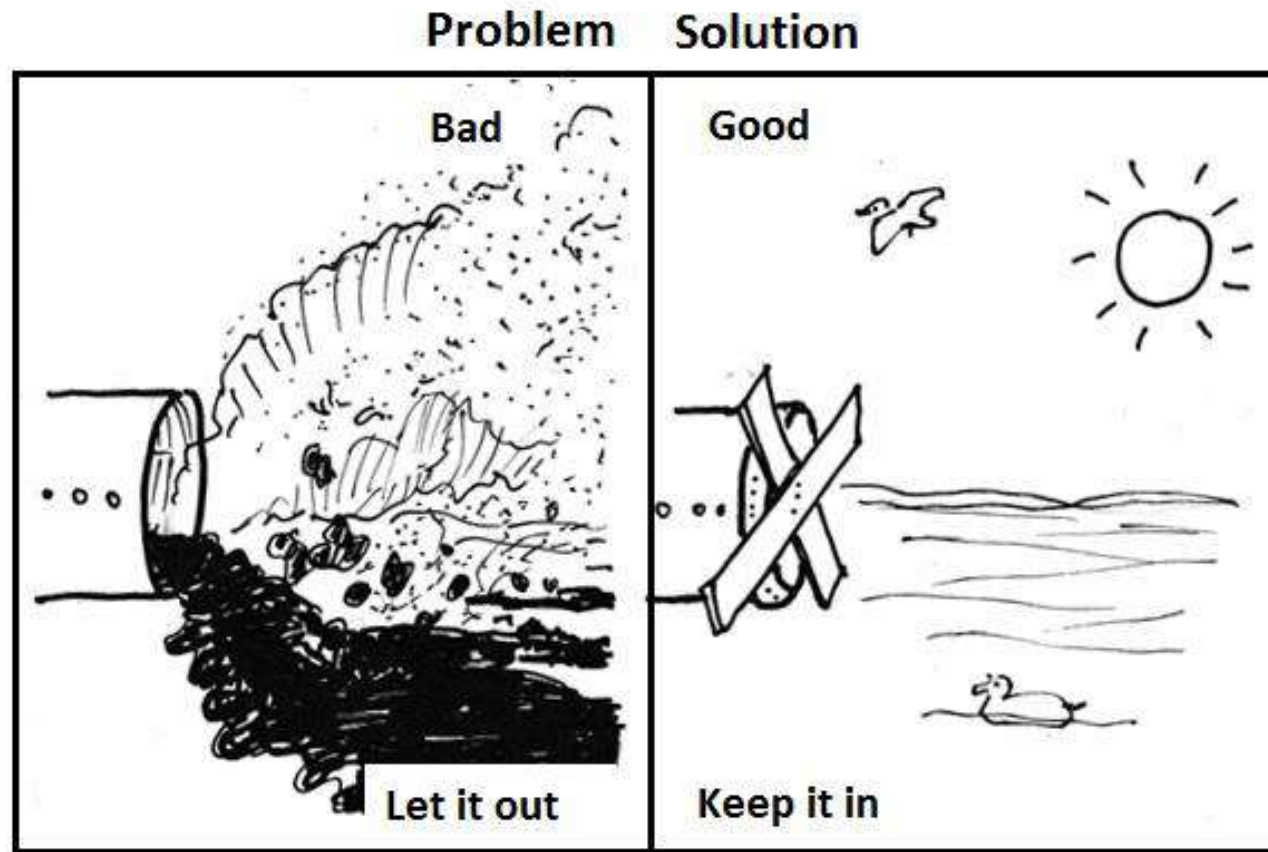
FRAMING

Problem Solution



Responsibility:
Personal

FRAMING



Responsibility:
producer

WFE Campaign - Dubai Event 2017



In 2016, the fourth edition of Waste Free Environment, For the second time, WFE was celebrated not only in the Arabian Gulf, but successfully exported to Shanghai, China; Mumbai in India; Singapore, and Sittard/Geleen and The Hague in the Netherlands. In total

GPCA's Waste Free Environment (WFE) campaign, now in its fifth year, recently expanded into three new territories, adding the U.S., Australia and Sri Lanka to its global reach. Growing participation in the WFE initiative encompasses 29 companies and thousands of volunteers across 23 cities internationally. In

United Nations
Environment Assembly
"Green Room" Event



Cuaderno de Bitácora



Don't Be a Litterbug

Plastics industry 2017

Litter framing

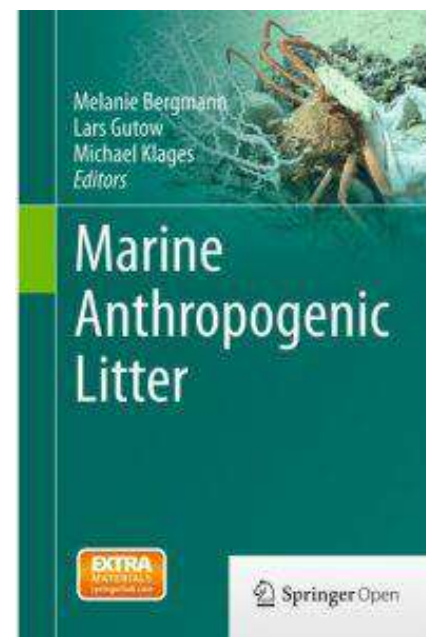
Children picking up
plastic 'marine litter'

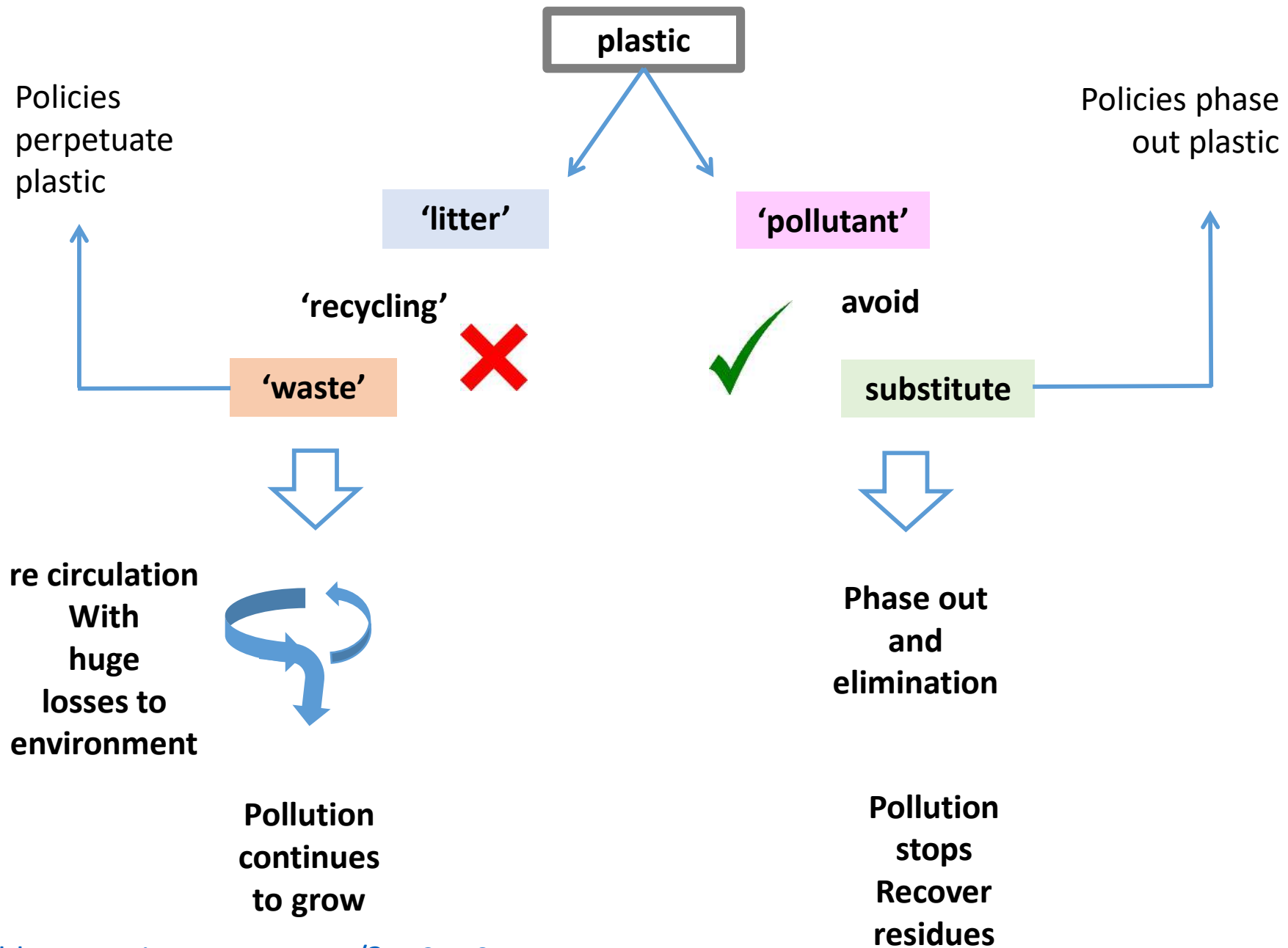


"People start pollution. People can stop it".

Strategy puts responsibility on the public, not the packaging or plastics industry.

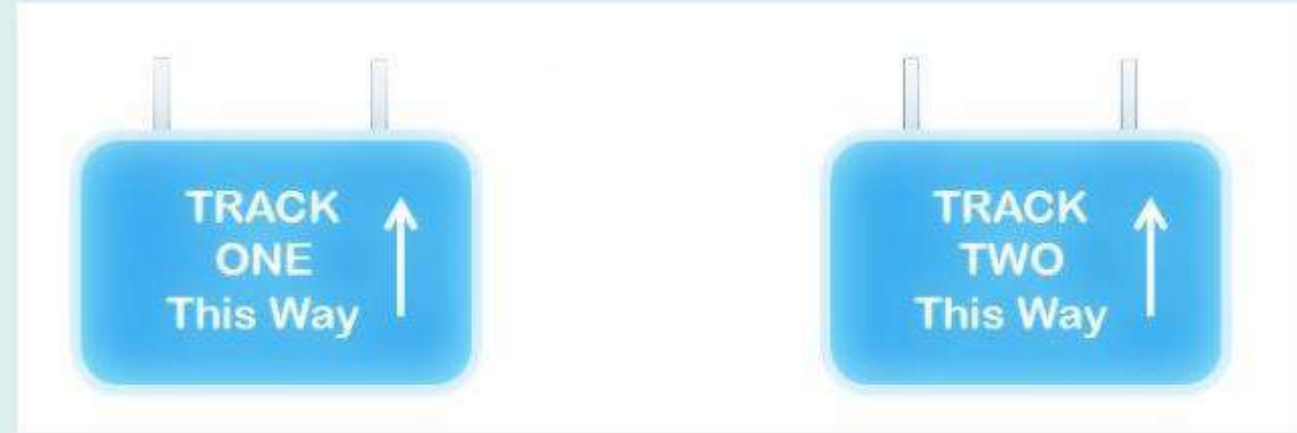
Success of 'Litter' framing





A Two-Track Tool For Issues Development and Campaign Design

Posted on [December 7, 2017](#) by [tochrisrose](#)



(download this blog as a pdf [here](#))

Public domain
Mainly unconscious communication:
daily life, advertising, politics, popular media
(System 1)

Analytical domain
Mainly conscious communication,
science, law, disciplines,
policy communities
(System 2)

<http://threeworlds.campaignstrategy.org/?p=1746>

FRAMING

A one of those



HEURISTICS

We usually go this way



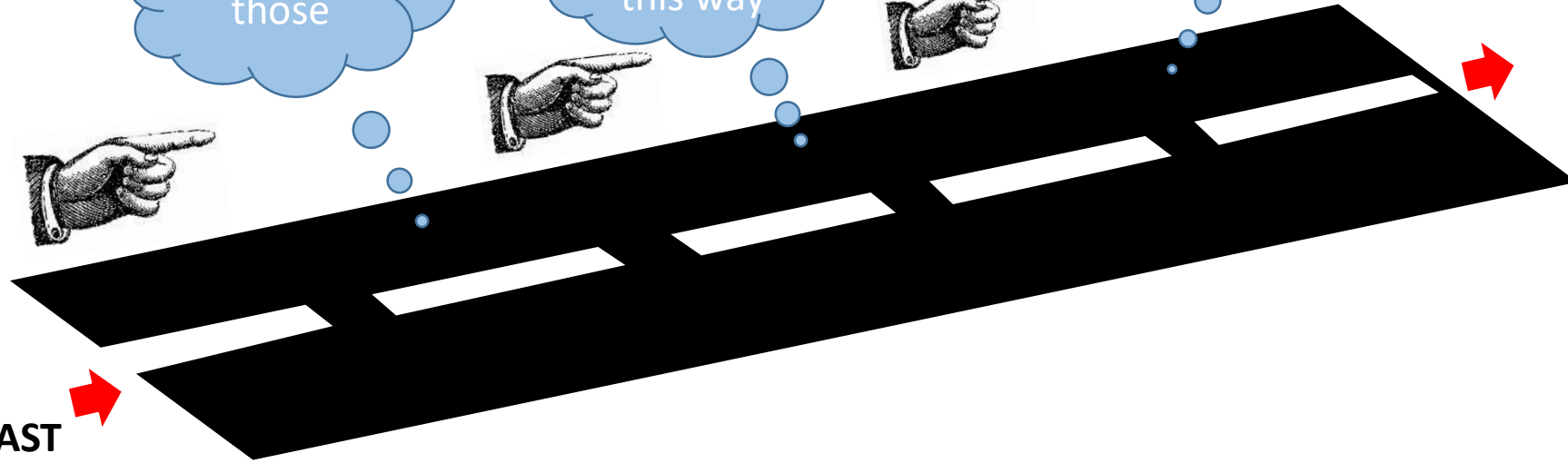
Just seems like common sense

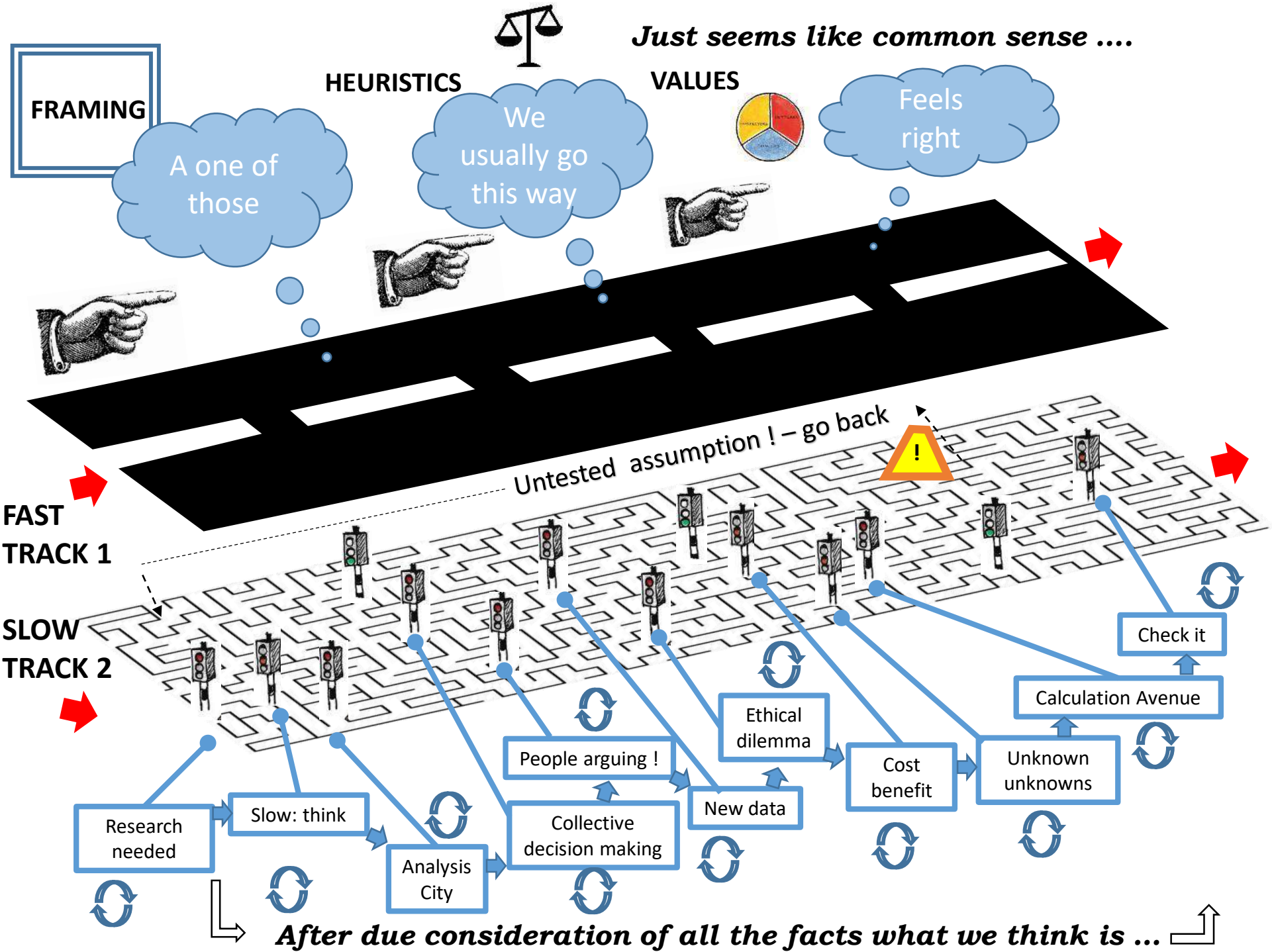
VALUES



Feels right

**FAST
TRACK 1**



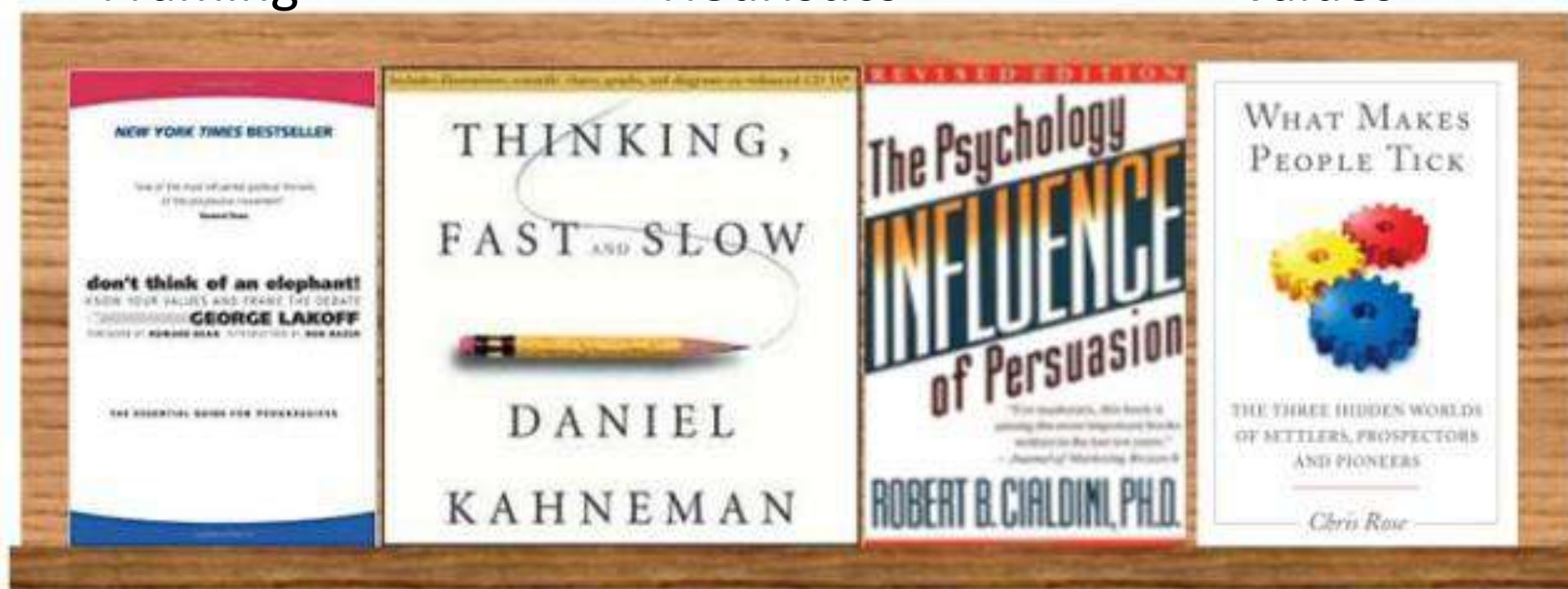




Framing

Heuristics

Values



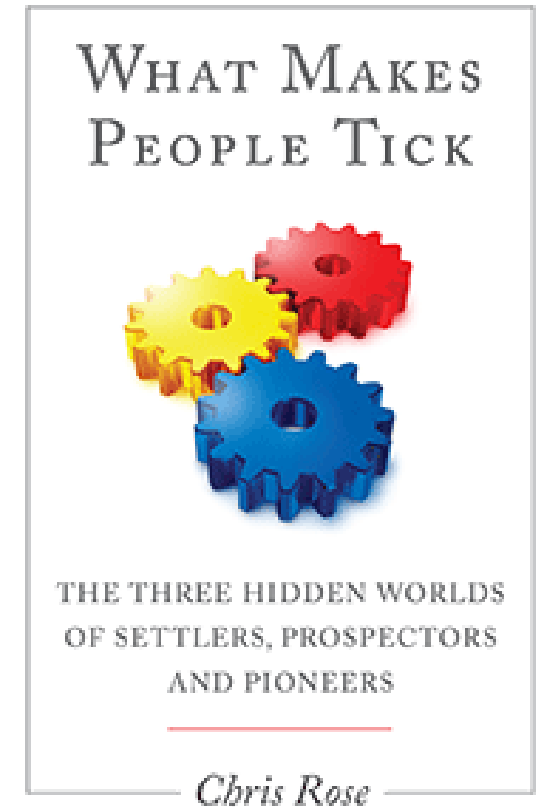
Blogs: <http://threeworlds.campaignstrategy.org/> @campaignstrat

			VM	UK %	CMS
		Roots	RT	6.7	0
	Smooth Sailing	SS	3.9	1.5	
	Certainty First	CF	7.4	0	
	Brave New World	BNW	6.4	0	
	Golden Dreamer	GD	11.8	0.7	
	Happy Follower	HF	5	0.7	
	Now Person	NP	13.5	4.5	
	Tomorrow Person	TP	7	0	
	Transitional	TS	5.4	0.7	
	Concerned Ethical	CE	6.4	6.7	
	Flexible Individual	FI	10.1	6	
	Transcender	TX	16.4	79.1	
(2019 Coastal Futures Conference (CMS) Values Modes %s)					

Settler

Prospector

Pioneer



More at www.campaignstrategy.org
 (see Three Worlds blog) &
www.cultdyn.co.uk CDSM