

**Campaign Strategy Newsletter 45 October 2008 Special Edition**  
**The Spartans Strategy For Making Politics Deliver on Climate**

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This Special Edition brings you an unusual article in the form of a blueprint for a campaign strategy to change UK politics at the next General Election, in favour of the climate. It's not often that a former high ranking official from a mainstream political party shares his views on how NGOs might campaign to force political parties to change their policies, let alone a former director of an international Public Affairs company but Simon Bryceson is both and he does just that in the report *How to Make Politics Work For Climate*, posted at [www.campaignstrategy.org/makepoliticsworkforclimate.pdf](http://www.campaignstrategy.org/makepoliticsworkforclimate.pdf).

Bryceson may not be known to many readers of this Newsletter but he has worked for Burson Marsteller and advised a wide range of multinational corporations and governments, as well as serving a spell at Friends of the Earth and acting as the Deputy General Secretary of the UK Liberal (now Liberal Democratic) Party. Amongst other things he helped steer the process by which Unilever played a pivotal role in establishing the Marine Stewardship Council. If you are interested in campaign design, then irrespective of the climate issue and the idiosyncrasies of the UK political system, I suggest his article is well worth studying (see also [http://www.campaignstrategy.org/articles/time\\_for\\_strategy.pdf](http://www.campaignstrategy.org/articles/time_for_strategy.pdf) 'A Time For Strategy').

Essentially Bryceson advocates a 'Strategy of the Spartans': a thousand carefully placed individuals organised so as to threaten the outcome in enough Parliamentary Constituencies, to make a real difference to political action on climate change. As he says, his inside track strategy may be seen as 'treasonable' by the political classes, and NGOs may not like his bleak outlook on what they are achieving to date but he makes a powerful case for a gameplan soaked in real politik, concentrating the diffuse and converting expressive opinion to instrumental opinion – that is, making it count.

Bryceson has seen issues such as climate from inside politics, NGOs and business, so he is in an unusually good position to judge 'what works'. With perhaps two years to go to a General Election and ever greater temptations for politicians to avoid what they see as hard choices on climate, Bryceson's radical strategy is something that NGOs ought to look at.

**Visual Waste Puzzler**

Phil Hurst at the Welsh 'Campaign For Real Recycling' [www.realrecycling.org.uk](http://www.realrecycling.org.uk) has come up with an ingenious use of visual language [1].

Part of the organisation's mission is to keep down the costs of recycling by encouraging people to separate their waste. Sorting it out once a Local Authority has collected it all mixed up, costs time, money and energy. To visualise this problem and solution, the Campaign uses a waste version of Rubik's Cube - both animated at the website and in print and 3-d applications. A clever execution because it uses a familiar puzzle to illustrate a puzzle – with the inbuilt framing that it can be solved.

Like all good visual language this is communication without words, not visualisation of words.

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**Follow Up To 'Campaigning Your Way Out Of Recession'**

There was quite a bit of interest in the article in the last Newsletter (44) on using evidence of profitable 'green growth' as a campaign strategy in the recession. I am indebted to Matt Phillips of the European Climate Foundation for pointing me to an important recent study reported in the *New York Times* [2], which shows that policies on energy efficiency introduced in 1978, after the first 'oil shock', 'created nearly 1.5 million jobs from 1977 to 2007, while eliminating fewer than 25,000'.

Conducted by David Roland-Holst, an economist at the Center for Energy, Resources and Economic Sustainability at the University of California, Berkeley, this study provides hard evidence of what happens when the sort of policies needed to combat climate change, are actually introduced. A key finding is that consumers were able to reduce energy spending, and "these savings were diverted to other demand."

Because this has really happened, it is much more powerful evidence that any number of scenarios about what might happen or arguments for what ought to be done.

[1] see 86 – 91 in *How To Win Campaigns*, Chris Rose, Earthscan 2005 and Campaign Strategy Newsletter 40 at [http://www.campaignstrategy.org/newsletter\\_index.html](http://www.campaignstrategy.org/newsletter_index.html)

[2] <http://www.nytimes.com/2008/10/20/business/20green.html?partner=rssnyt&emc=rss>

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

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