

Campaign Strategy Newsletter No 53, July 2009

Resolving Koo's Paradox

New Report

Recession is on the minds of many campaigning organisations but perhaps it offers an unprecedented opportunity in the form of a resolution to what could be called Koo's Paradox ? That's the argument of a new report *Resolving Koo's Paradox: A Non-Profit Opportunity ?* posted at the Campaign Strategy website:
http://documents.campaignstrategy.org/uploads/resolving_koo.pdf.

Economist Richard Koo of Nomura has made waves with his case that this is a 'Balance Sheet Recession' - in which textbook economics does not apply because individuals, banks and potential commercial borrowers flip from trying to maximise profits, to 'repairing their balance sheets' and paying off debt. Depression follows, argues Koo, unless governments borrow and spend until the balance sheets are repaired.

Koo identifies the 'paradox of thrift', in which saving, normally a virtue, becomes a 'vice', as it encourages the downward spiral of the economy. The new Campaign Strategy report notes that 'New Thrift' behaviours, started by the innovative psychological group the Inner Directed 'Pioneers', are spreading to the Outer Directed 'Prospectors', and that the conservative Security Driven 'Settlers' already agree with the idea of 'thrift', although for different reasons. This creates the possibility of all groups in society adopting a new thrift economy: Sustainable Development at last ? If that is, campaigners can turn the trends into political asks that attract politicians.

Greens Correction

Several Green Party activists contacted me after the Newsletter 51 which said that the Greens did 'poorly' at the 2009 UK European Elections. Says one: "it is false to say that "the Greens did poorly" at the Euro Elections. Our vote countrywide went up by about 450000. We gained far more than the BNP, in terms of votes, while UKIP's vote simply remained steady. We only did poorly in terms of seats, because of the wretched d'Hondt system, which is very poorly proportional. Four Greens came within 1.5% of being elected. A slightly different distribution of votes around the Regions, and we would have shot up to 6 MEPs - whereupon presumably you would have said that we did very well".

They are right. Sorry about that but my point was that Joanna Lumley's popular Gurkha cause was down to other factors than her magical personality or influence. Her support did not help the Greens dramatically improve their outcome in the way it helped the Gurkha Justice Campaign (and that may well have had something to do with the appeal of that campaign across the values spectrum). It wasn't supposed to be an electoral analysis piece - in fact CDSM's 2005-8 (ie two survey) comparison now shows the Greens and LibDems have now been joined by what remains of Labour's vote all fighting in the same 'Pioneer' area - which may help explain why or rather how Labour did so poorly (collapse of appeal outside that area) and shows that the sorts of people now saying they identify with Labour now look much more than before, similar to Green and LibDem supporters, in terms of values. More on this in a future Newsletter perhaps and a book that I have been writing about values, campaigns and communications.

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Worth Reading

If you've not already done it then any campaigner should try reading George Lakoff's latest offering (Penguin 2009) *The Political Mind*. In it he goes much further than before into how 'framing' works at a subconscious (reflexive thought) level, and makes a strong case for a 'New Enlightenment' in which we all wake up to how real decision making is mainly 'emotional' (unconscious - he says 98%) and not rational-conscious, ie the old 'Enlightenment' theory of analysis and debate on 'facts' leading to us forming opinions and making decisions.

Some Other Stuff

Try <http://www.thecapsolution.org/page.cfm?tagID=39554> for a nice simple straightforward campaign video which makes its point, again, and again, using real people.

Try <http://www.youtube.com/watch?v=kbaXYPmjU0> for something about money - crass and simplistic maybe but it says just one thing - and it could have been about something else, carbon for example. The child telescopes something abstract from the future into something immediate and emotional.

Try www.climateinteractive.org to create your own end of the world scenario. Just as bad as the real thing.

Try <http://tinyurl.com/nlm6vu> for an example of how to lay on the emotion, over and over. Never knowingly under-emoted ... this ad for a fuel efficient Ford features computer generated baby animals in the womb. Presumably aimed at greenish mothers? No car features in the ad. At any event sales of the Ford Econetic have apparently been spectacular, whether this ad played any part or not (although first promoted in 2007 and 2008 it is frequently mentioned in car blogs). Campaigners note: if you want to reach an audience emotionally, don't under-do it.

Try <http://battlefront.co.uk/> and <http://www.campaigncentral.org.uk/> for more how-to campaign resources

Try <http://www.culturallogic.com/projects.php> for some framing research examples

Try <http://www.newtactics.org/en/blog/new-tactics/information-activism-turning-information-action> for a human rights tactical site as mentioned by <http://twitter.com/gillo>

Try <http://www.hollyworks.com/frameworks/course/> for a truly great example of how to research and use farming, from the Frameworks Institute, funded by the Kellogg Foundation (subject - food)

Try <http://www.globalrichlist.com/> on your friends ... seems to interest everyone. Duane Raymond points out that its indefinite lifetime is part of its success as an engagement device.

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

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