

Public campaigns and strategic planning

Martin Skalský
Arnika, Praha

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What NGOs can do?

- Investigate the problems (expertise, analysis)
- Inform and educate the people
- Advocate rights of local communities
- Propose and enforce solutions
- Cooperate with other NGOs
(share the successful stories and difficulties)

Case study: Pozd'átky

Agricultural part of Czech, small village

Plan to build up „the most up-to-date“ hazardous waste dump

- 1994: start of the operation
- 1996: serious breakdown, leakage
- 1999: bankruptcy of the owner, district cares of the site
- 2000: lack of money, major breakdown, soil & water contamination
- 2002: plans for cleanup – governmental budget to buy & cleanup
 - Work to slow, private company ICKM comes / governmental money not available any more
 - Another project: to repair the dump and continue its operation
 - Several fines to ICKM for damaging environment
- 2004: election campaign – addressing candidates
- 2006: EIA process
- 2007: MoE issued negative statement
- 2008: finally decided to buy a dump and pay for cleanup

Pozd'átky – what did NGOs do?

- Close cooperation with municipality
- Local NGO found
- Expert research, sampling, chemical analysis
- Exhibition, leaflets, web site
- Pressure on state bodies / environmental inspectorate
- Political campaign / addressing candidates
- Pushing ministry and government
- Strong media campaign
- Using the case in negotiations on Toxic Release Inventory implementation

When small Pozd'átky village became the issue of national interest and was recognized as one of the environmental problems of the region, easy to find a solution.

Necessary to continue campaigning for many years, not to give up.

How powerful are we?

The more supporters, the more power.

NGOs should educate the people and advocate their rights for healthy environment.

How to involve the people:

- Membership
- Signatories (petitions etc.)
- Individual donors

In CZ, NGOs have got at least the same members and supporters as political parties.

Part of the success is information campaign – we need media on our side.

Why people would support us?

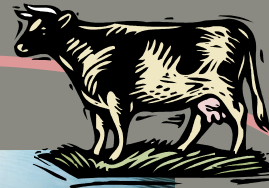
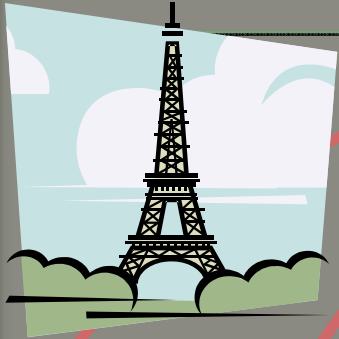
- People are mostly concerned about

- Health
- Job / income
- Life of the children

- Campaigns should emphasize:

- Clear message – „quality of life“
- Defending peoples' rights
- Protecting environment for the future

Map of the community



Different dealing with different groups

Communication strategy depends on the needs and knowledge of the target groups.

- Farmers: ability to sell pure food (local economy)
- Villagers: public health
- Yerevan residents: quality of food, health
- Media: new evidence, new investigations, analysis, controversial issues, public health
- Politicians: pressure from the voters, criticism of media, international scandals

Campaign planning

Goal	Target	Supporters Opponents Not decided	Tactics	We have We need	Tasks	Who When
What we want to achieve?	Who can make a change?	Detail list of people + organizations	Particular steps leading to our goal		Concrete tasks for every part of tactics	People + dates
specific						
achievable						
measurabl						

It is necessary to develop a campaign strategy before planning.

Plan is helpful, but nothing written in the stone:

- Usually for 1 year
- Regular assessment needed
- We should update or change the plan when needed

Campaign planning / Pozd'átky

Goal	Target	S/O/N	Tactics	Have need	Tasks	Who when
Cleanup the site with no new dumping place construction	Ministry of environment	+ Local NGO	1. Address the political parties candidates for elections	+ regional waste management plan	1.1. Prepare questions	
		+ villagers + wekeenders	2.Publish the demands	+ petition	1.2. make a contact list	
		+ technical university	3. Develop a cleanup study	- info on technologies	1.3. publish answers on web site	
		- ICKM Inc.	4.Participate in EIA	+ money for campaign	1.4. write press release	
		? Regional authority	5. Exhibition on waste	+promise of the minister	1.5. meet candidates	
			6. Media campaign	- lawyer		

Tactics in campaigns / examples

- Chemical analysis, sampling
- Petition
- Manifestation
- Seminar, conference
- Participation in EIA
- Press conference
- Lobbying the politicians
- Training farmers
- Educating children
- Exhibition
- Brochures, leaflets
- Web site
- ???
- ???
- ???

International support of local campaigns

- International agreements on POPs: Stockholm, Basel (waste trade), Rotterdam (pesticides)
- National implementation plan
- Aarhus convention + PRTR Protocol
 - Right to know
 - Right to participate in decision making
 - Right for justice
 - PRTR (pollutant release and transfer): national TRI
- Support of international NGOs
 - Information, expertise, technologies
 - Fundraising possibilities
 - Publicity to the cases

Networking

- Sharing ideas: successful stories
- Information background
- Joint campaigns – multiple impact
- Stronger position – less vulnerable
- Ability to address state bodies
- Chance to join international projects
- Easier to fundraise money

How to found a network

- Common mission and vision
- Common goals
- Joint action

Essential activities:

- Information exchange: web site, strategic meeting, coordinating campaigns, invitation to events
- Supporting each other in local campaigns
- Joint effort to change the policies (press releases, events, demands, negotiations, petitions, etc.)

Green Circle (CZ)

- Association of more than 30 environmental NGOs
- Common agenda
 - EU Center
 - Lobbying activities
 - Regular meetings of NGOs + minister of environment
 - Statements and press releases to important topics
 - Web site + e-mail list serves to share the information
- Publications and research
 - Pre-election survey
 - Guides to CZ legal instruments
 - Implementation of Aarhus Convention
- Mutual support of the campaigns