



# Campaigns workshop

# About Greenhouse

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## Working with pioneers

We work with entrepreneurs, campaigners, and social enterprises – with the vision, ideas and technology to deliver change.

## Seeking out leaders in sectors

We seek out leaders in sectors that need the greatest change, and who have a crucial role in creating a sustainable future.

## Focused on our mission

All of the clients we work with create positive social or environmental impact.  
We turn down those that don't.



## Delivering impact at scale

We delivered more than 70 campaigns in 2020/21 driving change across finance, energy, transport, food and lifestyle.

## Committed to high standards

We have met the highest ethical and environmental standards throughout the business to become a B Corp.

## Proud to be a B Corp

We put purpose above profit and our mission and values are embedded in everything that we do.



# Who are we?

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**Gabriella Smith**  
**Campaign Director**

Gabi drives policy and advocacy campaigns for the likes of Mock COP26 and SHEChanges Climate. Gabi has communications experience developing projects for governments and NGOs alike.



**Sindhu Ram**  
**Nature and youth specialist**

Sindhu has worked on several international campaigns specialising in social media content and influencer media outreach. She has experience supporting with media relations and digital activations.



**Will Vowell**  
**Senior Campaign Manager**

A Russian speaker, Will specialises in global change programmes working on behalf of NGOs and coalition partners. Working across print, online and social media, he ensures that campaigns receive the widest possible spread of coverage.



# Agenda

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- **Introductions** (10 mins)
- **Campaign planning** (10 mins)
- **Audience** (20 mins)
  - Breakout room (10 minutes)
- **Strategy** (20 mins)
  - Breakout room (10 minutes)
  - Communication routes
- **Implementation** (10 mins)
- **Reporting** (5 mins)
- **Questions** (15 mins)

## AIM

To understand the different components of a communications campaign and how best you can use them to further your own campaign objectives.







# Campaign planning

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OASIS is a series that can help bring clarity to communications campaign planning.





# Objectives

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**What** is the main issue? What is its call to action?

**Who** is at the centre of your story? Who is most impacted?


**Where** is your story located? Where are the people who are impacted?

**Why** is this story important? Why should your target audience care about it?

**When** is this story most relevant? What other external events might help or hinder the exposure of your story?








**Organisation:** CENN is a non-governmental organisation working to protect the environment through sustainable development across the South Caucasus.

**Challenge:** 11 villages in Tsalka have no access to gas supply, and therefore depend on firewood for cooking and heating.

**Solution:** Gasification of those villages will reduce pressure on forest resources that are important for climate change adaptation and mitigation. This could improve social integration, access to basic social services, and economic opportunities for vulnerable households in Tsalka.

**Audience:** Residents of 11 villages, approximately 2,600 people, central Georgian government, and local government in Tsalka.



**Organisation:** Dulce Plai is a project based in Todirești village in Moldova, seeking to raise awareness of the importance of bees in order to protect the food system and biodiversity.

**Challenge:** The bee potential was at half its potential across Moldova, and the global bee population is in rapid decline. But following a large increase in honey production in Moldova, there is now more honey in the market than can be consumed locally and export prices are not fair for local producers.

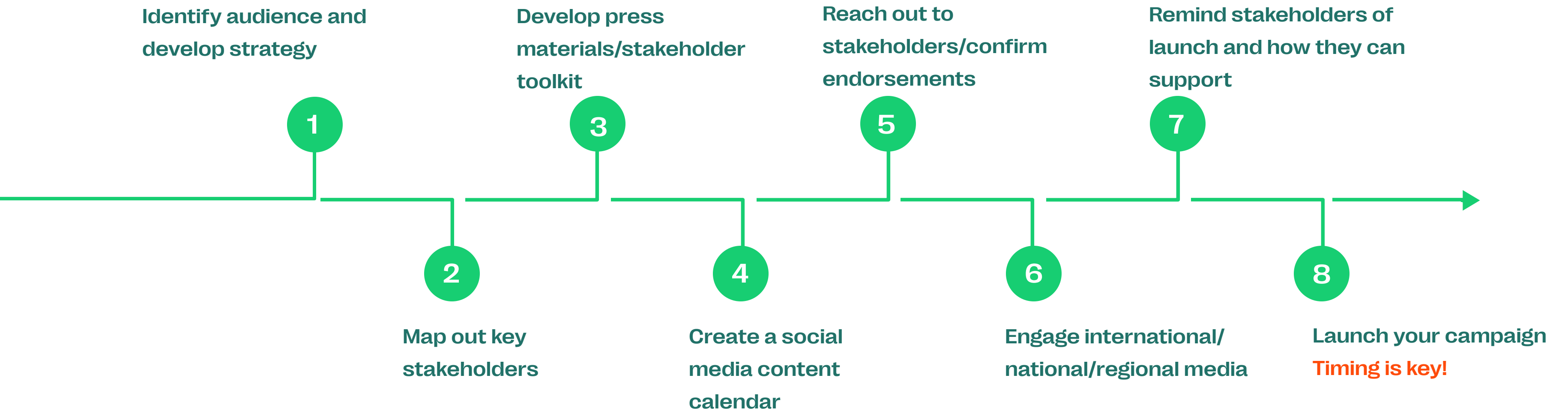
**Solution:** Increase the income of local beekeepers and offer honey to consumers outside Moldova at a sustainable price for producers, so they can continue their trade.

**Audience:** Foreign food markets, international consumers and global importers of honey.



# Timeline

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# Audience



# Identify your audience

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## Sector



Politicians?  
Business people?  
Consumer?

## Location



International?  
Regional?  
Community?

## Age



Young?  
Adult?



# Audience insights

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Gathering audience insights is critical when you don't know who your audience is.

Through desk research or using specific tools you can find out key information that will help you to know which audience you should target.

I.e., using audience insights to find out which regions/demographics buy artisan honey the most.

## Tools you can use

- **Global Web Index** - global data and insights into audiences
- **Canva8** - deeper insights into audiences and markets
- **Pulsar/Sprout** - social listening tools for insights into your audience on social media



# What should your audience think, feel and do?

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What do you want your audience to <u>think</u> ?	What do you want your audience to <u>feel</u> ?	What do you want your audience to <u>do</u> ?
The current gas supply situation in your village is bad.	Persuaded to make a change	Sign a petition
Climate change is bad	Invested in tackling the issue	Change their behaviour
Moldovan honey is the best honey they can buy	A need for your product	Buy your product
Current political policy disadvantages local communities	That they need to act now	Introduce legislative change



# Strategy

Getting your message to your audience



# Strategy

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What is the best way to reach your audience?



Media



Social media



Emails or letters



Meetings



Events



Poster



Advertising

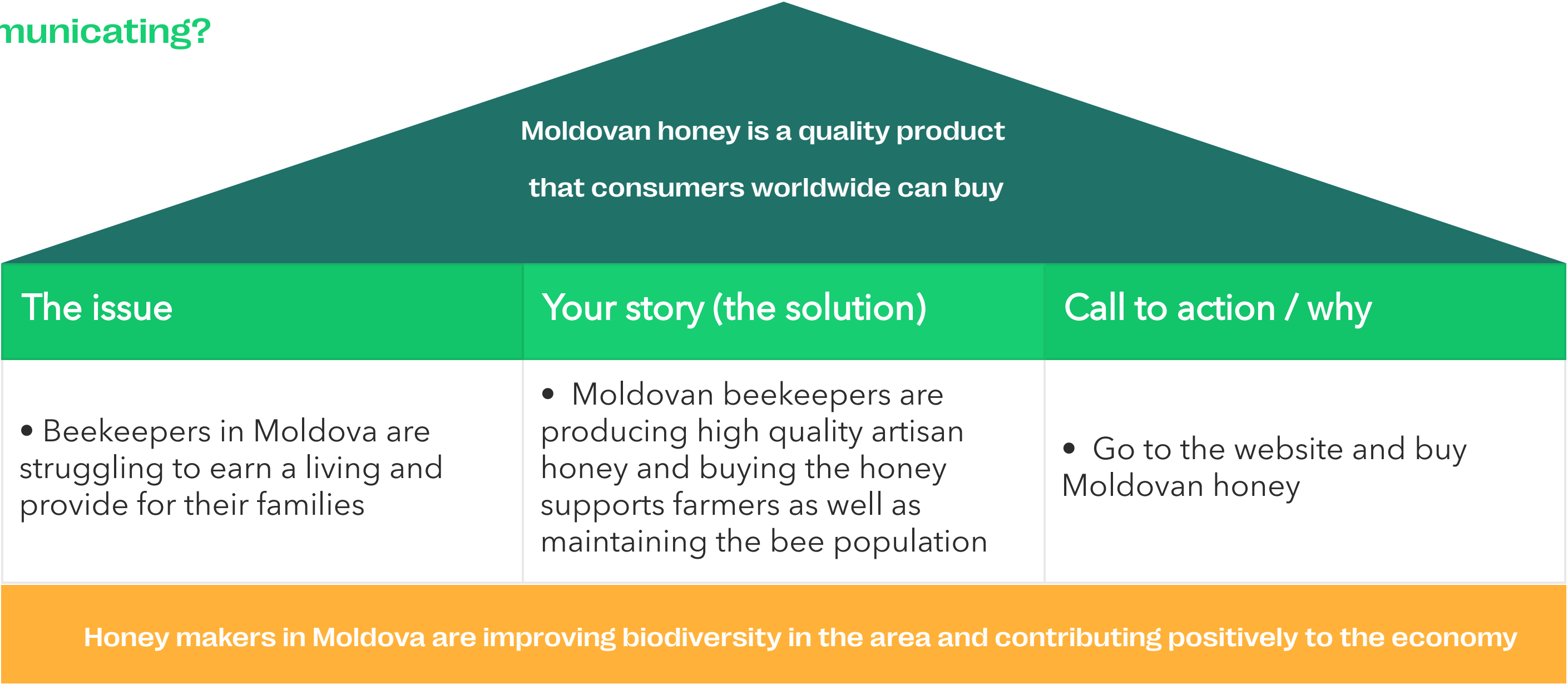


Website



# Strategy

What is the message you are communicating?





# Strategy

We need a reliable gas supply to halt deforestation and help our community thrive economically

The issue	Your story (the solution)	Call to action / why
<ul style="list-style-type: none"><li>11 villages in Tsalka do not have access to good/consistent gas supply causing them to deforest woodland to heat their homes</li></ul>	<ul style="list-style-type: none"><li>Ensuring consistent supply of gas would enable rural development, female emancipation and prevent deforestation/protect local landscapes</li></ul>	<ul style="list-style-type: none"><li>Local government must act now to provide gas supplies</li></ul>
<ul style="list-style-type: none"><li>Georgia is unconditionally committed to reforestation/aforestation as part of its NDC, yet 11 villages in Tsalka are dependent on burning wood to heat their homes</li></ul>	<ul style="list-style-type: none"><li>We are asking for the existing reliable gas supply to be extended to these 11 villages; doing so will allow communities to contribute to the growing tourism industry, benefiting the economy and improving Georgia's reforestation commitments under the Paris</li></ul>	<ul style="list-style-type: none"><li>If we don't get a response on our policy paper, we will engage with the media to highlight the issues faced by the 11 communities in Tsalka</li></ul>

Without this, these 11 villages will continue to face limitations to their development, hindering vulnerable groups such as women and girls as well as negatively impact the local environment





# Communication routes



# In the news

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## Journalists are looking for:



Surprising or quirky stories which intrigue the reader and entice them to click on the article.



Topical stories and trends, relevant to the current news cycle or social sentiment.



High resolution photography and good quality videos, especially of people.



Content that appeals to a wide audience or that news outlet's readership.



Case studies of those impacted by the project and who can talk about the project benefits.



Stories that affect people and relate to everyday life.



Formats that are easy to digest just as lists (e.g., the top 10...), maps or infographics.



Big numbers, names or data which provide new ways to visualise the story.

# On social media

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- Visually appealing with clear branding.
- Makes your audience feel something.
- Easily shareable.
- Aligns with a key event or awareness day.
- Fresh research or perspectives.
- Newsjacking.
- Partnership/collaboration with others.
- Strong build up.
- Catchy headlines, hashtags and slogans.
- Embargoed content.





# Imagery and design

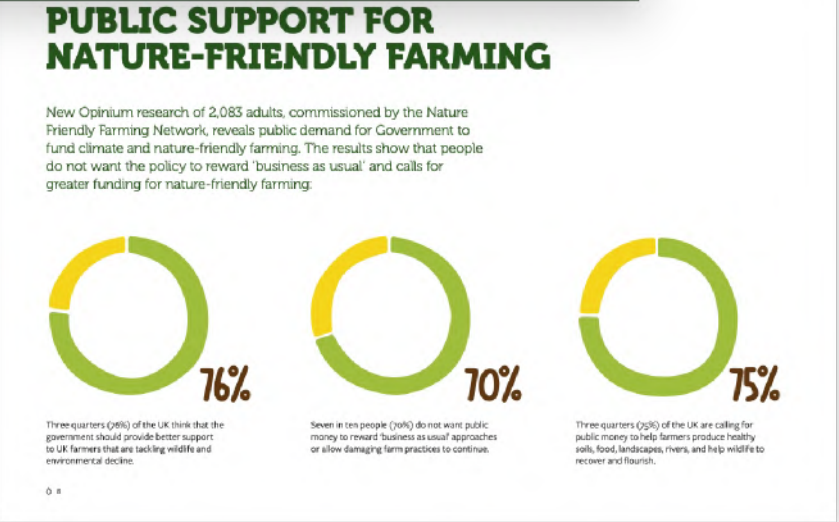
## Photography



## Branded assets



## Reports & white papers



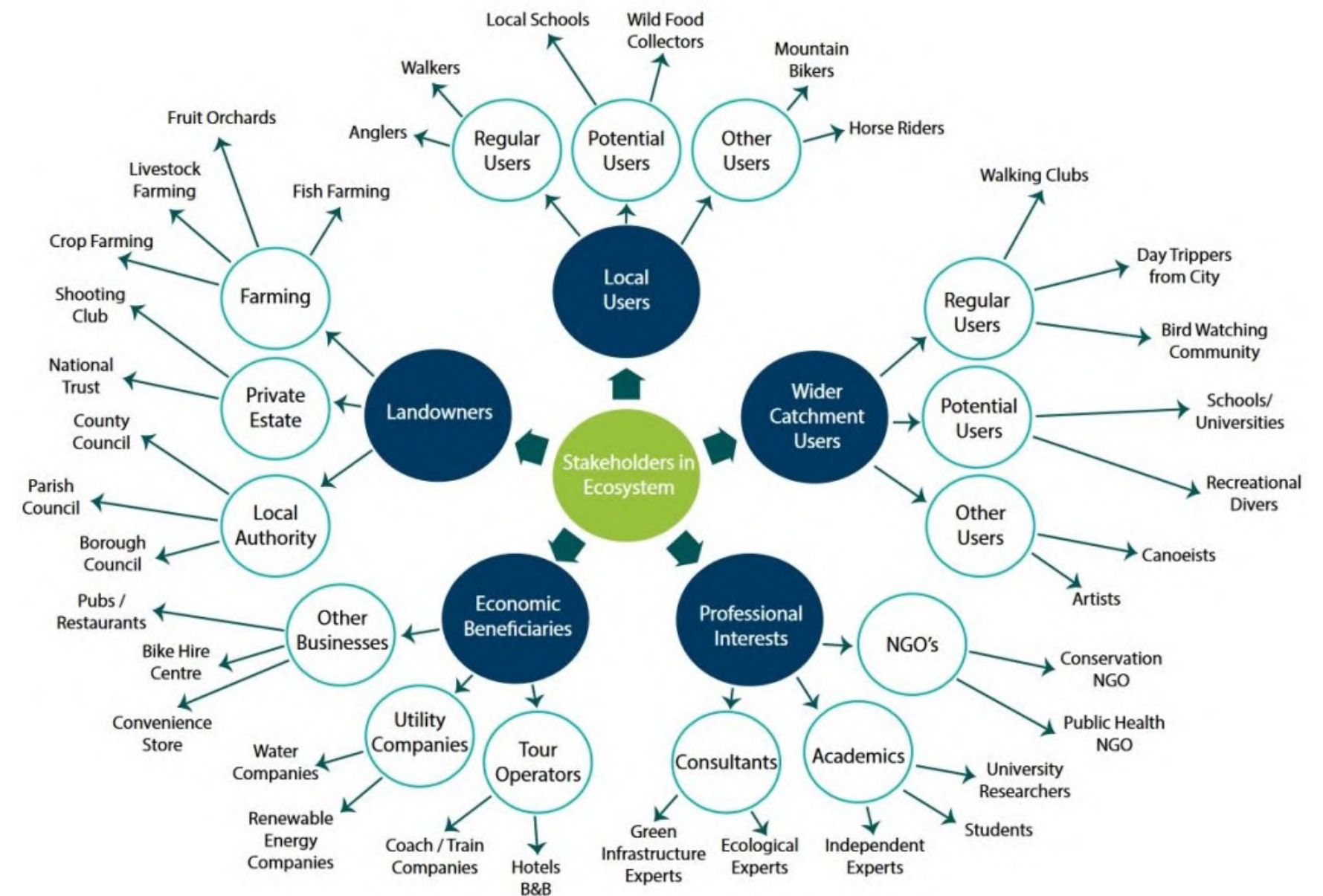


# Stakeholder mapping

Start this early on in the campaign planning process and build it out as your plans progress.

## Example stakeholders:

- Politicians
- Community groups
- Consumers
- Farmers
- NGOs
- Businesses





# Stakeholder mapping

## Mapping stakeholders for Moldovan honey products

### Beekeepers and their families

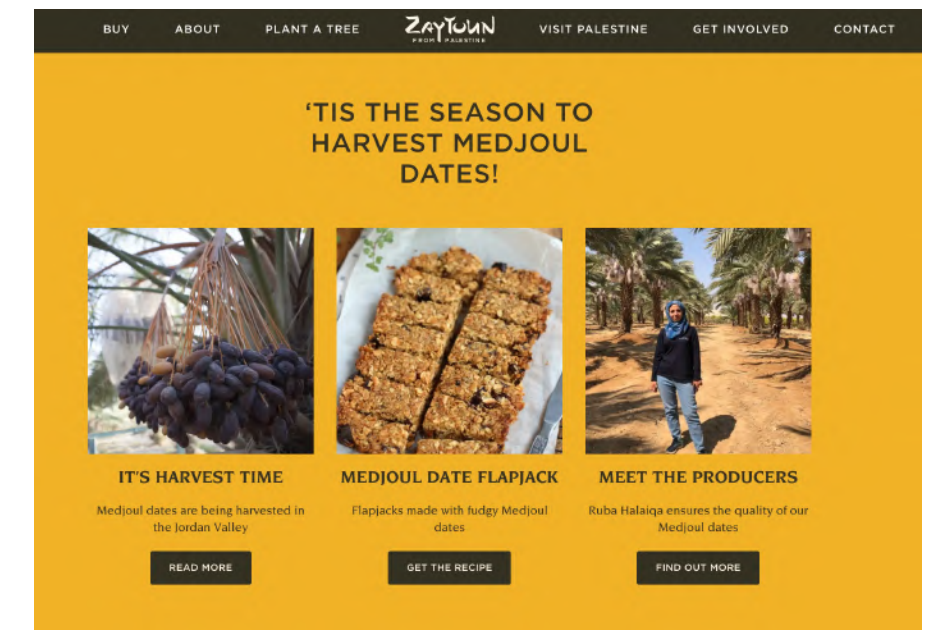
Beekeepers are at the heart of the Moldovan honey products. Their story is crucial for messaging and product development.

### Competitors

Understanding what competitors are doing will enable you to understand the market and how your USP can fit in. Competitors may include direct competitors such as companies producing regional honey, or companies more broadly in the food sector with powerful messaging and brand identity.

### Ambassadors

Decide on individuals you may want as product ambassadors who will review and recommend the product - these could be bloggers, social media influencers or notable customers.



<https://zaytoun.uk/>



<https://www.manukadoctor.co.uk/>

# Implementation

How to package your story



# Expert research

## What can you do?

- New research findings, data or analysis to support your cause e.g report, white paper or factsheet.

## Who can help?

- Local scientists, experts or researchers to compile the data.
- They can act as media spokespeople, so must be seen as credible and trustworthy sources.

## How will it work?

- A factual, objective press release will summarise the research findings.
- This is then disseminated to journalists who are interested in local issues and campaigns.

## Where will it go?

- Local and regional print and broadcast media can cover the research findings, and interview key spokespeople.
- It can be used when lobbying government officials.

## Why do this?

- Media coverage can help your campaign to gain traction and secure the attention of high-level stakeholders.

## FINANCIAL TIMES

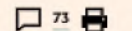
### Climate activists bring legal challenge over UK oil and gas strategy

Campaigners in High Court battle to end fossil fuel production in British waters



The UK government has resisted calls by environmentalists to end North Sea oil and gas production © Stuart Conway/AFP/Getty Images

Nathalie Thomas in Edinburgh MAY 12 2021



Three climate change activists are seeking to challenge the UK's support for continued North Sea oil and gas production through the High Court in a bid to end fossil fuel production in British waters.

The campaigners, who are supported by environmental groups including Greenpeace, Friends of the Earth Scotland and the UK Student Climate Network, have applied for a judicial review of the Oil & Gas Authority's strategy to "["maximise the economic recovery"](#)" of the country's reserves of hydrocarbons.

The case marks the latest effort by environment campaigners to end UK North Sea production after the government earlier this year resisted calls to follow other countries, [such as Denmark](#), in banning new oil and gas exploration.

Instead ministers promised in March to devise a "["climate compatibility"](#)" test before future oil and gas licensing rounds that would take into account evidence such as domestic demand.

The trio, represented by the law firm Leigh Day, will argue that this statutory objective of the OGA, the industry regulator, is both "irrational" in light of the UK's legally binding 2050 net zero emissions target and fails to take into account the advantageous tax regime that applies to the North Sea.

# Demonstrate public support

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It is important to demonstrate to journalists and decision makers that your campaign has widespread public support. You can do this by:

- Reaching out to **local businesses and NGOs** to 'sign on' and support your findings.
- Securing quotes from **high-profile spokespeople**, who may be well-known in the sector / local area.
- Compiling an **open letter or petition** to policymakers, allowing the public to sign and share on social media.
- Carrying out **public polling** to demonstrate broad-based support across key demographics, and capturing the attention of policymakers.
- Using **direct action tactics** such as a protest or social media campaign to influence policymakers.

## The Guardian

### Carbon tax would be popular with UK voters, poll suggests

Levies on flying, imports and other high-carbon services could raise £27bn a year by 2030, says Zero Carbon Campaign



▲ Carbon taxes could be levied on transport including flying. Photograph: Justin Tallis/AFP/Getty Images

Taxing carbon dioxide emissions would be popular with voters, polling suggests, as the government moots ways to put a price on carbon that could help tackle the climate crisis and fund a green recovery from the coronavirus pandemic.

Carbon taxes could be levied on energy suppliers, **transport including flying**, food, imports and other high-carbon goods and services. At present, the UK levies implicit taxes on carbon, for instance through duties on petrol and diesel, and some heavy industries pay an effective price on carbon. But there are no taxes for consumers that are explicitly geared to the carbon emissions created by the goods and services that they buy.

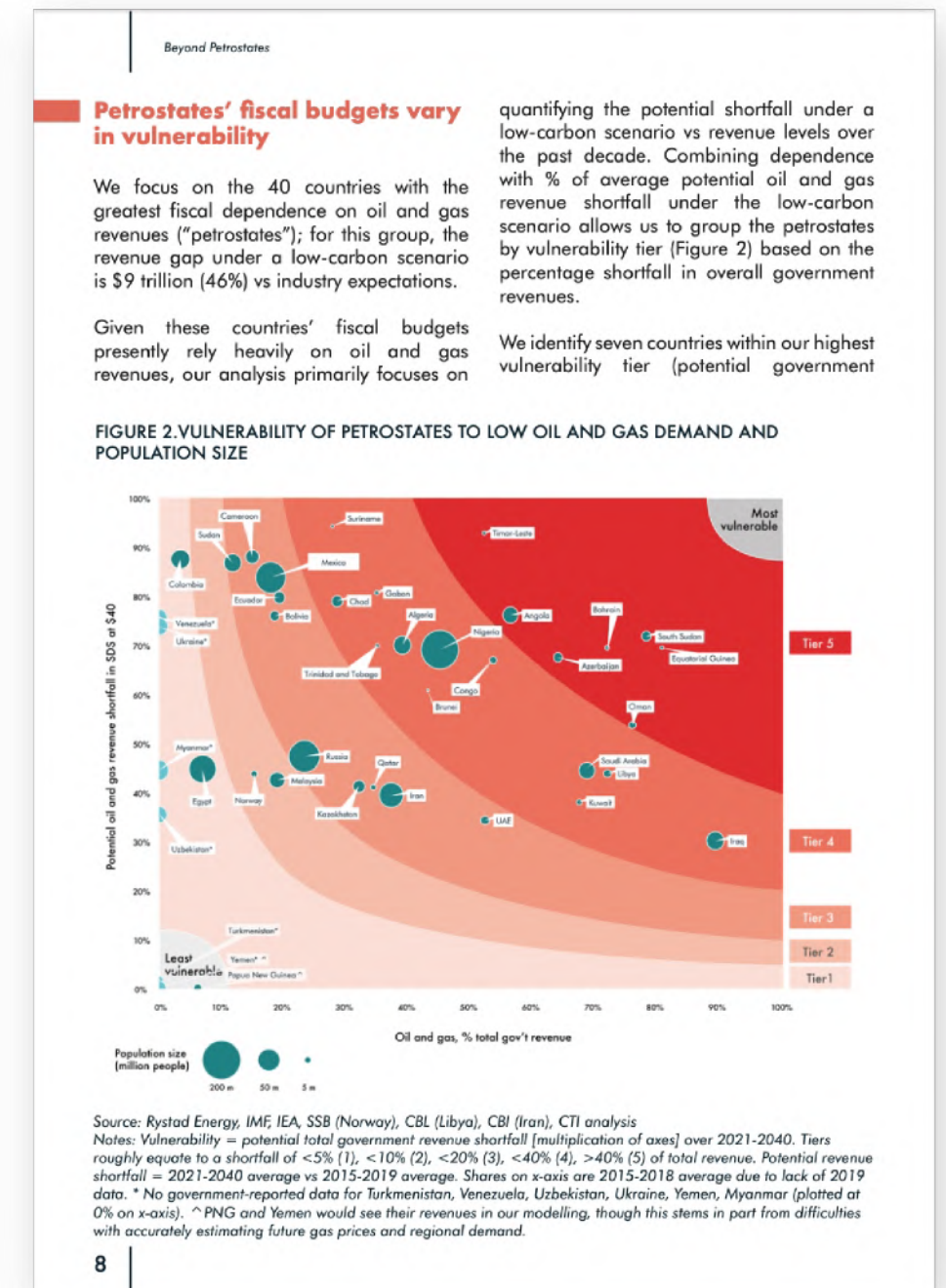
Two-thirds of people said a carbon tax was a fair way to raise money, and that the proceeds should be spent to benefit the country, according to a **poll of 2,000 people** carried out by Opinium for the Zero Carbon Campaign, which is trying to persuade the government to put a price on carbon ahead of the **UN Cop26 climate summit in Glasgow this November**.



# Making the human and economic case for change

A powerful case study can help to bring a campaign to life. Some features of a good case study are:

- A tangible example of the campaign / situation / challenge
  - How does this clearly demonstrate your objectives?
- An example of the human impact of the campaign / situation / challenge
  - How has it affected people's lives?
- Something which triggers emotions in readers, listeners or viewers.
  - Does it spur policymakers into action?
- Something which provides an economic incentive for a policy change.
  - Does it make good business sense?





# Profiling people

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Putting individuals at the heart of a campaign or story is likely to receive more support and interest. Creating a case study or profile of the people impacted by your campaign should include:

- **High resolution photography or videos of them in actions**  
I.e., images of beekeepers on their farms
- **Emotive and powerful quotes**  
I.e., beekeepers explaining why they want to produce Moldovan honey and what it means for their livelihoods.
- **Clear impact**  
I.e., the positive social and economic impact the beekeeper has experienced through international consumers buying more products.
- **Strong spokespeople**  
I.e., a beekeeper being available for media interviews





# Key endorsements

Endorsements, from notable or influential stakeholders, will help your campaign or project to achieve wider recognition and greater credibility.

## You can get endorsements through:

- Reaching out to **local businesses** and NGOs to 'sign on' and support your findings.
- Securing quotes from **high-profile stakeholders**, who may be well-known in the sector / local area.
- Compiling an **open letter or petition** to policymakers, allowing the public to sign and share on social media.
- Receiving **product endorsements or reviews** from customers already using your product.
- Sharing a **digital toolkit for stakeholders** with social media content they can share.



**Lawrence Haddad**  
**Exec Director, GAIN**



**Gunhild A. Stordalen**  
**Founder, EAT**



**Danielle Nierenberg**  
**Founder, Food Tank**

# Digital toolkit

Creating a digital toolkit is a great way to effectively engage with stakeholders and share key information.

## What to include in your toolkit:

- Key branding (logos/colours/fonts)
- An overview of the campaign and key messages
- How to use the toolkit
- 5 ways the stakeholder can get involved
- Links to websites/reports/social media platforms
- Example social media posts



### Digital Toolkit

We are in a #OceanEmergency, and the UK government needs to step up and prioritise ocean conservation.

On the 8th June, #WorldOceansDay, Surfers Against Sewage are hosting the Youth Ocean and Climate Summit. The summit will bring together youth voices, across the country, to engage and empower younger generations in ocean and climate action.

**As a keynote speaker at the event and a youth activist, we are inviting you to share your personal stories and details of the Summit on your social media, in order to spread awareness about ocean conservation.**

#### Using this toolkit:

In this toolkit you will find useful links, social media assets and example posts that you can use to guide your support on social media.

#### 5 ways you can support on social media

1. **Use the hashtags** #YouthOceanSummit and #OceanEmergency when posting about the summit.
2. **Share a video of yourself** talking about why this summit and ocean conservation is so important to you.
3. **Use the social media assets** provided below to post on your social media.
4. **Direct people to the SAS website and petition** so that they can support.
5. **Engage with SAS posts** on the day by sharing and retweeting from your channels.

#### Useful links



Link to social media assets: <https://bit.ly/3uMyVSR>

Link to website: <https://www.sas.org.uk/>

#### Example posts

Platform	Social media post	Accompanying asset/image
Twitter	<p>We are currently facing an #OceanEmergency 🌊.</p> <p>That's why I am taking part in the @sascampaigns #YouthOceanSummit to call on the UK government to take urgent action to protect our oceans and marine wildlife.</p> <p>Support by signing the petition now 🙌 <a href="https://www.sas.org.uk/ocean-and-climate-petition/">https://www.sas.org.uk/ocean-and-climate-petition/</a></p>	Example asset <a href="#">here</a> .
Instagram	<p>We are currently facing an #OceanEmergency.</p> <p>Around 64% of greenhouse gas emissions come from just 10 countries, whilst the 100 least-emitting countries contribute less than 3%. These emissions are having a detrimental impact on our oceans, marine wildlife and vulnerable communities across the globe.</p> <p>That's why I am taking part in the @surfersagainstsewage #YouthOceanSummit to call on the UK to take urgent action to protect our oceans and marine wildlife.</p> <p>Support by signing the petition now: <a href="https://www.sas.org.uk/ocean-and-climate-petition/">https://www.sas.org.uk/ocean-and-climate-petition/</a></p>	Example asset <a href="#">here</a> .



# Scoring

# Evaluating your campaign

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Once your campaign has launched, it's important to reflect on what worked well, and what might be improved for next time.

## Measuring results

- How many / what kind of **media articles** did you secure?
- Were your **key spokespeople interviewed** in media coverage?
- Were your **key messages and calls to action** conveyed in media coverage?
- Was your **social media content** widely shared / engaged with?
- Did your **partners / stakeholders** share your toolkit / social media content?

## Measuring impact

- Did your **product sales increase** in the period after launch?
- Did **visits to your social channels / website increase** in the period after launch?
- Did your **target audiences reach out** to you to discuss your calls to action?
- Did your campaign see an **increase in supporters**?
- Did you secure a **change in policy**?

## Lessons for next time

- Did you need **more time** to carry out your campaign?
- Could you **expand your reach** through more digital activity?
- Could you engage **more influential spokespeople** to give weight to your campaign?



# Questions

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