

Engaging for Change – Active citizens for a better environment. Report on LINK Members’ Congress 25 and 26 November 2005

Over 70 people from the LINK network and guests gathered in the Birnam House Hotel on 25 and November 2005, braving horrendous road conditions, or arriving with greater equanimity by train. After a short business meeting attended by representatives of member bodies (separate note), we were welcomed by Fred Edwards, and saw a review of LINK’s year.

Making Poverty History – Angela O’Hagan

Angela showed a presentation illustrating the breadth of support for MPH worldwide, and statistics underpinning the campaign. MPH built on previous campaigning within the development sector; the time and opportunity was ripe for MPH, it was imperative to do it. Planning started in 2003, with duration limited to 2005, structures and processes were agreed. 540+ organisations signed up to it. A simple 9-word message was agreed: *Drop the debt, trade justice, more and better aid* backed up by good research and evidence for each clause. Tools included various media – texts, white bands (and MPH pants!), website, road shows, click advert (until pulled), July march, music. Live 8 brought a whole new dimension in engaging young people.

Legacy of MPH is massive public engagement with higher levels of awareness; better press and progress politically.

Challenges to the coalition have been keeping up momentum, Government co-option, the pace of change, and semblance of change. National media were sometimes negative, though relationships improved over time. Local media were better with a good local support base.

Experience of a target – Struan Stevenson

Struan gave a resume of his extensive campaigning experience before becoming an MEP, and a critique on what it was like to be on the receiving end for a politician on the campaign trail. In essence he advised:

1. advance planning on strategies for public relations, media and government audiences.
2. harness contingent interests for funding and adding strength.
3. Sympathetic celebs can open doors to highly placed people whom one would not normally have access to – very valuable.
4. Timing crucial to politicians so line up hustings events well in advance, though media will always take priority. On the campaign trail there is no time to read or comment on anything – eg questionnaires are binned or irritate, though are valid at other times.
5. To influence legislation, get in early, later target the appropriate spokesperson who helped to draft it.
6. Don’t expect politicians to break a 3 line whip. For 1 and 2 line whips he personally will go against the whip if there is a good case.

Discussion

Climate change’s place in the MPH priorities - fairly low, though it had been intended to have more weight, a result of the focus on the ‘moment in time’ and the expertise of the development sector.

Was everyone effective? Yes. Letters and emails require a response. The level of response, standard letter or personal, depends on the type incoming communication.

How to influence the EU Commissioners? Hard to say though Commission staff are very helpful and expert in their subject.

Influence of whips? Nobody sane will go against a 3 line whip as usually a manifesto commitment. Those who prepare the whip are experts in that area, likely the party spokesperson.

Do numbers matter? Yes, very much.

Panel Discussion with Francoise van Buuren, Marjorie Clark, Richard Dixon, Pete Wishart, chaired by John Mayhew. Each panellists responded to what had passed so far:

Richard – recognise the achievements of **everyone** this far. The current Partnership Agreement has 83 environment-related commitments relevant to 2003's six campaign 'asks'.

Numbers game is very important. Development interests can muster huge numbers, environmental interests alone cannot.
Suggest thinking of **everyone** and Stop Climate Chaos pooling for 2007.

Francoise – hard to get heard above noise in the media. Timing is crucial and we need to prepare better next time.

Targets – if we can't get to them see if another can.

Keep it simple – 9 words fantastic.

Building momentum – recruit local people who are known and trusted.

Valuing progress – important to acknowledge this.

Pete – there is a gap between our expectations and reality. We won't get politicians interested unless its popular with the public. Letters/visits – good eg from Perthshire is BASC.

Whips – there to keep politicians to party policy.

Marjorie – MPH coalition came after other coalitions, huge success of Jubilee 2000, then Trade Justice, a natural progression.

Need a very clear ask. The 9 words had a very clear explanation and research back up.

Coalition an advantage as each has the great benefit of others expertise, information and know-how to empower people to campaign. Lobby packs were available for supporters.

Target has to be achievable, and communicable without too much watering down. Have good feedback to supporters – show how the rhetoric at least is changing as a result of their actions.

Questions and discussion (all) – issues and ideas.

Joining forces with Stop Climate Chaos – **everyone** may lose identity within it though very broad range of organisations wanting the same things; SCC is in early stages so we have time to consider and talk now on 2007.

Useful to all to contact parties at the *manifesto writing stage*.

To get *under a politician's skin* for bolder action connect the issue to the constituency. Use strong images.

Remember we are in it for the *long haul*. We have come far on many issues, eg fairtrade.

Are we too optimistic of our ability to *keep attention on our issues* – too many messages for the public too quickly. Its difficult to keep attention even if issues are of major interest to people. The key is to *make sure people's input makes a difference*. There is power in giving a concentrated targeted message backed by coalition, especially in a pre-election period.

Simple message – struggle to avoid *co-option*, so need to plan for it. Very important that the policy people spell out the difference between the rhetoric and reality and feed back to supporters, as its difficult to get people to write to a politician who appears to support their position already. Have good analysis ready for refuting claims.

Mass marches eg *Stop the War* may not influence that particular event, though will influence thinking on the next episode, help change the political culture.

Creative ways of engaging people to do things differently, eg local energy production, can act as catalyst for change.

Connections between what you are asking a politician to do and changes you make in your own life are good for engagement.

Can the environment sector *combine fun and activism* better, learning from MPH.

Engage people emotionally through *individual stories*

Need to educate the *media* over years, eg autism. Very competitive market place. Should we combine resources and produce a *popular environment monthly*? Use NTS if we can as magazine has a large market share (3 issues annually).

Gap between individual and community action – stepping it up to *community level* gives greater feeling of achievement and empowerment.

Younger generation has a powerful voice on environment. People and Planet is the largest grouping in the universities. Join a political party and change the policies from within. Politicians listen more to older richer constituents who use their vote. Up to us all to engage younger voters. LINK members should hook younger people into campaigns through Thistle Camps, John Muir Award, Scottish Archaeology Week, etc.

Relevance of our message – eg, energy versus climate change, energy shortage scares softening us up for nuclear.

Monitoring progress – climate now way up the news agenda and issue for politicians of all parties. We know what they are offering is not good enough – balance on scaremongering and informing. Without money for positive news – carry on scare-mongering backed by the facts. We can learn from MPH model to rally our capacity, can talk about solutions re climate change, addressing each other's concerns and positions is a massive step forward.

Summing up – Simon Pepper

How far we have come – 5 years ago we were a rag tag of organisations. **Everyone** was a masterstroke, other sectors were jealous. We can capitalise on the environment and make it resonate with people. We need a lot more emphasis on connecting with people. We are used to communicating on the policy front – we need to get more emphasis on the people and press side of the triangle (people, press, policy).

People and Planet is the biggest organisation in St Andrew's University. Young people are not complacent or apathetic. They are on our side – engage them. Make it personal and a practical option, engage emotions, make it local, relevant to the home, and give them a sense of fulfilment.

Conclusions

Preparation – know you are in for the marathon.

Timing – crucial

Structures right for action

Objectives clear

Right tools for campaigners – get the people and press whirl going.
Unity – unlikely bedfellows make an impact.
Let go of sovereignty.
Make it resonate with the population at large.

Saturday 26 November

Experience of mental health campaign - Linda Dunion (slide text follows):

Voluntary Sector Led – Government Funded.

Managed by the 'see me' alliance; Highland User Group (HUG), National Schizophrenia Fellowship (NSF) Scotland, Penumbra, Royal College of Psychiatrists, Scottish Association for Mental Health (SAMH)

Funded by the Scottish Executive's National Programme for Improving Mental Health & Well-being to March 2008

Core Campaign team of four + one media volunteer development officer + admin staff

Some Strategic Objectives

Tackle stigma and discrimination by raising public awareness of the impact of stigma on people with mental health problems

Challenge individual incidents of stigma

Involve people in anti-stigma activities nationally and locally

Ensure that the voices and experiences of those with mental health problems and their carers are heard

Social Marketing meets Community Development

Researching attitudes of general public

Learning from evidence of what works

Involving and consulting people through research, development, implementation and evaluation processes

Recruiting people with stories to tell

Finding allies nationally and locally

Integrating advertising, materials, web, PR, local action

The Media – Friend or Foe

Making friends with the media

Bringing the campaign to life – media volunteers

Coming back for more – 'see me' as a resource

Changing the habits of a lifetime – Stigma Stop Watch

Lessons

Don't assume you know what people think – ask them and use what you find out

Engage with potential allies from the outset

Find out how people want to be involved and make it easy

Let people see the whites of your eyes – get out there

Make the media work for you by helping them do a good job

Challenge stigma constructively

Mental ill-health affects everyone directly or indirectly at some point – this issue is personal

Perceptions of everyone – Hugh Raven

A sample of 7 politicians including Ministers and researchers were asked for views. Mixed response from extremely effective, forced us all to address

uncomfortable issues, raised the bar on level of engagement candidates were expected to have with the issues to a lack of interest in our issues.
Not foremost in minds at the Parliament in relation to LINK, more awareness and appreciation of dealings with Parliamentary Officer, constructive and non-party. Hustings rated well. SEW less effective for some.
Good to avoid association with any one party.
Get timing right – write letters at early stage
Sustainable development more positive than environmental protection, SD underpinned by EP.
Politicians are mainly reasonable human beings. Feed and water them well, and cast off the hairshirt impression.
Focus on solutions and give a positive vision. 'Death of environmentalism' paper in US very relevant.
Stick with it and look at the brand post 2007. Evaluate it properly and learn from what worked and did not.

Discussion

Connection with well-being – lots of scope for us on this and on promoting SD through it.
See Me – voluntary sector led is very impressive. Minister was key, trusted colleagues in the network, timing was right, chimed with social justice agenda. Not targeting the Government in the campaign. Campaign has not branched out into other areas of work (as LINK tends to do) – focussed on a big enough objective. The process governs the team's actions – material tested with focus groups and go with what works. Base line survey done before each campaign, costs a lot but valuable data.
Opportunities for SEERAD and LINK to collaborate in similar way?
Sustainable development versus environmental protection – no data available on whether public are any more aware of SD over EP.
Relations with media – good to hear that we can work positively and use the media as a resource.
Plethora of messages, we need to be more clear what we are trying to achieve. Find out what resonates with the public and how they fit in. Appeal to people to be a part of something.

Towards the 2007 elections – Jess Pepper

May 2007 - Holyrood election and Local Government elections. We have previous **everyone** work to build on and new leaders, different alliances are possible, there is competition for 'green' vote, a new voting system in Local Government and more going for us. The preparation starts now, though elections 18 months away. Why?

- Right **now** the political parties are drawing up their manifesto plans.
- It is these manifestos that will underpin any future programme for Government.
- Waiting until 2007 will leave it too late to have any influence over party considerations.

Opportunity to present solutions and ideas now, may help the parties to develop their own policies on environmental matters. A positive and constructive approach is likely to achieve more than just criticism a month before the election!

Process in the political parties:

Right now, the policy development process for 2007 manifestos is well underway. Some parties have called for contributions from interested parties (first closing dates, summer 2005) Drafting of party manifestos is underway. 2006 Party conferences (most in Spring) consideration of party policy

2007: Party manifestos published, Holyrood and Local Elections

Process in Scottish Environment LINK:

The preparation has started, to get LINK towards 2007, with the following in mind:

- the opportunities
- the needs of different LINK groups and members
- learning from previous campaigns and election work
- the processes underway in the parties

Step 1: Collating the policy

The opportunity to contribute to collective thinking was flagged to all Task Forces and Members (June 05). Task Forces and Members have submitted contributions and these have been collated (Jun-Oct 05)

A workshop open to all in LINK was held to develop integrated and creative thinking.

Structure, themes and key areas were identified.

Draft 1 of a 'LINK manifesto' - the policy document, has been collated and circulated for further input.

In the development process, the parties have been informed that LINK is doing this work and it will be available soon.

End of Step 1: The basic manifesto will continue to be a working document - but it should contain all LINK ideas on policy now.

Step 2: Polish and tactics

Soon, the Parliamentary Forum will consider the document in terms of : tone Style, emerging themes, communication and also how to use it at this stage.

End Stage 2: Basic 'LINK manifesto' (not glossy) can be circulated to political parties.

Step 3: Delivering Campaign: The basic manifesto will be passed to the Holyrood 07 Campaign Delivery Team for policy basis of the 07 campaign development.

By now: main contacts in particular areas will be clear and Members/TFs will have had chance to contribute.

The 2007 Campaign will need to be simple, succinct and clear.

So not all policy can make it to the campaign asks - but doing the policy now means it is all considered, integration is possible and there is a solid foundation for future campaign.

Where are we now?

The basic manifesto with bit of vision has been collated and circulated to members.

It is ready to go to the Parliamentary Forum next and then the parties.

Content

Themes of quality of life, people and place, well being have emerged and become clearer.

Governance: need for good governance generally and in specific areas.

Social and economic threads: highlighting the links with the environment explicitly.

With policy from the Task Forces

filtered by political advice from the Parliamentary Forum
+ strategic guidance from the Campaign Strategy Group

the 2007 Campaign Delivery Team should be well equipped to deliver a 2007 campaign that has the weight of LINK policy, political, practical and strategic expertise behind it.

Group discussions

All 4 groups were asked to consider some general questions and some pertaining to their subject area. General questions were:

*What do member organisations hope to achieve through campaigning?
How does it supplement the work of the Task Forces?*

Group 1 - Identity and profile workshop – facilitator Sam Gardner

This workshop was asked to consider the following questions:

1. How can we promote recognition of the **everyone** brand?
2. How can we ensure people understand who is behind **everyone**?
3. How can we promote knowledge of action that can be taken as part of **everyone**?
4. Should we undertake any profile-raising stunts eg Stop Climate Chaos effort in London?
5. Should we consider adverts?
6. Should we consider greater emphasis on engaging as everyone in partnership with allies?

The first point the group recorded was the need to reaffirm our commitment in the **everyone** brand in the run up to 2007.

Having reviewed the questions the group agreed to focus their discussions under Q1. the first step to answering involved everybody writing suggestions on Post-it-Notes. These suggestions formed the basis of the discussion that followed and are listed below.

- Trees with everyone logos
- Get behind it
- 'Play' with the logo in adverts
- Every Scot is everyone
- Where there are most interested people
- Engage your pals, colleagues, staff in what it is about and acting
- Engage people: needs to be on local issues, relevant to communities – how? Public meetings, local events and more hustings.
- Make personal/emotive
- Use members of each organisation to promote the message – any how.
- Animate it for web use
- Priming key media contacts
- Trail the **everyone** campaign
- Photos of "everyone" public/people groups
- Building on social connections the name 'everyone' is a boon here
- Promote it by using it more – any reference to previous asks, media work by members.
- Simple message
- Demonstrate who (all sorts of organisations +trusted brands) is behind it!

Drawing on these points the workshop identified three issues that need to be addressed in order to promote recognition of the **everyone** brand. The discussion then focused on identifying actions that could progress these three themes.

1. Get more support

The group thought it was important to ensure a common understanding of the work that went into developing the **everyone** brand before it was launched. Certainly there was recognition that this understanding does not currently exist across all member bodies. It is important to increase understanding if we are to increase support. Any info should be short and simple. It was felt that who ever leads the campaign must 'show the whites' of their eyes to member organisations in order to establish support.

Drawing on the learning from the MPH presentation, the group reinforced the need for a simple message.

It was pointed out that maintaining support was challenged by the apparent stop/start nature of the campaign. It would be easier to retain and gain more support if the campaign had a permanent presence.

It was important to find out why some LINK members do not support the everyone campaign and to recognise that support should not be measured simply in terms of financial contribution; certainly 'in-kind' contribution has real value.

It was seen as important to clarify and raise the profile of those that are behind the brand. This was done to great effect with MPH and we could learn from that.

2. Understand the audience

It is important that we have a strong understanding of the everyone audience and what they think and feel about it. This might be best achieved through a series of professionally run focus groups.

Internal evaluation - we agreed it was important to find out what LINK member bodies felt about **everyone** / how it could be improved / how it fared during 2003, 2004 and 2005 /what were its weaknesses and that this information could be used to steer consultants who would be brought in to run:

External Focus Groups - which could be used to refine the **everyone** image and the way we promote it

We agreed that the above work could happen in parallel with developing the messages. ie. the above process (internal and external) is evaluating the 'design of the bus' whilst developing the message to go on to the bus could happen in tandem without having to wait until evaluation was complete.

The group discussed the role of evaluation (taxi driver test) and in doing so identified how historically the **everyone** focus has been on the membership of LINK's organisation's members. It was felt that in order to get to the next level there was a need to widen this focus to include the wider public.

It was felt there could be opportunities to "piggy back" on other organisations existing means of contacting members. For instance, it might be possible to provide questions and material that could be added to planned meetings/correspondence.

It was emphasised that it was important to understand the audience before we start communicating with them.

3. Improve communication

The group thought that the first step must be to communicate the brand and then build on this to communicate the message. The group spoke about other

successful advertising campaigns which had trialled the logo or an idea before announcing what it was. This raises the profile and prepares people for the message when it does emerge.

It was felt that it was important to build understanding and support amongst the media and this might be best done by face to face meeting in an attempt to bring them on board from early on.

Communication will be best facilitated if we are able to link member bodies to the presentation of the brand – there must be brand association.

It is important to make the campaign fun; the message will be heard if the means by which it is delivered is fun. Building on this, it was seen as important to get the **everyone** brand out and about everywhere. Ideas include bands round trees, messages in fields and.....wooden 'green' rings. These rings could be supported by the slogan "committed to the environment".

Group 2 Increasing supporter engagement – facilitator Helen McDade

Three main bullets:

1. Ask supporters what they want: what will work, what they find difficult to do. Give them feedback about what's been done. Maintain involvement.
2. Think local, eg with planning campaign and M74. Folk who engage often do so because they can see the relevance of an issue to themselves and their own lives. This can then be linked into the bigger picture of the campaign.
3. Make it enjoyable for our supporters!

Notes from group discussion:

What level of engagement do we want our supporters to come in at?

Different organisations have different reasons for joining the **everyone** campaign. Is it reasonable then to expect organisations to sign up when their key issues may not feature high on the list for the **everyone** campaign? They need to be asked and then be clear that if they are signing up they will aim to engage their supporters.

There was doubt expressed in our group about the 'everyone' brand. Perceived as distant from the original campaign that supporters have signed up to and therefore hard to engage with.

What motivates our member group supporters?

Enthusiasm, passion, issues

Not so sure what motivates people about LINK? We should go and ask them (perhaps already have but we're not aware of it?)

Actions we're asking supporters to do should try and reflect their motivation eg if someone joined an NGO because they were passionate about an issue then just being asked to send an email to their MSP might not reflect the level of passion that they feel.

We should take a lesson from Linda Dunion's talk on the importance of stories of REAL PEOPLE. We could use our organisations more for this – we have a good resource there.

Some people join organisations purely in order to let that NGO 'get on with it' without their participation. We need to be aware and realistic about how much these people might be willing to do – but not necessarily right them off!

LINK as an organisation is very policy-led. Campaigns need to embrace other aspects in order to better engage our supporters.

Those organisations who don't usually ask their members to do things should think about doing so. It is quite likely that those members will be glad to be given something to do and feel that they are contributing!

Local/ 'real life' relevance is a key factor – eg local media to fit MSP constituencies etc

More locally targeted campaigns to engage people. This is what often turns people from passive supporters into activists.

Very important to understand our supporters eg through Maslos categories , in order to get an insight into what motivates them.

We supported Hugh Raven's suggestion about making things fun (and providing good food for events!)

Like the idea of mass lobbying (like the MPH campaign did)

Good to focus on solutions as people are getting tired of doom and gloom (especially on climate change). Also good for campaigns to focus on 'doing' and practical actions that people can take (although need to think carefully about the scale of the 'action' in relation to the scale of the problem to make it feel worthwhile to people)

Thought it might be good to set a timetable for people to take action eg

Day 1: turn tv off standby

Day 2: take public transport/walk/use bike at least once today

Day 3: change at least one light bulb to energy efficient etc

Need to think carefully and creatively about how to help all LINK organisations get their supporters more involved.

Feedback to people is very important – or give them things to do that they can see the results of themselves.

If people write MP/MSP letters as part of a campaign then give them help to follow up any answers that they get.

Should ask our supporters how we can best engage them on specific issues. Found out what is difficult so that obstacles to change can be identified.

Would like to see further consideration of Richard Dixon's 'magazine' idea.

Recommend reading 'How to Win Campaigns' by Chris Rose who also has an excellent website: campaignstrategy.org and a newsletter.

Group 3 – Wide Public Engagement – Facilitator Deborah Long

Questions considered

1. Who are our target audience in general?
2. Do we need to concentrate on a particular demographic?

3. Should we consider celebrity endorsement and if so how to progress this?
4. Should we raise our profile at events e.g. festivals?
5. What can we realistically achieve with limited resources?
6. Can we use print media more effectively?
7. Can we use the website more effectively?
8. Are we too concentrated in the central belt?
9. Are we too focused on national/ UK politicians rather than local influencers?

Overarching Aims:

- For the general public to act sustainably
- To mobilise people to engage in the political process

Summary of themes discussed

- Target 'environmentally persuadable people' and bear in mind the older generation in particular
- Engage local communities – back to grassroots campaigning
- Twin track approach – lobby politicians but also get people to make personal pledges to change behaviour (currently being used in Stop Climate Chaos, this approach provides leverage with both the public and the government)

We considered the issues by splitting them into Who, How and What.

Who:

- Need to find those people that are not currently members of our organisations but are interested in the environment. WWF uses the acronym EP+ or Environmentally Persuadable People!
- Local community groups. Local engagement is far more effective and we've been concentrating too much on national papers, politicians & policy. People are often more easily engaged in a local issue e.g. opposing a local power line as opposed to national energy policy. Back to grassroots campaigning!
- Therefore we need to utilise local newspapers, preferably with the impetus coming from the local community itself.
- Volunteer community talks people or media volunteers like those used in the See Me mental health campaign?
- The ageing population will mean an increase in those who we can engage in environmental issues. The older generation are generally more likely to get involved in environmental issues as they worry about the future for their grandchildren. They are also more likely to vote, write a letter to their MSP etc.

How:

- Range of allies outside the environmental movement
- Helping the media to help us
- Case studies and personal stories for use in media
- Evaluate earlier campaigns
- More focused campaigns with a simple message
- Research to provide proper data – especially on the effect of people changing their behaviour e.g. reducing car usage, reducing air travel, using energy efficient light bulbs. This information can be taken back to policy makers.
- Action packs for local communities

- Fun activities – engagement is more effective when positive rather than simply warning of the negatives. Sometimes need to get away from “we’re all doomed” environmental campaigning.
- Good marketing campaign

What

- Need to raise awareness and change attitudes, and then people’s behaviour should change too
- Pledge and lobby twin-track approach – ‘I’m asking the politicians to do something but I’m doing something too’.
- Mass lobbying often hard work to organise. Big events are great when they work though. We need to make it easy somehow. Cunnings e-mail lobbying (i.e. personalised)? Use of website?
- Local media – newspapers and magazines
- How about a recycling lottery? (Has been successful in Scandinavia).
- Need to bring about changes in the workplace
- Celebrities can be beneficial but must be carefully selected. It is also impossible to stop them going off-message occasionally.

Group 4 – Organisational Issues – Facilitator Dan Barlow

1. How do we engage more people to work on delivery of the campaign?
 - Recruit volunteer campaigners – either directly to LINK itself or to member bodies
 - Engage volunteers from member bodies as well as staff
 - Properly assess all the resources needed – ie not just money and staff
2. How can we spread the workload (especially media work)?
 - Recruit a media partner eg a newspaper or radio/TV station
 - Establish a forward media timetable and allocate roles accordingly
 - Hold an internal media training event
 - Issue an organogram of all member bodies’ media officers (and other staff involved?)
3. How do we engage more input from outside the central belt?
 - Get locally-based staff involved, eg rangers, gardeners, visitor centre staff
 - Establish links to local groups, including non-LINK bodies
 - Run local hustings
 - Sell green wristbands (à la MPH white bands)
4. How can we convince organisations not signed up to sign up and commit resources?
 - Hold early inspiring feedback event – possibly expanding the media workshop into a LINK-wide campaign planning event
 - Make it fun ☺!
 - Encourage more member bodies to sign up now, because this means they can contribute to the whole process, including agreeing overall goals
 - Target the few outstanding major potential funders
 - Undertake external funding for part of campaign, eg for the website?

5. How can we ensure the majority of a campaign's workload does not fall on the CDT Convener and Campaign Co-ordinator but is shared by the wider 'Team' as proposed in the Framework and Terms of Reference?
- Advance planning is the key – get dates in diaries soon including magazine deadlines, key press release dates etc
 - Build campaign into member bodies' work plans for 2006-2007

Summing up discussions and next steps.

What about lots of small events?

Remind us where everyone came from – use of marketing expertise.

Remember why we are doing it

SEW 2007 is a good opportunity for a fun event

Revisit the brand after 2007, not before.

Inputs from the workshops and discussions for the Campaign Strategy Group (meets 12/12) , Board Funding sub-group (7/12), Parliamentary Forum meeting in December which will start the process of distilling down the policy messages.

Thanks to all who contributed including:

Speakers and panellists Angela O'Hagan, Struan Stevenson MEP, Francoise van Buuren, Richard Dixon, Marjorie Clark, Pete Wishart MP, Jess Pepper, Linda Dunion and Hugh Raven.

Chairing and summing up Fred Edwards, Simon Pepper John Mayhew and Lloyd Austin.

Workshops Sam Gardner, Dan Barlow, Deborah Long and Helen McDade facilitated. Flavia Pigot helped construct the content of workshops. John Mayhew, Julia Harrison, Liz Murray and Sam Gardner wrote up the workshop notes for this report.

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