



VOTE WITH
YOUR FEET.

EVALUATION REPORT
everyone
HOLYROOD ELECTION CAMPAIGN
2006-2007



everyone

Scotland's environment groups campaigning together

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The report was compiled and written by Ylva Haglund, campaign coordinator, June 2007.

Cover photo by Andy Buchanan, from the everyone footprint petition exhibition at Glasgow Science Centre, April 2007.

1. EXECUTIVE SUMMARY

Scottish Environment LINK's everyone Holyrood election campaign 2006-2007 ran from 30th November 2006 to 3rd May 2007. To allow for this new extended campaign period, a campaign coordinator was employed for one year, from June 2006 to June 2007.

The campaign sought to encourage the public, including memberships of LINK organisations, to take action on behalf of the environment and in this way put pressure on politicians to raise the environment up the agenda. It was focused around five policy aims, or 'campaign asks'; Green networks for people and wildlife, Tackle climate change and fuel poverty, Better protection and management of Scotland's nature and Healthy sustainable food in Scotland's schools and hospitals.

By interacting with the campaign, members of the general public were also encouraged to actively engage in the democratic process. This was done through various campaign actions under the theme 'Vote with your feet'. Examples of this are the 'petition of feet' where members of the public were asked to send in a coloured in or printed footprint in support of the campaign asks, an email action, hustings and everyone's Big Green Debate, an election debate on the environment. The campaign also targeted politicians directly, through events at the parliament and party conferences.

Audience Reached: Hundreds of thousands of people were reached through the 26 participating LINK organisations. Of the 28.000 leaflets, 26.000 were distributed by member organisations and articles in their newsletters and magazines and other media reached a potential readership of over 500.000. The seventeen hustings, organised in fifteen towns and cities across Scotland attracted around 800 people and everyone's Big Green Debate alone attracted an audience of 350, nearly half of whom had never attended a political question time before. The website also attracted an unprecedented number of visits; over 47.000 (around 188.000 hits) were made during the campaign period.

Action Taken: The campaign team wanted to try a new approach and present itself through a 'catchy' and 'less worthy' image, reinforcing that the environment is a voter issue, not just an NGO issue. It decided on a more eye-catching campaign action; collecting a 'footprint petition' where people made the pledge: *'I want Scotland to leave a friendlier ecological footprint'*. Nearly 2000 footprints were sent in support of the campaign asks. The website also featured advice on how to write to election candidates and local newspapers as well as an email action, encouraging people to contact their candidates to ask them about their standpoints on environmental issues. 467 emails were sent to election candidates as part of this action. Further details on campaign actions can be found on page 14.

Impact: The campaign successfully generated awareness of the campaign with its key target groups; members of the general public, including LINK organisations' members, MSPs, election candidates and key decision-makers. The profile of everyone was also raised through a number of carefully targeted events and actions. For example, fifteen MSPs publicly supported the campaign through signing the footprint petition, among them the now First Minister Alex Salmond. All party manifestos included, to some extent, the campaign issues and in the case of the LibDems and the Green Party, some or all asks were included and very clearly influenced by the campaign. First Minister Jack McConnell could also be heard quoting the everyone asks in a speech on the environment in February 2007.

The high number of website visits, improved attendance at hustings and events and the interest from many individuals indicates an increase in awareness of the campaign. The almost daily discussions in the media in the run up to the elections proved that the environment was considered a major election issue. Although a direct link to the campaign can not be easily established, everyone should be seen as having been part of the process of raising the environment up the agenda.

2. INTRODUCTION

This report is a summary of the 2006-2007 everyone Holyrood campaign and the campaign actions taken during the period 30th November 2006 to 3rd May 2007. The report will evaluate the effectiveness of the campaign, in terms of campaign outputs, audience reached and the number of actions taken. It will also attempt to measure its impact on the short- and long-term aims and objectives of the campaign.

3. CAMPAIGN AIMS AND OBJECTIVES

Overall aim

To establish the environment as a serious mainstream issue in Scotland, with political decisions taken in the best interests of the environment alongside social and economic considerations.

Shorter term objectives

- Increase awareness of the campaign issues among the public, LINK organisations' members, politicians and key decision makers
- Continue to build the everyone brand
- Mobilise public action
- Encourage voting
- Push the environment up the agenda in the run up to the elections

Policy aims/campaign asks (desired impact of the campaign)

Green networks for people and wildlife

- Scottish Executive transport spending should be diverted to deliver an investment programme which ensures that every school and major public centre is accessible via pollution-free, safe cycling and walking networks by 2017. These networks should be linked into a series of well managed wildlife-rich green spaces, creating green routes between town and country.

Tackle climate change and fuel poverty

- By 2010, the Scottish executive should ensure that 40,000 houses a year are built or renovated using super insulation so that they have little or no heating bills and can meet part of their own energy needs using green technologies. (Such as solar panels, mini wind turbines, biomass boilers, heat pumps and micro or combined heat and power.) A programme should also be introduced to ensure that these technologies are installed into all public buildings.

Better protection and management of Scotland's nature

- Better protection and management of Scotland's seas, landscapes, wildlife and habitats through a Marine Bill for Scotland, new legislation for protecting landscape and increased funding to help halt the loss of species and habitats in Scotland by 2010.

Healthy sustainable food in Scotland's schools and hospitals

- The Food for Life initiative, piloted successfully in schools in East Ayrshire and the Highlands, should be rolled out across Scotland for all public procurement so that unprocessed, locally sourced, organic food is provided in all Scotland's schools and hospitals by 2017.

4. STRATEGY DEVELOPMENT

Campaign asks

Five policy areas for the Holyrood campaign had been drawn from the LINK manifesto in 2005 and more or less covered the LINK member interests. These were, 'Energy', 'Food', 'Health', 'Waste and Pollution' and 'Transport'. The 'Waste and Pollution' ask was later dropped, due to the extent of reserved rather than devolved responsibility in this area. The overall theme of 'Quality of Life' had been chosen to resonate with other sectors (e.g. health and economy etc.), politicians and the public.

From these interest areas, the four campaign asks; 'Energy', 'Food', 'Green networks' and 'Scotland's nature', were developed. Each included policy suggestions from the LINK manifesto and a focus on the link between a better environment and health and quality of life in Scotland. (See Campaign aims and objectives, p. 5, for details).

Due to restricted resources, the campaign decided to focus on the Holyrood elections only, rather than also including local council elections. Local hustings could be the exception where local election candidates could be invited.

Developing the campaign theme

Thanks to special funding from WWFS, the campaign delivery team had four workshops with the advertising agency Leithal Thinking, to develop a creative campaign brief and later a new campaign theme, slogan and logo. This process also included a workshop with LINK reps, offering them a chance to act as advertising creative directors for an afternoon. The campaign team felt that this was a good way in which to involve LINK reps in the campaign development process.

Vote with your feet

The campaign team decided it would try a new approach and use a more inclusive, 'catchy' and 'less worthy' image for the 2007 Holyrood campaign and in this way demonstrate that the environment is a voter issue, not just an NGO issue. In using these new tactics, the campaign could engage not only with established activists, but also reach out to those who are interested in environmental issues, but may not have considered taking action before. This specific target group was referred to as the 'environmentally persuadable'. If these people, essentially a wider group of the electorate than had previously been targeted, could be mobilised, politicians would 'sit up and listen'.

The campaign theme 'Vote with your feet', developed by Leithal Thinking, was adopted. Members of the public were encouraged to engage with the campaign by sending in their painted or coloured in footprints. When doing so they would declare their support for the campaign asks and make the pledge: *'I want Scotland to leave a friendlier ecological footprint'*.

'Vote with your feet' would be the theme for the 2007 everyone campaign, and the new logo therefore used in conjunction with the everyone logo.

5. CAMPAIGN OUTPUTS

Campaign Launch

The campaign was launched on St. Andrew's Day (30th November 2006) at the Scottish Book Trust. Speakers from FoES, SAS, Plantlife and SWT presented the four campaign asks. Some 40 people attended the event, including media and researchers. A picture from the photo opportunity with CEOs and volunteers painting their feet green made it into the Herald the following day.

Christmas 'Santa stunt' at the parliament

Santa Claus (John Mayhew, LINK chairman) paid a visit to the Scottish Parliament. Santa arrived by bicycle before distributing a selection of 'green' gifts to MSPs from all political parties, highlighting in particular, the campaign demands for a Marine Bill for Scotland and healthy and sustainable food in Scotland's schools and hospitals.



everyone's Santa arrives at the parliament with sustainable presents for happy MSPs.

Photo by Graham Mitchell.

Website and campaign actions

The everyone website served as the main channel of communication during the campaign. It featured short and full briefings of the campaign asks, as well as campaign actions. These included downloading and painting a green footprint, or leaving a 'virtual' footprint in support of the campaign. Also, advice for writing to election candidates and local media, information about hustings and an email action, contacting MSPs, and later candidates, about their environmental policies. (Email action from 12 February – 2 May). Prior to the email action starting, a letter was sent to all MSPs, explaining the campaign asks and what they could expect from the email action.

Leaflet distribution

Around 28.000 'Vote with your feet' leaflets were distributed. Approximately 2000 of these were distributed in public places, mainly in Edinburgh, at hustings and other events. Most of the leaflets were distributed by member organisations however. (See below).

Email marketing bulletins

Bulletins were sent to the everyone activist database throughout the campaign, with news and upcoming events and actions. The number of activists on the database increased by a third during the campaign period.

Actions by member organisations

Member organisations carried out a number of actions to generate awareness and visibility of the campaign:

- Website links

All 26 campaign signatories agreed to place a link to the everyone website on their own site. Some organisations, such as MCofS and WWFS also placed a list of all everyone hustings on their own website. This was very important for the wider promotion of the events.

- Newsletters and magazines

The everyone campaign also featured in members' newsletters and magazines and in the newsletters of those organisations working in partnership with member organisations, such as the Scottish Diver Magazine and the Scottish Native Woods newsletter. In total, fifteen articles on the everyone campaign were printed during the campaign period.

- Media releases

Member organisations were asked to link their own media work with the everyone campaign where possible. Good examples are FoES and the Ramblers, who included a mention of the campaign in 'notes to editors' throughout the campaign.

- Leaflets and footprints

Around 26.000 leaflets were distributed by member organisations. This included mail outs to all their members by the Ramblers, FoES and APRS. Some organisations also collected green footprints at a member venue, event or at their office. This included the National Trust for Scotland (Killcrankie visitor centre), SWT (Science Festival, Botanic Garden), WWFS, Sustrans and JMT (offices).

- Additional events

FoE Edinburgh (local group) organised a talk by the everyone coordinator and an afternoon of street action, where they collected footprints on Princes Street, Edinburgh.

- Volunteers

Volunteers from, primarily the bigger member organisations also helped at events.

PR

During the campaign, the team issued 8 press releases, one for each major event throughout the campaign. For the exhibition of the footprints at Glasgow Science Centre, weather presenter Heather 'the Weather' Reid agreed to endorse the campaign. Letters had previously been sent to a number of Scottish celebrities, asking them to endorse the campaign, but without success. Other PR activities failed to reach beyond the idea-stage, due to lack of time and staff resources.

Hustings

Seventeen hustings in fifteen different towns and cities, organised by seven different member organisations, took place over a four-week period. (March-April). This is an increase by nearly 100% compared to the last Holyrood election in 2003. The hustings were primarily organised by four organisations; WWFS, RSPB, FOES and JMT. LINK also organised one event, in Perth. However, two local groups who had not organised hustings before, in Falkirk (FoE) and St Andrews (SWT), contacted the campaign and wished to take part. The hustings aimed to encourage people to get involved in the political process and question their politicians on the environment and by doing so helping to convince the politicians that the environment is a serious mainstream issue for the forthcoming elections.

Party conferences

The everyone campaign had a presence at the Labour, LibDems, Conservative, Green Party and SNP party conferences. A fringe event on the 'Green networks' campaign ask was organised for the SNP conference, with speakers from SWT, FoES and the Ramblers. Party leader Alex Salmond also signed a footprint in support of the campaign.

Street/Event Action

- Edinburgh University sustainable café launch

During the café launch supported by Soil Association Scotland and Sarah Boyack, MSP, leaflets were distributed and the 'sustainable food' ask highlighted. The campaign team also collected green footprints from students, staff and Sarah Boyack.

- Edinburgh Farmers' Market

Edinburgh Farmers' Market supported the campaign with a market stall free of charge on a Saturday in April. Several hundred footprints were collected and Big Green Debate fliers distributed.



Chris (SWT), Angus (WTS) and Jane (LINK) hold the fort at the everyone stall, Edinburgh Farmers Market, April 2007. Photo by the Farmers' Market.

Everyone's Big Green Debate

The debate at the Hub, Edinburgh, during the official election campaign period, was organised in association with broadcaster Lesley Riddoch and her production company, Feisty Productions. The debate was one in a series of 'Big Debates' to encourage public engagement in the run up to the elections. It also included interactive voting via electronic votepads. The panel was made up by Ross Finnie (LibDems), Sarah Boyack (Lab), Richard Lochhead (SNP), Mark Ballard (Greens), Andrew Johnstone (Con), Colin Fox (SSP) and Pat Smith (Solidarity).

Footprint exhibition

A collection of around 1500 footprints was exhibited at Glasgow Science Centre the weekend before the election. The space was offered free of charge by the Science Centre.

Footprint petition

The collection of around 2000 footprints were presented on behalf of everyone to Richard Lochhead, Cabinet Secretary for Rural affairs and the Environment, by students from Firr Hill High School Edinburgh. The students also had an opportunity to ask the minister their own questions about the future of the environment in Scotland.

Working with partners

The campaign actively worked to develop partnerships with other organisations.

- **SPOKES** included campaign leaflets in a mail-out to members, while everyone helped advertise their Edinburgh hustings.
- Other hustings were organised in conjunction with **Eco-congregations**, whose own hustings were also advertised on the everyone website. Eco-congregations also asked member churches to distribute campaign leaflets.
- **Deep Sea World** organised a photo opportunity, with staff 'voting with their feet'. The event was organised with support from MCS and specifically highlighted the need for a Scottish Marine Bill.
- **Firr Hill High School**, Edinburgh, collected around 250 footprints at their school, while also discussing climate change and watching 'An Inconvenient Truth' as part of the curriculum.

6. AUDIENCE REACHED

Target groups

The campaign was designed to reach two general target groups:

- The general public, including members of LINK organisations, activists and those not yet active but who take an interest in the environment, referred to as the 'environmentally persuadable' (see 'strategy development', page 6).
- MSPs, election candidates and key decision-makers, to convince them to treat the environment as a serious mainstream issue in the run up to the elections and ideally, for them to take on our campaign asks as part of their environmental policies.

Website

- Website hits and visits

During the campaign period (November – May), **47.179 visits** were made to the everyone website.

The total number of website hits during the same period were **188.455**. During April alone, the everyone website received over 46.000 hits. (Each visit generating approximately 3 hits).

When comparing these figures with the European Elections campaign in 2004 (19.634 hits) and the 2003 Holyrood election campaign (6357 hits), it is clear that the 2006-2007 campaign reached a substantially larger audience. They also arguably also demonstrate the value of starting the campaign earlier, continuing to build the everyone brand and actively working to generate visibility for the campaign with both the general public and politicians, in the run-up to the elections.

For a breakdown of website visits per month, see Appendix 1.

- Website referrers

Around 900 of the visits were referred from member organisations' websites. The organisations with the most referrers from their website during the campaign period were:

1. Friends of the Earth Scotland (254)
2. WWF Scotland (145)
3. Scottish Wildlife Trust (91)
4. Ramblers' Association Scotland (82)
5. Mountaineering Council of Scotland (61)

The referrer data also highlight links from other websites, particularly from St John's Church, Eco-schools Scotland, the Scottish Socialist Party, SCVO and the Scottishvotepods website.

It is worth noting that the number of referrers from many organisations was so low that they have not been registered, as only the top 50 referring websites are registered every month. In some cases, it could be argued that more visits would have been referred to the everyone site, had the link been placed in a more prominent position.

For information on the number of referrers from each organisation, see Appendix 2.

Leaflets

The majority of the 28000 leaflets distributed will have reached the 'environmentally persuadable', through distribution by member organisations and partners such as SPOKES and Eco-congregations. (See Appendix 3 for details of the number of leaflets distributed by each organisation).

Leaflets distributed in cafes, cinemas and other public spaces (mainly in Edinburgh) helped generate visibility for the campaign. Many members of the public also requested leaflets for their community centre/after-school club/school/scout and guide group/friends and family, arguably indicating that the 'Vote with you feet' theme and action attracted a different audience than previous campaigns.

Newsletters and magazines

Articles included in member organisations' newsletters and magazines reached a potential audience of over 500.000. (Circulation for the NTS 'Scotland in Trust' alone is 170.000, for the RSPB magazine 70.000, readership calculated as up to three times these figures).

Events

The campaign launch, Christmas santa stunt, party conferences and fringe event and petition handover helped generate awareness of the campaign among MSPs and decision-makers. An early event, such as the santa stunt, was arguable effective in targeting key stakeholders early through a memorable, fun event.

A presence at party conferences helped generate awareness of the campaign in general and the 'Green networks' fringe event at the SNP conference helped reinforce the particular issues involved with key people, notably Richard Lochhead, now Cabinet Secretary for Rural Affairs and the Environment, who also hosted the event.

Street/Event Action

Interest in the campaign and the number of footprints collected for the 'footprint petition' at the Science Festival at the Royal Botanic Garden (SWT), on Princes Street one Saturday in April (FoEE), at Killicrankie visitor centre (NTS) and at Edinburgh Farmers' Market arguably confirms the effectiveness of these events in generating awareness of the campaign with the 'environmentally persuadable'.

Hustings

The seventeen hustings organised as part of the campaign attracted in total around 800 people. Importantly, the geographical spread of the hustings helped generate awareness of the campaign outside Edinburgh. Additionally, the hustings would have helped to generate awareness of the campaign and related issues with election candidates. See Appendix 4 for full details of the hustings.

Everyone's Big Green Debate

Approximately 350 people attended the debate, with around 300 using the electronic votepads to register their vote on questions asked. Out of those 300, 45% had never been to a political question time before. This indicates that the event reached an audience with a high percentage of the 'environmentally persuadable'. The debate also attracted a good line-up of politicians, typically environmental spokespeople. This would also have helped generate awareness of the campaign with those key decision-makers. The debate was arguably an important part of the everyone brand

building during this year's campaigns, demonstrating that everyone is capable of hosting a big event with a good turn-out.

The scottishvotebots website, which included a page dedicated to everyone's Big Green Debate, had around 20.000 visits to the site during March and April.



Students from Firr Hill High School, Edinburgh, present the everyone footprint petition to Cabinet Secretary for Rural Affairs and the Environment, Richard Lochhead, June 2007. Photo by Graham Mitchell.

7. ACTION TAKEN

Email action

In total, **467** emails were sent to election candidates as part of the everyone campaign.

An email action for the 2007 Holyrood campaign had not been included in the early planning stages, due to complaints from some MSPs during previous everyone campaigns, that they were receiving too many emails. However, the team agreed that this was the best way to allow constituents to hold their local MSPs to account and to ask them what they were planning to do for the environment in their area. In this way, it was an important tool for people to get involved in the democratic process. MSPs and election candidates, it was felt, would also want to hear from their own constituents on this matter.

However, many candidates only received one or two emails, indicating that very few people in each constituency used the email to take action. Compared to the 2004 European Election everyone campaign, during which 2,365 emails were sent, this must be seen as a poor result.

The less prominent position of the email action on the website and the fact that it was not mentioned on the campaign leaflets (as the action was not planned at the time of printing), may account for some of this reduction in actions taken.

Candidates for the Lothians and Edinburgh constituencies received the most emails, indicating that most actions were taken by people in the Lothians area.

Number of footprints collected

1709 painted or coloured in footprints were collected.

As mentioned previously, a lot of interest came from schools or community groups. Firr Hill High School in Edinburgh collected 233 footprints. The 43rd Edinburgh Guides and the 155th Edinburgh Rainbows collected around 30 footprints and there were also footprints sent in from after-school clubs, nurseries and many families.

Virtual footprints

The opportunity to leave a 'virtual footprint' in support of the campaign resulted in **243** actions.

Writing to election candidates and locals newspapers

It has not been possible to monitor how many people wrote letters directly to election candidates and local media on behalf of the everyone campaign.

8. MEDIA COVERAGE

The campaign received good interest early on, but was not very successful in sustaining regular media coverage throughout the campaign period. A media officers' meeting, with media staff from participating organisations was planned, but never took place. Despite hard work and dedication by especially the NTS campaign team member, the team simply did not have enough time and human resources to dedicate to media work during the busy campaign.

The list of media coverage below illustrates this and highlights the need for a long-term media strategy, integral to the campaign plan, and dedicated staff time from media officers at a number of everyone organisations. It also draws attention to the lack of local media coverage, as apart from Talk 107 and an article in the Perthshire Advertiser, all other media listed are national newspapers or television programmes.

30/11/06 BBC.CO.UK, 'Scots voters urged to think green'

30/11/06 BBC Radio Scotland, Good Morning Scotland programme, 'Environment charities launch joint campaign on among other things local, organic food'.

30/11/06 Reporting Scotland Breakfast Edition, (short piece on the campaign).

30/11/06 Talk 107, Lloyd Austin is interviewed by members of the Scottish Youth Parliament.

01/12/06 Herald, 'Voting with their feet' (picture of Becki and Fiona from JMT).

01/12/06 Scotsman, 'Scotland's chance to show way forward on green issues'.

07/02/07 Scotsman, 'Public 'not convinced' green issues matter'. Fred Edwards speaks at Scottish Environment Week.

08/02/07 The Scottish Sun, 'Fly Guy Jack' (Jack McConnell cancelling appearance at SEW to fly to London)

16/03/07 Herald, 'Riddoch elects for some razzmatazz in hustings'. (About the 'big debates').

23/03/07 The Scotsman, 'Top down conservation management is failing Scotland's wildlife'. (Biodiversity task force report – link with campaign.)

20/04/07 Perthshire Advertiser, 'Environment matters on the agenda'.

22/04/07 Scotland on Sunday 'Good week/Bad week: Good week for the Greens who swept the board with 54% of the audience votes on Tuesday's Big Green Debate...'

In addition, there was a link from the Herald website to the Scottishvotepods website (advertising the Big Green Debate and with a link to the everyone website) during March and April.

9. IMPACT

It is very difficult to establish the impact of a campaign so soon after the campaign period and without undertaking substantial research. However, we can attempt to assess the campaign efforts in terms of how they met the short-term objectives and the progress they helped make towards meeting the overall aim and policy aims of the campaign.

Generate awareness and build the everyone brand - the politicians

The campaign built on the previous everyone campaign efforts to generate awareness among both politicians and the general public and to raise the profile of the everyone brand. Fifteen MSPs, including the now First Minister Alex Salmond, publicly supported the campaign by signing our petition in support of our campaign asks. All opposition party leaders, apart from Annabel Goldie, (Cons), had also agreed to appear at 'everyone's Big Green Debate', if First Minister Jack McConnell agreed. In the end, as Mr McConnell declined, the debate was attended by environment ministers and spokespeople. Mr McConnell did show his awareness of the everyone asks when he listed them in his speech at the Royal Botanic Garden during Scottish Environment Week, however.

Because of campaign efforts such as the Big Green Debate, the fringe event at the SNP conference, at party conferences, hustings and the email action, it is clear that awareness of the campaign reached a large number of MSPs, election candidates and key decision-makers. These efforts clearly also contributed to the strengthening the everyone brand.

Generate awareness and build the everyone brand – the public

The high number of website visits, the interest from many individuals, schools and community groups in the Vote with your feet actions and the improved attendance at hustings indicates an increase in awareness and interest in the campaign. Street actions, such as at Edinburgh Farmers' Market also proved effective in generating awareness and promoting the everyone brand to the general public.

Mobilise public action

As the email action proved less popular than during previous campaigns, it could be argued that the campaign failed to efficiently mobilise the public through that particular action. However, the interest and response to the 'footprint petition' shows that the campaign successfully attracted new audiences and succeeded in mobilising groups outside LINK, such as community groups and schools.

Encourage voting

The election turnout for the 2007 Holyrood election was 51.72%. This was up from 2003 (turnout 49.12%) but down from 1999 (58.16%). ('Scottish parliament election analysis' <http://www.scottish.parliament.uk/msp/elections/2007/analysis.htm>). It is not possible to assess how the campaign affected the election turnout. However, it could be argued that as the campaign contributed to the political discussion, it also played a part in encouraging the electorate to have their say.

The campaign, under the theme 'Vote with your feet' also hoped to affect the number of MSPs elected who prioritise environmental issues. The election outcome, which resulted in for example the Green Party losing five seats, does not suggest this was achieved. However, it should be acknowledged that other forces and agendas greatly affected the election outcome, such as dissatisfaction among the electorate with the Labour party and the call for Scottish independence by the SNP. To establish the

extent to which the electorate judged a candidate on his/her environmental standpoints and how this affected their voting, substantial research would be needed.

Pushing the environment up the agenda in the run up to the elections

Judging from the almost daily discussions in the media in the run up to the elections, the environment did move up the agenda as an election issue. This indicates that despite the election result, the environment enjoyed widespread public interest as well as the media's attention, forcing the politicians to take notice and discuss the issues involved. The contribution by the campaign is impossible to measure and more likely, this is in part the result of the work by among others, LINK, during the past twenty years. The everyone campaigns, past and present, have played a part in this process.

Policy aims – the four everyone asks

The 'everyone's watching' report on the party manifestos demonstrated that the everyone asks were included, to some extent, in all main parties' manifestos. For example, all manifestos included policies on public procurement and organic food and a Marine Bill. All the everyone campaign asks were included, almost word for word in the Green Party manifesto, while the 'Food' ask and the 'Climate change and fuel poverty' ask were included in the LibDems manifesto.

(<http://www.everyonecan.org/manifestos.php>)

In addition, after the everyone fringe event at the SNP conference, Richard Lochhead could be seen to be influenced by the event in his speech to SNP members the following day, when he used a quote by FoES's Duncan McLaren. At the time of writing, in June 2007, working towards a 'Greener Scotland', represents one-fifth of the Scottish government's targets. A Marine Bill for Scotland has also been promised, although a firm schedule is not yet in place.

Of course, much other work, such as LINK lobbying has contributed to these successes. But they show that the campaign had impact on the party manifestos and was effective in reinforcing the issues with politicians and researchers.

Overall aim

By meeting many of the short-term objectives, the 2006-2007 campaign played a part in the progress towards reaching the overall aim of everyone campaigning; the environment as a serious mainstream issue in Scotland and with political decisions taken in the best interest of the environment alongside social and political considerations.

10. LESSONS LEARNED AND RECOMMENDATIONS

- **The campaign coordinator post**

The decision to start the campaign coordinator earlier (June 2006) facilitated the planning and delivery of many more campaign actions than during past campaigns. It allowed for a longer planning period, working closely with the campaign team and Leithal Thinking. However, if LINK is serious about continuing to build on previous everyone campaigns and deliver campaign objectives effectively, it should consider making this post full-time, especially during the campaign period itself.

- **Dedicated support from participating organisations - time and staff resources**

Although this campaign benefited from generous staff commitment from primarily five or six of the larger organisations, it is clear that more staff resources are needed to be able to continue and improve the work of everyone. The lack of staff resources was especially evident once the campaign was 'in full swing', as many organisations had committed to participating in the policy development, but were unable to commit much staff time during the busy months of February-May. To be able to play an active part in the campaign team, staff hours need to be explicitly allocated to the campaign and clear and consistent backing given by management at the participating organisations.

- **Media strategy and staff resources**

In particular, specific roles within the campaign team needed more support from other organisations; media officers to help develop a long-term media strategy, which should ideally also link the campaign with the organisation's own media work, and to share the workload during the busy campaign months. Celebrity liaison had to be abandoned due to lack of resources, despite the fact that this would have been an effective way of raising the profile of the campaign. This is an area where some organisations are building capacity, which could support future campaigns.

- **Campaign actions**

The email action generated a low number of actions, especially considering the very significant number of visits to the everyone website. In part, this could be due to the positioning of the email action on the website and the fact that it was not mentioned on the 'Vote with your feet' leaflet. (As an email action was not originally planned). However, without dismissing email action, future campaigns should consider its value and effectiveness in highlighting the campaign issues. Any future use of an email action should also include a more detailed plan of how to generate awareness of the action itself.

- **Geographical spread**

Although clearly generating widespread interest and awareness of the campaign, the geographical spread of events, media coverage and information distributed was, if not limited to, concentrated in the central belt. Local hustings proved more popular than ever and helped counteract this, with hustings in for example Elgin, Aberdeen and Castle Douglas. For future campaigns, everyone could be more proactive in

finding partners on the west coast of Scotland and in the Highlands and Islands for hustings, other events and distribution of information.

11. CONCLUSION

The campaign successfully reached hundreds of thousands of people through the everyone website, leaflet distribution, members' newsletters and magazines, other media, hustings and events such as everyone's Big Green Debate and street actions. Carefully targeted events such as a presence at the Edinburgh farmers' market, party conferences and at the Scottish parliament reached the specific target groups of the 'environmentally persuadable' among the general public and MSPs, election candidates and other key decision-makers. This resulted in improved visibility and awareness of the campaign and the inclusion of the campaign asks, to some extent, in all main parties' manifestos.

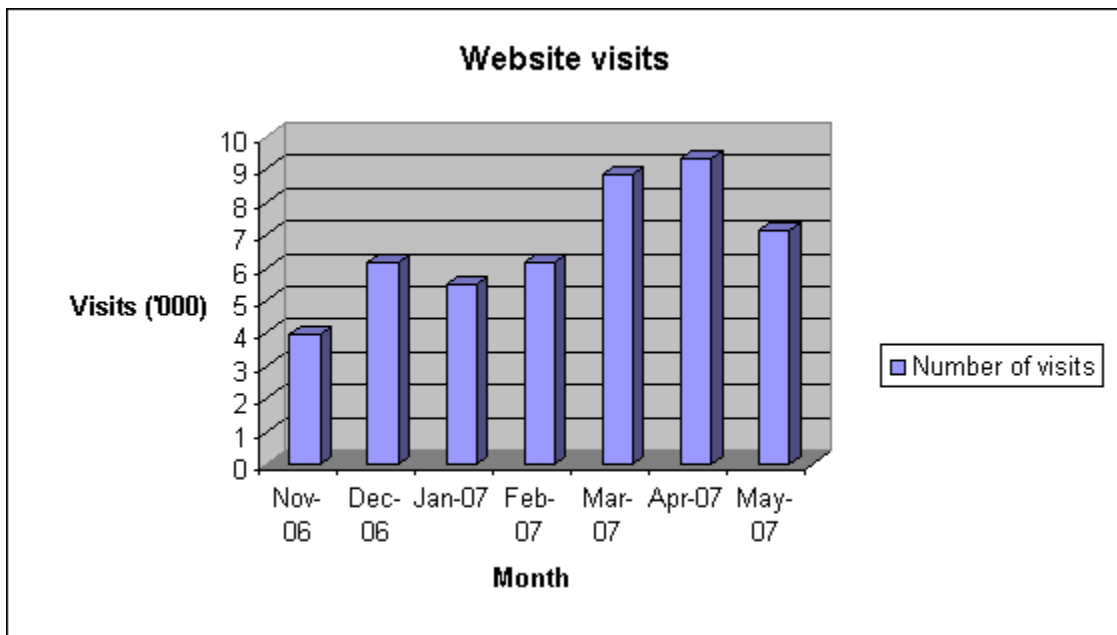
The new creative approach and campaign actions, under the 'Vote with your feet' theme, attracted new audiences such as schools and community groups and generated new partnerships. It also helped create a 'less worthy' image, portraying the environment as a voter issue, rather than simply an NGO issue. The number of hustings near doubled compared to the previous Holyrood campaign. The combined efforts of the campaign outputs also helped to further build the everyone brand, with events such as everyone's Big Green Debate raising the profile of the campaign and attracting senior politicians as well as people who had previously not attended political question time events.

However, the impact of the campaign could have been more substantial and the everyone brand-building taken further, had the campaign resources been greater. Media coverage and PR activities suffered, despite best efforts by the campaign team, due to the need for more staff resources. The email action also generated a lot less interest than during previous campaigns, despite the unprecedented high number of visits to the website.

Overall, the campaign achieved a great deal despite its limited resources and benefited from having a small but dedicated team working well together throughout.

Appendix 1: WEBSITE VISITS AND HITS

	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Total
Number of visits	3.991	6.183	5.499	6.183	8.833	9.345	7.145	47.179



	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Total
Number of hits	13.409	18.296	20.123	27.518	40.193	46.546	22.37	188.455

Appendix 2: REFERRERS FROM MEMBER WEBSITES

Please note that only the top 50 referrers are registered each month

Organisation	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Total
Friends of the Earth Scotland	3	2	3	41	45	133	27	254
WWF Scotland	0	26	22	21	39	32	5	145
SWT	0	0	0	30	27	24	10	91
Ramblers	2	8	4	4	20	41	3	82
Mountaineering Council of Scotland	3	2	0	31	15	10	0	61
John Muir Award	0	0	0	0	14	21	21	56
Friends of the Earth Edin group	5	5	15	9	10	6	3	53
Scottish Native Woods	4	3	7	8	0	6	6	34
Woodland Trust	0	0	0	0	12	13	0	25
John Muir Trust	0	0	0	0	7	10	5	22
SCRA	0	0	0	11	7	0	0	18
MCSUK	0	0	0	7	6	0	2	15
BRISC	0	4	0	0	0	6	4	14
NEMT	0	0	0	4	0	5	0	9
Butterfly Conservation Society	0	2	3	0	0	0	0	5
Royal Zoological Society	0	2	3	0	0	0	0	5
Soil Association Scotland	0	0	0	0	0	5	0	5
National Trust Scotland	0	0	0	0	0	0	3	3
BSCG	2	0	0	0	0	0	0	2
Total referrers								899

Appendix 3: LEAFLETS DISTRIBUTED BY LINK ORGANISATIONS

Organisation	Number of leaflets
APRS	750
Biological Recording Scotland	175
BSCG	150
Butterfly Conservation	1000
FOES	6000
HWDT	1500
JMT	400
JMT Award	300
LINK Perth	200
MCS	60
MCoS	500
NTS	2000
NEMT	380
Plantlife	200
Ramblers	6500
Reforestation Scotland	100
RSPB	1000
SAGS	50
SCRA	600
Scottish Wildland Group	600
SAS	1000
Seabird Centre	250
Sustrans	50
SWT	1000
WTS	200
WWFS	500
Total	25465
SPOKES	800
Eco-Congregations	100
Grand Total	26365

Appendix 4

Hustings schedule everyone 2006-2007

EDINBURGH, 22ND MARCH, 7.30 PM

AUGUSTINE UNITED CHURCH, GEORGE VI BRIDGE. (SPOKES, CITY OF EDINBURGH HUSTINGS ON CYCLING AND TRANSPORT POLICY)

CONTACT: Dave DuFeu, SPOKES

GLASGOW, 29TH MARCH, 7.00 PM

GLASGOW CALEDONIAN UNIVERSITY, GEORGE MOORE BUILDING.

CHAIR IAIN McWHIRTER

CONTACT: Fiona Allan/Mike Gray, JMT

EDINBURGH, 29TH MARCH, 7.30 PM

AUGUSTINE UNITED CHURCH, GEORGE IV BRIDGE.

CONTACT: Jessica Pepper, WWFS

INVERURIE, 30TH MARCH, 7-9 PM

INVERUIE WEST CHURCH

CONTACT: Margaret Warnock, Eco-congregations

INVERURIE, 4TH APRIL, 7-9 PM

INVERURIE TOWN HALL

CONTACT: Jessica Pepper, WWFS

CASTLE DOUGLAS, 5TH APRIL, 7-9 PM

CASTLE DOUGLAS TOWN HALL

(LESSER HALL)

CONTACT: Jessica Pepper, WWFS

ELGIN, 18TH APRIL, 7-9 PM

ELGIN TOWN HALL, TRINITY ROAD

CONTACT: Jessica Pepper, WWFS

ST. ANDREWS, 12TH APRIL, 7.30 PM

ST. ANDREWS TOWN HALL, SOUTH STREET. CHAIR: SIMON PEPPER

CONTACT: Vi Shannon, SWT Fife Member Centre

DUNFERMLINE, 12TH APRIL, 7-9 PM

THE PEACOCK ROOM, GLEN PAVILLION, PITTENCRIEFF PARK.

CONTACT: Jessica Pepper, WWFS

KINGUSSIE, 17TH OF APRIL

TALLA NAN ROS

CONTACT: Fiona Allan, JMT

LONGNIDDRY, 18TH APRIL
LONGNIDDRY COMMUNITY CENTRE (RSPB/LONGNIDDRY
BIODIVERSITY GROUP)
CONTACT: Julia Harrison, RSPB

FALKIRK, 19TH APRIL, 7.30 PM
SALVATION ARMY CITADEL, FALKIRK
**CONTACT: Corrie Cuthbertson, Friends of the Earth Forth Valley/Falkirk
Churches Together**

ABERDEEN, 19TH APRIL, 7.30 PM
ABERDEEN ARTS CENTRE, KING STREET
CONTACT: Jessica Pepper, WWFS

PITLOCHRY, 23RD APRIL
FISHERS HOTEL
CONTACT: Fiona Allan, JMT

ARDROSSAN, 23RD APRIL
CONTACT: Julia Harrison, RSPB

DUNDEE, 24TH APRIL, 7.30 PM
CAIRD HALL, ATON ROOM
CONTACT: Jessica Pepper, WWFS

GLASGOW, 25TH APRIL, 7.30 PM
HILLHEAD LIBRARY, BYERS ROAD
CHAIR ROB EDWARDS
CONTACT: Julia Harrison/Stuart Hay, RSPB/FOES

LIVINGSTON, 25TH APRIL, 7-9 PM
INVERALMOND HIGH SCHOOL
CONTACT: Jessica Pepper, WWFS

PERTH, 25TH APRIL, 7PM
ST MATTHEW'S CHURCH HALL, TAY STREET
SCOTTISH ENVIRONMENT LINK/ECO-CONGREGATIONS
CONTACT: Alice Walsh, LINK; Morag Green, Eco-congregations

STIRLING, 26TH APRIL, 7.30 PM
STIRLING METHODIST CHURCH
CLIMATE CHANGE QUESTION TIME, CHAIRED BY MAXWELL CRAIG
CONTACT: Margaret Warnock, Eco-congregations