2014: Renewal of the 1958 US – UK Mutual Defense Agreement
Workshop agenda

Friday 25 November, 11.00 – 15.00

Location: School of Oriental and African Studies (Room L62 PC), Russell Square, London WC1H 0XG
Map at http://www.soas.ac.uk/visitors/location/maps/#RussellSquareCampusMap (College
Buildings, Old Building)

Attending in person:	**Participating by Skype:**
John Ainslie	Hans Kristensen (from 2.00 pm)
Peter Burt	Chris Lindborg (from 1.15 pm)
Martin Butcher	Nick Ritchie (from 1.15 pm)

Ian Davis
Paul Ingram
David Lowry
Dan Plesch
David Franco

Aims of the day:

- Map out the issues relating to renewal of the US-UK Mutual Defence Agreement in 2014 in detail.
- Identify lines for further inquiry, opportunities, and possible alliances.
- Devise a project strategy to use renewal of the Agreement to highlight the consequences of the arrangement on foreign policy and on global non-proliferation, and also to challenge it.

Timetable   (Greenwich Mean Time: all timings flexible)

11.00:   Welcome and introductions

                 Prepare issues map for MDA renewal (see example map at http://bit.ly/v94fBK)

12.00:   Summary of issue mapping:
                 - key areas where we need to find out more.
                 - players to influence and engage as partners, allies, and interested stakeholders.
                 - opportunities and challenges.

12.30:   Lunch (cafe available nearby, or bring your own sandwiches).

13.15:   Formulate campaign concept (http://bit.ly/d3JEmy) and campaign proposition
                 (RASPB model: http://bit.ly/uWxcPb)

14.00:   Brief summary of discussions so far.
                 Discussion on US perspective with Hans and Chris.

14.30:   What next:
                 - How to manage the project
                 - Resourcing
                 - Action plan
                 - Who does what

                 Please call Peter Burt on 07790 409339 if there are any problems on the day

Making A Campaign Concept

There's no escaping the need to consider a lot of factors together and come to a judgement. Campaigning can have method with 'scientific' inputs but it's also an art, a craft.   The 'planning star' gathers inputs from five main points:

- *ambition*: what we want to achieve in terms of change (both to the problem directly, and in terms of changing potentials, or the context, to increase the possibility of longer term change). Analysing the significance of possible objectives.
- *actors, obstacles and players*: the who's who and what's what of the issue. Current situation analysis.
- *social weather conditions*: how things change in our society today, and how we think they're going to change in future, the means of change and agency. Reading the tea leaves.
- *communication desires*: what we want to communicate as an individual, or more likely, as an organisation. This may exist quite independently of the need to achieve the immediate objective.
- *Campaign assets:* the tools for the job. Social, material, financial, intellectual and other resources, including intelligence capacities and special campaigning tools.
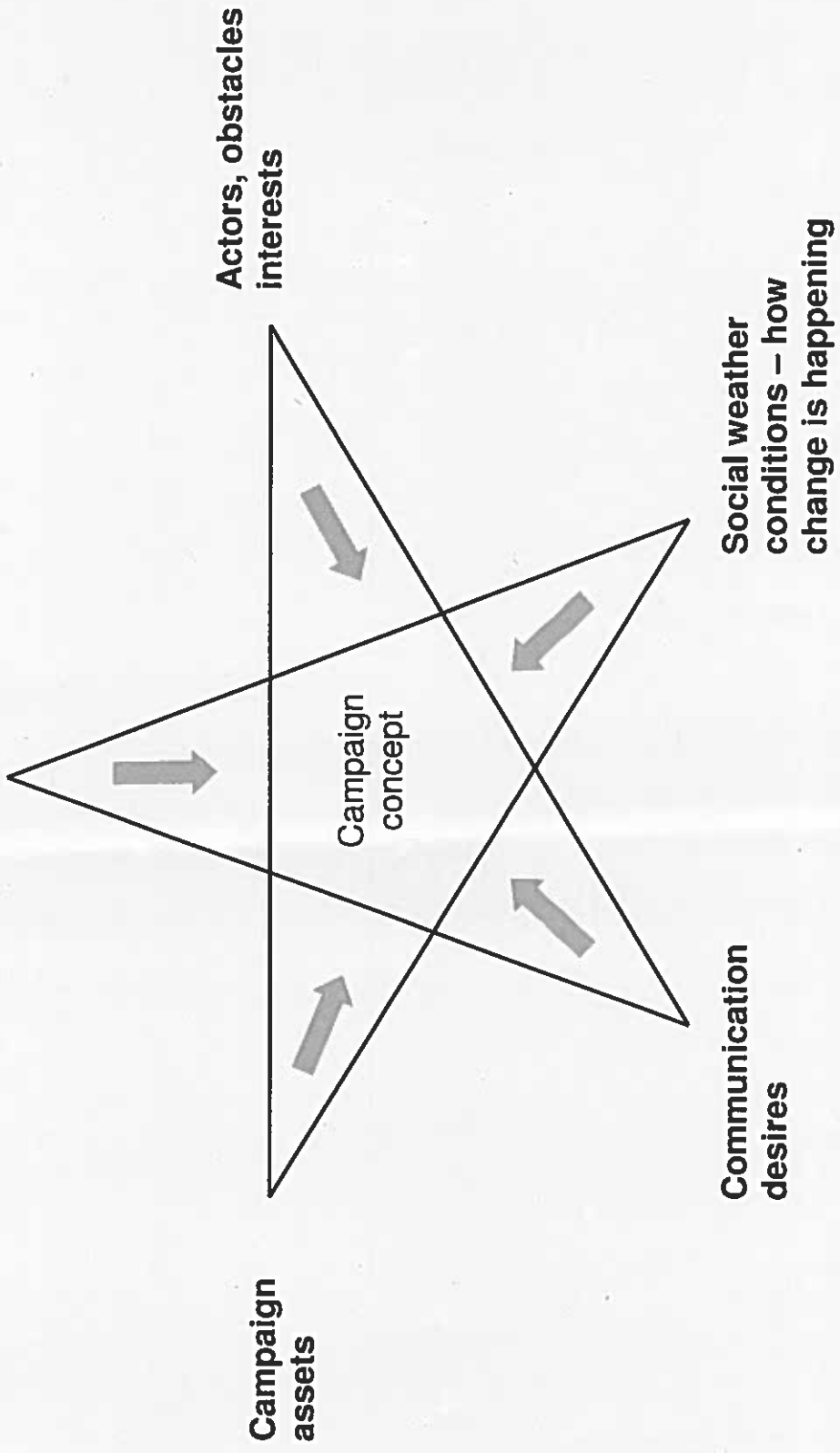
The decision to start a campaign can be driven from any one of these points. A change in who's involved in an issue, or a new resource becoming available, is just as legitimate in determining that now's the moment to campaign, as is a study of objectives or the issue.

Each organisation will have its own priorities and ways of making plans, and there's no way to covert these inputs into a numerical process so the right answer can be arrived at by calculation: it's always a question of judgement.

The concept needs to include a draft campaign proposition, any internal requirements or objectives, and an idea of key assumptions about why it ought to work.   Most organisations need something like this in order to give a go-ahead to a campaign idea.

Campaign planning star diagrams

Ambition: what we want to achieve (objective)

Actors, obstacles interests

Social weather conditions – how change is happening

Campaign concept

Campaign assets

Communication desires

Ambition: what we want to achieve (objective)

Actors, obstacles interests

Social weather conditions – how change is happening

Campaign assets

Communication desires

concept

Issue mapping
Analysis of the dynamic (process) to be affected
Significance analysis of possible objectives in terms of

- direct change to the problem
- potential for further change
- change to another star point eg who the actors or interests are, or making the social

---

Issue mapping
Interests analysis – who is winning and losing, who would win or lose if a change occurred
Potential allies
Obstacles
Existing perceptions of significant audiences (qualitative research)
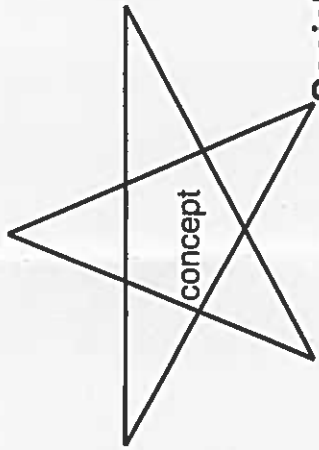Polling data
Players in the policy community

Detecting social wind waves, currents, storm waves, climate.
Mapping changes in the social values.
Following trends in agency – who has power and influence and how is this changing?

(resources)
people
networks
knowledge
intelligence
money
social capital
media capital
political capital
opportunities
commercial
legal
reputation

What do we want the campaign to communicate about
us
our programme
direction
mission
vision
(see 'glass onion')
how change happens eg about

- Responsibility
- Actors
- what people can do

---

making_a_campaign_concept.doc