

Campaign Strategy (Chris Rose and Sarah Wise) Client/Contracts List 2000 – 2007

(Some projects run year on year – not shown in subsequent years. Previous to 2003/4 trading as partnership)

2007

Child Workforce Development Council – communications training
Environment Agency – communications for flood preparation and recovery
World Society for Protection of Animals – communications strategy
 Munro and Forster – advice on waste strategy
 Wildlife Link – Marine Bill communications
 Pirates Against Pollution – development advice
 Wildlife Trusts – Marine Bill advice
Greenpeace International – communications to BMW
Greenpeace International – Issue mapping for Africa and DRC
 Friends of the Earth Ltd – evaluation of ‘The Big Ask’
 WWF Canada – Tar Sands Campaign Strategy
 WWF International – Arctic Network Initiative Strategy
Eurosite conservation programme (EU) – communications training
Association of Chief Executives of Voluntary Organisations – communications
 Forster Communications – communications advice
 Rainforest Action Network – Strategies
Environment Agency – Thames Estuary Consultation Strategy
Environment Agency – Improving Flood Responses
 National Trust – Strategies and Values
Mid Bedfordshire Council – Fear of Crime Reduction
Natural England – Campaign Development

2006

Greenpeace International – toxic tech campaign strategy
 Goole Action Group – Campaign Advice
WWF International – European Fisheries Campaign advice
 Soil Association – Food and Farming Culture
West of England Unitaries – climate communications strategy
 Greenpeace International – Davos speeches

2005

Stour Valley Action Group – Campaign strategy
 Imago Productions - tv research
 WWF International – Paris WWF College
Government Office East – Fear of Crime communications
Greenpeace International – IMAD Campaign strategy
Environment Agency – Water team communications
Essex Drug Interventions Programme – Communications Training
 CDSM – Value Modes Book
English Nature – Natural England Comms Strategy
 Fairyland Trust – Nature workshops
 JMG Foundation – campaign advice to NGOs
Greenpeace Netherlands – Organisational Strategy
Independent – article on campaigning

WWF UK – Campaign System + Shellenberger
Amnesty International – Campaign System Planning
WWF International – Powerswitch Campaign
AKT Productions – Risk Training
Government Office East- Drugs Comms Training
Oak Foundation -Oceanus Project advice

2004

National Trust – Public Engagement Strategy
Soil Association – Pesticides Report
Cultural Dynamics – Value Modes Survey
WWF UK – Organisational Campaign Strategy
WWF UK – Climate and General Election Campaign
Vantage Point Venture Philanthropy – Communications
Campaign Strategy Newsletter – pro bono
Home Office – Lets Get Real version 2 (drugs report)
Government Office (East) – Drugs Communications Training
Greenpeace International – People Project Network Strategy
Design Council – Strategic Campaign Consultancy
MIPIGGs – EU F Gas Regulation Advocacy
WWF UK - Powerswitch and Marine Campaign Advice
WWF UK and Brussels – Toxics Campaign
Home Office – Drugs Strategy Communications Training
Home Office – Visual Language For Drugs Treatment
Home Office – Brighton DAAT Alcohol and Violence Strategy
ADFAM – Exec Producing /Scripting Video (Families)
ADFAM – Campaigning Advice
Green Alliance – Article
Fairyland Trust – Conservation Training For Storytellers
Fairyland Trust – Video Production
Blueprint Team Home Office – Communications Strategy
PPU Home Office – Risk Communications Training
Beyond Green – Sustainability of Housing
English Nature – Communications Strategy Advice
WWF UK – Campaign System
WWF UK – Powerswitch Campaign Design II
Greenpeace International – Annual Report texts, speech
National Trust – Training in Communications and Campaign Strategy

2003

Sheffield Drug Action Team - Communications
UK Cabinet Office/GCIS – Risk Communications
UK Home Office – Communication strategy and training
UK Central Office of Information – drugs communications toolkit
Earthscan – Book on campaigning
BBC Wildlife – book reviews
Multisectoral Initiative on Potent Industrial Greenhouse Gases- newsletter
London Borough of Southwark – social inclusion/ crime reduction communications
strategy
RSPB - Campaign advice on airport proposals
Edelmans PR/ Euractiv.com - Corporate Social Responsibility Seminar

WWF international - Forests Campaign Critical Path

Econtext Ltd - E-campaigning seminar
BBC You and Yours – radio contributions
BBC / Open University – New Media Talk
Calor Gas – Multi-sectoral Initiative on Potent Industrial Greenhouses Gases
Home Office - Communications Training for Drug Action Teams
Greenpeace International – communications strategy for WSSD (Rio+10)
RSPB – Media Training
Learning Through Landscapes – Campaign Strategy
Unilever – Advanced Communications Training
Notts DATS – Communications Training Day
BBC Wildlife - Earth Summit Notes
MIPIGGs Report F For Forgotten
Ecos Articles on Countryside Contracts and Curry Report
Beyond Green – Developing National Climate Campaign
WWF UK – Industrial Chemicals/Consumer Campaign Strategy Development
GICS Government Chief Information Officers Seminar (UK govt)
UNDP Article on Brent Spar
Amnesty International – Development of Russia Campaign

2002

Department of Health – advice on communications strategy for drugs policy
Independent on Sunday – article on Myth of Rural England
Earthco (Earth Centre) – seminar on communications
BBC Wildlife – article on Rural/Urban Apartheid
Strategos – Environmental assessment of possible innovations for Shell
Drugscope – Communications Training for Drug Action Teams
Soil Association – Structuring report on Poultry and Chemicals/Disease
Central Office of Information – Text for website (drugs)
Greenpeace International – advice on future organisational strategy
Families Against Bush – campaign strategy and development
University of Pennsylvania Law School – Seminar Presentation on ‘Unpolitics’
Central Office of Information – assessment of Branding of National Drugs Helpline
Durham and Darlington Drug Action Team – communications strategy advice re
HepC
Nuclear Free Local Authorities – re-branding communications advice
Unilever – presentation to training seminar for executives
Home Office – development of intranet for Drugs Strategy Directorate
Home Office – communications strategy advice for Drugs Strategy Directorate
Greenpeace International – report on communications strategies
Ecos – article Campaign Against Rural England
Greenpeace International – review article for 30th anniversary
Greenpeace USA – campaign training seminars
Consumers International – fundraising advice
WWF International – workshop facilitation (illegal logging)
Greenpeace UK – Introduction to Annual Report
Strategos – presentation to Umicore innovations workshops
Citigate/ Institute of Public Relations – presentation on new media campaigns
Mineral Policy Centre – campaign workshop presentation
Greenpeace International – organisational strategy advice

2001

Health Education Authority – Communications strategy advice (drugs)
WWF International – new media strategy advice
 Calor Gas – Strategy for ‘Greener Dimension’
 Calor Gas - Multi-sectoral Initiative on Potent Industrial Greenhouse Gases
 Burson Marsteller – presentation at European Annual Conference on C21st New
 Politics
 Linacre College – Text ‘Global Citizens: Campaigning For Environmental Solutions’
 Council for the Protection of Rural England – campaign straplines
 Greenpeace UK – political brainstorm
 Global Environmental Change Programme – Core Documents
 Royal Society for the Protection of Birds – Advice regarding PIU Rural Report
WWF International – Forward Strategic Campaign Review
 Amnesty International (IS) – Review of Future Options for Campaigning
 Soil Association – Fundraising advice
 Greenpeace UK – Nuclear issues advice
WWF International – Forest campaign strategy workshops
WWF International – Freshwater campaign strategy workshops
WWF international – Marine Fisheries campaign strategy workshops
 BP – presentation on future of chemicals industry
 Greenpeace UK – survey of impact of Lyng GM action
 BBC Wildlife – article on new media and environmental strategies
 Strategos – presentation on energy innovation
 The Independent – article on ‘Golden Age’ of NGO pressure groups
 Public Trust Office – advice on communications of new identity
 Greenpeace International – campaign strategy advice
 Greenpeace International – organisational strategy advice

2000

WRE/Navajo – renewable energy campaign concepts
 Guardian - article on environmental reporting
WWFUK – campaign training
 BBC Wildlife Magazine – Burns Bog report
 Greenpeace Australia – Communications Strategy
WWF International – Green Davos Study
 Tetrapak – presentation at conference on engaging with NGOs
WWF UK – staff selection
WWF Intl – presentation on Future of Campaigning
 Greenpeace UK – Review of book on Brent Spar
WWF UK – Marine Campaign workshop
 Dever Society – campaign advice
 Global Environmental Change Programme – Communications strategy for
 conclusions
 UNICEF – presentation on environmental movement and communications strategy
 advice
 Environmental Context – presentation on future environmental issues
 Council for the Protection of Rural England – SE Housing Campaign advice
 Greenpeace International – campaign strategy advice
 Greenpeace International – organisational strategy advice

NOTE

My work is principally advice, training and guidance on communications and campaigns strategy. My work for private sector clients is principally giving advice about how their actions may be perceived through an 'environmental filter' and how they might innovate to improve or eliminate the negative impacts of their core businesses. Other work includes identity projects, communications training and research in the public sector, and new media strategy for campaigns. I have a website for NGOs on campaign tools and strategy at www.campaignstrategy.org and am writing a book on campaigns and communications strategy (to be published by Earthscan March 2005). A number of my projects are done in conjunction with Media Natura (contact Mandy Duncan Smith at medianatura@gn.apc.org). I also work with my partner Sarah Wise to develop the Fairyland Trust (a charity aimed at engaging families in conservation through the magic of nature – see www.fairylandtrust.org). Other related websites include www.mipiiggs.org

Since February 2005 I have been running Campaign Strategy Ltd
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