

Campaign Strategy Limited
(Directors Chris Rose and Sarah Wise)
Client/Contracts List 2000 – 2009

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

2009

Greenpeace International – advice on long term Climate Critical Path
Environmental Funders Network – talk on biodiversity communications
DEFRA – Green Living Fund behaviour change panel advice
Think Politics magazine – article on environmental communications
Natural England – Environmental Stewardship Online communications

2008

British Trust For Ornithology – organisational communications strategy
Greenpeace UK – strategy advice on CO2 and aviation
Community and Voluntary Forum: Eastern Region – communications training
Wells Christmas Tide Community Event – communications strategy
WWF International Coral Triangle Biodiversity – campaign and communications strategy
Environment Agency/CDSM – values motivation and flood risk management
Action Aid – communications training and strategy
Transport for London – values strategy advice
Audience Communications Inc – census strategy advice
World Business Council on Sustainable Development – communications of energy efficiency
KSB/R/Toyota – communications strategy
WWF International – climate communications at Copenhagen COP UNFCCC
Sciencewise – public engagement in communications of risk and uncertainty
Npower Renewables – communications advice
Greenpeace International – speeches for Africa Office launch
Total Politics magazine – three articles on communications
Greenpeace International – speech for International Association of Department Stores
Environment Agency – Salmon kites
Environment Agency – public consultation advice, Oxford flood risk
CDSM – values research
Friends of the Earth – Renewable energy policy: NGO strategy facilitation
Greenpeace Netherlands – campaigning in a recession advice
Greenpeace International – speech for talk to hedge funds

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

Our work is principally advice, training and guidance on communications and campaigns strategy, and development of public engagement mechanisms (for example for Natural England and www.fairylandtrust.org). 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. We have a website for NGOs on campaign tools and strategy at www.campaignstrategy.org. Chris Rose wrote How To Win Campaigns - Earthscan March 2005.

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