

COMMUNICATIONS AND ADVOCACY FOR IMPACT



ON THINK TANKS

FEB 2017



Enrique Mendizabal





A WORD OF WARNING ON DEMOCRACY

- ⊕ Is it a driver of think tank formation? (It can help but it is not necessary and not enough)
- ⊕ Can think tanks strengthen democracy? (They can help but can also legitimate de facto power and undermine democracy)
- ⊕ Can think tanks exist without democracy? (Sure in fact they can emerge because of its absence)



THE FUNCTIONS OF THINK TANKS

- ⊕ Provide and advocate for policy solutions
- ⊕ Identify problems and set the agenda
- ⊕ Educate the elites (and the public)
- ⊕ Create and nurture safe spaces and networks for policy deliberation and debate
- ⊕ Develop the capacity of future cadres of policy makers
- ⊕ Legitimise power
- ⊕ Support political parties, interest groups, etc.



CHALLENGE

- There is little demand for our research, there are other things on the agenda, and we find it hard to sustain our work on it after project comes to an end.



CHALLENGE

tt We have few chances to influence government policy, decision-making is chaotic and confusing, but there is always...



CHALLENGE

- Our political debate is poor and weak, our parties have no programmatic capacity, campaign promises never become policy, etc.



CHALLENGE

- We are in opposition, disorganised, facing an increasingly authoritarian state, etc.



CHALLENGE

- Post-shock, sudden and unexpected change, new threats have emerged, key institutions have collapsed and we are not sure what will happen next..



COMMUNICATION AND ADVOCACY FOR IMPACT - APPROACHES

- Ⓣ Orchestra
- Ⓣ Policy window
- Ⓣ Electoral cycles
- Ⓣ Building the opposition
- Ⓣ Make sense of it all



CHALLENGE

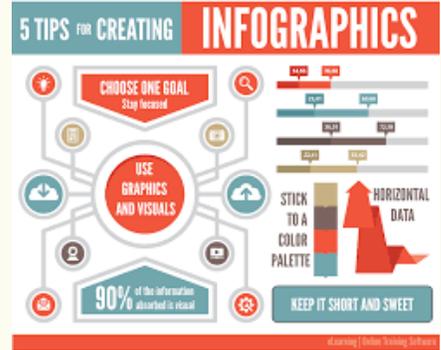
- There is little demand for our research, there are other things on the agenda, and we find it hard to sustain our work on it after project comes to an end.

tt ORCHESTRA (OR SERVICES?)

- Get the public to sing-along to maximise chances of “being there” when the window of opportunity opens by taking advantage of all possible communication channels.



**Buzz
Feed**

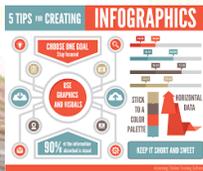
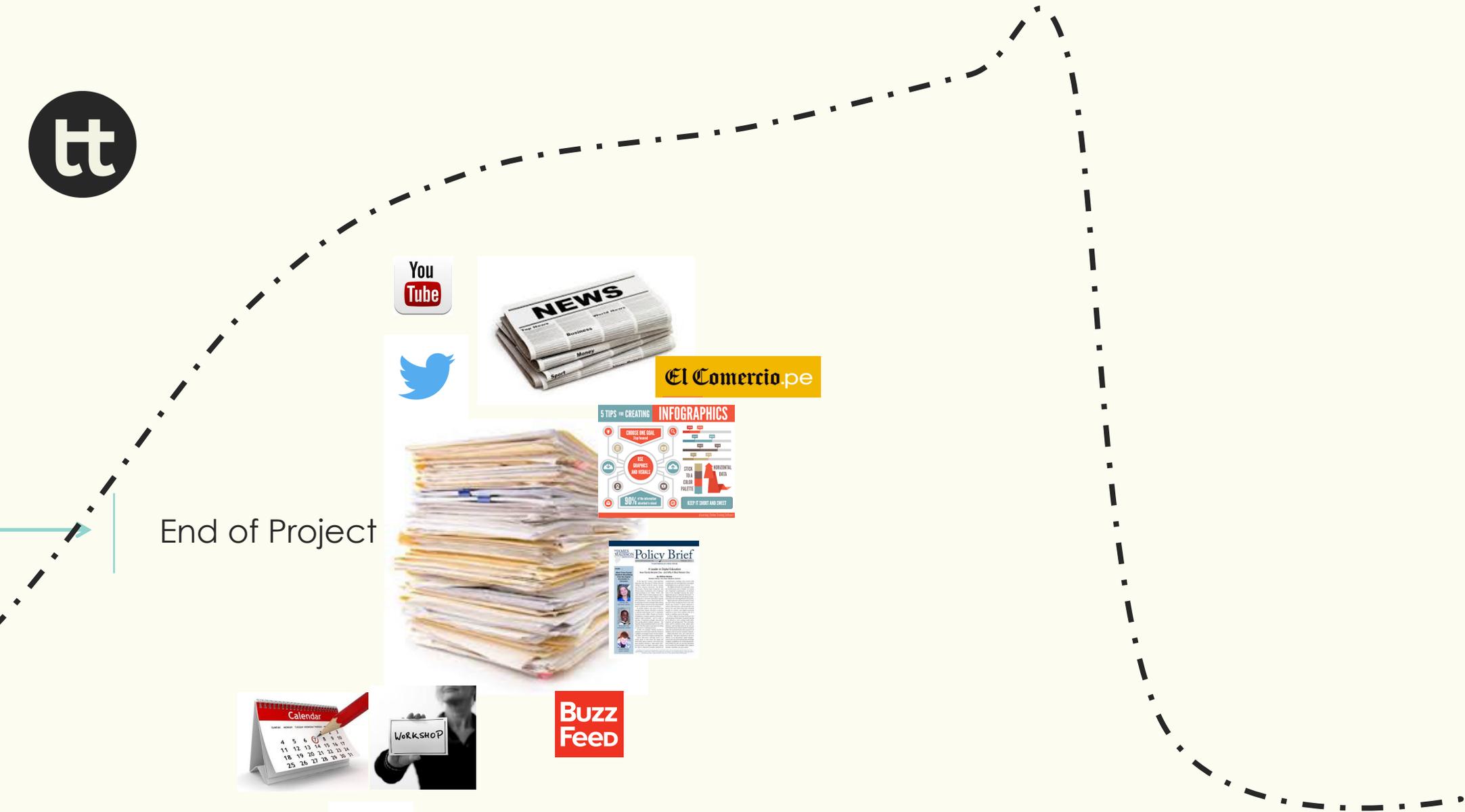


Eventbrite®



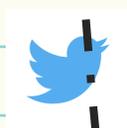
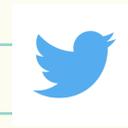
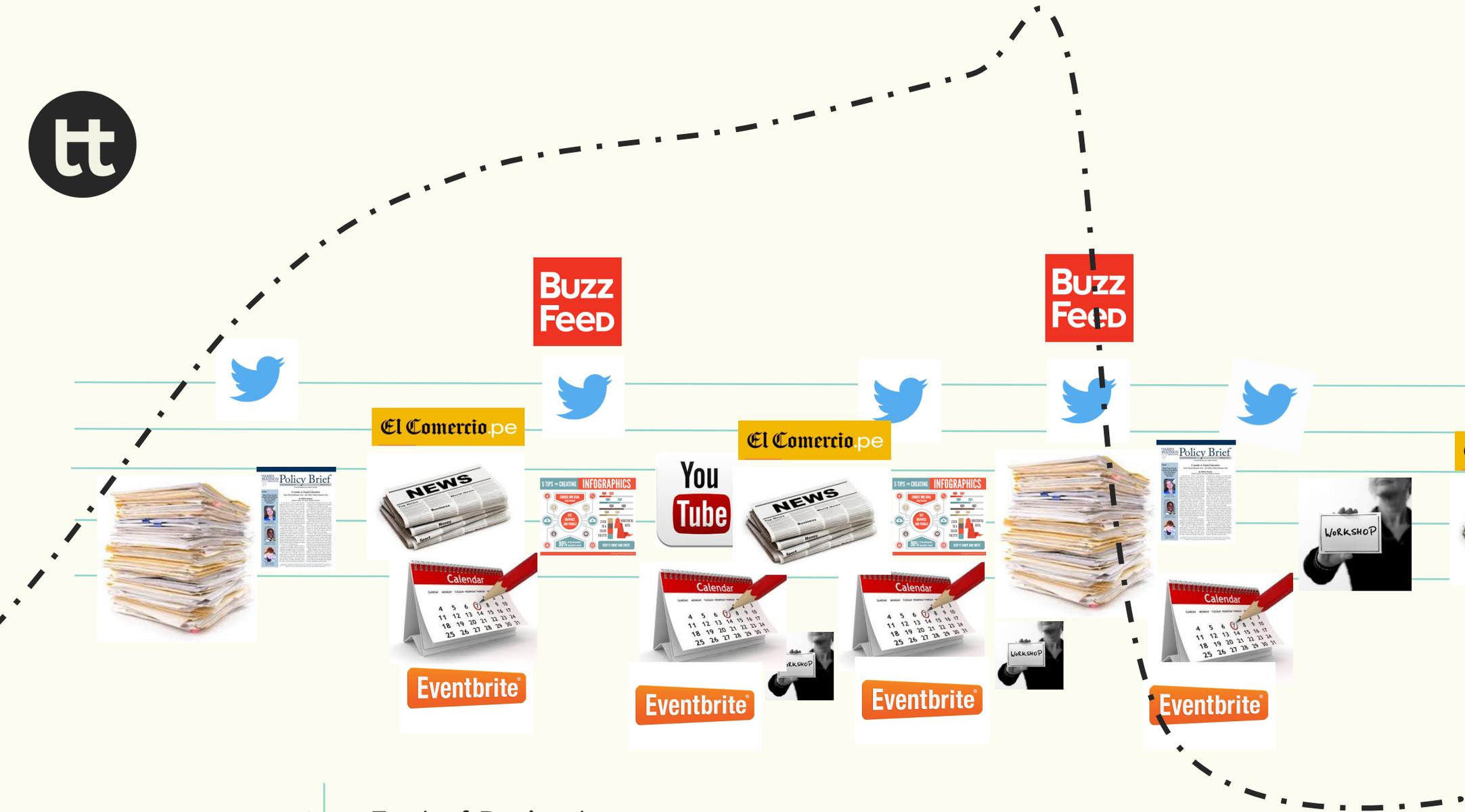
El Comercio.pe





End of Project

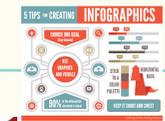




El Comercio.pe

El Comercio.pe

El Comercio.pe



Eventbrite

Eventbrite

Eventbrite

Eventbrite

End of Project





CHALLENGE

Ⓣ We have few chances to influence government policy, decision-making is chaotic and confusing, but there is always...

tt

A SURGICAL STRIKE

- tt Become a reference, a focal point, and a trusted source of evidence and opinion by focusing your research and communication efforts around a well established event: the budget.

A man with grey hair, wearing a blue suit, white shirt, and dark tie, is holding a red briefcase. He is looking towards the camera with a neutral expression. The background is a blurred outdoor setting with classical architecture, including columns and a black metal fence.

**AUTUMN
STATEMENT
2016**

The British umpire: how the IFS became the most influential voice in the economic debate

When the media sizes up tomorrow's budget, one verdict will matter more than all the others. What's the secret behind the Institute for Fiscal Studies' extraordinary power?





CHALLENGE

- Our political debate is poor and weak, our parties have no programmatic capacity, campaign promises never become policy, etc.



A BUILD UP TO ELECTIONS (CAMPAIGN)

- Pre-empt party manifestos, disseminate across-parties, to the media and the public, and position your experts for top jobs in the run up to elections.



tt Main components:

1. Research
2. Training/outreach events
3. Broad dissemination/communication
4. Debates

For more info: <https://onthinktanks.org/series/think-tanks-and-elections/>

ARGENTINA DEBATE

Una iniciativa que promueve la cultura del diálogo para institucionalizar el debate presidencial en torno a una agenda del desarrollo.

04 diciembre 2014

17 noviembre 2014

ARGENTINA DEBATE

ARGENTINA DEBATE DEFINIÓ A

ARGENTINA DEBATE CONVOCÓ A



100 políticas para potenciar el desarrollo





CHALLENGE

Ⓣ We are in opposition, disorganised, facing an increasingly authoritarian state, etc.



THE CHILEAN CASE

- Develop and popularise new narratives, build consensus, convene and support new networks, prepare future decision-makers, etc.

THINKING POLITICS

Intellectuals and Democracy
in Chile, 1973-1988

JEFFREY M. PURYEAR

Fortín **Diario**

EXLIA MAÑANA
SUPLEMENTO DOMINICAL

EL PUEBLO REGOCIADO GRITÓ Y CANTÓ EN EL PARQUE O'HIGGINS

¡LE GANAMOS LA BATALLA CON UN LAPIZ!

LOS MILITANTES DE LA DEMOCRACIA SUMARON AYER MAS DE UN MILLÓN, QUE RECORDARON LA PALIZA ELECTORAL QUE SUFRIO LA DICTADURA



Cara y sello de la celebración

ABRAZOS EN LA PINCOYA: PROLETAS Y CARABINEROS

Balco con muertos y heridos en la Caro y en Las Rejas

Una multitud de militantes de la Democracia se reunieron ayer en el Parque O'Higgins para celebrar el triunfo de la democracia y recordar la paliza electoral que sufrió la dictadura.





- “the most significant contribution was psychological, not intellectual”

• Jeffrey Puryear



CHALLENGE

- Post-shock, sudden and unexpected change, new threats have emerged, key institutions have collapsed and we are not sure what will happen next..



MAKE SENSE OF WHAT HAPPENED

- Re-focus your research agenda to attempt to explain what happened, how have things changed (society, the economy, politics), etc.



WHAT IS YOUR CONTRIBUTION?

• onthinktanks.org

• @onthinktanks

• fb.com/onthinktanks