

# 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

- 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

- tt 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

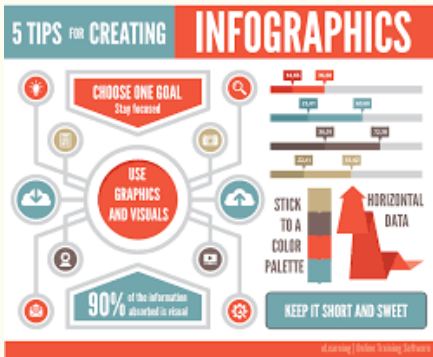


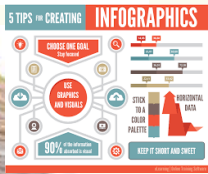
# CHALLENGE

- 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.

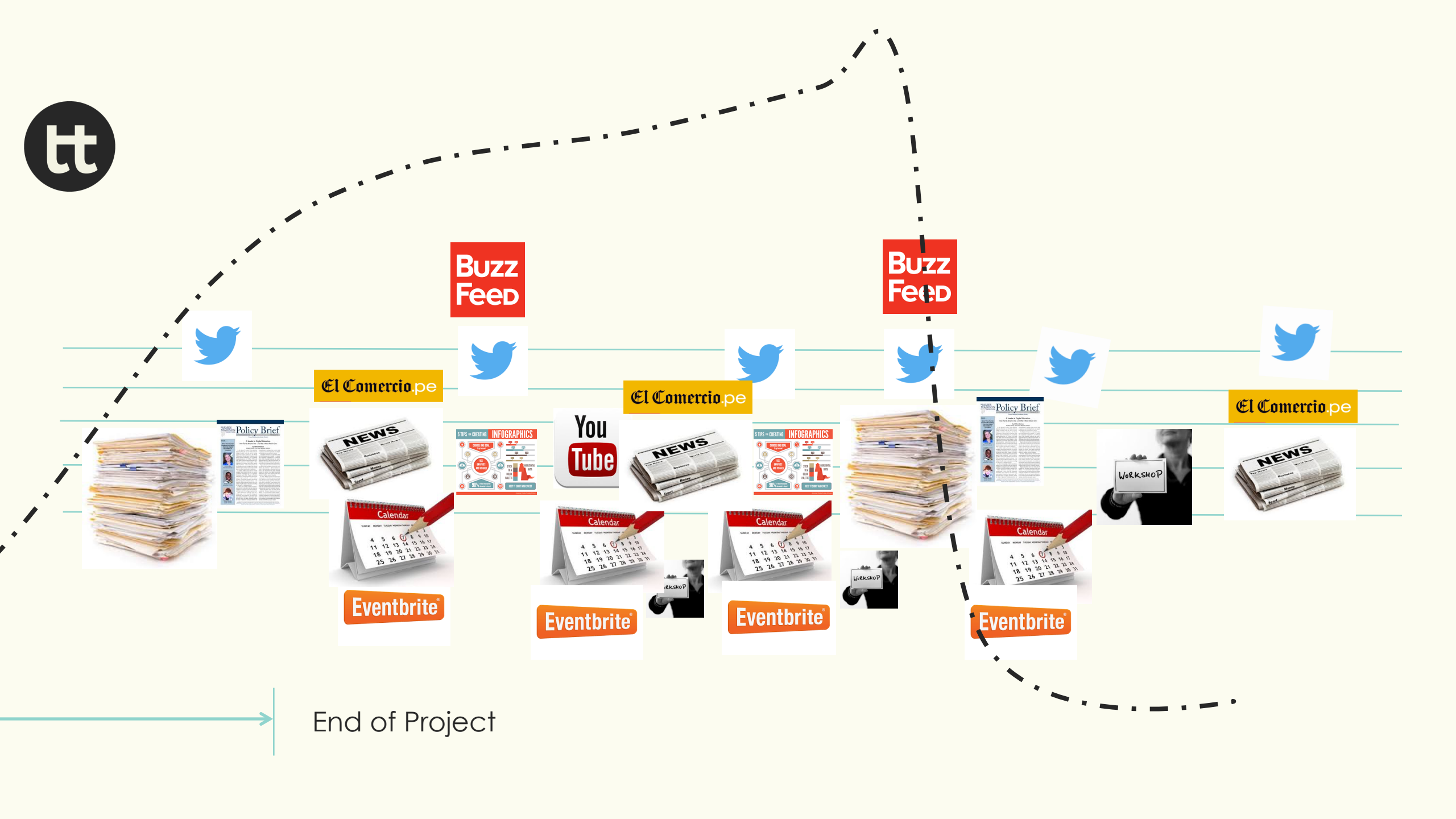
# ORCHESTRA (OR SERVICES?)

-  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.





End of Project



End of Project



# CHALLENGE

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



# A SURGICAL STRIKE

- 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 standing in front of a building with large columns. The background is slightly blurred.

# **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.

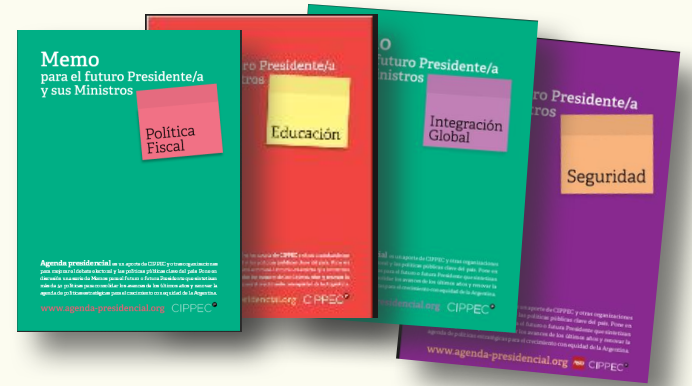


## • Main components:

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

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







# 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** BASEADO EN **EXTRA MAÑANA**  
SUPLEMENTO DOMINICAL

EL PUEBLO REGOCIJADO GRITO Y CANTO EN EL PARQUE O'HIGGINS

## ¡LE GANAMOS LA BATALLA CON UN LAPIZ!

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

(Página central)



Caro y bello día de celebración

### ABRAZOS EN LA PINCOYA: PROLETAS Y CARABINEROS

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

(Página 10 y 11)

Una multitud de militantes de la democracia se reunieron ayer en el parque O'Higgins para celebrar la victoria electoral. Se estima que participaron más de un millón de personas en la celebración.





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



# CHALLENGE

- tt 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.



Paid, slightly under weight,  
 Printed: 100% Fresh, mouth-  
 water to wet words.  
 100% Satisfaction or your money  
 back. No questions asked.

# BROOKLYN DAILY EAGLE

And Complete Long Island News

LATE NEWS  
 WALL STREET  
 1-15 PRICES

1929 YEAR—No. 296  
 ★ NEW YORK CITY, THURSDAY, OCTOBER 24, 1929. ★  
 32 PAGES  
 THREE CENTS

## WALL ST. IN PANIC AS STOCKS CRASH

### Attempt Made to Kill Italy's Crown Prince

#### ASSASSIN CAUGHT IN BRUSSELS MOB: PRINCE UNHURT

Royal Saviour Was About to Lay Wreath on Unknown Soldiers' Tomb.

#### Hollywood Fire Destroys Films Worth Millions

Attempt Made on Life.

#### FEAR 52 PERISHED IN LAKE MICHIGAN: FERRY IS MISSING

Black and Orange Wreckage Indicates Daring Flirt With Death.

#### PIECE OF PLANE LIKE DITMAN'S IS FOUND AT SEA

High Duty Group Gave \$700,000 to Coolidge Drive

#### STOCKS CRASH IN RUSH TO SELL: BILLIONS LOST

Morgan, Mitchell Buying Stocks in Effort to Check Rush to Unload.

#### Princess, Dearly Mired, Falls Into Finner's Arms and Kisses Him

Princess, Oct. 24 (AP)—Crown Prince Umberto, after the fall of the Italian throne, was seen in the streets of Brussels, Belgium, today, where he was surrounded by a mob of soldiers and civilians. The prince, who was seen in the streets of Brussels, Belgium, today, where he was surrounded by a mob of soldiers and civilians. The prince, who was seen in the streets of Brussels, Belgium, today, where he was surrounded by a mob of soldiers and civilians.

#### Princess, Dearly Mired, Falls Into Finner's Arms and Kisses Him

Princess, Oct. 24 (AP)—Crown Prince Umberto, after the fall of the Italian throne, was seen in the streets of Brussels, Belgium, today, where he was surrounded by a mob of soldiers and civilians. The prince, who was seen in the streets of Brussels, Belgium, today, where he was surrounded by a mob of soldiers and civilians. The prince, who was seen in the streets of Brussels, Belgium, today, where he was surrounded by a mob of soldiers and civilians.

Published by El Mercurio S.A. de C.V.  
 No. 1010 - P.O. BOX 1010

# EL MERCURIO

Published in Mexico, Tuesday, October 22, 1929  
 No. 1010 - P.O. BOX 1010

## Junta Militar Controla el País

### General Pinochet Preside el Gobierno






The military junta, which has taken control of the country, has appointed General Pinochet as the head of the government. The junta has also announced that it will take measures to restore order and stability to the country.

## Hacia la Recuperación Nacional

### Murió Allende



The death of Salvador Allende, the former president of Chile, has been announced. The cause of death is believed to be a heart attack. Allende's death has led to speculation about the future of Chile and the role of the military in the country.

Hillary Clinton  
 On Why She Won't  
 Quit the Race

Battle Fatigue: The War  
 In Afghanistan Exposes  
 NATO's Weaknesses

R.E.M.  
 Rises from  
 The Dead

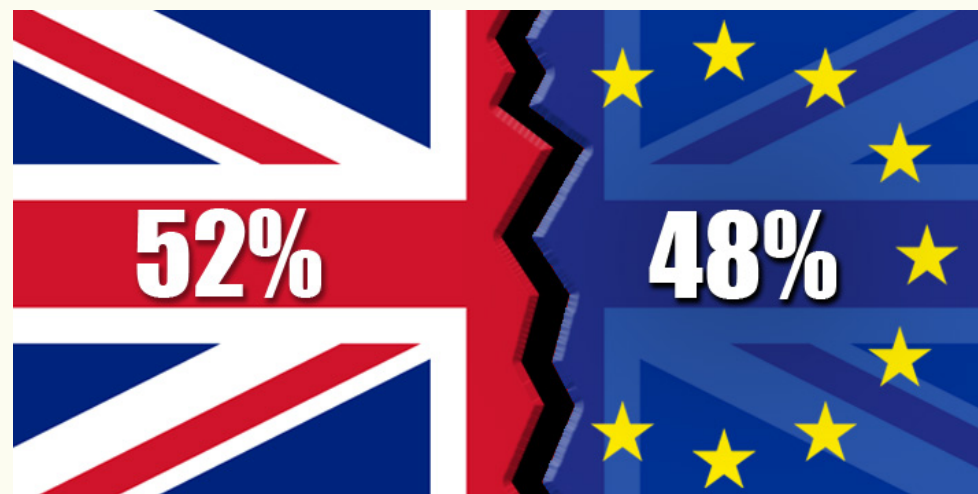
# TIME



## Unhappy, Unloved and Out of Control

An epidemic of violence, crime and drunkenness  
 has made Britain scared of its young.  
 What's causing the crisis?

BY CATHERINE MAYER



# WHAT IS YOUR CONTRIBUTION?

• onthinktanks.org

• @onthinktanks

• fb.com/onthinktanks