

## SOCIAL SPEEDOMETER

Purpose: This tool is useful for assessing the attitudes of groups and individuals towards your campaigning goal. It helps you to identify who are allies, potential allies, the neutral parties (or persuadable parties) and those in most opposition to your goal.

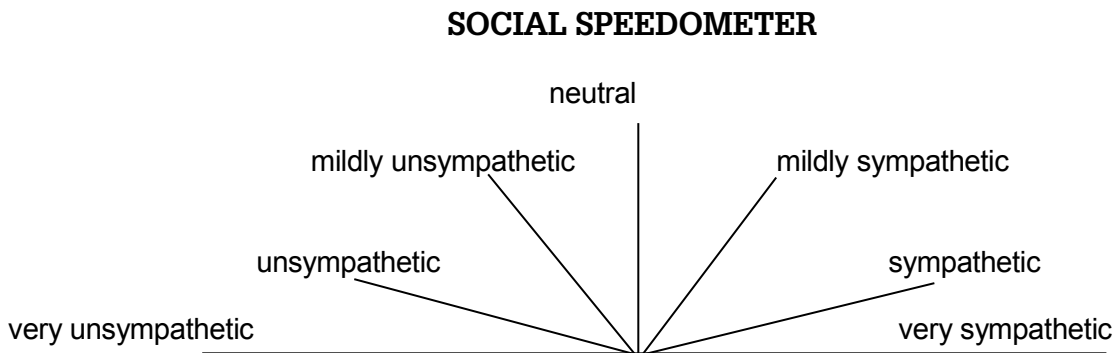
Time: 30 minutes to introduce the tool and let groups have a go at applying it to their own campaign issue

Preparation: a prepared flip chart with the social speedometer and an example to demonstrate how it works or use a participant's issue

### Description of Exercise

- Ask participants to list all the parties, people and institutions involved or concerned with their issue.
- Plot these on the diagram of the social speedometer.
- Once actors have been plotted, activists now need to think about these relationships in regard to the campaign goal. The idea is to move people closer to the 'very sympathetic zone'.

**campaign goal:**



- Possible questions for campaigners to consider include:
  - What relationship do you have with the actors in the 'sympathetic zone'? How can you strengthen those relationships, use them to their fullest?
  - Who are the people in the neutral to 'mildly sympathetic zone'? How can you move them closer to 'very sympathetic'?
  - What relationship do you have with the actors in the 'unsympathetic zone'? How can you improve those relationships, or is now not the time?
  - How can you move those near the 'mildly unsympathetic to neutral zone', a step closer to 'sympathetic'?

- Who on the 'unsympathetic' side has power to block the achievement of your goal? What can you do to neutralise or counterbalance their power?

Or more generally,

- Which people should you focus your campaign on?
  - The more sympathetic? Do you need to build the movement?
  - The unsympathetic? Do you have the resources and strength to engage with these directly?
  - Neutrals? Would a shift by these in your direction have a wide influence?
- How will you do it?
  - What research do you need to do?
  - How will you engage people's attention?
  - What resources and contacts do you have available?

Follow-up: It may be helpful to follow this with a 'Force Field Analysis' before deciding the best course of action.