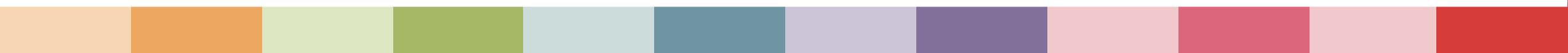


# **From science to fact-based political decisions**

Nils Grunditz, May 21 2021



# Agenda

- Who am I?
- The new media logic
- The logic of politics
- The tools of the lobbyist
- Discussion

# Nils Grunditz

- Head of Westander Politics and Analysis.
- Consultant: Shaping opinion and influencing political decisions in matters such as energy efficiency, climate and urban development.
- Previously at the Swedish parliament's department of inquiries and at the City of Stockholm as sustainability coordinator in urban development project Stockholm Royal Seaport.
- Degree in systems ecology, sustainable development and globalization from Stockholm University.

# My intention?

**Not to convince you** that researchers need to become lobbyists, but rather to make you more aware of the toolbox at hand – that others are using everyday.

**Focus on the conditions** for scientists to communicate and how to better reach decisionmakers while maintaining public trust in the research community and in science as basis for decisions.



# The new media logic

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Traditional media



Social media



Alternative media



# News criteria

1. Current affairs
2. Affects the general public
3. Proximity principle
4. The unexpected
5. The upsetting
6. Evokes emotions
7. Comparisons
8. Conflict
9. Exclusiveness
10. Viral potential

# Social media "debate"

- Initial reporting in traditional media often neutral
- Spreading in social media
- Negative, loud minority vs positive comments
- Weighted equally in traditional media reporting

# So what does this mean?

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- Parallel alternative narratives in traditional media and filter bubbles in social media cause fragmented perceptions of reality in the general public.
- Therefore, scientists need to make scientific findings better available to the public in general and to decision-makers in particular.
- Scientific communication strengthens our critical analysis skills, creates a common narrative, and ensures that the public debate rests on a scientific basis – which strengthens the role of science.

# The logic of politics

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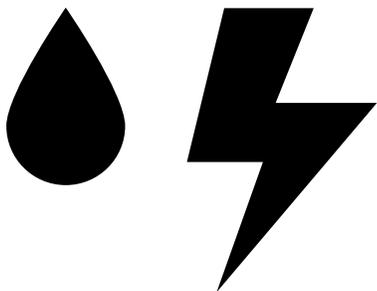
9 out of 10  
candidates to the  
Swedish parliament  
are positive towards  
lobbying.

*Source: Westander's election  
survey 2018*

# The basis of political decision-making

## Demand machine

Discontent  
Demands and claims  
Conflict



Politicians cannot make good decisions in an information vacuum!



## Solution provider

Responsibility  
Solutions  
Cooperation



# The tools of the lobbyist

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# They're proactive

- Long-term plan
- Stakeholder analysis
- Tangible objectives
- Clear framework and messaging
- Focus on action

WESTANDER

## HANDLINGSPLAN FÖR POLITISK PÅVERKAN

**Lobbyfråga**  
Vilken är den lobbyfråga du vill fokusera på?

**Syfte**  
Vad är syftet med ert påverkansarbete inom området? Varför är det så viktigt? Och varför är det så viktigt?

**Omvärldsanalys**  
Vad händer med frågan just nu i samhällsdebatten och i politiken? Vad händer framöver?

**Mål och målgrupp**  
Konkretisera målsättningen inom området. Vem ska fatta vilket beslut? Var så specifik du kan.

LOBBYING 2018-02-21 1 (2)

**Budskap**  
Hur lyder ert/era påverkansbudskap?

**Aktörer**  
Vilka aktörer är aktiva i frågan?

**Metoder**  
Vilka metoder är relevanta i arbetet?

**Påverkansaktiviteter**  
Tänk publicitet, digitalt, och mötesaktiviteter.

DATUM	INNEHÅLL	AKTIVITET

LOBBYING 2018-02-21 2 (2)

# They define SMART goals

- Specific
- Measurable
- Achievable
- Relevant
- Time bound

In order to...

- Avoid reactivity
- Plan long-term
- Stay politically relevant
- Create clear frameworks
- Focus on action



# They analyse their target groups

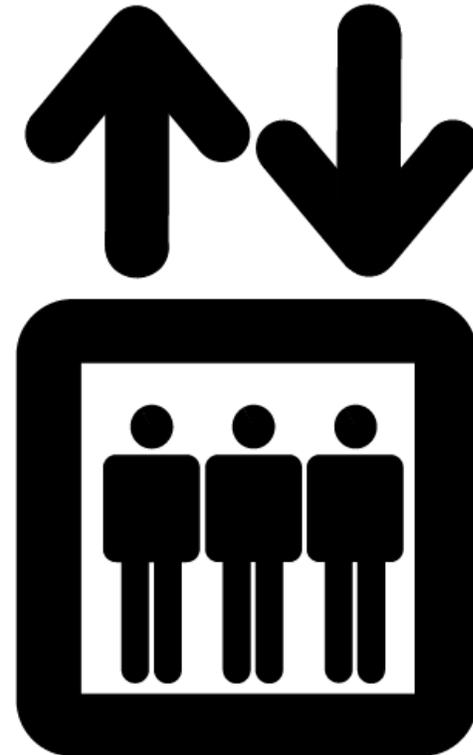
## Per Bolund (MP)

- Deputy Prime Minister and Minister for the Environment and Climate
- Member of Stockholm City Council 2002–2006
- Political expert for the Green Party in the Ministry of Trade and Industry 2003–2006
- Member of Parliament 2006–2010
- Citizens' Council in opposition in Stockholm 2010–2014
- Biologist
- Born 1971
- Loves AIK and basketball

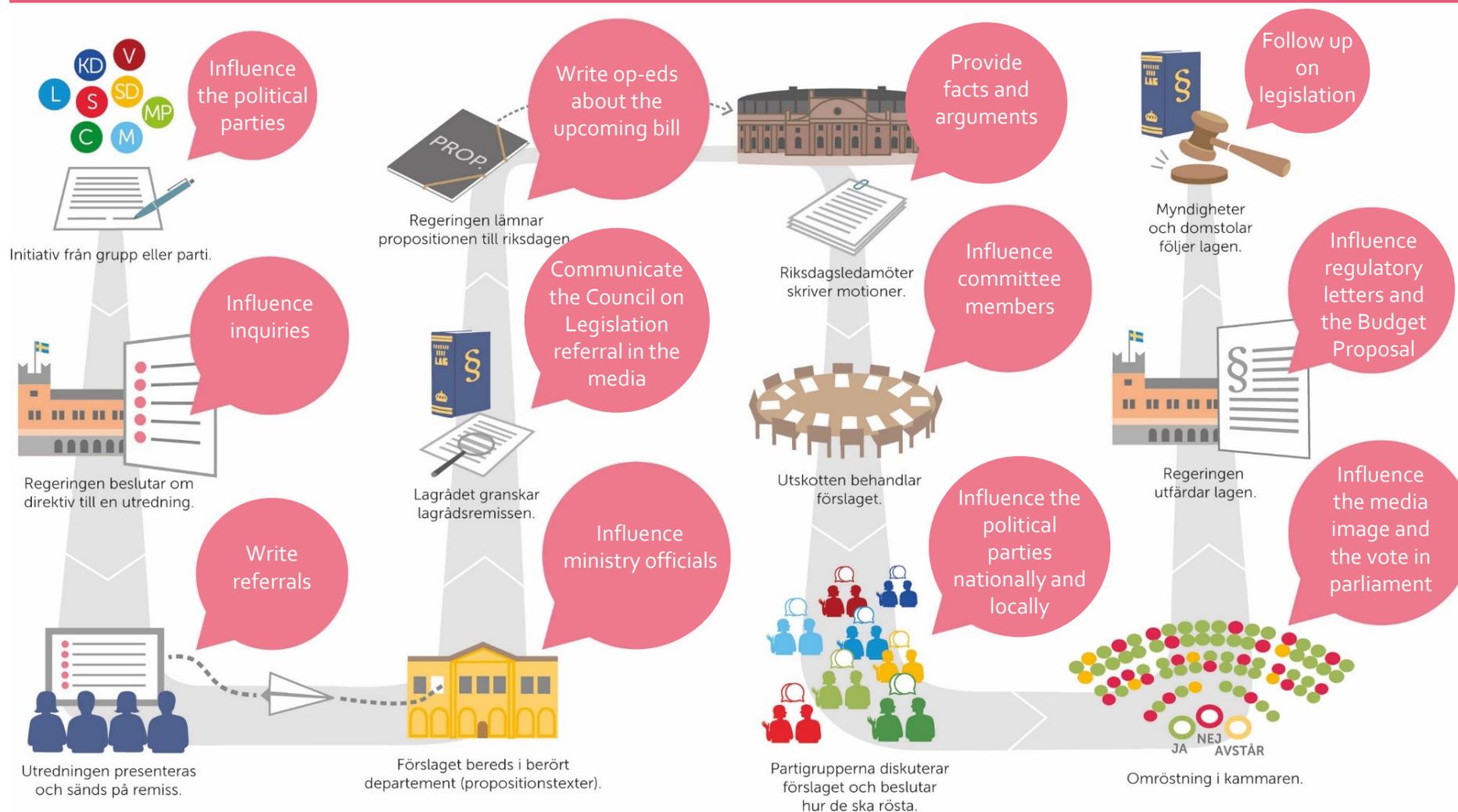


# They contextualise their messaging

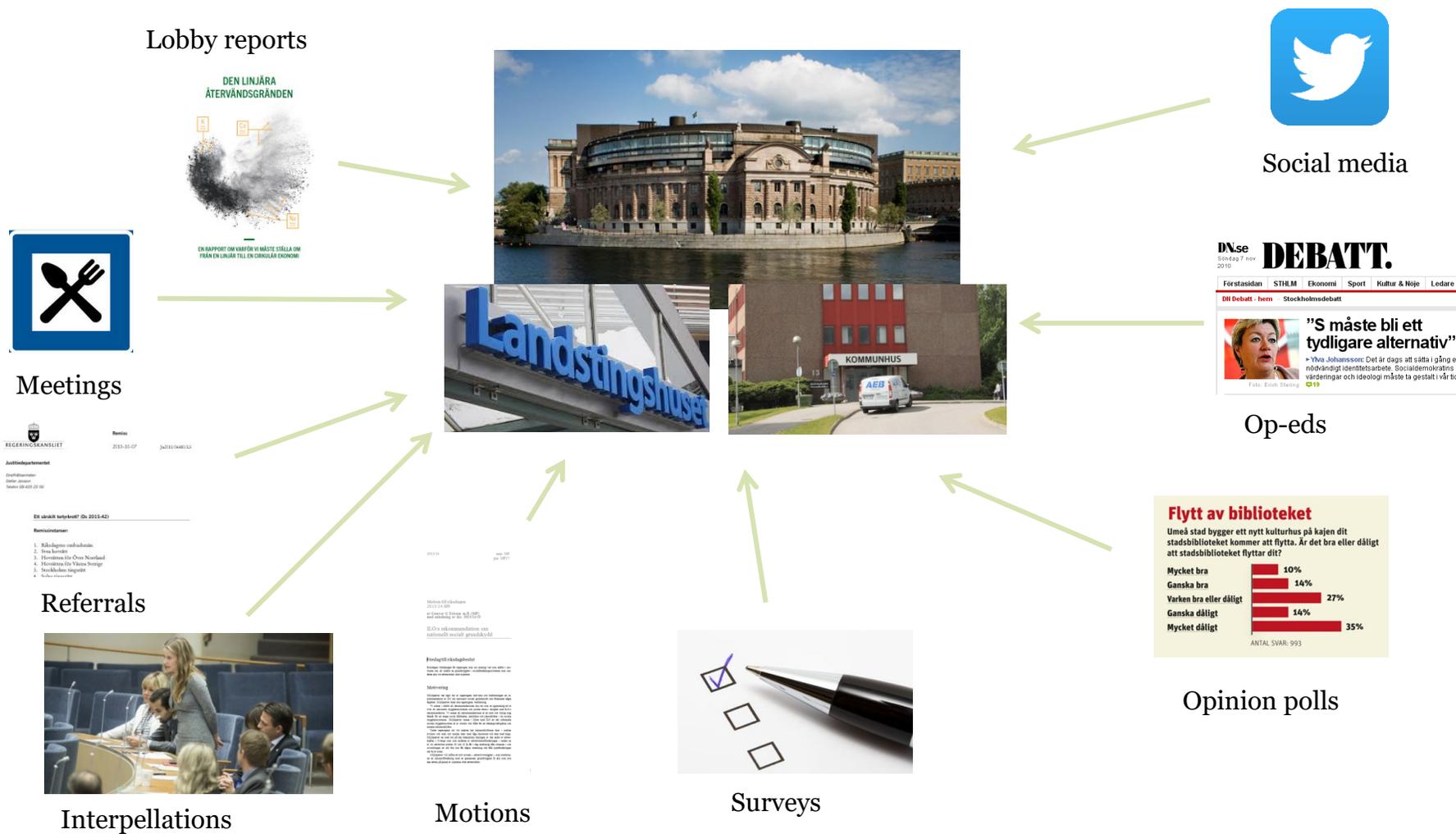
- What is the societal problem?
- What is the general solution?
- What is the concrete proposal that contributes to the solution?



# They know the decision-making process by heart



# Tools of the lobbyist



## Discussion

Where would you draw the line on what you're comfortable with doing – ethically and practically?

What's the difference between informing and influencing?