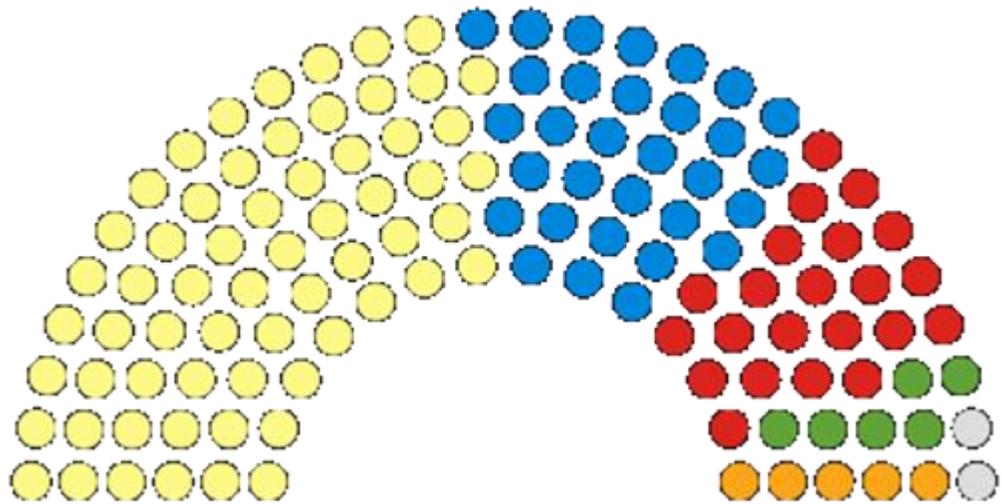


Adapting our advocacy for elections



The process

From autumn 2020

1. Candidate selections -
New candidates or familiar faces

2. Party manifesto drafting - ideas from members and civil society

From March 2021

3. Dissolution of Parliament – business wraps up, MSPs become candidates only

4. No policy announcements from Government – only essential business worked on.

5. Short campaign media blitz – candidates on the campaign trail, manifesto launches

6. POLLING DAY!

7. New Parliament set up – FM, PO and cabinet selected

What does this mean for our advocacy?

- **Campaigning activity**
 - Can't give direct party political support.
 - Regulated period 6 January 2021 – 6 May 2021
 - Spending on regulated campaign activities over £10,000 must be registered with Electoral Commission.
 - Activity involving charity supporters is fine so long as it is clearly candidates who are being called on to act.
 - Electoral Commission case studies: <https://bit.ly/3mcua2d>
- **Contacts during dissolution**
 - Civil servants' work may be restricted, others could work on projects that have been on the back burner – get in touch to find out their plans.

What does this mean for our advocacy?

- **MSPs will increasingly focus on the election**
 - Interested in topics that will appeal to their base and sympathetic voters.
 - Interested in local issues – important to be seen in local media and build up public recognition.
 - Local site visits?
 - Candidates will be expected to speak on a range of issues – those unfamiliar with environmental issues will need clear lines on a topic.
- It's unknown how Covid-19 will impact traditional party campaigning activities.

Adapting our tactics

1. Know
the process



Adapting our tactics

**Know
your
audience**



Adapting our tactics

**Know
the players**



Scottish
Environment
LINK

The voice for Scotland's environment

Adapting our tactics

Get the
timing
right



Scottish
Environment
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The voice for Scotland's environment

Adapting our tactics

Be
evidence-
based



Adapting our tactics

Take your
message
online



Scottish
Environment
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LINK manifesto plans

- LINK's manifesto is live online – see <https://www.scotlink.org/publication/link-manifesto-for-holyrood-2021/>
- Meetings with MSPs and party officials planned throughout autumn.
- Summary 'glossy' manifesto to be published early 2021.
- Engagement event with candidates in Spring 2021.
- Post-elections: early engagement through Species Champions initiative.