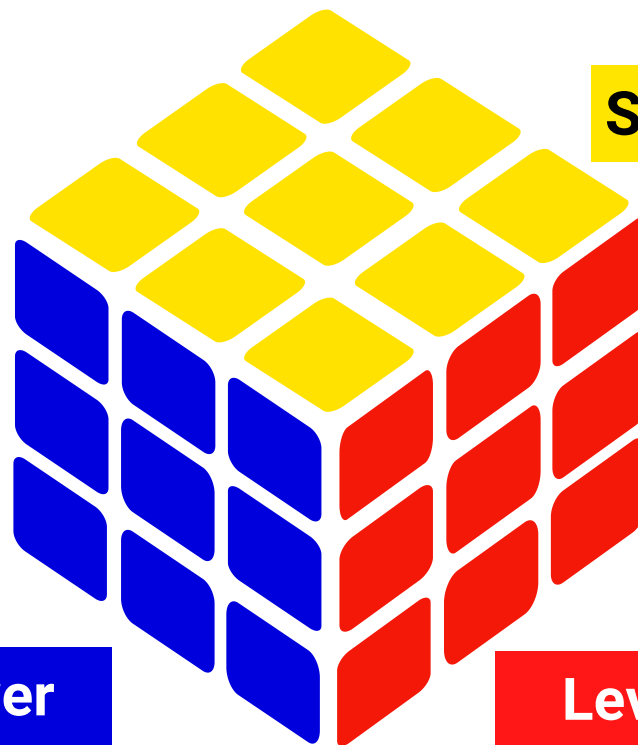


The Power Cube

CAMPAIGN
BOOTCAMP

Power mapping is a very useful way to help campaigners come up with the right tactics that will have the most effect on their targets. The Power Cube is a tool developed by researchers at the Institute of Development Studies, University of Sussex. **Using this tool can help you analyse the power your targets hold so you can create a more effective campaign strategy and bring about change.**



Spaces of power

Faces of power

Levels of power

Spaces of power

Closed- behind closed doors, private: meetings, private communications, events exclusive to a group of people

Invited- open to the public but regulated: government consultations, recorded meetings, Q&A events

Created- when 'less powerful' people create or claim a space: campaigns, occupations, grassroots movements

Faces of power

Visible- 'official' faces: laws, politics, councils, elections

Hidden- preventing others from accessing power: hidden agendas, limiting access

Invisible- belief systems: cultural shifts, changing people's minds, stereotyping, commonly held beliefs

Levels of power

Local- town, city, region

National- the whole country or nation

Global- beyond the borders of your country

Try it out!

Target:

Spaces in which they hold power:

Faces of the power they hold:

Levels at which they hold power: