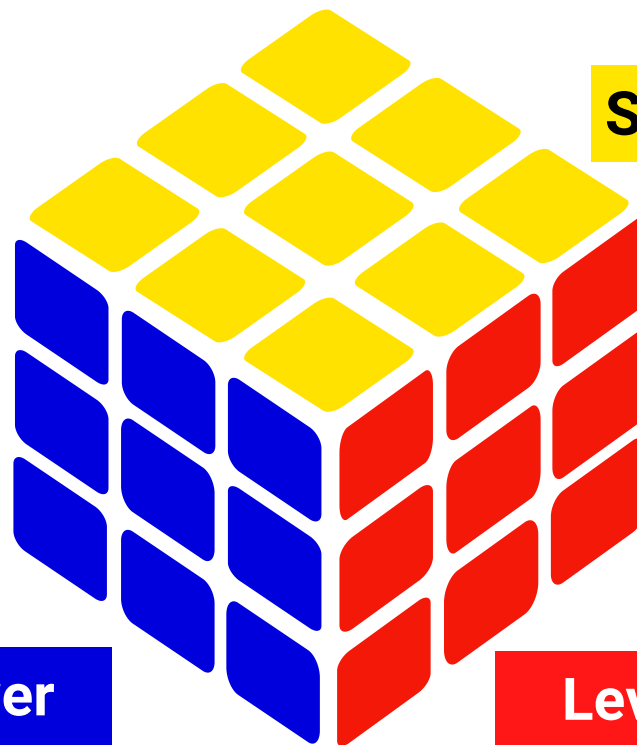


# The Power Cube

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:**