

## FIVE VERBS USED TO DESCRIBE HOW THE CAMPAIGN OPERATES

Five verbs capture the essence of the Campaign and the work it does together with its partners:

### ***Influence***

The Campaign seeks to *influence* opinion and priorities among stakeholders, politicians, government officials, the business community and the local population by diplomatic means. This influence is felt at all geographical levels: local, sub-regional, regional, national and international.

### ***Enable***

The Campaign strives to forge connections between policy and action, to *enable* projects to be delivered by the Campaign itself and the full range of partners.

### ***Mediate***

By acting as a *mediator*, the Campaign is able to identify common ground between partners that enables them to work together more productively and effectively.

### ***Enhance***

The Campaign seeks to *enhance* the work of partners by raising their aspirations and identifying circumstances in which the Campaign's involvement is likely to lead to timely, better coordinated and higher quality outcomes.

### ***Communicate***

The Campaign *communicates* with a wide range of different audiences in several ways: in putting its own messages across; in providing a forum for partners to discuss and debate matters of mutual interest; and in listening and responding to views expressed by partners about the Campaign and its activities.