

Going beyond SPLEEEM . . .

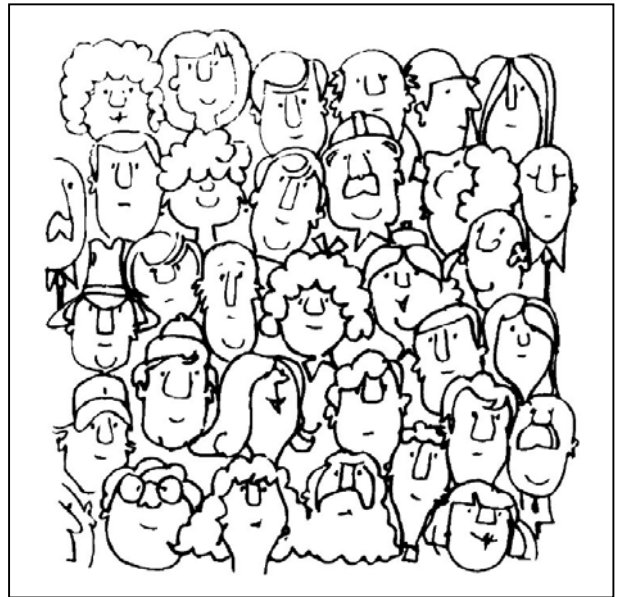
The forgotten actors

Sometimes, SPLEEEM just doesn't generate the arguments you need for a good, varied case.

Ask your self, who are the forgotten actors?

Who is involved? Who is affected?

Look at the: *Global, international, national, regional, civic, local, community, groups, and individuals level*



The world, countries, nations, governments, corporations, social groups, families, children, included groups, excluded groups....

Asking *Why?*

Find out "why" you are having the debate and arguments should develop from there.

Solution based arguments

Remember the needs for change/plan debates?

Resolutions calling for a ban can generate specific structured arguments:

- Establish a problem
- Establish that it needs to be solved
- Explain how to fix the problem
- Explain why it is a good fix and the benefits of fixing the problem