

# Proposal for Corporate Power campaign strand

**DEADLINE: 8 December 2008**

[peopleandplanet.org/forum/](http://peopleandplanet.org/forum/)

## Your details

Please provide the name of at least one People & Planet group member who is putting this proposal forward (the optional second proposer can be from the same group):

### Proposer (Key Contact)

|                       |                      |
|-----------------------|----------------------|
| Name                  | Emily Reid           |
| Email                 |                      |
| Address               |                      |
| Phone                 |                      |
| People & Planet group | Edinburgh University |

### Second Proposer (optional)

|                       |                      |
|-----------------------|----------------------|
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| Email                 |                      |
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| People & Planet group | Edinburgh University |

### Your proposal for a Corporate Power campaign strand (500 words total)

|   |   |
|---|---|
| Title   | Global living wages   |
| Summary of your proposal<br>(no more than 30 words).                                      | To establish a minimum living wage for all workers around the world.  |
| What is the proposed campaign strand?<br>(Write about your proposal in more detail here.) | To lobby the government to create a law enforcing British corporations to pay national and international workers a standard living wage.<br>To increase awareness of exploitation amongst the community and especially within the student population – to expand people’s knowledge of worker’s rights abuses beyond the clothing industry and sweatshops.<br>Target UK brands (potentially through boycotts) and encourage change of policy in order to stimulate a chain-reaction of influence to all corporations.<br>Calling for import requirements for the EU – requiring a base standard to which corporations must conform. |

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| <p>Why are you proposing this campaign strand?</p> <p><i>(Use this space to explain how your proposed campaign strand meets the guidelines below).</i></p> | <p>Tackling the root issue of exploitation of human rights (worker's rights) and therefore implicating everyone in the campaign's importance.</p> <p>Aims to influence on a local scale through student populations and larger-scale through national and international governmental policy</p> <p>Can utilize the already strongly grounded campaign for Redress Fashion – reinforce and expand-upon the impact already achieved through a successful model.</p> <p>Tackling the issue through enlightening people about the extent to which corporations have leverage – enabling people to question how appropriate (and dangerous) this power is.</p> <p>Possibility of targeting companies on/near campus – accessibility will ease campaigning whilst the proximity to daily life has the potential to increase the impact upon students etc and initiate change.</p> <p>Using People and Planet's resources and bases within universities and schools etc to start a grassroots interest in the issue – stimulate a movement demanding change in the youthful population.</p> |
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## **Campaign Strand Criteria: Guidelines**

An ideal campaign...

1. ... tackles a root cause of a significant human rights, poverty or environmental injustice. It could link these together.
2. ... is demanded by those affected or in solidarity with them.
3. ... has specific, achievable goals or aims at a local, national or international level over its planned lifetime. It could have several interim goals as well as or instead of one big goal.
4. ... includes a range of possible actions and strategies catering for people with different skills, levels of experience and preference of campaigning methods in the network.
5. ... is relevant to students, in schools, colleges and universities; both in the existing P&P network and those we seek to engage, particularly in Further Education colleges, newer universities and schools in disadvantaged

communities.

6. ... IS RELEVANT TO THE ENTIRE NETWORK IN THE UK, POSSIBLY WITH SEPARATE GOALS AND ACTIONS IN REGIONS WITH DEVOLVED GOVERNMENT.
7. ... WORKS WITHIN THE AUTONOMOUS GROUPS STRUCTURE OF PEOPLE & PLANET.
8. ... CAN INVOLVE THE NETWORK IN PLANNING AND RUNNING TO ENCOURAGE UNDERSTAND OF THE ISSUE AND MORE GENERALLY ACTIVE GLOBAL CITIZENSHIP.
9. ... USES PEOPLE & PLANET'S STRENGTHS AS A STUDENT NETWORK.
10. ... HAS OPPORTUNITIES FOR COOPERATION WITH OTHER GROUPS, INCLUDING THOSE IN THE GLOBAL SOUTH, BUT CONTRIBUTES SOMETHING UNIQUE TO THEIR WORK IN THE AREA.
11. ... HAS A BODY OF RESEARCH AND RESOURCES AVAILABLE TO US IN ORDER TO DEVELOP THE CAMPAIGN.
12. ... FITS IN WITH AND DRAWS FROM CURRENT AND PAST PEOPLE & PLANET'S CAMPAIGNS.

IF YOU NEED ANY HELP OR ADVICE RELATING TO COMPLETING THIS FORM PLEASE EMAIL

[CORPORATEPOWER@PEOPLEANDPLANET.ORG](mailto:CORPORATEPOWER@PEOPLEANDPLANET.ORG)

OR CALL JULIETTE AT THE SUPPORT OFFICE ON **01865 245 678**.

**WHEN COMPLETED, PLEASE SEND THIS FORM TO [CORPORATEPOWER@PEOPLEANDPLANET.ORG](mailto:CORPORATEPOWER@PEOPLEANDPLANET.ORG)**