

Proposal for Corporate Power campaign strand

DEADLINE: 8 December 2008

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	Adie Mormech
Email	
Address	
Phone	
People & Planet group	Manchester Metropolitan University

Second Proposer (optional)

Name	Alex Fountain
Email	
Address	
Phone	
People & Planet group	Manchester Metropolitan University

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

Title	Ethical Investment In Universities and Colleges
Summary of your proposal (no more than 30 words).	Campaign to make Universities' investments and research projects transparent, create a national standard for analysing and rating the ethical nature of these investments and ultimately eradicate University unethical investments
What is the proposed campaign strand? (Write about your proposal in more detail here.)	Many student led campaigns focus on exposing corporations that are guilty of facilitating war, human rights abuses or environmental degradation. Yet it is usually the case that the academic institutions from where these campaigns are organised are themselves heavily investing or closely associated with these companies and industries.

As such an appropriate and potentially hugely effective national campaign by People and Planet would be directed towards Ethical Investments in Universities and Colleges. From a People and Planet point of view this could involve the following steps:

1) Making all University Investments and/or research associations transparent to Students
2) Having a standard ratings system for the University's current investments. Categories could be based on other Universities' campaigns such as Edinburgh or St Andrews ie investments in Corporations that:

- Flout human rights
- Exploit workers
- Pollute heavily
- Irresponsibly sell armaments

Positive investments (though this would need further scrutiny) would receive points for example in the co operative bank, Ecover cleaning products, ethical NGOs, alternative energy research. Levels of investment would also be important.

The ratings system could be devised by People and Planet in conjunction with for example Corporate Watch

www.corporatewatch.org

Ethical Investment Research Services

<http://www.eiris.org/>

OR Campaign against the Arms Trade

<http://www.caat.org.uk/campaigns/universities/investments.php>

3) Making available a list of strategies and resources to guide Campus P&P groups such as:

- Information Pack on Ethical Investment and some of the biggest corporate criminals, Powerpoint presentation. Also Information on how people and prospective students value these issues and the University reputation.
- Template Letter to Vice Chancellor to ask for transparency of

	<p>investments</p> <ul style="list-style-type: none"> • Template Ethical Investment Policy to put forward as a AGM motion or proposal to the University • Information on creating a committee to assess investment changes each year. • Ideas for creative actions, campaign weeks, events that spread awareness of what the University is contributing towards, why it should stop and what are the alternatives. <p>4) Crucially an Ethical Investment league published in a right wing newspaper aka the Green League (if not settle for the Independent) that compares University performances. Already the following standards have been set at other Universities such that the demands made to the University are not seen as new or excessive:</p> <p>Edinburgh: http://pandp.eusa.ed.ac.uk/campaigns/sri/ethic.html#intro</p> <p>St Andrews: http://www.facebook.com/group.php?gid=2202193755</p> <p>Bristol: http://peopleandplanet.org/news/story621</p> <p>Leeds: http://www.guardian.co.uk/education/2001/nov/13/businessofresearch.highereducation</p>
<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>1. This Campaign obviously tackles root causes as it is the initial investments and research that give birth to human rights, poverty or environmental injustice and indeed links these together.</p>

	<ol style="list-style-type: none">2. Obviously demanded by those affected, arms into Africa/Middle East is key cause for conflict and oppression, Coal burning such as E-on is being called to stop by those in Bangladesh most affected3. Interim goals are to make transparent and reduce unethical investments and overall goals are to banish them, on campus and then nationally with a view to spreading ideas abroad and to different sectors4. Range of possible actions and strategies catering for people with different skills on many fronts, akin to the Go Green Campaign5. Is completely 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. Opportunity to learn about the abuses and how your institution is contributing directly (though like other campaigns, there's possibly more scope for action in Universities)6. Is obviously relevant to the entire network in the UK, with opportunities in regions with devolved government to make it a local council initiative too.7. Works within the autonomous groups structure of People & Planet like the Go Green Campaign as different Universities are failing in different ways, meaning different local strategies and targets8. Can certainly involve the network in planning and running to encourage understanding of the issue and more generally active global citizenship. Like the Green League the national P and P HQ will provide vital info, resources, University networking, EI ratings structure and research. P and P also has experience with ditch dirty development and other campaigns on investment9. Vitality uses People & Planet's strengths as a student network to pool information about past campaigns and performances from
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	<p>different Unis, also manifested by the EI league. Students are also now paying customers making the investment much more direct from them</p> <p>10. Many opportunities for cooperation with other groups, including those in the Global South, as previously shown with links to Nigerian Oil workers for Shell. It contributes something unique to their work in the area as based in Universities it can create ties globally between students on these issues</p> <p>11. As stated above there is a body of research and resources on this issue, notably</p> <p>Corporate Watch www.corporatewatch.org Ethical Investment Research Services http://www.eiris.org/ OR Campaign against the Arms Trade http://www.caat.org.uk/campaigns/universities/investments.php But many others too</p> <p>12. The EI campaign fits in with and draws from current and past People & Planet's campaigns on many levels. This one is unique in that it targets nationwide University performances in a comprehensive and standardised way</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

or call Juliette at the support office on 01865 245 678.

When completed, please send this form to corporatepower@peopleandplanet.org