

# 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	Matt McMullen
Email	
Address	
Phone	
People & Planet group	GSV

### Second Proposer (optional)

Name	
Email	
Address	
Phone	
People & Planet group	

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

Title	Total Ethical Procurement
Summary of your proposal (no more than 30 words).	The Total Ethical Procurement (TEP) campaign aims to abolish the environmental destruction and labour rights abuses that educational institutions currently fund through their purchasing of unethical products and services.
What is the proposed campaign strand? (Write about your proposal in more detail here.)	The Total Ethical Procurement (TEP) campaign will combine the successes of the Go Green, Fairtrade Status and Redress Education campaigns.  TEP aims to create a movement for Total Ethical Purchasing, where <i>all</i> products brought by educational institutions are socially just, labour abuse free and environmentally sustainable, from

	<p>electronics, garments and stationary, to construction materials.</p> <p>A report due to be published in January 09 by the Environmental Institution for Universities and colleges (EAUC) will show how this is possible.</p> <p>The ultimate aim for the campaign is for the Educational Sector to become a model for other sectors; private and public. If Total Ethical Procurement can be achieved in an institution as diverse as a University, it is possible in other institutions. The model could be the foundations for government legislation-demanding that all sectors embrace Total Ethical Procurement.</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>Corporate capitalism has created a race to the bottom with the price of products and services rarely representing their true value. Consumers and purchasers do not pay the true price of a product, meaning that the environment and workers have suffered greatly. TEP deals with the direct cause of this injustice by demanding the purchase of products that are social just and environmentally sustainable in their production.</p> <p>Workers of the developing world, NGOs and trade unions are fighting for labour rights and the TEP campaign supports them in solidarity. TEP shows corporations that there is a demand for ethical products and consumers will no longer accept labour abuses and environmental destruction.</p> <p>The TEP campaign structure is influenced heavily by P&amp;P's previously successful ethical consumerism campaigns. TEP proposes that groups work to achieve the following goals</p> <ul style="list-style-type: none"> <li>- Create an Ethical Procurement Steering group. Including Management, Procurement Manager/bursar, Students, Staff, Consumers,</li> <li>- Appoint an Ethical Procurement</li> </ul>

Manager whose role it would be to ensure the transition to Total Ethical Procurement

- Educational Institution Policy- Committing the University to Total Ethical Procurement.
- Vice Chancellor publically commits to TEP. Its principles and application

TEPs larger goal is to achieve an ethically procured sector that can be used as a model for all public and private sectors. This could be rolled out to all sectors via government legislation.

A wide range of actions will be needed to achieve TEP, from short easy wins; school switches to renewable energy supplier, to hard wins; aiming for government legislation.

Devolved government may be pressured by P&P groups to use the TEP in educational institutions as a model for other sectors or parts of Britain.

The TEP campaign would flourish via the sharing of knowledge and information of suppliers, tactics and actions across the network.

The campaign raises awareness of where and how products are made and their ethical impacts. Through this awareness students can grow as global citizens, be empowered and take action to make a positive difference.

TEP links campaigns from groups striving for an end to environmental destruction; Greenpeace, FOE and groups fighting for labour rights and against poverty; War on Want, Fairtrade Foundation, United Students Against Sweatshops etc. P&P already has established communication links with these organizations and has worked in partnership before. TEP is built on the hard research of the EAUC on whose committee Emily, a member of the P&P support staff team sits, as well as reports about corporate supply chains.

	<p>With already large public awareness and reportage demanding ethical consumerism P&amp;P will bring the radical action needed to make a positive difference to creating a socially just and sustainable future.</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)