

# 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	Daniel Fisher
Email	
Address	
Phone	
People & Planet group	One World (St Andrews)

### Second Proposer (optional)

Name	Harry Giles
Email	
Address	
Phone	
People & Planet group	One World

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

Title	Alternative Consumption
Summary of your proposal (no more than 30 words).	To encourage alternative consumption models in universities
What is the proposed campaign strand? (Write about your proposal in more detail here.)	For the Corporate Power Campaign to promote alternatives to corporate-driven consumerist consumption models which P&P groups could implement given P&P's help. St Andrews and Aberdeen now offer student-run cooperatives which provide local, organic and home-grown produce at cheaper-than-supermarket prices, thereby reducing one way in which corporations exercise power over student lives. People & Planet groups could run campaigns encouraging their SUs to start cooperatives, or to run campaigns to save local suppliers driven out of business by the economic climate.
Why are you proposing this campaign strand?	Looking at alternatives to the services provided by corporations is probably one

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*(Use this space to explain how your proposed campaign strand meets the guidelines below).*

of the simplest and most effective ways of undermining corporate power. Encouraging students to look into alternative models of consumption and supply can encourage students to question the necessity of corporate power as it exists in their own lives and make relevant the idea of addressing corporate power to a demographic of students who might not otherwise have considered it, getting more students active and involved while helping students to take direct control over consumption in their own lives can promote awareness of the effects of consumption such as worker exploitation and environmental degradation. With rising food prices and an uncertain economic future for the country, alternative models of consumption can have a real impact in promoting locally produced or supplied goods, and restoring livelihoods endangered by the economic crises.

### **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 understanding 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)