

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)

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Second Proposer (optional)

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

Title	Unspinning Corporate Spin
Summary of your proposal (no more than 30 words).	Corporations use advertising and Corporate Social Responsibility to drive damaging consumption, whilst claiming to be ethical. This campaign would challenge this greenwash, targeting PR agencies and infant formula companies.
What is the proposed campaign strand? (Write about your proposal in more detail here.)	<p>Corporations use advertising to fuel our desire to consume. Many products damage the environment, human rights and contribute to world poverty. The rise in consumer consciousness has led to corporations increasing their PR and use of Corporate Social Responsibility (CSR) initiatives to convince us they are ethical.</p> <p>This campaign would expose this greenwash. It would have two targets:</p> <ol style="list-style-type: none">1. <i>PR agencies</i> <p>PR agencies use clever campaigns to convince us that companies involved in arms, tobacco, mining, deforestation and fossil fuels are ethical. PR is used to shape public opinion to defeat or delay government regulatory moves to protect the environment and human rights. Our campaign would expose these lies and force the agencies to</p>

	<p>clean up their act. A goal of the campaign could be a large PR company dropping one of its worst clients. For example PR company Edelmans works for Shell, Coke, E-on and Boeing. Other targets include corporate partnerships with academic institutions. Groups' campaign goals might differ depending which corporations are involved with their institutions. PR agencies use partnerships with NGOs to convince us they are ethical. These partnerships could be exposed and challenged. Tactics could include subverting PR messages and direct action at company HQs.</p> <p><i>2. Infant formula companies</i></p> <p>The World Health Organisation estimates 1.5 million babies die annually because they are not breastfed. Infant formula companies use aggressive advertising to undermine breastfeeding and create markets for their products. Many companies, such as Nestle, use CSR to claim that they are now acting ethically. The campaign would expose these lies. It would target their aggressive marketing practices and attempts to undermine the International Code designed to regulate the industry. Campaign goals would include: getting companies off campus, seeing proper implementation of the International Code in the UK and internationally, forcing particular companies to end their false PR claims.</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>This strand links together campaigning on world poverty, human rights and the environment. It would work in solidarity with those affected by corporations' damaging activities.</p> <p>The campaign has goals at a campus, national and international level. There are a range of campaign methods, including: lobbying, direct action and awareness raising on campus.</p> <p>This campaign is relevant to our entire network and links all P&P's aims.</p> <p>The campaign works well within our autonomous and democratic structure. There is scope for the network deciding the content of the campaign. Groups could campaign autonomously, choosing targets and tactics.</p> <p>Other organisations are campaigning in this area, providing research and resources (IBFAN, Baby Milk Action, Corporate Watch). This provides opportunities for co-operation with other groups.</p> <p>The campaign fits with past campaigns. Groups have campaigned on Nestle, getting their products banned from many SUs. It fits with P&P's climate campaigning, particularly DDD. DDD's campaigning against RBS and E-on would fit with this broader</p>

	campaigning against the PR industry.
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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 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

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

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