

# 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	Beccy Talmy
People & Planet group	Cambridge

### Second Proposer (optional)

Name	Pete Davis
People & Planet group	Loughborough

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

Title	Corporation-Free Culture
Summary of your proposal (no more than 30 words).	Use media, creative campaigning and cultural events to increase popular distrust of corporations and ask thousands of people to pledge to free their everyday lives from the worst offending corporations.
What is the proposed campaign strand? (Write about your proposal in more detail here.)	<p>In order to make P&amp;P's Corporate Power campaign effective as possible this strand aims to educate as many people as possible about the power of corporations.</p> <p>Every person who comes across the campaign should gain the following:</p> <ul style="list-style-type: none"><li>• Know some examples of corporate wrongs.</li><li>• Understand how corporations influence their lives and the power of advertising.</li><li>• Realise that corporations drive unsustainable consumption.</li></ul>

- Consider Corporation-Free alternatives such as nationalization, workers' co-operatives and independent regulating bodies, as well as freecycling, recycling, charity shopping, Fair Trade, community initiatives such as volunteer run cafes, etc.

A goal of the strand could be to get a number of people (e.g.10,000) to pledge to avoid (or boycott) some corporations on a Top Ten Corporate Offenders Register (e.g. Nestle, McDonalds, Coca-Cola, TopShop, Tesco, Esso, BP, E.On, RBS, BAE etc.). A brief example of each corporation's worst offenses ( their criminal record) would be provided along with some creative subversions of their slogans (e.g. Beyond Preposterous, Oil Bank of Scotland, etc.)

Promotion of the Corporation-Free pledge and the educational aims could then be done in a variety of fun and imaginative ways that creatively undermine the positive images that corporations have worked so hard to create and suggesting alternative Corporation-Free options.

Possible campaigning opportunities include:

- Presentations or plays in schools, colleges and at uni.
- Reclaiming student media by producing a magazine or getting features into existing magazines.
- Producing and spreading online 'viral subvertising' videos.
- Film screenings, art exhibitions gigs and parties.
- Colourful demos outside corporate premises and stalls on campus.
- A funky Corporation-Free website packed with videos, facts, a diary of local events around the country and the online pledge.
- People and Planet groups could take a leading role in demonstrating alternatives, for example by setting up community cafes, holding collective cooking nights, etc.

It is hoped that the Corporation-Free Culture would be the first strand to launch

	<p>the corporate power campaign. It aims to be a highly visible and popular campaign which builds support so other strands launched in subsequent years, such as 'Corporation-Free Government', 'Public, not Profitable' and 'Corporation-Free Universities' (ethical investment), are as effective as possible.</p> <p>Corporation-Free Culture could be an active strand for up to 2 years, with other strands taking over for the rest of the campaign. The pledge could remain active for all 6 years.</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>Hopefully, this is almost a perfect campaign strand:</p> <ol style="list-style-type: none"> <li>1. Encourages people to reduce their consumption, resulting directly in reduced profits for corporations.</li> <li>2. In solidarity with those affected by corporate offenses.</li> <li>3. A number of people (e.g. 10,000) sign a Corporation-Free Pledge by the end of the 6 years. Each group could try to get 100 pledges in the first 2 years while the strand is active.</li> <li>4. Wide range of creative actions as described.</li> <li>5. Relevant to all of us.</li> <li>6. Relevant to all of us.</li> <li>7. Each group can come up with its own events and focus on 'Corporate Offenders' that have a local presence.</li> <li>8. Educates all of us so we understand how choosing to live Corporation-Free can affect people all over the world.</li> <li>9. Is all about spreading the word, and people in student communities have good opportunities to do that.</li> <li>10. Not clear whether it could link with groups in the global south directly, but would definitely be in solidarity with them, and could promote alternatives such as fair trade, workers' co-operatives, etc, as well as working to eliminate cultural tolerance of sweatshop labour and other global atrocities.</li> <li>11. Information on corporation's worst offenses is available.</li> <li>12. Fits in with DDD, Redress Fashion and Stop Climate Chaos (especially if RBS and TOPSHOP</li> </ol>

	and E.On are included as worst offenders).
--	--

## 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)**