

# 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	Marc
Email	
Address	
Phone	
People & Planet group	University of Reading

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

Title	Student Branding
Summary of your proposal (no more than 30 words).	The NUS advertises a lot of companies and services to students along with the discounts. We should have a say in what these companies do and which brands are advertised.
What is the proposed campaign strand? (Write about your proposal in more detail here.)	The NUS and other services that are used by students should not just be advertising vehicles. Many corporations gain a hold on students with brand loyalty at university. The NUS panders to corporations and offers students discounts. There should be less emphasis on bargains to grab students and more of an ethical stand point and more choice. Directly asking the NUS and publications to review advertising.
Why are you proposing this campaign strand?  (Use this space to explain how your proposed campaign strand meets the guidelines below).	Students have quite a bit of buying power and should not be slaves to branding from the NUS and publications aimed at students. As good customers students have the power to pressure these big brands to be more ethical and also the power to change what is advertised to them through various mediums. It directly affects students and also could help the

	<p>poorest employees of the big brands and reduce corporations' grip on student culture.</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)**