

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)

Name	Sophie Robinson
People & Planet group	Cardiff University

Second Proposer (optional)

Name	Emma West
People & Planet group	Cardiff University

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

Title	
Summary of your proposal (no more than 30 words).	To challenge the monopoly that supermarkets have.
What is the proposed campaign strand? (Write about your proposal in more detail here.)	To target/boycott big supermarkets like Tesco or Asda and raise awareness about their mistreatment of suppliers and farmers. To challenge brand loyalty. To encourage student to shop local and support small businesses. Could involve getting rid of supermarket outlets on campus.
Why are you proposing this campaign strand? (Use this space to explain how your proposed campaign strand meets the	In tackling big supermarkets we are tackling those responsible for poverty and injustice in the communities they supply from. It is relevant to students as they are one of

<p>guidelines below).</p>	<p>the groups most likely to drawn to companies like Tesco because of their prices. It also provides an opportunity to work with the organization 'Tesco poly'.</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

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

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