

# 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	Amanda Grimm
People & Planet group	University of Edinburgh

### Second Proposer (optional)

Name	Beccy Talmy
Phone	
People & Planet group	Cambridge

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

Title	Corporation-Free Government
Summary of your proposal (no more than 30 words).	My proposed strand would free governments from the influence of corporations, so that they can make decisions that are in the best interests of the public and the environment, instead of a wealthy elite.
What is the proposed campaign strand? (Write about your proposal in more detail here.)	Governments, and the decisions they make, are very much influenced by corporations, whose main interest is to make money, by whatever means necessary. This means that they often engage in activities that destroy the environment and/or violate basic human rights, two of the things that P+P cares about most. Unfortunately, corporations are not controlled by governments, because they pay to influence the laws that govern them.

To remedy this situation, we need to reverse the power balance, so that governments are actually more powerful than corporations, so that they can create more ethical policies, without being hindered by corporations. My strand would achieve this by getting the issue of excessive corporate power into the mass media, so that the public care about it, and by pushing to pass legislation that regulates the political lobbying power and general behaviour of corporations. It would use various tactics:

- media:
  - ➔ P and P national could publish a monthly publication informing people generally about the problems of too much corporate power, and more specifically about corporations' recent actions
  - ➔ individual groups could create their own publications at their universities/secondary schools
  - ➔ individual groups could write articles about corporate power in student newspapers/magazines
- education:
  - ➔ give presentations to interested groups at universities and schools, and at conferences of NGOs and other interested organisations (and to whomever will listen!)
- work with MPs:
  - ➔ individual groups could go to meet MPs/MSPs, to ask them to support government legislation that curbs corporate power
- co-operation:
  - ➔ work with pre-existing organisations that lobby governments to pass regulatory legislation (such as Friends of the Earth, who campaigned to pass the 'Company Law Bill')
- research:
  - ➔ really educate ourselves with the wealth of information already available from Corporate Watch, New Internationalist, and other publications and sources
- embarrass/expose the worst offenders:
  - ➔ when one corporation does

	<p>something particularly bad, target them</p> <ul style="list-style-type: none"> <li>▪ articles, letters to government, protests outside their offices</li> <li>▪ try to get government to punish/regulate them, in order to set an example for other corporations</li> </ul>
<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 tackles a root cause of a human rights, poverty, and environmental injustice, because it reduces the power of corporations, who are causing many of these injustices. Therefore, it fits in tightly with the Ditch Dirty Development, Go Green, and Fairtrade campaigns. We could work in solidarity with workers and unions who are exploited by corporate power, and by those affected most by climate change, which corporations are accelerating. It has specific goals: namely, to massively shift public opinion so that they care about excessive corporate power, and to get legislation passed that regulates corporations' behaviour. It has a range of possible strategies, such as writing articles, meeting with MPs, and protesting outside corporations' headquarters. It involves the entire network, because corporations affect us all, but allows for autonomous group action, because we can all get into the media and lobby government. Lastly, there is a large body of research available to us, such as Corporate Watch and the New Internationalist.</p>

## **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)**