

# 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	Thomas Williams
People & Planet group	Nottingham Uni

### Second Proposer (optional)

Name	Lizzie Balcombe
People & Planet group	Nottingham Uni

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

Title	Water privatization
Summary of your proposal (no more than 30 words).	Water is a human right, not a commodity to be bought and sold. Privatization has driven prices unnecessarily high, lining the pockets of business whilst a billion people go thirsty.
What is the proposed campaign strand? (Write about your proposal in more detail here.)	The international community including the UK government has been pushing the privatization of water as a solution to water shortages. However it is corporations, not people that have been benefiting from this. Privatization takes water away from the people who really need it. It has been called the 'oil of the 21 <sup>st</sup> century' because of the huge profits involved for corporations. In Ghana for example water costs as much as it does in the UK and is equivalent to a days earnings. Countries have often been forced to comply with the World Bank's demands and many corrupt government's award contracts based on bribes rather than ability to do the job. Many corporations will often dodge on water

	<p>quality to make more money. The campaign should have a particular focus on Coca Cola as they are the most recognizable of those corporations complicit in water privatization. They have been buying water in India, leaving agricultural land parched and remaining water contaminated. In the future wars could be fought over this issue. We should advocate a more sustainable, fairer approach to water security, taking it out of the hands of multinationals and back to the public sector, preferably at the local level. We should ensure that we work with the people of the global south to find the best way of ensuring that no body goes thirsty.</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 campaign is an issue of poverty, the environment and human rights. Water is one of the most basic commodities and denying it to people is a significant human rights abuse. Having to pay for water leaves people in poverty and the drying up of agricultural land is fueling the food crisis and climate change. This means it fits in with People and Planet's other campaign strategies. There are many movements against privatization in the global south who we could work in solidarity with. Our over arching aim would be to stop the UK government investing aid money in water privatization and advocating public solutions instead. Another aim would be to expose big businesses for their water crimes. There is an endless possibility for actions of all sorts, there is already a World Water Day in March for example. It would be very easy to get people involved and caring about this issue as it is a straight forward problem with achievable aims. There is possibility for student action on campus for example getting Coca Cola products out of their Student Unions.</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)**