

# 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	Amanda Grimm
People & Planet group	Edinburgh

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

Title	Public, Not Profitable: make public transport a public service once more.
Summary of your proposal (no more than 30 words).	<p>The privatization of public services means that they are driven by profit rather than the interests of people and the planet.</p> <p>Choosing a specific target, i.e. public transport, gives the campaign a focus whilst setting a precedent and raising wider awareness.</p> <p>It will have positive impact on lots of issues.</p>
What is the proposed campaign strand? (Write about your proposal in more detail here.)	<p>This campaign would focus on public transport as a means of promoting nationalization over corporatisation. That would allow it to target the cultural power of corporations by promoting a positive alternative, using the media and educational tools of the cultural and government strands. It would show solidarity with workers' struggles to free themselves from privatization. Public transport is key to the environmental</p>

	<p>movement also, and affordable, inclusive public transport is in the best interest of students across the country, making it appropriate for a national campaign.</p> <p>People and Planet head office would need to provide a flyer listing our demands:</p> <ul style="list-style-type: none"> <li>- Standardized, affordable fares, with concessions for children, students, the unemployed and the elderly.</li> <li>- Routes that make public transport accessible to all members of the community, especially more remote ones.</li> <li>- Greater integration of services provided by buses and trains.</li> <li>- Fair, stable treatment of workers and greater worker autonomy.</li> <li>- Public transport to embrace its role in the environmental movement and actively promote it; train lines to be extended nationally.</li> <li>- Private companies to be forced to comply with the above, pending nationalization of trains and local councils regaining control of bus services.</li> </ul> <p>People and Planet groups could then get them signed at bus-stops and train stations; arrange meetings with local councils, MPs and bus/train companies; co-ordinate national waves of actions drawing attention to bad practice, environmental significance and capitalizing on bad feeling towards Thatcherism.</p> <p>This would need to be situated within the cultural and government strands' drive to undermine corporations and promote nationalization, workers' co-operatives and independent regulating bodies such as the Fair Trade Organization instead.</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><i>Public transport is both an environmental and a human rights issue, in that privatization marginalizes poorer, more remote members of communities and leaves them dependent on private cars or, worse, limited in their ability to move about the country; creates monopolies; inhibits workers' rights; and undermines the role of public transport in reducing carbon emissions. Nationalization is the logical conclusion of the ethos behind existing People and Planet campaigns, without being too radical. It draws on the</i></p>

	<p><i>mood of dissatisfaction generated by the economic crisis and environmental concerns, and so has a solid foundation. It worked before Thatcher privatized public transport. Trade unions are already working on it and could provide resources; we could also draw on the environmental movement. Promoting workers' rights, environmental responsibility and public interest shows solidarity with wider workers' struggles and human rights and poverty campaigns. Public transport is a national issue relevant to all People and Planet groups but leaving room for grassroots innovations based on specific local needs. Students are a strong force as leading public transport users. This campaign would re-engage people with taking ownership of their local public services.</i></p> <p><b>Goals:</b></p> <ul style="list-style-type: none"> <li>- <i>Public awareness of and demand for the benefits of nationalization.</i></li> <li>- <i>Greater regulation.</i></li> <li>- <i>Nationalization as a strong precedent.</i></li> </ul> <p><b>Timeframe:</b></p> <p><i>To be gauged by the success of initial signature gathering and talks with targets, but definitely well within six years, especially if linked in with the cultural power and government campaign strands and following on from that.</i></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)**