

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	Daniel Lee
People & Planet group	University of Manchester

Second Proposer (optional)

Name	Tobias Brett
People & Planet group	University of Manchester

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

Title	Big Pharma – Big Harmer
Summary of your proposal (no more than 30 words).	To highlight and tackle the immense power of the pharmaceutical industry by attacking their profit driven motivation for medicine
What is the proposed campaign strand? (Write about your proposal in more detail here.)	The pharmaceutical industry, for obvious reasons, is held in very high regard, as it is an industry resting on life on death. But it is also making money from life and death. Intellectual Property in medicine is where the line should be drawn for the concept. It is in everybody's interest for the information on drugs to be in the public domain so access can be as far reaching as possible. The culture of relying on money made from the drug due to a hold on IP to pay for R & D has also lead to a neglect in investments in research for diseases that don't make as much money, especially those having more of an impact in the global South,

	<p>such as TB or malaria. Competition is always given as the best way for research to progress, but it has merely meant a cabal of big companies making agreements to maximise profits.</p> <p>We need a system, and need to campaign for a system, that rewards collaboration and a sharing of knowledge, particularly when the stakes are so high as with HIV and malaria.</p> <p>There are agreements made with the WTO to allow access to this information if it is in the interests of the 'public health'. If any pharmaceuticals are NOT in the interests of public health, why are they on sale?</p> <p>In this country, we have the extension of the problem of profit driven medicine, so that various drugs are pushed heavily as 'miracle cures' when a study or two shows it has a positive effect, such as with breast cancer and herceptin, leading to public to hold local primary care trusts to ransom over it.</p> <p>The proposal is a campaign to highlight the gross power Big Pharma has, and push and pressure for a change in the system, showing how progress in medicine can be made without the profit motive taking overriding preference. Almost every university has research funded by Big Pharma going on at their campus, so there's plenty of scope for on-campus actions, debates, and publicity.</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>The Pharmaceutical industry affects everyone and anyone. It has a big impact on the lives of every citizen in the UK, students alike, and especially because it is active on campuses up and down the UK, and helps to fund the University sector. Crucially, it has a massive impact on the lives of those in the Developing World, as it is even more life and death for them, if they have access to medicines, they may live, if not, they die. To have the issue of money, intellectual property and patents coming into decisions over whether people live or die is ludicrous, it says that the money the shareholders make from protecting the patent of the drug is more important than an AIDS victim getting the drugs needed. The shareholders profit is valued over the AIDS sufferers' life.</p>

	<p>The campaign can have a big effect on campuses simply by making people aware of the behaviour of companies working on students' campus. It's a simple moral argument. Even for those not at a University, or without pharmaceuticals on campus, they have many offices and opportunities all over the country, so plenty of points of access.</p> <p>There are a great many groups campaigning on the issue in the Global South, and the issue has achieved some notable coverage of late, especially with the Oxfam/Novartis case.</p> <p>It is very related to the Stop AIDS campaign, but broadens the appeal.</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 understanding 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