

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)

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Second Proposer (optional)

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

Title	Baby Milk Justice
Summary of your proposal (no more than 30 words).	Infant formula companies' aggressive marketing tactics contribute to the death of 1.5 million babies annually. This campaign would tackle corporations' unjust practices and lobby for implementation of the International Code.
What is the proposed campaign strand? (Write about your proposal in more detail here.)	<p>The World Health Organisation estimates that 1.5 million babies die each year because they are not breastfed. The deadly decline in breastfeeding is not happening by chance. Breastfeeding is undermined by the aggressive marketing tactics of baby food companies. They put profits before health by encouraging mothers and health workers to use their products, even when clean water is not available.</p> <p>Corporations' tactics include advertising and misinformation, sending sales reps into hospitals and providing formula as disaster relief. The International Code of Marketing of Breast milk Substitutes, introduced in 1981 to regulate the</p>

	<p>industry, is systematically violated.</p> <p>P&P's campaign would :</p> <ol style="list-style-type: none"> <i>1. work for the implementation of the International Code</i> <p>Corporations undermining the <i>content</i> of the code would be exposed and held to account. Companies undermine the <i>implementation</i> of the code by exerting influence over the international bodies which regulate it. This would provide opportunities for lobbying at a government, UN, WHO, World Bank etc level. The campaign could aim for proper implementation of the Code in the UK, via lobbying work with MPs.</p> <ol style="list-style-type: none"> <i>2. target companies' aggressive marketing</i> <p>Many companies now use CSR initiatives to convince us they are ethical, despite continuing to use unscrupulous tactics. The campaign would expose and tackle these practices. The campaign would provide great scope for direct actions against companies. Companies involved include Nestle, Danone and Mead Johnson.</p> <p>Our campaign would be distinct from the Nestle boycott by: targeting a wider range of companies, working for implementation of the International Code and the lobbying work with international bodies.</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 P&P campaign has the potential to improve the life chances of millions of babies. We have a long history of successful corporate campaigns. This issue needs the power of our student network to make a difference.</p> <p>This campaign links together campaigning on the root causes of human rights, poverty and environmental injustices. There is a history of campaigning in solidarity with women in the Global South.</p> <p>The campaign has a range of action and strategies for people preferring different campaigning methods. There would be scope for lobbying, direct action, and action on campus where target companies have a presence.</p> <p>This campaign is relevant to our entire network and links all P&P's aims.</p> <p>The campaign works well within our autonomous and democratic structure. There is scope for the network deciding the content of the campaign, and how to make it unique from other campaigning in this field. Groups could campaign autonomously, choosing targets and tactics.</p> <p>Other organizations are campaigning in this area, providing a wealth of research and resources</p>

	<p>(IBFAN, Baby Milk Action). This provides scope for partnership working.</p> <p>The campaign fits well with P&P's past campaigns. Groups have campaigned on Nestle and got their products banned from many SUs. This campaign is the sort which the network get passionately engaged with and that we can make a real difference on.</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