

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	Chris Allum
People & Planet group	Green society, exeter

Second Proposer (optional)

Name	
Email	
Address	
Phone	
People & Planet group	

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

Title	Stamp out smoking
Summary of your proposal (no more than 30 words).	To ban smoking on all college and university grounds. To also remove tobacco products from all campus shops.
What is the proposed campaign strand? (Write about your proposal in more detail here.)	To push for all university and college boards to ban smoking on their grounds. The ultimate aim is to persuade the government to pass legislation making it illegal to support smoking in all educational facilities. Also to highlight the amount of student money being spent on tobacco products. To boycott all tobacco sales on university campus'and reiterate the damage that smoking can cause to the individual and the national health service.
Why are you proposing this campaign strand? (Use this space to explain how your proposed campaign strand meets the guidelines below).	Students are the future and yet we are not doing everything within our power to produce a positive environment in which to learn. The tobacco companies are chemically manipulating our minds with an addictive

	<p>substance to make billions of pounds. Where is the ethical cigarette? Where is the fair trade cigarette? Where are the benefits to smoking?</p> <p>We have known for too long that smoking is detrimental to our health and yet our educational centers continue to support it. Tobacco is a luxury and definitely not a necessity. Precious land is being used to grow it and precious fuel is being used to distribute it. The tobacco industry should be stopped at all costs.</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

or call Juliette at the support office on 01865 245 678.

When completed, please send this form to corporatepower@peopleandplanet.org