

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	Alex Wood (MC)
Email	
Address	
Phone	
People & Planet group	Aston University

Second Proposer (optional)

Name	
Email	
Address	
Phone	
People & Planet group	

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

Title	Stopping corporate abuses of workers!
Summary of your proposal (no more than 30 words).	Most clothes and products are made by workers paid poverty wages and denied human rights. We must both oppose abuses of workers and support democratic solutions.
What is the proposed campaign strand? (Write about your proposal in more detail here.)	This campaign deals with the problem and solution, through the twin aims: 1) Stop the worst abuses of workers by corporations. 2) Campaign for the extension of alternatives such as Fairtrade co-ops and sweat-free organisations. This would mean targeting a few examples of the worst abusers of workers such as Topshop (see:

	<p>http://peopleandplanet.org/redressfashion/highstreet and Coca-Cola (see: http://www.waronwant.org/Research20for20Download202+15513.twl)</p> <p>Although campaigning against corporates is important to raise awareness of the exploitative nature of neo-liberal capitalism. On it's own it is limited in terms of both analysis and scope. It is the exploitive nature of the system which is the problem not a few bad apples; is Coke really worse than Pepsi? is Topshop really worse than Nike?</p> <p>Therefore, we also need to support democratic solutions.</p> <p>Democracy can be extended in workplaces through co-operatives and unions. Fairtrade guarantees that farms are co-ops, however, Fairtrade only covers agricultural workers - it ignores the rest of the supply-chain.</p> <p>The Redress Education campaign has created a model for institutions to follow which guarantees that workers can form unions and be sweatshop-free. This would be built on and expanded as Labour behind the Labour hope to create a UK Wokers' Rights Consortium which can insure that sweat-shops are not being used.</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>We are surrounded by products made by workers paid poverty wages and denied the right to unionise to improve their conditions.</p> <p>Companies statements about their commitment to ethical practices, are contradicted by demands for ever cheaper prices and faster delivery times.</p> <p>The horror stories that make it into the news are not just aberrations - exploitation is endemic in 21st century capitalism. The root cause of exploitation is imbalances of power, democracy through the extension of co-operatives and unions is the only real solution.</p> <p>This campaign has specific, achievable</p>

	<p>goals: raising awareness of Topshop, boycotting Coke, extending Fairtrade and Sweat-Free Status and creating a Workers' Rights Consortium.</p> <p>The breadth of activities possible can be seen in the Fairtrade Status campaign, Redress Fashion as well as the boycott Coke movement.</p> <p>Its holistic approach means that Fairtrade can be used as a way to start people thinking critically of the entire economic system.</p> <p>This campaign is based on successful campaigns: United Students' Against Sweatshops, The Coalition of Immokalee Workers in the US. Boycott Coke Movement, Fairtrade, Labour behind the Label, No Sweat, War on Want and P&P's Redress Fashion campaigns in the UK. All of which has led to a huge amount of research on the issue.</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