

# 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	Karina Watkins
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Address	
Phone	
People & Planet group	University of Bristol

### Second Proposer (optional)

Name	
Email	
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Phone	
People & Planet group	

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

Title	Tax Justice
Summary of your proposal (no more than 30 words).	To tackle corporate power and their tax- evading activities which are depriving the developing world of hundreds of billions of dollars of revenue and trapping millions of people in poverty.
What is the proposed campaign strand? (Write about your proposal in more detail here.)	The proposal is to expose the secrecy of international trade, the way multinational corporations are skipping their tax obligations around the world and the consequences of this for the many millions living in poverty as a result. Then campaign to put pressure on the government to ensure MNCs and large accountancy firms increase transparency around their operations (through country by country reporting) and stop them skipping their tax obligations.

	<p>The main target could be government/MPs, the corporations themselves, international accountancy firms/regulators or all three.</p> <p>The campaign could take a number of forms, from meeting with professors and students (particularly economics/business/politics etc.) to get the issue raised in relevant subject modules and get academic backing for the campaign, organizing student debates, to targeting the big four accountancy firms on and off campus who are all big graduate employers.</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>Estimates of the scale of tax evasion range from \$160bn to \$250bn and much higher, dwarfing both the total worldwide aid package (\$103.7bn) and amount demanded by the World Bank to meet the MDGs (\$40-60bn).</p> <p>Providing tax justice would tackle the root cause of poverty and provide governments from the global south with a sustainable source of revenue they are more than entitled to.</p> <p>Organisations and individuals in LEDCs with access to the information are demanding action, along with a number of NGOs who are already campaigning on this topic. Reports have already been published and research is available to back up the campaign. P&amp;P could potentially collaborate with groups such as Action Aid, Christian Aid, War on Want and the Tax Justice Network, but offer the unique and vital student movement to take action through their universities.</p> <p>There is a lot of scope for a tax justice campaign in universities and wider society. There are a range of possible activities, both on a uni-wide level and a national level. Building political and academic pressure and raising awareness, targeting accountancy firms, or other shady MNCs with interests in universities can all be done on a local scale as part of a larger coordinated action.</p>

	<p>Demanding transparency from Topshop, urging university management to improve their green performance, and kicking E.on out of graduate recruitment fairs are all aspects from previous campaigns that can be drawn on.</p> <p>Tax justice follows on nicely from other economic justice campaigns, but also has the potential to engage people usually apathetic to poverty overseas since the UK taxpayers also lose out on billions which could be improving the NHS or schools, and are providing aid which they need not do if MNCs paid up their tax obligations. The 'credit crunch' has bought corporate power abuse from the finance industry to the public's attention and now is a good time to take the fight to them.</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)**