

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	Malcolm Harris
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Second Proposer (optional)

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

Title	Reclaim Education (temp.)
Summary of your proposal (no more than 30 words).	Halting and reversing tacit privatisation, addressing academic funding, ultimately reducing corporate influence in the education sector so that schools, colleges and universities exist for the public good.
What is the proposed campaign strand? (Write about your proposal in more detail here.)	Stopping tacit privatisation: Lobbying in cooperation with MPs and NUS to get increased government funding for educational institutions, reducing their reliance on corporations, and fighting back the unofficial but clear privatisation. Academic funding: Investigate current funding sources (including the funding, and use of research programmes), appealing to university/departments/researchers themselves, and seeking to introduce ethical policy on research aims and funding (for example not selling research to arms companies).

	<p>Reducing corporate influence: More diversity in careers fairs, encourage careers advisors to prioritise job satisfaction, and other factors, over pay. Ethical careers speakers and examples in schools to give inspiration to those choosing a careers path.</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>Corporate presence in an educational institution transforms it from a powerhouse of learning and social progress into a provider of corporate recruitment and personal gain. This presence is so influential due the social norm that wage is a priority in a career path, and indeed in life. In order to achieve any greater social change for good, it is necessary first change the culture of materialism and reliance on the corporation (that exists as a result of Government neglect).</p> <p>Educational institutions are the perfect place for P&P to start this, through the methods suggested above; facilitating and cooperating with student and staff networks, and also building on the successful methods of the Go Green campaign. Redress Education uses our influence where it's strongest, and by taking control of our home turf as students, it counteracts the voices saying that we campaign on distant and irrelevant problems.</p> <p>The involvement of weapons manufacturers and fossil-fuel companies in our institutions is an insulting issue that can also be addressed in the process.</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