

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	Jon Cowie
Email	
Address	
Phone	
People & Planet group	Cardiff University

Second Proposer (optional)

Name	Sam Coates
Email	
Address	
Phone	
People & Planet group	Cardiff University

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

Title	Ethical careers
Summary of your proposal (no more than 30 words).	To make students more aware of ethical careers
What is the proposed campaign strand? (Write about your proposal in more detail here.)	We would want to make students more aware of alternative employment opportunities other than in big companies and corporations. We would want to encourage them to find out more about ethical careers. This may also be aimed at the universities career services.
Why are you proposing this campaign strand?	We believe this issue is relevant to students

<p><i>(Use this space to explain how your proposed campaign strand meets the guidelines below).</i></p>	<p>in universities. We think it is important to change the way students and careers services think about what equates to 'good' employers.</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