

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	Jonathan Watler
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Address	
Phone	
People & Planet group	University of Liverpool

Second Proposer (optional)

Name	Jessica Creighton-Hird
Email	
Address	
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People & Planet group	University of Liverpool

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

Title	Ethical Investment
Summary of your proposal (no more than 30 words).	To aid groups in campaigning and putting pressure on their universities to adopt ethical investment policies.
What is the proposed campaign strand? (Write about your proposal in more detail here.)	All universities invest huge sums of money, much of this money comes from students fees and many of these universities invest this money in some very dubious or downright nasty companies (BAE Systems, Shell, Rio Tinto etc). To reflect the aspirations of our educational institutions and to promote greater internal transparency and accountability we feel that our universities should make commitments to invest their/our money ethically and seek to encourage greater corporate social responsibility.

<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 feel that this issue is massively important to students and is something that we should all campaign for as essentially it is our money that is being invested in some companies with dubious ethical policies (BAE Systems etc.) on our behalf by the universities. At the risk of repeating all the points listed below, it is sufficient to say that the nature of the ethical investment issue is relevant to and fulfils almost all the criteria. It is also worth pointing out that People and Planet groups have previously led ethical investment campaigns, this is not unprecedented, and is an excellent opportunity to build up momentum and set a standard within universities. As such, ethical investment is a great campaign for People and Planet to run!</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