

CORPORATE ACCOUNTABILITY CAMPAIGN



**STAND WITH PEOPLE
UNDER ATTACK
FROM BIG BUSINESS**













Ber
ta
VIVE

Ber
ta
VIVE

LOS P
SABEN
JUSTI



"¡Despertemos!
¡Despertemos humanidad!
Ya no hay tiempo."
Berta Cáceres



CLIMATE
ACTION
NOW



the earth is
Screaming



SPECT

The background of the slide shows a blurred scene of a protest or demonstration. Several people are visible, some holding up cardboard signs. One sign in the upper left has the letters 'LEN' and 'ARG' in red. Another sign in the lower left has the letters 'FL' in green. The overall atmosphere is one of public activism.

Just **100** companies
have been the source of more than
70% of the world's greenhouse gas
emissions since 1988



3 APPROACHES WE COULD TAKE FOR OUR CAMPAIGN

- **GROUP 1: Target consumers**
Don't buy certain products / buy ethical and sustainable ones
- **GROUP 2: Target a specific company**
Name and shame a company to change its behaviour
- **GROUP 3 : Target the Government**
Bring in new laws to regulate all companies

You have 10 minutes to debate pro's and cons



WHAT IS TRÓCAIRE CAMPAIGNING FOR?

- **Global level :**
UN Binding Treaty
- **EU, Ireland and UK:**
Corporate Accountability Laws



WHY DO WE NEED NEW LAWS?

- Abuses to human rights and the environment are widespread
- **Voluntary approaches** haven't worked
- Companies hide behind **global supply chains**

WHY DO WE NEED NEW LAWS?

- Complex legally for **survivors** to take cases across borders
- Ireland is important as a hub for multinationals
- Public support : 81% of Irish people want stronger laws on corporate abuses



Premium

Companies now liable for labour and green abuse in supply chains

A first phase of the rules will hit companies with more than 500 staff earning over €150m a year in net global turnover



EU justice chief Didier Reynders. Photographer: Jock Fistick/Bloomberg

Europe law could make large firms check suppliers environmental, human rights standards

Updated / Wednesday, 23 Feb 2022 17:23



NOT GOOD ENOUGH:

99%

of businesses will be
EXCLUDED

from new EU rules to
prevent corporate
human rights abuses
and damage to
the environment



- Landmark shift away from voluntary measures
- Companies legally responsible for actions of subsidiaries
- Communities will be able to take cases
- EU law will be stronger than French & German laws
- Corporate Climate plans included
- Big Irish companies will be covered



- Fewer than 700 Irish companies will be included
- Weak on climate
- Taking cases will still be really challenging in practice
- EU member states trying to water down the directive further:
 - Exclude the finance sector
 - Exclude impacts of how a product is used : surveillance, pesticides, arms





HELLO
GOVERNMENT
ARE YOU
LISTENING?

RESPONSIBLE
WORDS
PLANET







1:00

3,000 emails from an online campaign

100 letters at the exact same time

10 letters differently worded at different times

1 letter from a constituent

24 hours to protect people and planet



José Chavez protesting a palm plantation at his community's land in the Aguan Valley in Honduras Photo: Gerardo Aguilar/Trócaire

SIGN THIS PETITION

First Name *

Last Name *

Your Email *

Country *

County *

Select Your Constituency *

We'd love to let you know how your support is having a





Minister of State Dara Calleary



Party : Fianna Fáil



Previous career : Chamber of commerce



Constituency : Mayo



Home town : Ballina

- What sort of messages would influence a politician like Dara Calleary?
- What sort of tone would you use in a letter to him?

Dear Dara,

I am deeply concerned about the adverse impact corporations are having across the world. It angers me to see big corporations getting away with abusing human rights and the environment, and I just don't know why you and other politicians don't do more to stop them.

The Irish government must do better to hold big business to account.

Yours sincerely

Garry Walsh

Dear Minister Calleary (Minister of State for Company Regulation),

As your constituent I am writing to share my concern about the adverse impact corporations are having across the world on human rights and the environment.

Personally, I am outraged to be constantly hearing about human rights scandals related to the products I buy. Whether it is child labour related to my mobile phone, deforestation related to the palm oil in my shampoo, or violence against women in the garment factories that make my clothes – I believe the government needs to really prioritise ensuring corporations do no harm, an issue close to my heart. This is not anti-business, it is about responsible business.

I urge you to use your influence to strengthen the EU's draft Corporate Sustainability and Due Diligence Directive in the final negotiations in coming months. Ireland needs to step up to ensure this draft law is as strong as possible to protect people and planet. Can you please keep me up-to-date on your work on this issue?

Yours sincerely, Garry Walsh / 125 Patrick Street, Cork City

KEY MESSAGES

- What would be your 3 key messages for a campaign on this EU directive?
- *Keep it simple, keep it persuasive, make it urgent*