
RESOURCES

Useful addresses

- ▷ **Anti-Slavery International** www.antislavery.org/
The Stableyard, Broomgrove Road, London SW9 9TL, Tel 020 7501 8920
Campaigns for the abolition of contemporary forms of slavery including child labour.
- ▷ **Baby Milk Action** www.babymilkaction.org/
23 St Andrew's Street, Cambridge CB2 3AX, Tel 01223 464 420
Promotes good infant nutrition and an end to commercial promotion of artificial feeding.
Coordinates Nestlé boycott.
- ▷ **Banana Link** www.bananalink.org.uk/
38-40 Exchange Street, Norwich NR2 1AX, Tel 01603 765 670
Campaigns for small producers in the Caribbean and workers' rights in US-owned plantations.
- ▷ **Campaign Against Arms Trade** www.caat.demon.co.uk/
11 Goodwin Street, London N4 3HQ, Tel 020 7281 0297
- ▷ **Christian Aid** www.christian-aid.org.uk/
PO Box 100, London SE1 7RT, Tel 020 7620 4444
Development agency which also produces educational materials and campaign on Fair Trade and the global supermarket.
- ▷ **Development Education Association** www.oneworld.org/dea/
3rd Floor, 29-31 Cowper Street, London EC2A 4AP, Tel 020 7490 8108
Information about local Development Education Centres.
- ▷ **Ethical Trading Initiative** www.ethicaltrade.org/
2nd Floor, Cromwell House, 14 Fulwood Place, London WC1V 6HZ, Tel 020 7404 1463
Coalition of trades unions, business and NGOs working together to identify and promote good practice in the implementation of codes of labour practice.
- ▷ **The Fairtrade Foundation** www.fairtrade.org/
7th Floor, Regent House, 89 Kingsway, London WC2 6RH, Tel 020 7405 5942
Promote and administer the fairtrade label.
- ▷ **Friends of the Earth** www.foe.co.uk/
26-28 Underwood Street, London N1 7JQ, Tel 020 7490 1555
Campaign on environment issues.
- ▷ **Greenpeace** www.greenpeace.org.uk/
Canonbury Villas, London N1 2PN, Tel 020 7865 8100
Campaign on environment issues.
- ▷ **Jubilee Plus** www.jubileepius.org/
c/o NEF, Cinnamon House, 6-8 Cole Street, London SE1 4YH, Tel 020 7407 7447
Reincarnation of Jubilee 2000 with more focus on dealing with the causes of debt.
- ▷ **Labour Behind the Label** www.xs4all.nl/~ccc/
c/o NEAD, 38-40 Exchange Street, Norwich NR2 1AX, Tel 01603 610 993
Coordinate campaign for workers' rights in clothes and sports shoe industries.
- ▷ **New Economics Foundation** www.neweconomics.org/main.htm
Cinnamon House, 6-8 Cole Street, London SE1 4YH, Tel 020 7407 7447
An independent think tank that works to construct a new economy centred on people and the environment.
- ▷ **Oxfam** www.oxfam.org/
247 Banbury Road, Oxford OX2 7DZ, Tel 01865 311311
Development agency which also produces teaching materials and campaign for Fair Trade.
Oxfam Trading Co distributes Fair Trade crafts and food.

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- ▷ **Reading International Solidarity Centre (RISC)** www.risc.org.uk/
35-39 London Street, Reading RG1 4PS, Tel 0118 958 6692/956 9800
Largest selection of teaching resources on global and development education in Britain.
Available through mail order.
 - ▷ **Survival International** www.survival.org.uk/
11-15 Emerald Street, London WC1N 3QJ, Tel 020 7242 1441
Campaigning for the rights of indigenous peoples, including the impact of tourism.
 - ▷ **SustainAbility** www.sustainability.co.uk/
11-13 Knightsbridge, London SW1X 7LY Tel 020 7245 1116
Working with business, notably Shell, to develop ways in which economic, social and environmental sustainability can be measured and implemented.
 - ▷ **Tourism Concern** www.tourismconcern.org.uk/
Stapleton House, 277-281 Holloway Road, London N7 8HN Tel 020 7745 3330
Promotes awareness of the impact of tourism on host communities and environments.
 - ▷ **Traidcraft** www.traidcraft.co.uk/
Kingsway, Gateshead, Tyne and Wear NE11 0NE Tel 0191 491 0591
Distribute Fair Trade food and crafts and produce educational materials.
 - ▷ **War on Want** www.waronwant.org/
37-39 Great Guildford St, London SE1 0YU, Tel 020 7620 1111
Development agency – campaigns include calls for change to the world financial system.
 - ▷ **World Development Movement** www.oneworld.org/wdm/
25 Beehive Place, London SW9 7QR, Tel 020 7737 6215
Development agency – campaigns for political changes which directly benefit the poor, including people before profits campaign.

Worldwide web

Links within websites are often changed and some of the specific pages listed may not be accessible. In this case, you could try accessing the home page (the first part of the website address, eg www.corpwatch.org/) and trawl for the information.

Advocates of corporatism

- ▷ **Corporate Watch** www.corpwatch.org/trac/links/links4.html
Anti-corporate watchdog which provides a very useful list of corporate websites.
- ▷ **Fortune** www.fortune.com/fortune/fortune500/
Business news website with links to top global companies.
- ▷ **International Chamber of Commerce** www.iccwbo.org/
Club of senior executives from the largest corporations which has great influence with government, World Trade Organisation, United Nations etc.
- ▷ **International Monetary Fund (IMF)** www.imf.org/
The UN agency responsible for imposing neo-liberal economic policies on developing countries which have favoured TNCs.
- ▷ **Trans-Atlantic Business Dialogue** www.tabd.org/
The world's most powerful corporate-government coalition, which sets the agenda for the World Trade Organisation.
- ▷ **UN Global Compact** www.unglobalcompact.org/
An attempt to give corporations a more sustainable makeover.
- ▷ **World Economic Forum** www.weforum.org/
Influential corporate think tank which sets global economic, political and business agendas.
- ▷ **World Trade Organisation (WTO)** www.wto.org/
The body which regulates world trade and promotes corporate agendas.

Corporate critics

- ▷ **Center for the Analysis of Commercialism in Education** www.uwm.edu/Dept/CACE/
US research body which draws the lessons of unrestricted commercialism in education.
- ▷ **Corporate Europe Observatory** www.xs4all.nl/~ceo/index.html
European-based research and campaign group targeting the threats to democracy, equity, social justice and the environment posed by the economic and political power of corporations and their lobby groups. Very good information on both sides of the GATS divide.
- ▷ **Corporate Watch** www.corpwatch.org/
Provides news, analysis, research tools and action resources to respond to corporate activity around the globe.
- ▷ **Global Trade** www.tradewatch.org/
Promotes government and corporate accountability in the international commercial agreements shaping the current version of globalization.
- ▷ **Maquila Solidarity Network** www.web.net/~msn
Canadian network promoting solidarity with groups organizing in 'maquiladora' (assembling) factories and export processing zones to improve conditions and win a living wage.
- ▷ **McSpotlight** www.mcspotlight.org/beyond/links.html
Focuses on the global impact of McDonald's but has a good section on some of the less palatable sides of other well known brands, and links to many campaign and anti-TNC sites.
- ▷ **Oneworld Online** www.oneworld.net/campaigns/wto/
Good general site for exploring development issues, including useful updates on the WTO.
- ▷ **Peoples' Global Action** www.agp.org/agp/en/
International coalition of anti-globalisation groups.
- ▷ **Third World Network** www.twinside.org.sg/
Network of groups producing excellent research and publications on issues affecting South.

Public relations

- ▷ **Adbusters** www.adbusters.org/main/index.html
Online version of magazine which exposes marketing hype through 'uncommercials'.
- ▷ **Burson-Marsteller** www.bm.com/
The world's number one PR consultants whose clients include Monsanto and Philip Morris.
- ▷ **Center for Media & Democracy** www.prwatch.org/
Downloadable back issues of the magazine which exposes the less savoury side of global PR. Excellent links to industry sites.
- ▷ **Hill and Knowlton** www.hillandknowlton.com/
The people behind the PR campaign to persuade the UN that force was the best way to get Saddam Hussein out of Kuwait.
- ▷ **Interbrand** www.interbrand.co.uk/
The top global branding consultants.
- ▷ **Shandwick** www.shandwick.com/
World's number 4 PR consultants whose clients include Monsanto, Coca Cola and Microsoft.

General

- ▷ **Central Intelligence Agency** www.odci.gov/cia/publications/factbook/index.html/
The CIA's *The World Factbook* is a useful source of statistics, arranged by country and themes.
- ▷ **United Nations Development Programme (UNDP)** www.undp.org/hdro/
The UNDP *Human Development Report* is a useful source of development statistics.
- ▷ **United Nations Children's Fund (Unicef)** www.unicef.org/sowcoo/
Unicef's annual *State of the World's Children* is a useful source of information.

Book list

- ▷ Guy Arnold *The Third World Handbook* Cassell 1994 £20
Useful resource with clear explanations of development issues from the viewpoint of the South. Highly recommended overview of the structures which create poverty and the changes which can be made to create a fairer world.
- ▷ Kevin Bales *Disposable People: New Slavery in the Global Economy* University of California Press 1999 £9.50
Looks at how contemporary forms of slavery – sex workers, bonded labourers – fit into the global economy.
- ▷ Sharon Beder *Global Spin: the corporate assault on environmentalism* Green Books 1997 £10.95
Essential background on the sophisticated and effective PR techniques used by the corporate lobby to discredit the environmental movement.
- ▷ Roberto Bissio, ed *The World Guide 2001-02* New Internationalist 2001 £29.95
Useful reference book of country profiles written by authors from the South.
- ▷ Paul Ekins *Wealth Beyond: An Atlas of new economics* Measure Gaia Books 1992
Explores a new concept of wealth and wealth creation, especially what governments and people can do to build a sustainable society – to create prosperity and a fairer world in a healthy environment.
- ▷ John Elkington *Cannibals With Forks* Capstone 1997 £12.99
Sustainable development guru, whose corporate clients include Shell, explores how businesses can achieve the ‘triple bottom line’ of economic prosperity, environmental protection and social equity. A blueprint for optimists.
- ▷ Colin Hines & Tim Lang *The New Protectionism* Earthscan Publications 1993 £10.95
Suggests free trade should be stopped, and local-regional trade should be promoted to reduce environmental damage.
- ▷ Naomi Klein *No Logo: Taking Aim at the Brand Bullie* Flamingo 2000 £14.99
Thought provoking book, written in a journalistic style which explores how branding has created global corporate empires which permeate popular culture. Shows how reaction to the abuse of such corporate power has provoked the world wide anti-globalisation movement.
- ▷ David Korten *When Corporations Rule the World* Earthscan 1995 £14.95
A thorough examination of how corporations have extended their power and influence to every sphere of public and private life
- ▷ John Madeley *Hungry for Trade: How the Poor Pay for Free Trade* Zed 2000 £12.50
One of the excellent *Global Issues in a Changing World* series
- ▷ Michael Redclift *Wasted: Counting the Cost of Global Consumption* Earthscan 1996 £12.95
Looks at sustainable livelihoods as a routeway to global sustainability.
- ▷ Judith Richter *Engineering of Consent: uncovering corporate PR* The Corner House 1998
available from www.cornerhouse.icaap.org/briefings/6.html.
Summary of the strategies employed by the corporate propaganda machine.
- ▷ Nick Robins & Liz Humphrey *Sustaining the rag trade* IIED 2000 £15
Outlines some of the key market and sustainability challenges facing the clothing sector which has been at the forefront of ethical sourcing. Part of a new *Sustainable Trade* series.
- ▷ Andrew Rowell *Green Backlash: global subversion of the environment movement* Routledge 1996 £13.99
A highly recommended though disturbing detailed account of the rise of anti-environmentalism led by TNCs, and the central role played by PR.
- ▷ Kevin Watkins *The Oxfam Poverty Report* Oxfam 1995 £9.95
Excellent overview of the structures which create poverty and the changes which can be made to create a fairer world.

Magazines

- ▷ **Corporate Watch** www.corporatewatch.org/
Exposes the grip that TNCs have on every aspect of our lives. Also available online.
Box E, 111 Magdalen Road, Oxford OX4 1RQ, Tel 01865 791 391
- ▷ **Ethical Consumer** www.ethicalconsumer.org/
Promotes human rights and environmental sustainability through ethical purchasing.
ECRA Publishing Ltd, Unit 21, 41 Old Birley Street, Manchester M15 5RF, Tel 0161 226 2929
- ▷ **Monde Diplomatique** www.monde-diplomatique.fr/en/
'Serious' magazine on world politics, economics, society. English translation available online.
The Guardian Weekly, 164 Deansgate, Manchester M60 2RR, Tel 0161 876 5362
- ▷ **New Internationalist** www.oneworld.org/ni/nimag.html
This excellent magazine on global issues is available online. Subscriptions from:
Tower House, Lathkill St, Market Harborough, LE16 9EF Tel 01858 439616.
The following issues are particularly relevant:
246/August 1993 Multinationals: the new globalism
256/June 1994 The Media: Spiked! – the stories that don't make the news
271/September 1995 Coffee: Spilling the beans
278/April 1996 Seeds of Change – how to build a green economy
299/March 1998 Spotlight on Mining
304/August 1998 The Cocoa Chain
314/July 1999 Mind Games – the rise of corporate propaganda
317/October 1999 Bananas – the big banana split
320/January 2000 Redesigning the global economy
322/April 2000 Fair Trade
- ▷ **Third World Resurgence** www.twinside.org.sg/twr.htm
Third World Economics www.twinside.org.sg/twe.htm
Two very good publications written by journalists from the South. Available online.

Teaching resources

These resources are available on mail order from RISC (see above).

Videos & CDs

- ▷ *The Bank, the President and the Pearl of Africa* BT/ Channel 4 1998 £30.00
Good documentary on the failure of World Bank projects and its economic reforms which aim to end poverty. Uses Uganda as a case study.
- ▷ *Bananas Unpeeled* Banana Link 2000 £10
Video presented by Mark Thomas on the social, environmental, and economic costs of the banana industry. Comes with background notes.
- ▷ *Brave New Economy* 1999 £9.00 from New Economics Foundation
Excellent multimedia CD presented by Mark Thomas. Celebrates the diverse activities that put people and the environment at the heart of economic thinking. Gives users a wealth of argument, real life examples, facts, figures, ideas for action and links to key organisations.
- ▷ *Mind Your Own Business* Tradecraft/Exchange 1995
Video on Fair Trade presented by Simon Mayo.
- ▷ *Our News, Our Views* Anti-Slavery International £10.00
Activities on children's rights, child labour and the media, based around a collection of video reports by young people. For KS4+.

Website

- ▷ **Just Business** www.jusbiz.org/
Provides information and activities about global and ethical issues for students and teachers of Business Studies and Economics.

Resource packs

- ▷ *Arming the World* ODEC £5
Teaching pack on international arms trade.
- ▷ *The Truth About Bananas* Banana Link £5
Information, activities and ideas for action on the world banana trade.
- ▷ *Beyond the Backyard* Birmingham DEC £8.95
Photopack on global links of employment
- ▷ *Café direct* Traidcraft £8.95
GNVQ Business Studies case study gives excellent background information for project work.
- ▷ *Chocolate Game* Leeds DEC £3.95
Shows how Ghana and the UK are linked by the chocolate trade.
- ▷ *Coffee Chain Game* Oxfam £3.25
Role play which asks participants to negotiate the share of profits from coffee sales.
- ▷ *The Global Money Making Machine* Birmingham DEC £5
Globalization of the economy and the 'Four Tigers' in Asia.
- ▷ *Hanging by a Thread* Leeds DEC £5.95
Trade and debt issues arising from cotton growing in Tanzania.
- ▷ *Marketplace: International Trade Game* Traidcraft £5.50
Simulation game of agricultural production for export.
- ▷ *Sacha Mama: Eco-tourism in the Amazonia Rainforest* ActionAid 1997 £13
Sustainable use of resources in Ecuador and how tourism can improve quality of life.
- ▷ *Seattle Series* Friends of the Earth 1999 £10
Six briefings which examine the theories, impacts and institutions of world trade.
- ▷ *Trading Trainers Game* Cafod 1996 £2.50
Trade game based on sports shoes.
- ▷ *X Changing the World* RISC 1997 £12.95
Selection of activities which explore international trade for 16+ and youth and community groups. Includes case studies on commodities (cut flowers), manufactured goods (trainers) and services (tourism).

Exhibitions

These are easily mounted exhibitions which make an ideal backdrop for events or display during One World Week etc.

- ▷ *Calling to Account*
20 A1 laminated panels which explains how the United Nations System of National Accounts ignores the value of the environment and unpaid work – mainly women's – and distorts global economic policies. Available from RISC.
- ▷ *Costing the Earth*
25 A1 laminated panels which explore how communities in South Wales and the Philippines are facing up to the challenge of new mining expansion based on destructive mining systems such as open casting. Available from RISC.
- ▷ *The Cost of Bananas*
16 A1 laminated panels which looks at the global trade in bananas and highlights workers' rights and the environmental impact of intensive production. Available from Banana Link.
- ▷ *X Changing the World*
26 A1 laminated panels which provide an accessible introduction to world trade. Available from RISC.

Commercially sponsored resources

Can be analysed in the activity *A message from...*

▷ *Ask Your Pharmacist*

Educational resource for GCSE science, sponsored by the National Pharmaceutical Assoc.
Available from: Educational Project Resources Ltd, FREEPOST NH 4190, Northampton NN6 9BR.

▷ *Food: a Global Industry*

Project work for GCSE geography and business studies, sponsored by Nestlé.
Available from: Educational Project Resources Ltd

▷ *Fruititious Fruits*

Project for KS 2, sponsored by Del Monte.
Available from: Educational Project Resources Ltd.

▷ *Jazzy Books*

Exercise books decorated with corporate advertisements given to schools.
Available from: Jazzy Media Ltd, 112-114 Great Portland St, London W1N 5PF,
Tel 020 7323 3223, www.jazzybook.co.uk/

▷ *The Power to Create*

Project for GCSE design and technology and GNVQ art and design, sponsored by Bosch.
Available from: Educational Project Resources Ltd.

