

CHALLENGE CORPORATE CONTROL OF WATER



Photo credit: Victoria Ruan

At spring meetings, Campaign Director Shayda Naficy demands World Bank executive directors take action. The institution's financing of water corporations is undermining the human right to water.

Bringing high-pressure front to private water

Your demands to World Bank advance human right to water

If a private water project turns a profit, does that make it a success... even if it comes at a dire cost to people who are struggling to meet their most basic needs? Some at the World Bank would not hesitate to say yes, even though the institution's stated aim is poverty alleviation.

You are exposing this chasm between the World Bank's mission and its current investment practices. In so doing, you're applying the strategic pressure needed to move the institution to divest from private water.

In the past few months, you've helped amplify the visibility of crises in places like Nagpur, India. There, the World-Bank-backed water privatization is resulting in tariff hikes, inequitable water distribution, and service

“Universal access to safe water is the most pressing issue of our time. The World Bank's support of private water poses the biggest obstacle to true solutions—but we are moving it to change course and stay on the right side of history.”

SARAH DELUCA | DIRECTOR OF MAJOR GIFTS

shutdowns. Yet the World Bank touts the Nagpur project as a success to be emulated globally. We've joined with allies in Nagpur to generate significant media. You've exposed the truth on the ground to more than 2 million people through coverage in major press outlets in India and beyond—disrupting the World Bank's ability to profit at the expense of people.

In the U.S., you've helped mobilize grassroots pressure on members of the House Finance Committee, which has enormous sway over the World Bank. As a result, they will be bringing your concerns to the World Bank.

You're helping mayors keep water in public hands

Water corporations United Water/Suez and Veolia are in an aggressive push to privatize U.S. water systems—despite a dismal track record of poor service paired with outrageous rate hikes. At the U.S. Conference of Mayors, you helped counter the water industry's powerful and persuasive lobby, working with mayors to keep water in public hands.

Safeguarding fairness and democratic values

Did you see this?

Were you as outraged as I was at the Supreme Court's *McCutcheon v. Federal Election Commission* decision—dubbed “Citizens United for billionaires?”

We stand with former Justice John Paul Stevens who said, “Money isn’t speech”—and we’re doing something about it! Along with a broad range of organizations through the United for the People coalition, we are supporting a constitutional amendment to overturn *Citizens United* and *McCutcheon*.

Three million people like you are taking action to halt the Trans-Pacific Partnership. Together with Public Citizen and other allies, you helped make the potentially devastating trade agreement a liability for Congress. Tens of thousands of people called on their members of Congress to prevent the bill from being “fast tracked.” It worked for now—the agreement went nowhere, fast. We must make sure our representatives oppose this dangerous measure—even after the mid-term elections in November.

In partnership with the Gun Truth Project, you are exposing the role of corporations in driving the National Rifle Association's (NRA) extreme and aggressive lobbying agenda, through a new report. As covered in *USA Today*, a powerful corporation involved in fracking is a key player in the NRA. Is this driving the association's support for opening vast swaths of federal land (read: hunting grounds) to energy development? We want the truth, and we want the NRA to stop!



Kelle Louaillier

KELLE LOUAILLIER | EXECUTIVE DIRECTOR

[🌐 Learn more: Read the report at StopCorporateAbuse.org/NRA](https://stopcorporateabuse.org/NRA)

CHALLENGE CORPORATE ABUSE OF OUR FOOD

Real role models demand change at McDonald's

Outrage of parents, labor widely covered in media blitz

As Michelle Obama called for reduced marketing of junk food in schools, you turned the spotlight on how McDonald's targets kids with its athletic sponsorships. You generated intensifying media coverage of the burger giant's predatory marketing tactics, from its affiliation with the Winter Olympics to its contract with the basketball superstar LeBron James. And it all came to a head during the corporation's annual shareholders' meeting.

Alongside thousands of labor activists, you called on McDonald's to stop health-washing its image through million-dollar sponsorships while squeezing workers for every penny it can. Media outlets from the *Chicago Tribune* and NPR to the *Wall Street Journal* covered our

“McDonald's targeting of black and brown children is driving much higher rates of diet-related disease in our communities. Such reinforcement of deep structural inequalities makes it harder for our children to succeed.”

AKILI | PROJECT COORDINATOR

presence, reaching 650 million people through news stories, TV reports, and online articles.

The result? Intensifying pressure on the corporation. It is seeing weakening sales and increasing public outrage for its range of abuses—from its support of Big Ag's environmentally destructive farming practices, to

the poverty wages it pays its workers, to its targeted marketing to communities of color.



Community activists and moms took your demands straight to McDonald's—showing up at McDonald's franchises (pictured) and taking the floor at the shareholders' meeting to pressure the burger giant to end its predatory marketing.

Helen and Raj Desai

Helen and Raj Desai are community activists who have been members of Corporate Accountability International since the days of the Infant Formula Campaign in the late 1970s.



How did you first get involved with Corporate Accountability International?

HELEN: Raj is from Mumbai, India, so we were very concerned about Nestlé's promotion of infant formula in India. Your leading the campaign to change this is what inspired us to love you.

Where does your passion for this work come from?

HELEN: In 1970, we attended a series of talks at the University of California, Berkeley about environmental issues, especially pollution. We were electrified—and we went into action. Along with some neighbors, we started the first recycling effort in San Francisco, opening up our garage to collect bottles and cans. We were also very much against nuclear power. I was involved in direct action at nuclear power plants in California. I did a little jail time, in the service of nonviolent social change.

Where do you find hope?

RAJ: For me, life is sacred, and life comes from the earth. Even in the cracks of the sidewalk, the weeds can grow. That's where the hope is.

Why do you support Corporate Accountability International?

HELEN: Your track record is so good. The big corporations just care about the bottom line. It's always money, money, money. They separate out ethics from the bottom line: they don't care they are hurting mother earth or our health. We have to get them to do what's right. Raj and I have always been together on environmental issues. You're one of our favorite groups.

CORPORATE HALL OF SHAME


Vote for the worst corporation of the year

The slate of nominees for the Corporate Hall of Shame never looked so bad.

Bayer and McDonald's are on the ballot for wreaking havoc on our food systems, and there's TransCanada and Veolia threatening our climate and human rights—just to name a few. Cast your vote in the Corporate Hall of Shame to hold the worst of the worst accountable. From countering Monsanto's opposition to GMO labeling laws, to pressuring public media to kick out Koch Industries, members like you have taken decisive, powerful actions challenging past Corporate Hall of Shame inductees. Which will it be this year?



Chevron is on the Corporate Hall of Shame ballot for dumping more than 18.5 billion gallons of highly toxic chemicals into the Ecuadorian Amazon and then hiring 2,000 lawyers and legal assistants to avoid taking responsibility or paying for the cleanup.

 **Take action:** Vote at StopCorporateAbuse.org/Campaigns/Corporate-Hall-Shame

The successes in these pages are made possible with your support. Thank you!

Corporate Accountability International stops life-threatening abuses of global corporations and increases their accountability to people around the world.

CHALLENGE BIG TOBACCO

You protect youth from Big Tobacco's bull's-eye

From illegal ads to e-cigarettes, you are keeping the industry in check

When Corporate Accountability International got word that Philip Morris International (PMI) was targeting youth through a new ad campaign, "Be Marlboro," we sprang into action.

PMI specifically rolled out "Be Marlboro" (which features young, romantic thrill-seekers) in regions where the global tobacco treaty is not currently fully implemented or enforced. In partnership with the Campaign for Tobacco-Free Kids, you exposed PMI's violations through a report titled "You're the Target," a worldwide day of action, and widespread media attention from the Guardian to Gawker.com.

"PMI's outrageous "Be Marlboro" ads are a clarion call for governments around the world to implement the global tobacco treaty and enact safeguards against this kind of advertising."

PATTI LYNN | MANAGING DIRECTOR

The worldwide exposure forced PMI to pull back on the campaign. In Colombia, for example, PMI and its affiliate removed the "Be Marlboro" online ads and other promotional content after you helped instigate an official government investigation.



Image courtesy of Campaign for Tobacco-Free Kids

Corporate Accountability International and youth allies at Campaign for Tobacco-Free Kids expose Philip Morris International's flagrant violation of international law at its shareholders' meeting.

BECOME A MONTHLY DONOR

Keep protecting human rights, public health, and the environment



"I'm proud of what we've accomplished together in San Francisco, protecting public water and kids' health. Corporate Accountability International serves as a resource and a grassroots powerhouse to city officials, compelling change in city halls nationwide. Will you join me in being a monthly donor to help build a better world?"

SAN FRANCISCO SUPERVISOR ERIC MAR | MEMBER SINCE 2013

Why monthly giving?

- > Your gift works faster and more efficiently to make a bigger impact.
- > You receive insider campaign updates to keep up-to-date on the influential role you have in creating a more just and equitable world.
- > It's easy to participate, and you help save resources and expenses.

Thank you for your partnership!



- > **Contact Membership Manager, Christine Bryant at 617.695.2525**
- > **Visit StopCorporateAbuse.org** > **Send in the enclosed envelope**

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