

## CHALLENGE CORPORATE CONTROL OF WATER

## World Bank President responds to your appeal

- Dr. Kim agrees to examine problems with World-Bank-backed private water projects
- You, community members, experts make headlines, encourage World Bank to take next steps

Thanks to you, the World Bank is feeling heightened pressure to stop financing a global corporate water grab. As this October's annual meeting commenced, headlines in the Guardian, Reuters and other outlets made a stir as global health leaders, academics, public water managers and progressive business leaders raised serious concerns about the World Bank's support of private water.



**PHOTO:** You helped send Jennifer del Rosario-Malonzo of Manila, Philippines to speak to World Bank officials. Under her city's World-Bank-backed private water system, she often turns on her tap to bad water or no water at all. And the exponential rate hikes have made safe, clean water out of reach for millions of low-income Filipinos.

“If the economic gains of the 21st century are to be meaningfully shared with those in most need, access to clean water must be available to all, not only those who can pay.”

EXCERPT FROM OPEN LETTER | SIGNED BY  
THOUGHT LEADERS INCLUDING ECONOMISTS  
HA-JOON CHANG AND DAVID ELLERMAN

In an open letter to the World Bank president, signers point out that one in nine people still lack access to clean water—and the financial institution's long-failed promotion of “private sector and for-profit management” of public water systems is a primary contributor to this crisis. In particular, the letter broaches the troubling conflict of interest created by the World Bank's direct investments in water corporations paired with its role in advising governments on water issues.

These misgivings are echoed by people around the world, like Jennifer del Rosario-Malonzo of IBON International (above), who attended the World Bank annual meetings.

Responding to the open letter, President Kim acknowledged the importance of your concerns. He agreed for his staff to continue engaging with Corporate Accountability International. He also expressed that he is “keen to examine any problems” with World-Bank-financed private water projects.

With World Bank leadership thus engaged, now is the time to build the campaign and escalate widespread pressure. Your support is critical to ensuring the World Bank honors such commitments in good faith.

**Take action:** Show your support of communities calling on the World Bank to divest from private water. [StopCorporateAbuse.org/WorldBankLetter](http://StopCorporateAbuse.org/WorldBankLetter)

## FROM THE EXECUTIVE DIRECTOR



### Did you know?

This year marks the 10th anniversary of the adoption of the World Health Organization's (WHO) global tobacco treaty—the most powerful tool available for safeguarding public health from global corporations like Philip Morris International.

Ten years ago, I was in Geneva with a formidable team of staff and international allies as we strove to protect public health during the final negotiations of the treaty. Burning the midnight oil, we urged hundreds of delegates to stand up to the intimidation and bullying exerted not just by the tobacco corporations, but also by the U.S. and other governments in Big Tobacco's pocket.

So when, a few months later, I got a call at 4 a.m. that the treaty had been unanimously adopted, I could have wept for joy. And today, 177 countries have ratified the treaty, protecting 90 percent of the world's population.

But this treaty's potential extends far beyond the 200 million lives it will save from the ravages of tobacco by 2050. It also sets an important precedent for holding other dangerous industries accountable. Imagine a treaty that upholds the human right to water and keeps the water industry from selling our lifeblood to the highest bidder. Or one that keeps Big Oil from devastating the planet.

I hope you are as proud as I am to celebrate this landmark achievement, and I look forward to accomplishing even more with you in the decade ahead.

A handwritten signature in black ink that reads "Kelle Louaillier".

KELLE LOUAILLIER | EXECUTIVE DIRECTOR

## CHALLENGE BIG TOBACCO

### You challenge “NAFTA on steroids”

#### Big Tobacco negotiates secretive, deadly trade agreement

If passed, the Trans-Pacific Partnership (TPP)—the largest and most secretive “free trade” agreement ever negotiated by the United States—threatens to extend Big Tobacco's deadly reach. But with your support, Corporate Accountability International is exposing the backroom negotiations through



**PHOTO:** People around the world say no to the TPP. It threatens to decrease people's access to medicine, water down food-safety laws and undermine tobacco control advances.

media outlets such as The New York Times, Reuters and The Washington Post.

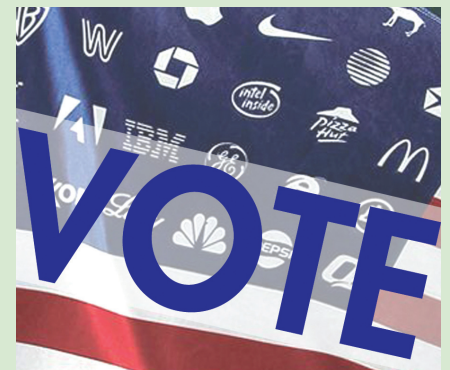
The tobacco industry already uses trade agreements and litigation to bully countries into rolling back lifesaving public health protections. The corporate-driven TPP as written will help the industry file even more spurious lawsuits.

That's why you are partnering with allies like Senator Elizabeth Warren in preventing the agreement from being “fast-tracked” in Congress. And, together, we're backing countries like Malaysia in rewriting the TPP to prevent Big Tobacco from having another tool to undermine public health.

**The global community united a decade ago to counter the devastating public health impacts of “free trade.” Read more and take action today.**  
**[StopCorporateAbuse.org/blog/TPP](http://StopCorporateAbuse.org/blog/TPP)**

## CORPORATE HALL OF SHAME

### Make your voice heard!



From Wal-Mart's labor abuses to Koch Industries amassing media outlets, corporate malfeasance has run rampant this year. You can help hold this year's worst offenders accountable.

With you and allied organizations, Corporate Accountability International will shine a spotlight on this year's worst of the worst, mobilizing wide-scale grassroots action.

**Take action:** Don't miss your chance to vote in this year's Corporate Hall of Shame.  
**[StopCorporateAbuse.org/CorporateHallOfShame](http://StopCorporateAbuse.org/CorporateHallOfShame)**

# St. Louis to Veolia: Hands off our water

Thanks to you, St. Louis resists water privateer

This year, Veolia attempted to ram through a contract with the city of St. Louis, Missouri. For \$250,000 the global water giant hoped to gain a foothold in the management of the city's water system. But the groundswell of grassroots pressure you helped generate succeeded in blocking the contract.



**PHOTO:** St. Louis residents make clear their desire to keep the city's water in public hands.

St. Louis residents saw through Veolia's scheme. The world over, Veolia has promised to improve public water systems—only to cause rate hikes, layoffs and declines in the quality of tap water as well as its delivery. And Veolia uses such contracts to profit from city water supplies well into the future.

As part of the local Dump Veolia coalition, Corporate Accountability International helped pack public hearings and amplify residents' voices. Public officials seemed to be listening ... except for the mayor, who was firmly in Veolia's pocket.

Unable to secure the necessary vote, Mayor Slay made a last-ditch effort to bypass the democratic process

“Democracy prevailed in St. Louis, thanks to the strategic organizing of St. Louis groups. It is simply inspiring to work with members and residents so dedicated to protecting our water.”

PATTI LYNN | DEPUTY DIRECTOR

and force the contract through. The coalition leapt into action. Together, we generated extensive media and direct pressure to expose the mayor's underhanded tactics.

And it worked. Days later, the mayor's office announced Veolia was pulling out of the contract.

## MEMBER SPOTLIGHT

### Martha Easter-Wells

Martha Easter-Wells, a retired fundraising consultant, has been a member since the Nestlé boycott in the late 1970s. Today she is a steadfast supporter of the global water campaign.

#### How did you first get involved?

I don't even remember how I learned about Infact before the internet, but I do remember personally boycotting Nestlé and telling people about it. Decades later, my daughter worked on the Think Outside the Bottle campaign in Minneapolis.

#### Where does your passion for the global water campaign come from?

When I traveled to India in 2012, I met women forced to walk for hours just to obtain water for their family's survival.

I was in a very remote village in the state of Maharashtra, where the women got water from a well, except for the very driest of seasons. As I walked down the rocky path to the well, being very careful to not slip and fall, the women were just trotting down the path with empty containers on their heads really quickly, because they did this every day, several times a day. I learned that many girls couldn't go to school because they had to spend five hours a day helping to carry water for the families. And that really got to me.

#### Why is this work important to you?

Millions of people around the world are going to face ever more tenuous situations as even the basic right to water becomes threatened by corporate power. It matters to me deeply that this situation change. I support Corporate Accountability because I believe that its brilliant strategy of influencing the World Bank to change its policies around water privatization has the potential to make a huge difference in the lives of women around the world.



**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 CORPORATE ABUSE OF OUR FOOD

# Big Food busted!

Your support launches new film exposing fast-food marketing to kids

**Q:** How does Big Food build brand loyalty for its unhealthy products?

**A:** Cradle-to-grave marketing designed to hook kids for life.

Once again Corporate Accountability International has teamed up with best-selling author Anna Lappé, a wide range of sustainable food organizations and you to produce a powerful new film. It bites back at the industry's predatory marketing aimed at undermining parents' choices for their children.

The new Food MythBusters short launches at a time when McDonald's



**PHOTO:** The new Food MythBusters film reveals McDonald's spends about \$2 billion annually on marketing tactics ranging from celebrity sports endorsements to online "adver-games," in its attempts to undermine parents and persuade kids to eat junk food.

faces a public increasingly wary of kid-focused junk-food marketing—as evidenced by Taco Bell's decision to dump its kids' meals. And you are helping to keep the pressure on the burger giant. To date, the film has reached more than 10 million people and tens of thousands are calling on McDonald's to take down HappyMeals.com—the centerpiece of its online marketing to kids.

**Take action:** Watch the film and demand McDonald's stop targeting children online.  
[FoodMythBusters.org](http://FoodMythBusters.org)

## BECOME A MONTHLY DONOR!

## Keep protecting human rights, public health and the environment

- **Contact Membership Manager Christine Bryant: (617) 695-2525**
- **Visit [StopCorporateAbuse.org](http://StopCorporateAbuse.org)** ➤ **Send in the enclosed envelope**

## One of the best ways to give

- 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!**

Corporate Accountability International is a 501(c)(3) non-profit organization. Contributions are tax-deductible as provided by law. Federal tax ID number: 41-1322686.

“When I challenged Veolia, I was speaking not just for myself and the people of St. Louis—but also for those around the world partnering with Corporate Accountability International to ensure our most essential resource, water, stays in the hands of the people. I am proud to be a member of this powerful organization.”

SANDRA SPENCER | MONTHLY DONOR

**Join Sandra and become a leading partner to provide a dependable base of support, deepening campaign impact and creating long-lasting social change.**

