

Corporate Ethics International and the Business Ethics Network (BEN)

New Trainings and Resources at BEN

As part of our mission to help transform the role of corporations in society by building the capacity of BEN members in their corporate campaign work, BEN has launched new trainings for campaigners this year. The **Web Advocacy for Campaigners Training** took place in May in San Francisco and we were pleased to offer an event that campaigners found very valuable. We contracted with David Taylor of Radical Designs and Allen Gunn of Aspiration to tailor their advocacy training to marketplace advocates. Here's what two of the attendees said about the training:

"If I had taken this training before I launched my new site I estimate I would have saved my organization two to three weeks of my staff time doing individual research on options. I now know my options and can manage moving forward."
Heather Sarantis, Commonweal

"This training provided invaluable insight into the cutting-edge tools and strategies to be an effective web organizer. I'm giddy with excitement to...implement some of them!"
Maureen Cane, Silicon Valley Toxics Coalition

Our inaugural Corporate Campaign University training, a two-day intensive for newer campaigners, takes place in mid-June in Washington D.C. The training will feature sessions on critical topics including corporate structure, campaign strategy, media and communications, fundraising, and online and offline organizing led by these senior campaigners:

Bama Athreya, International Labor Rights Fund
Andy Banks, International Brotherhood of Teamsters
Liz Barrett-Brown, Natural Resources Defense Council
Liz Butler, ForestEthics
Sarita Gupta, Jobs with Justice
Michael Khoo, Fenton Communications
Patti Lynn, Corporate Accountability International
Michael Marx, CEI/BEN
Phil Mattera, Good Jobs First
Bill Shireman, Future500

We will also feature a **Training for Newer Campaigners at the 2007 BEN Conference on October 16, 17, and 18 in Oakland, CA.** Highlights from last year's Conference included Keynoters Ray Anderson, Andy of the Yes Men, and Dolores Huerta, as well as the BENNY Awards, which recognize victories in corporate campaigning. Details and updates on this year's Conference, and photos and video of the 2006 Conference and BENNY

Awards, are available on the BEN website:

<http://www.businessethicsnetwork.org/article.php?list=type&type=136>.

We are also adding **new online resources** for activists this year as well. Our BEN website features campaign case studies, a Corporate Campaign “Toolkit,” and a searchable BEN Member Directory. A Funders Directory will come online this summer, and we look forward to developing web training courses from Corporate Campaign University and additional trainings.