

Corporate Ethics International and the Business Ethics Network (BEN):
Top corporate campaign activists were honored at the 2007 BENNY
Awards.

Lois Gibbs won the Individual Achievement Award at the 2007 BENNY Awards Dinner. Gibbs is known for her successful battle to have her community at Love Canal moved away from toxic chemical waste that was sickening Gibbs' family and her neighbors. Having become an activist through this fight, Gibbs then went on to found the Center for Health, Environment and Justice (CHEJ) to provide technical and organizing help to other people and communities facing toxics. CHEJ's work now includes fighting for the removal of toxins like PVC from packaging and everyday products including children's toys. In the past two years, CHEJ has moved major Fortune 500 companies away from this PVC plastic to safer and healthier alternatives.

The Greening of Harry Potter, Campaign for Safe Cosmetics, and No Dirty Gold campaign received the first, second, and third place **BENNY Awards**, respectively, with prizes of \$15,000, \$10,000, and \$5,000. The campaigns each earned a significant victory in corporate transformation in the last year. Five campaigns won **Path to Victory Awards** for significant achievements on the road to victory.

Members of the Business Ethics Network (BEN) nominate and vote for campaigns for the BENNY Awards and Path to Victory Awards. The Individual Achievement Award winner is decided by the BEN advisors and staff. This year's awards were given at the 2007 BEN Conference in October.

2007 BENNY Award and Path to Victory Award Winners and Nominees:

BENNY Award Winners (more details on each winning and nominated campaigns in each category are at this link:

<http://businessethicsnetwork.org/article.php?list=type&type=287>)

First Place The Greening of Harry Potter campaign

Lead Group: Markets Initiative

Victory: Markets Initiative led and facilitated a global campaign that resulted in the Harry Potter series going green in 15 countries - saving forests and fundamentally changing how publishing is done internationally.

Second Place The Campaign for Safe Cosmetics

Lead Groups: Alliance for a Healthy Tomorrow, Breast Cancer Fund, Commonweal, Environmental Working Group, Friends of the Earth, National Environmental Trust, Women's Voices for the Earth

Victory: After more than a year of Campaign targeting, the largest nail polish manufacturer in the world, OPI, removed three of the most toxic chemicals from its nail polishes.

Third Place The No Dirty Gold campaign

Lead Groups: EARTHWORKS, Oxfam America

Victory: 23 jewelers, including 7 of the 10 largest US retailers of jewelry, have endorsed the No Dirty Gold campaigns Golden Rules criteria for more socially and environmentally responsible mining.

Other Campaigns Nominated for the BENNY Award:

Cleaning the Merbau Market

ForestEthics Victoria's Dirty Secret Campaign

LNG: The Wrong Choice for California

McDonald's Fair Food Campaign

Raw Deal Campaign

Safe Rails/Secure America

Save the South Fork

Shareholder Advocacy with Public Companies to Address Global Warming

Stop the LNG Shell Game! Protect Fish in the Gulf of Mexico

Path to Victory Award Winners:

First Place PVC Consumer Campaign

Lead Group: Center for Health, Environment and Justice

Achievement: On CHEJ's "Target Day of Action" events were held at over 200 Target stores nationwide. In response, Target indicated they are intensively assessing and actively pursuing opportunities to reduce PVC.

Second Place Exxpose Exxon

Lead Groups: Sierra Club, Greenpeace USA, Natural Resources Defense Council, Union of Concerned Scientists, Defenders of Wildlife, U.S. Public Interest Research Group (PIRG)

Achievement: For the first time, in 2006, ExxonMobil cut its funding of climate denier groups by at least \$1.4 million, or nearly 40 percent of its annual funding to these groups.

Third Place—Tie between three campaigns

Fairness in Flowers

Lead Group: International Labor Rights Fund (ILRF)

Achievement: The Campaign persuaded the VeriFlora flower certification program to provide much stronger guarantees for freedom of association, worker safety, and non-discrimination. Also gained significant visibility in Congress and the press.

Kleercut Campaign

Lead Group: Greenpeace

Achievement: Convinced high-profile businesses and universities to stop buying Kimberly-Clark products. Over 700 businesses committed to boycotting products. Introduced shareholder resolutions at Kimberly-Clark's annual general meetings. Spoofed a Kimberly-Clark's ad campaign.

Stop Firestone Campaign:

Lead Groups:

Liberia Based Partner Organizations:

Center for Democratic Empowerment

Foundation for International Dignity

Green Advocates

Justice and Peace Commission (JPC) of Liberia

Liberia Democracy Watch

Save My Future Foundation

Sustainable Development Initiative

U.S. based Partner Organizations:

Bank Information Center

Faith In Motion

Friends of the Earth

The Institute for Policy Studies

The International Labor Rights Fund

Rainbow PUSH

Robert Kennedy Memorial Center for Human Rights -Transafrica Forum

Achievement:

-Significant new media coverage and new grassroots e-mail actions

-Winning 2007 Public Eye Award for Worst Global Corporation

-Continuing and strengthening a diverse coalition and creating new collaborations

Other Campaigns Nominated for the Path to Victory Award:

Corporate Hall of Shame

Save Teshekpuk Lake

Solving the Packaging Problem

Wal-Mart Watch

Warren Buffet: Tear Down Those Dams

The Annual BEN Conference is the only conference of its type for corporate campaign activists and supporters. In addition to the Awards, other highlights of the 2007 Conference included:

- Keynoters Peter Barnes, David Korten, and Vandana Shiva.
- Sessions in improving individual campaign skills taught by experts from inside and outside the corporate campaign movement, including a full-day training for newer campaigners and sessions on targeting banks and investors, fundraising for corporate campaign organizations, and making, buying, and partnering with corporations in pursuit of corporate campaign goals.

- Discussions of how to strengthen our movement, including sessions on moving beyond corporate social responsibility, planning for accountability within the NGO community, and using crisis trigger points to fuel corporate campaigns.
- Opportunities to network with other activists and funders. We had 200 activists and supporters at the 2007 Conference—an increase of almost 60% in attendance from the year before that went along with an increase in the groups and issues represented.

We have begun planning for our 2008 Conference. For more information on the Conference or BEN, please go to www.businessethicsnetwork.org, or email BEN Coordinator Anne Pernick at apernick@corporateethics.org or call her at 503-478-0892.