



MAKE YOUR CAMPUS CONFLICT-FREE

Resource Kit

Overview

Your school may be helping to underwrite the deadliest war in the world, in which rape is the weapon of choice. For 13 years, the people of eastern Democratic Republic of the Congo have been ensnared in a tangled web of violence by armed groups that generate an estimated \$180 million each year by controlling the trade in four main minerals, the 3 Ts – tin, tantalum, tungsten - and gold. These minerals are key components in all of our electronics products, from cell phones to laptops and printers. The thousands of dollars that your school spends on electronics products for its libraries and computer labs may be indirectly lining the pockets of Congo’s worst human rights abusers.

The most effective way to guarantee that your school’s purchases aren’t enriching the perpetrators of violence and rape in Congo is to take steps to help make the supply chain for these consumer electronics more transparent and eventually conflict-free. Electronics companies, which are the biggest end users of Congo’s conflict minerals, can and should make their supply chains transparent and produce certifiably conflict-free electronics. Since companies are motivated by the bottom line, they need to know that their investment in transparent supply chains and conflict-free products will pay off. They need to know that consumers and institutions like your school will buy their conflict-free products.

So we need your help to increase the demand for conflict-free electronics! Because schools spend a lot of money on electronics, companies will pay attention to the needs and desires of these valuable customers. Get your university to issue a declaration that it will endeavor to become a conflict-free campus and give preference to purchasing conflict-free products when they become available.

The message to companies is clear: If you make conflict-free computers, printers, and other electronics, we as an institution will buy them.

Draft Campus Resolution*

Authors:

Sponsors:

Whereas, [x] has declared its commitment to human rights and social justice in its governance documents and policies and has taken affirmative steps throughout its history to promote these values; and

Whereas, the United States Senate and the House of Representatives have found that armed groups bear responsibility for massive atrocities in the eastern Congo; and

Whereas, the International Rescue Committee has found more than 5.4 million civilians have been killed and countless more remain at risk as a consequence of attacks conducted by armed groups in eastern Congo; and

Whereas the U.N. has urged the international community to press the armed militias through..., and to cooperate with a U.N. peacekeeping force authorized under U.N. Security Council Resolution 1291; and

Whereas, the armed groups generate an estimated \$144 million each year by trading in conflict minerals; and

Whereas, [x] spends an estimated \$[x] per year on electronics products and has significant investments in companies which use conflict minerals in their supply chains;

Therefore Be It Resolved by the Board of Trustees of [x] University calls on electronic companies to take the necessary steps to remove conflict minerals from their supply chain.

Be it Further Resolved that [x] will factor whether electronic products contain conflict minerals in future purchasing decisions and, when available, will favor verifiably conflict-free products.

Be it Further Resolved that [x] University will communicate its decision to its investment managers and advisors urging them to invest in businesses that are conflict free.

Be it Further Resolved that [x] University will convey to the U.S. higher education community [x] the University's actions with respect to investment in Congo conflict free companies, and urge them to do the same.

*Please note: this draft resolution is meant as a starting point. Please feel free to edit and adapt it to your school's particular circumstance.

STEP ONE:

Link in with the RAISE Hope for Congo campaign, local STAND chapters or human rights clubs, and other existing campus efforts.

Send us an email at conflictfreecampus@enoughproject.org to let us know what you're up to. We would be happy to provide additional resources and set up a call with the student organizers at your school to answer any questions you might have. To hear about what other students are doing on their campus and share ideas, send an email to conflictfreecampus-subscribe@yahoogroups.com to join our "Conflict-Free Campus" listserv.

You can also join the Action Alliance program through our partner organization, Campus Progress. Through the Action Alliance program, Campus Progress works with youth-led community and campus groups on everything from stopping climate change to creating LGBTQ resource centers.

Young people can join an Action Alliance with Campus Progress by applying for one or both of the following:

- Organizing Grants: We'll give you up to \$1,500 a year to help with websites, flyers or whatever else you might need.
- Progressive Partnerships: Guidance, Networking, Strategic Planning, and Training for Youth-led Efforts (Fall 09 Deadline for Progressive Partnerships has passed.)

For more information, visit <http://www.campusprogress.org/issues/4464/action-alliances>.

STEP TWO:

Learn more about the issue.

When you meet with officials at your school, you'll need to be able to explain the issue, your position, and answer their questions. We recommend reading the following papers before getting started.

- Mines to Mobile Phones
- A Comprehensive Approach to Congo's Conflict Minerals - <http://www.enoughproject.org/publications/comprehensive-approach-conflict-minerals-strategy-paper>
- Can You Hear Congo Now? Cell Phones, Conflict Minerals, and the Worst Sexual Violence in the World - <http://www.enoughproject.org/publications/can-you-hear-congo-now-cell-phones-conflict-minerals-and-worst-sexual-violence-world>

STEP THREE:

Identify your targets.

To run a successful campaign, you first need to figure out who in your school's administration is in charge of overseeing general financial decisions, as well as

purchasing decisions for your school's electronic equipment. You can generally find this person or committee by poking around your school's website. It may also be useful to ask professors, other members of the administration who you already know, or students that work with the administration, such as members of your student government, for advice, particularly in large schools where navigating the administration can be tricky. If you already have a good contact within the administration, you should generally approach that person first, as s/he may be able to tell you more about the way the administration works and who would be best to approach.

STEP FOUR:

Build support within the campus community.

You, other students, staff, faculty, and alums are all members of the campus community. The more support you can tangibly demonstrate for making your campus conflict-free, the stronger a case you will be able to make to your administration that issuing a conflict-free campus declaration is an important issue on campus.

Assess the resources that you have now: do you have connections with student government, your school paper, or any prominent alumni? Getting your student government to pass a resolution in support of a conflict-free campus resolution is an effective way to demonstrate that the student body supports your campaign. A petition is another common mechanism for showing campus-wide support. If you're able to set it up, an online petition can help simplify things. Another popular means of getting the word out is through an op-ed in your school's paper.

Many students like to do a campus-wide teach-in or similar event to get things rolling. Visit the RAISE Hope for Congo website at www.raisehopeforcongo.org/awareness for resources and event ideas. Be sure to have an action component – for example, have your petition available for people to sign on their way out.

A few additional tips and ideas:

- Utilize Your University Website. Search your school's website for other campus organizations that might be interested in your campaign. Contact the organization's president, public Relations officer, events coordinator, etc., and tell them about your campaign. For optimal exposure, set up an in-person appointment, and ask to make an announcement at their weekly meeting.
 - Human Rights groups:
 - STAND, Amnesty International, Free Tibet, Oxfam, anti-sweatshop organizations, etc.
 - Political groups:
 - College Democrats, Republicans, Libertarians, Greens, Progressives, Conservatives, etc.
 - Ethnic/Identity groups:
 - Multicultural center, Black, Latino, Asian or Muslim Student Unions, African Students Association, Gay/Straight Alliance, etc.

- Progressive Issue Groups:
 - Students for Choice, Campus Climate Challenge, Students Against Sweatshops, Spiritual Youth for Reproductive Freedom, Roosevelt Institution
- Student Government:
 - Student Body President, Class Representatives/Student Senators, Director of Public Relations, Events Coordinator, Faculty Advisor
- Fraternities and Sororities:
 - Attend the weekly/monthly Pan-Hellenic and Inter-fraternity council meetings. You should also target professional fraternities like Pi Alpha Delta, the Pre-Law fraternity.
- Reach Out to Faculty and Administration.
 - University Events Calendar/University Programming Board – If you're hosting an awareness raising event, get it posted on your school's website and calendar.
 - Departmental offices - Email the Secretary/Office Manager/Academic Advisor an electronic flyer for him/her to forward to applicable parties and provide him/her with a paper flyer to post in the office.
 - Faculty - E-mail professors of relevant courses, and ask if you can make a short announcement about your campaign during their class. Bring a peer to pass out flyers. Also, ask the professor if they would be willing to make your awareness raising event an extra-credit assignment for his/her class.
- Use Social Networking Sites.
 - Facebook - Create a fan page or group on Facebook, invite all of your friends, and ask them to invite their friends!
 - Twitter – Tweet about your campaign's developments and events.
- Place Ads in the School and Local Newspapers
- Do Some On-the-Ground Legwork. Since e-mails are often ignored, it is helpful to use a grassroots, on the ground outreach strategy.
 - Put up flyers all around campus: The best places to hit are kiosks, bulletin boards, classroom buildings, and dorms. Make sure you research your school's flyer-posting policies first (ie: where you are allowed to post, what kind of tape or tacks to use, etc.) otherwise your flyers might be removed.
 - Quarter-sheet/postcard size flyers: Place these next to computers in campus computer labs, libraries, study rooms, cafeterias, etc. Specifically target areas where students are looking for a distraction!
 - Create "table tents:" Place these on tables in campus dining halls or the food court of the Student Union. "Table tents" are triangularly shaped pieces of paper that stand upright, with different pieces of information on each side.
 - Table: Set up a table in the Student Union or Quad and pass out quarter-sheet/postcard-size flyers. You always want to ask for permission first—your Student Activities Office should know who you should contact.

- Use sidewalk chalk: Draw visually appealing advertisements on the concrete. This is truly “on-the-ground” organizing!
- Most importantly, get creative! This campaign involves devices like cell phones and laptops that students rely on daily. This provides endless possibilities for using this technology to capture your peers’ attention and engaging them in your campaign.

STEP FIVE:

Put on the public pressure.

One of the best ways to put the pressure on your school is to get your efforts spotlighted in the local media. For tips on media outreach, see our [media toolkit](#).

- Create a media advisory - A media advisory is a short, concise document inviting media to cover an event, and notifying them of the who, what, where, when, and why of the event. Media advisories are typically sent out a few days BEFORE an event.
- Distribute your media advisory, along with a flyer for your event - Send copies to your school newspaper, magazine, radio and TV station, as well as to local and regional newspapers.
- Find the contact person at your local or regional newspaper who specifically writes university-related stories. If you find him/her, save his/her contact information for future use!

STEP SIX:

Follow-up and stay in the game.

Once you’ve succeeded in getting your school to issue a Conflict-Free Campus Resolution, be sure to get the word out about your success on campus and if possible, in the local media. Other institutions can take the same step whether it be city or state governments, churches, companies, etc. Please also let us at the RAISE Hope for Congo campaign know as well so we can highlight your success on our website and notify the electronics industry. You can email us at congocampaign@enoughproject.org.

Help us achieve the long-term goal: a certification scheme (similar to the Kimberly Process that exists for blood diamonds) for certifying products as conflict-free that applies to the entire industry and has the buy-in of all relevant stake-holders. Stay in touch with the RAISE Hope for Congo team to help us work toward this goal.