

Corporate Watch

MODULE 1:

INTRODUCTION

COURSE AIMS

- ▶ To support people involved in grassroots groups/campaigns/struggles to learn useful research skills that can help them be **more effective** in confronting corporate power.
- ▶ To give you the **practical skills** needed to 'Know Your Enemy'.

WELCOME TO THE KNOW YOUR ENEMY ONLINE COURSE

- ▶ About us
- ▶ Why we have started this course
- ▶ Course aims and content
- ▶ Sources of support
- ▶ How to make the most of the course
- ▶ How the course works

ABOUT CORPORATE WATCH

- ▶ Corporate Watch is a not-for-profit co-operative providing critical information on the social and environmental impacts of corporations and capitalism.
- ▶ Since 1996 our research, writing, analysis and training have supported people affected by corporations and those taking action for radical social change.
- ▶ <https://corporatewatch.org/about/>



WHY THIS COURSE?

- ▶ We want to decentralise research skills.
- ▶ We believe **research is important**. Gaining an understanding of the role corporations play, the specific mechanisms of how they operate and how they can be successfully targeted **is crucial for everyday struggles** against exploitation, as part of confronting and challenging corporate power and capitalism more broadly.

COURSE AIMS AND CONTENT

- ▶ Get clear and organised – know what you need to research and how
- ▶ Research securely – learn simple tactics for online security
- ▶ Use search engines effectively – prevent overwhelm and find the info you need faster
- ▶ Build a company profile – mapping its ownership to the highest level
- ▶ Find government contracts

COURSE AIMS AND CONTENT

- ▶ Find directors, board members and other key players – find out who pulls the strings
- ▶ Find shareholders
- ▶ Read company accounts – learn simple strategies for cutting through the jargon and finding the information you need quickly

COURSE AIMS AND CONTENT

- ▶ Connect the dots between lobbyists, companies and politicians – know how to find donations to political parties and more
- ▶ Write and submit a Freedom of Information request
- ▶ Map out company supply chains and get industry insight about risks and vulnerabilities
- ▶ Undertake offline research – from speaking to workers to physical surveillance of factories
- ▶ Write up and share your research with the world

SOURCES OF SUPPORT

Course questions:

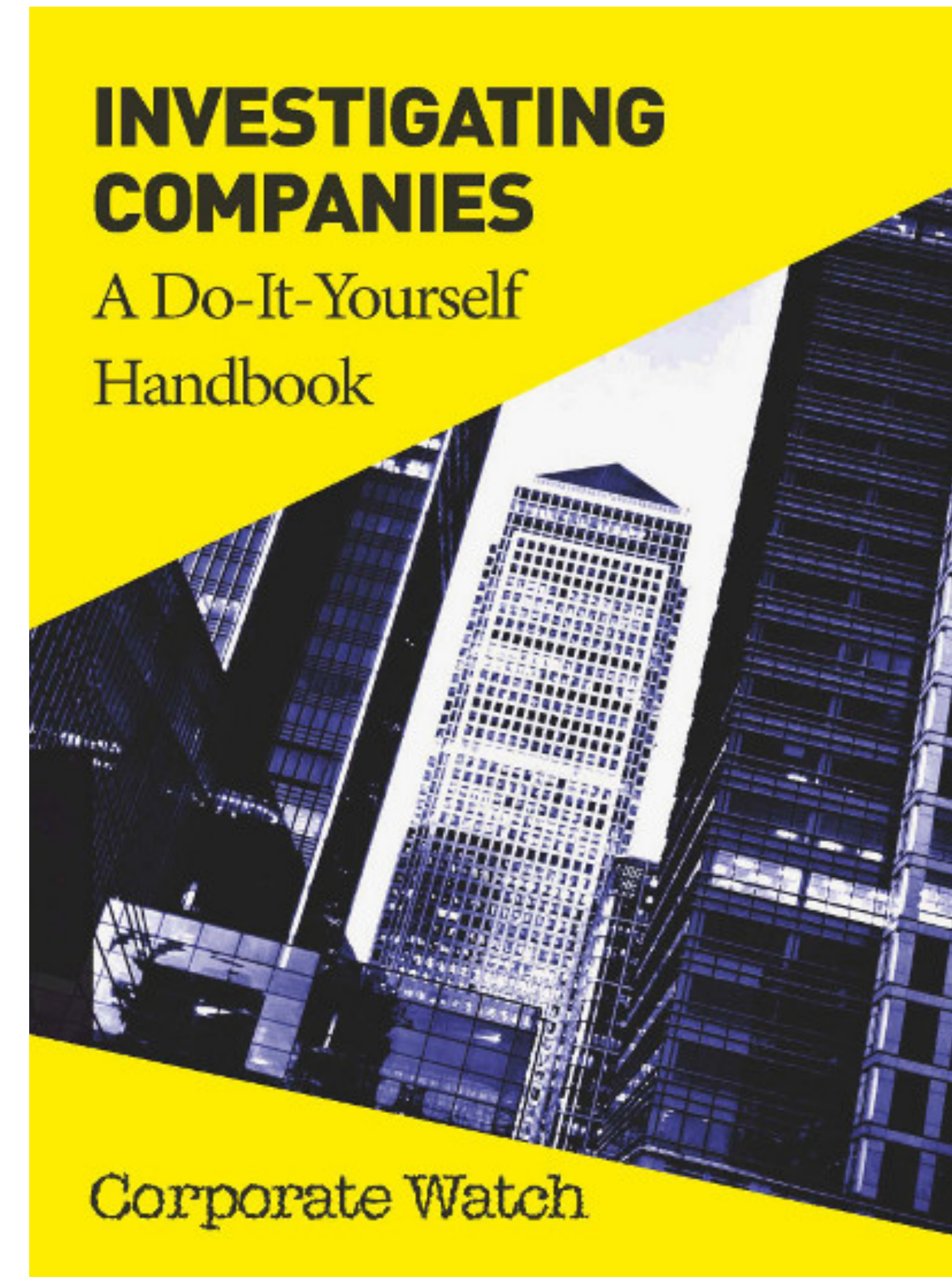
- ▶ Email - training@corporatewatch.org

Bespoke training, further work together and support for campaigns:

- ▶ Email - contact@corporatewatch.org
- ▶ Please note we all work part-time, responses can be slow at times!

INVESTIGATING COMPANIES HANDBOOK

- ▶ [https://
corporatewatch.org/
product/
investigating-
companies-a-do-it-
yourself-handbook/](https://corporatewatch.org/product/investigating-companies-a-do-it-yourself-handbook/)



HOW TO MAKE THE MOST OF THE COURSE

- ▶ Download the slides before watching the video
- ▶ Build a company profile as you work through the course
- ▶ Put the skills into practice straight after the lesson, or pause the video and do things during the lesson e.g. clicking on links
- ▶ Research for a campaign or project that you care about

COURSE LIMITATIONS

- ▶ Mostly UK context but many of the tools and concepts are applicable to different countries
- ▶ Only an introduction to a variety of topics
- ▶ It's all about practice - not just listening or consuming information

SUPPORTING CORPORATE WATCH

- ▶ Become a Friend of Corporate Watch
- ▶ Make a donation
- ▶ <https://corporatewatch.org/support-us/friends-of-corporate-watch/>
- ▶ Share our work widely



HOW THE COURSE WORKS

- ▶ <https://corporatewatch.org/courses/knowyourenemy/>
- ▶ Practical demonstration of the course tools

