

Strategic Corporate Research

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Objectives

- Look at the changing nature of corporations and how campaigns should/need to respond in order to be effective
- Begin to look at tools for more effective campaigning and practice using them.
- Sedar.com – gives you various information on different companies

**Buycott – app that lets you know corporations bad activities etc.

** strategiccorporatereasearch.org – Website that lets you gather information on corporations, both public and private.

Work in solidarity.

Understand the underlying force that keeps the organization afloat that the general public may not be knowledgeable.

How does SCR work?

It allows people to invest lots of time in a limited period of time. Also there are clear objectives that is part of a larger objective of the organizations.

Intro to SCR:

- Tools
- Practice time
- Sharing experiences

Conclusion:

Campaigns used to focused and tackled individuals and narrow subjects that was easy for the companies to avoid being accounted for or easy to cover. So now the campaigns need to focus on broader objectives.