



The Conflict-Free Campus Initiative

Mobilizing Your Campus for Conflict-Free Minerals

The process of passing a campus resolution in support of ending the trade in conflict minerals requires passionate and coordinated action by students, faculty members, and university administrators. The Enough Project's [resource guide](#) will provide your chapter with the tools to educate your campus about the conflict minerals trade and violence in the Democratic Republic of the Congo, as well as make an impact on the conflict minerals trade by passing a campus resolution. This document will provide you with a step-by-step framework for mobilizing your campus in support of conflict-free minerals, with the eventual goal of passing a campus resolution and making an impact on the conflict resolution process in the DRC.

Step 1: Working with Student Groups

- Form a Conflict-Free Campus Initiative task force within your chapter, comprised of students with an expressed interest in and knowledge of the DRC and the conflict minerals trade.
- Reach out to other student organizations. A coalition of student organizations will strengthen your on-campus presence. Contact human rights organizations, women's rights groups, African-interest communities, and other relevant groups. Organize a student committee on the campus resolution process, with representatives from each organization.
- Student government organizations and student councils can also be effective representatives for your campus coalition. They may have valuable relationships with trustees and administrative officials. Additionally, contact campus newspapers and radio channels to solicit editorial and verbal support for your campaign.

Step 2: Working with Faculty

- With your coalition of student organizations, meet with university faculty experts who may be able to provide guidance about the content of your campaign and resolution. Faculty members are frequently influential in the development of university policy, as they may serve on various administrative committees or meet frequently with administrative officials.

- Particularly helpful faculty departments or areas of interest may include: African studies, business ethics, human rights, justice and peace studies, government/international studies, economics, and conflict resolution.
 - Additionally, faculty members who advised or participated in Sudan divestment, anti-sweatshop, or apartheid South Africa divestment campaigns may provide guidance on interacting with the university administration about social justice issues.
- Your coalition should meet and communicate with these faculty members on a regular basis, providing them with updates about the progress of your campaign, conversations with the administration, and educational events on campus. If possible, ask faculty members to provide students with extra credit for participation in programs related to the campaign.

Step 3: Working with the Administration and the Board of Trustees

Your conflict-free campus initiative cannot succeed without positive cooperation with the university's administration and board of trustees. Both bodies will be crucial in establishing the university's stance on the conflict minerals trade from the Democratic Republic of the Congo.

- Research the board of trustees. Are there any trustees with past experience in student human rights initiatives, or with an articulated commitment to social justice issues on campus? If so, be sure to meet with that trustee before initiating a campaign--they can be a powerful ally in your meetings with the administration.
- After you've established a relationship with an influential and committed member of the board of trustees, meet with the university administrator responsible for student affairs and programs, where applicable. You should approach the meeting with a concise summary of your campaign's goals and strategies, emphasizing your desire for positive cooperation with the university faculty and administration. Also, make sure you are able to describe the impact of tin, tantalum, and tungsten on consumer technology. Your meeting should initiate answers to the following questions:
 - How much does the university spend on electronics products?
 - Who is responsible for managing the university's procurement of these electronics?
 - Does the university have ethical standards for the purchase of campus consumer products? If so, has the university considered the relationship between consumer electronics and the conflict minerals trade from the DRC?
 - Does the university maintain socially responsible investment standards?
 - If so, which body within the university administration is responsible for evaluating investment policies?

- Meet with your university's respective procurement and investment officers. Gather as much information as possible regarding university procurement and investment policies, particularly as concerns any relationships the university may have with publicly-traded electronics companies.

Step 4: Educating Your Campus

- In order to effectively indicate campus-wide interest in the conflict minerals trade and the conflict in the DRC, your coalition of student organizations should educate your campus community about the conflict in the DRC. You can use a variety of resources to facilitate educational activities on campus:
 - The Enough Project, in the Conflict-Free Campus Initiative [resource guide](#), provides a list of videos, one-pagers, and reports, which your chapter may distribute through Internet communications or at on-campus events.
 - In October 2008, STAND and the Enough Project's RAISE Hope for Congo initiative launched a nation-wide [speakers' tour](#), featuring spoken word artist and Congolese human rights activist Omékongo Dibinga. Both STAND and the Enough Project maintain a valuable network of Congo scholars, human rights activists, and survivors, all of whom can educate your campus about the conflict in the DRC and empower students to take action.

Step 5: Drafting and Passing a Resolution

- See the Enough Project's [guide to campus resolutions](#) for a concise summary of the various approaches to making your campus conflict-free. The guide should provide you with a valuable basis for your resolution language.
- After meeting with your university's procurement and investment officers, work with faculty members to draft appropriate language for the campus resolution. The resolution should contain:
 - A brief recognition of the severity of the conflict in the DRC, as well as the role that mineral extraction plays in perpetuating violence in the region.
 - A recognition of the university's moral responsibility to assist the conflict resolution process in the DRC.
 - A description of the diverse voices contained within your on-campus coalition, including students and faculty members.
 - A policy statement regarding the university's procurement or investment activities, in accordance with the Enough Project's [language recommendations](#).
- As previously stated, in order to pass a campus resolution with the university administration (procurement) and/or board of trustees (investment), you must

demonstrate the widespread nature of your campus coalition, including student clubs and organizations, student government, faculty members, and trustees.

- Depending on the policies of your university's student government, you may want to pass a similar resolution in support of greater university action on conflict minerals, in order to formally demonstrate student support for this initiative.

Step 6: Earning and Making Media

Your campaign cannot succeed in effecting change in the conflict minerals trade without the contributions of both earned and social media. Here are a few suggestions about ways to generate both characteristics of publicizing your chapter's actions:

Earned Media

- At each campaign milestone, write a press release describing your campaign goals, the various participants in campus advocacy coalition, and the particular milestone within the larger campaign.
 - Distribute the press releases to local news sources (newspapers, neighborhood magazines, campus radio stations), as well as area- and subject-based blogs. Be sure to follow up on your press release submission, especially as the event/milestone approaches.
 - Notify National STAND about articles or blog posts--we'll post them on our Facebook page, blog, and Twitter feed, so that the entire nexus of student activists knows about your chapter's actions.

Social Media

- If your chapter has a Facebook page or a Twitter account (you should have both), use those social media outlets to amplify campaign developments.
 - Example: Stanford STAND's successes reached *New York Times* columnist Nicholas Kristof's [Twitter feed](#), which boasts nearly a million followers.
- You can also use social media as an educational tool; post articles about human rights and policy issues related to the conflict in the DRC.

Contact STAND's Communications Coordinator at media@standnow.org for questions about earning and making media for your conflict-free campus campaign.

Contact STAND's Advocacy Coordinator at advocacy@standnow.org for further questions about the conflict-free campus process, campus resolution language, or general concerns about the conflict-free campus initiative. We'd love to hear from you!