

The campaign against TTIP & CETA in Europe

Pia Eberhardt
Corporate Europe Observatory (CEO)
pia@corporateeurope.org

Presentation for:
EPSU/ ETUI workshop
7 December 2016, Brussels





Over 3.5 mio people have signed a petition against TTIP & CETA





Hundreds of thousands have taken to the streets in protest



**Over 2.100 local & regional governments
have declared themselves CETA/ TTIP free**





In several countries, SMEs are mobilising against TTIP/CETA, too.



101 law professors from 24 EU countries have said 'no' to TTIP/CETA investor-state dispute settlement



In Belgium, 4 regional Parlements & their governments temporarily blocked the first phase of the CETA ratification.

**What is it that people
oppose?**





Concerns that CETA...

- ... threatens public services
- ... undermines pro-worker & pro-environment public procurement policies
- ... threatens small farmers
- ... will bring more unemployment & inequality
- ... could undermine public interest policy-making
- ... will further deregulate financial markets
- ... undermines the precautionary principle

....

~~CETA~~

But the “no. 1 concern” is CETA’s investor privileges, which would...

- ... empower corporations to sue states when they act to protect people & the planet    
- ... pave the way for billions in taxpayer compensation paid to big business
- ... give corporations a powerful lobby tool to fight measures they dislike
- ... massively expand a system which has proven expensive and risky, multiplying liability and financial risks for states

4 out of 5 US-based companies operating in the EU could sue through CETA



So, what is it that people oppose?

... an agreement which has very little to do with trade

... will tilt the political power in society further towards for-profit interests, undermining democracy & public services

... threatens to undermine protection standards that people have fought for for decades

~~CETA~~

**How has the campaign
against CETA & TTIP
become so successful?**

**A partial response in
5 lessons learned**

Lesson 1: the importance of broad alliances & loose networks

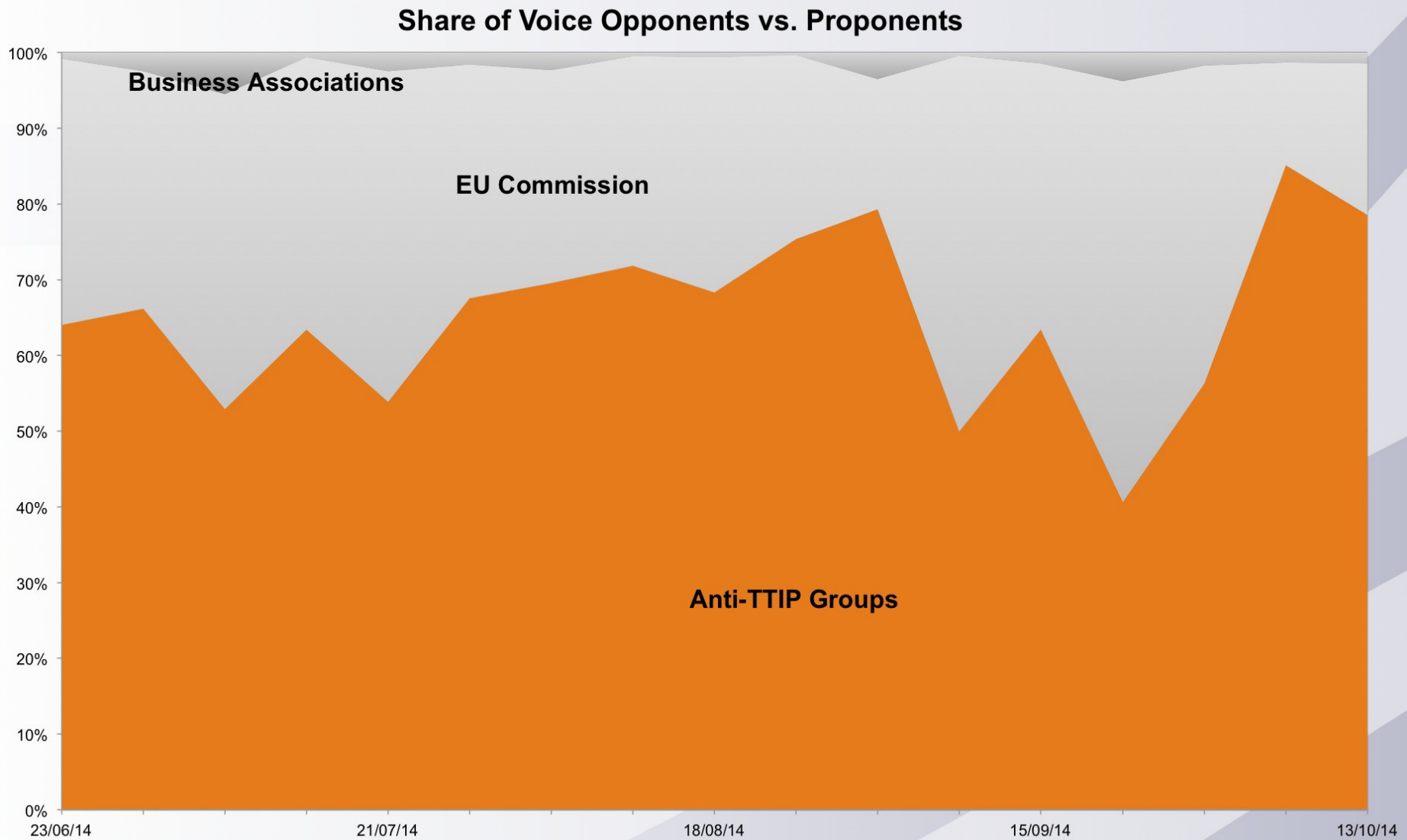




Lesson 2: media coverage helped make the issue public



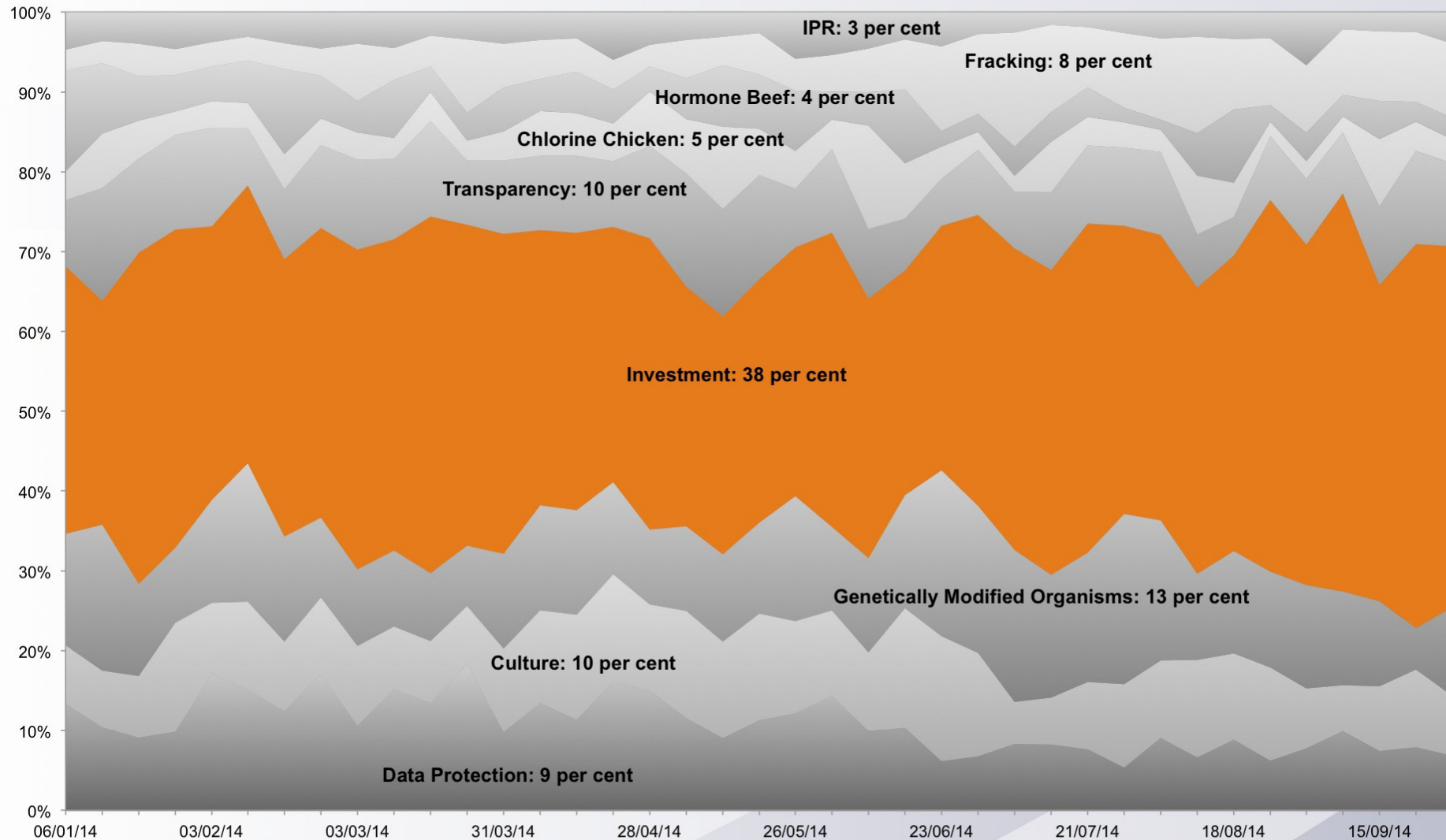
Share of Online Media Coverage: Opponents vs. Proponents



Lesson 3: social media matters

Overall Online Media Coverage of Sensitive Issues

Media Coverage of Sensible Issues



Note: The Period under review is January 2014 to October 2014.



FINAL COUNT:
3,284,289
PEOPLE AGAINST TTIP AND CETA!
ENOUGH TO FORM A HUMAN CHAIN
FROM GIBRALTAR TO TALLINN.

STOP



Lesson 4: moments & tools for mass engagement matter





Lesson 5: reach new audiences via ‘unconventional allies’

WE DEMAND
NOT TO INCLUDE
INVESTMENT
PROTECTION
IN EITHER
TTIP OR CETA

Say over 100
law professors
from 24 European
countries

17. October 2016



stop-ttip.org

“The envisaged
investment
chapters
of TTIP and CETA
are also in strong
tension with
the rule of law
and democratic
principles”



 Value your right to
fair & equal treatment
in the workplace? 

**SAY
NO TO CETA**



#StopCETA
www.epsu.org/CETA

 Want to protect
public services? 

**SAY
NO TO CETA**



#StopCETA
www.epsu.org/CETA

 Don't like
TTIP? 

**SAY
NO TO CETA**



#StopCETA
www.epsu.org/CETA

 Want to defend
democratic
decision-making? 

**SAY
NO TO CETA**



#StopCETA
www.epsu.org/CETA

Thank you!

pia@corporateeurope.org

