
Trade Action Strategies and Tactics from the USA

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Overview

- Strategies from TPP Campaign
 - Delaying Negotiation Conclusion / Awareness - Raising at National Level - Protests and Stunts at TPP Negotiating Rounds
 - Targeted Congressional District Advocacy/Actions
 - Making TPP Politically Toxic / Broad-Based Education
- Translating Success on TPP into Building Resistance in the Trump Era



DELAYING CONCLUSION OF TPP NEGOTIATIONS
FOR YEARS



CONFRONTING NEGOTIATORS AT EVERY NEGOTIATING ROUND



Hundreds of Chicagoans protested the TPP in September 2011

CONFRONTING NEGOTIATORS AT EVERY NEGOTIATING ROUND



HIV/AIDS and other activists protest the September 2011 TPP negotiating round in Chicago.

CONFRONTING NEGOTIATORS AT EVERY NEGOTIATING ROUND



The biggest demonstration to hit Dallas in years was at the TPP round in May 2012, and it was actually in the suburbs.

CONFRONTING NEGOTIATORS AT EVERY NEGOTIATING ROUND

Police Remove Activists from International Trade
By Texas Corp Power Partnership



“Yes Men” Give “Corporate Power Tool” Award to USTR / Replace Toilet Paper at Hotel, May 2012

CONFRONTING NEGOTIATORS AT EVERY NEGOTIATING ROUND



September 2012 protest at negotiating round in Leesburg, Virginia.

CONFRONTING NEGOTIATORS AT EVERY NEGOTIATING ROUND



September 2013 banner-drops outside USTR in Washington, DC.

CONFRONTING NEGOTIATORS AT EVERY NEGOTIATING ROUND



U.S. farm groups protest outside USTR in solidarity with Japanese farmers, September 2014.

CONFRONTING NEGOTIATORS AT EVERY NEGOTIATING ROUND



August 2015 protests at TPP round in Hawaii, broke the world record for most conch shells blown at once.

CONFRONTING NEGOTIATORS AT EVERY NEGOTIATING ROUND



Cancer survivor arrested at Atlanta negotiations, Oct 2015.

CONFRONTING NEGOTIATORS AT EVERY NEGOTIATING ROUND



October 2015 protests at the Atlanta, Georgia negotiating round.



ENSURING TPP COULD NOT BE RATIFIED IN USA



ECOSYSTEM OF U.S. TRADE MOVEMENT LEADERSHIP

**Citizens
Trade
Campaign**

**Coalition for
Better Trade**

**Popular
Resistance**

**TradeJustice
Alliance**

“Big Tent” : 1500+ National and Local Organizations

TARGETED CONGRESSIONAL DISTRICT ACTIONS



Coalition rally and drop-in at Rep. Hoyer's district office.

TARGETED CONGRESSIONAL DISTRICT ACTIONS



Coalitional call-in days generated tens of thousands of calls.

TARGETED CONGRESSIONAL DISTRICT ACTIONS



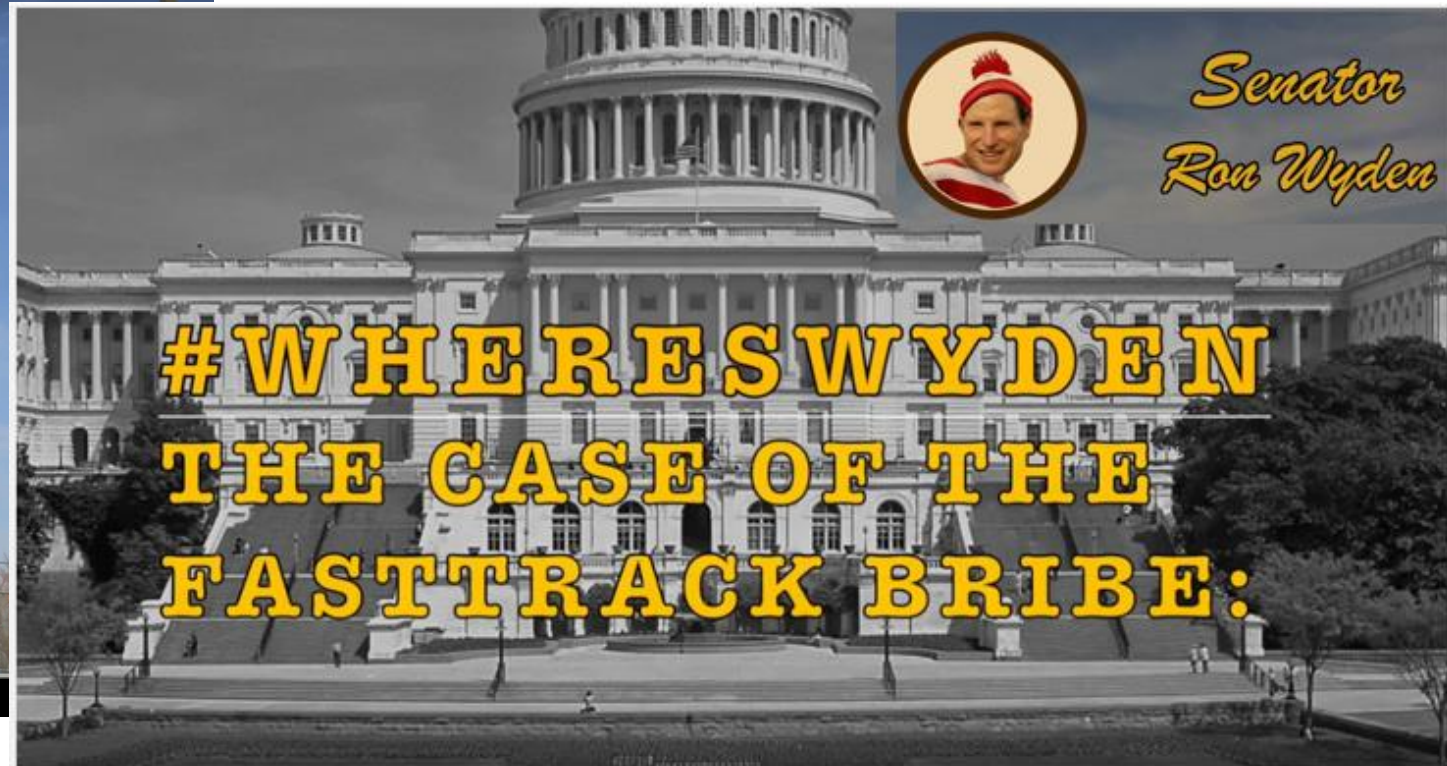
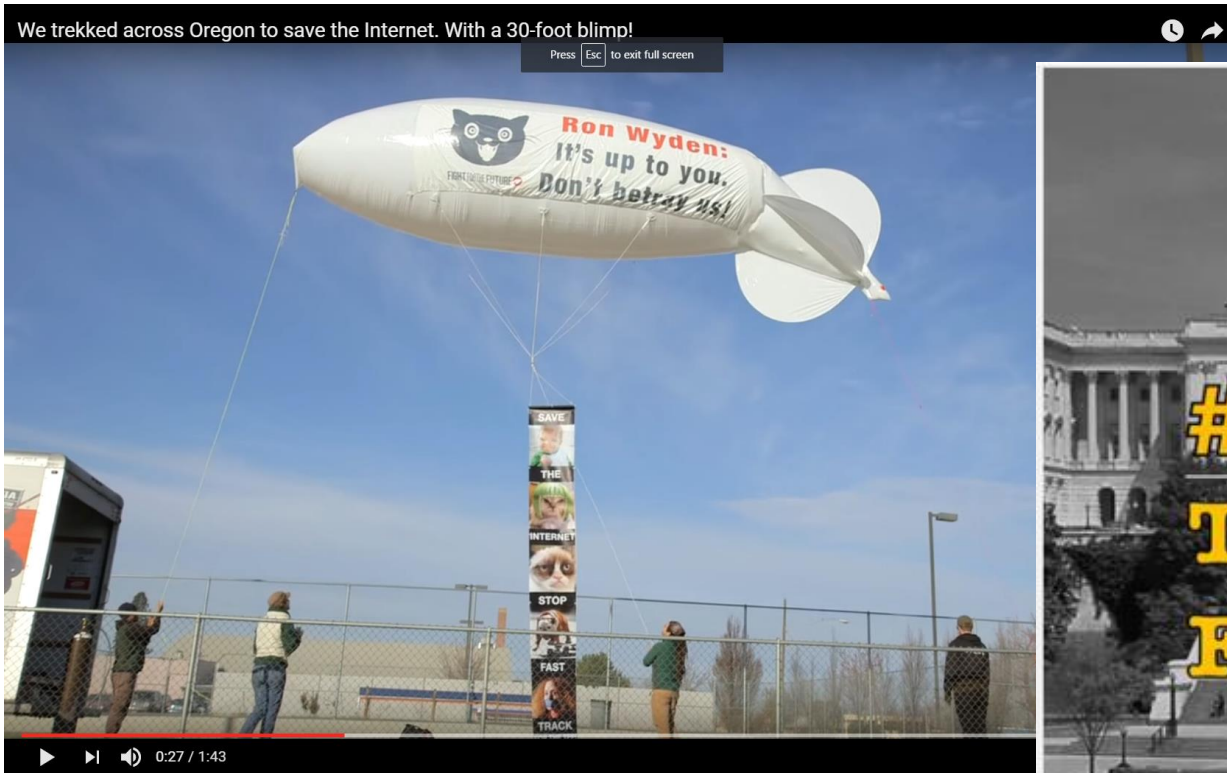
Trumped Up Trade
@TrumpedUpTrade

Following

Rep. [@sethmoulton](#), your constituents are taking action in Lynn, MA to **#StopTPP**! Can they count on you to oppose & vote NO on **#TPP**?

Banner drops in Rep. Moulton's district

TARGETED CONGRESSIONAL DISTRICT ACTIONS



Targeting Rep. Wyden

TARGETED CONGRESSIONAL DISTRICT ACTIONS

A background image of a protest with people holding signs. Overlaid on this is the text 'REP. NANCY PELOSI COME OUT & JOIN US!' in black and 'SAY NO TO THE TPP!' in large red letters. At the bottom is a black box with the text '#STOPTPP' in red.

**REP. NANCY PELOSI
COME OUT & JOIN US!**

**SAY NO TO
THE TPP!**

#STOPTPP

BREAKING:

House Democratic Leader Nancy Pelosi publicly opposes the TPP, and says **Congressional Democrats** “overwhelmingly” against the deal!

#STOPTPP



Democratic Leader Nancy Pelosi targeting

CONFRONTING ADMINISTRATION OFFICIALS



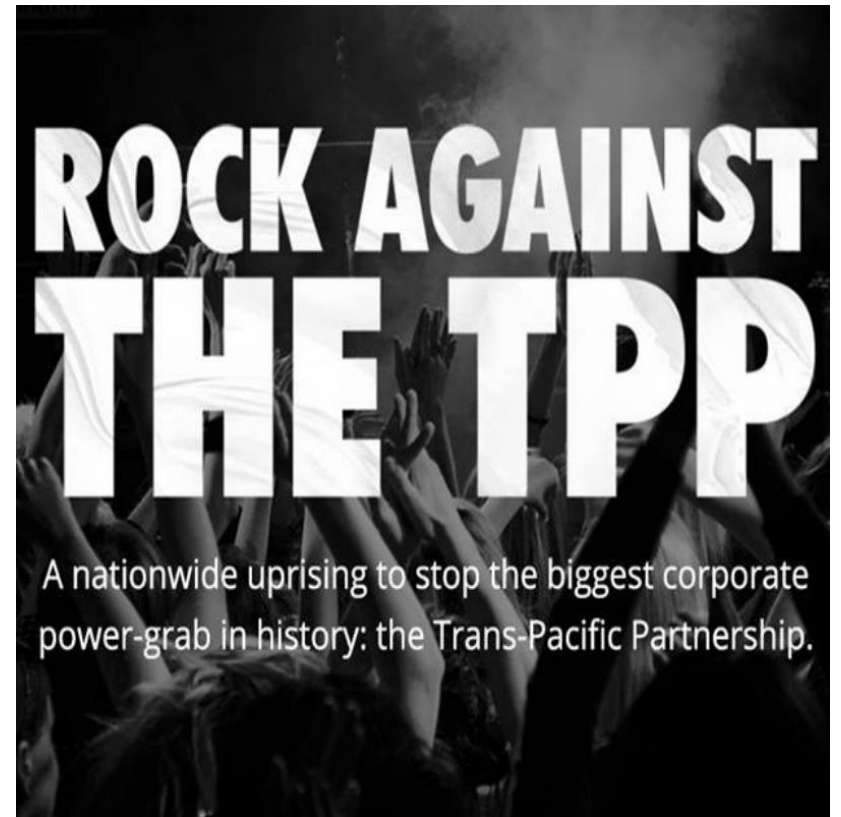
Interrupting/direct action at hearings and fundraisers.

CONFRONTING ADMINISTRATION OFFICIALS



USTR Froman's fan base crashes congressional trade hearings.

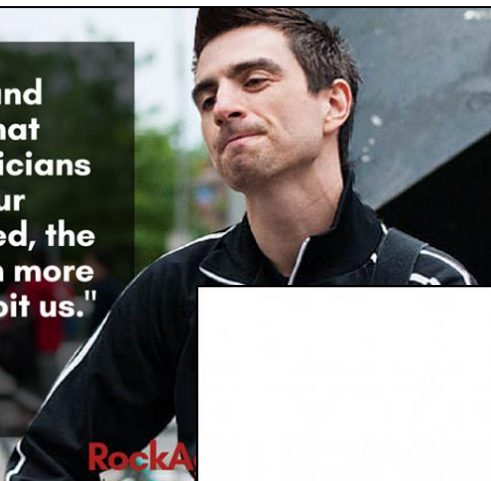
MAKING TPP A TOXIC PUBLIC ISSUE



CELEBRITY ENGAGEMENT

"People are already sick and tired of the stranglehold that corporations and the politicians who serve them have on our democracy. If it is approved, the TPP would hand them even more power to control and exploit us."

-Justin Sane,
member of activist punk band
Anti-Flag



RockA

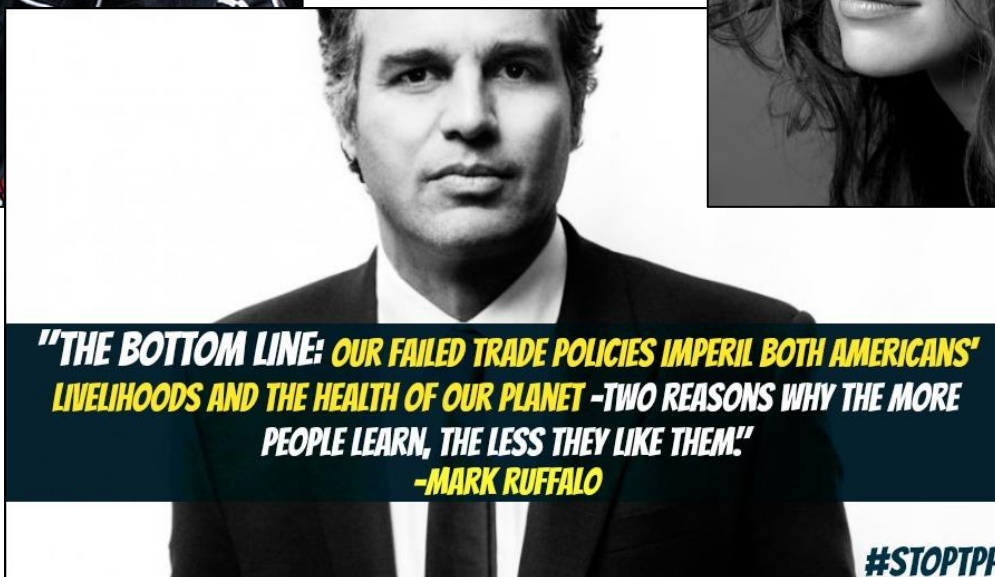


"The fight against the TPP is not about left and right. It's about right and wrong."

-Evangeline Lilly

RockAgainstTheTPP.org

"THE BOTTOM LINE: OUR FAILED TRADE POLICIES IMPERIL BOTH AMERICANS' LIVELIHOODS AND THE HEALTH OF OUR PLANET -TWO REASONS WHY THE MORE PEOPLE LEARN, THE LESS THEY LIKE THEM."
-MARK RUFFALO



#STOPTPP

HIGHLIGHTING CORPORATE POWER

STARTLING NEW POLL

THE PUBLIC'S AVERSION TO CORPORATE CONTROL
OVER GOVERNMENT TURNS TO REVULSION
TOWARDS TPP WHEN THEY LEARN THAT
CORPORATE ADVISORS SHAPED IT TO INCLUDED
EXPANDED RIGHTS FOR FOREIGN CORPORATIONS TO
SUE THE AMERICAN GOVERNMENT FOR DAMAGES IN
FRONT OF **THREE UNACCOUNTABLE CORPORATE
LAWYERS** AT THE TAXPAYERS' EXPENSE.

#STOPTPP

HIGHLIGHTING ACCESS TO MEDICINES



HIGHLIGHTING SECRECY



HIGHLIGHTING ISDS AND CORPORATE POWER



Corporate Attacks on Our Laws

Targeting key issues: Investor-State Dispute Settlement and corporate power.

COALITION BUILDING



450 environmental organizations.

ENGAGING BERNIE CAMPAIGN AND OUR REVOLUTION



Our Revolution.

PUSHING POLITICAL PARTY PLATFORMS



TPP signs smuggled into the Democratic Convention.



HELPING TO BUILD RESISTANCE IN THE TRUMP ERA



HELPING TO BUILD RESISTANCE IN THE TRUMP ERA

“...even if the TPP never goes into effect, its damage will be felt worldwide - in the form of the election of President Donald Trump.”

*Lori Wallach,
Public Citizen's Global Trade Watch Director*

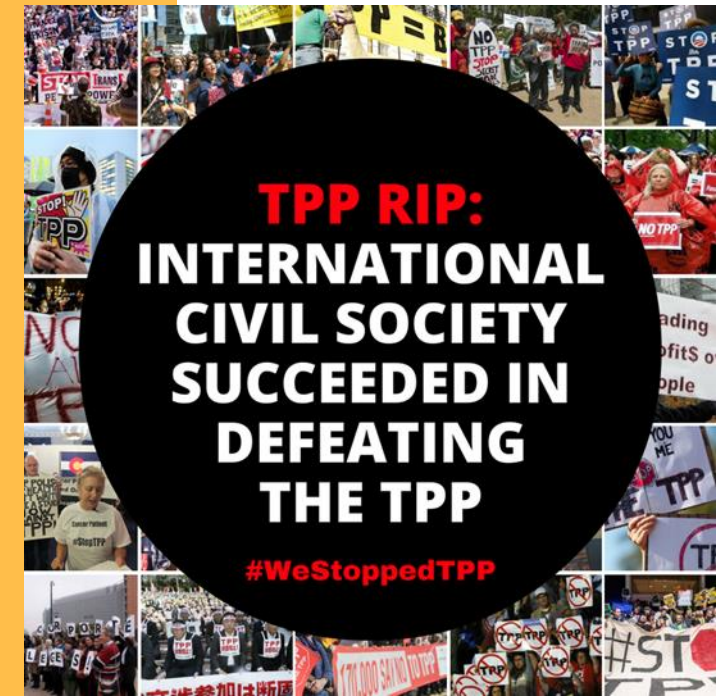


How to address right wing populism?

BUILDING RESISTANCE IN THE TRUMP ERA: CLAIM OUR POWER



Selamat jalan TPP
Adios, TPP
さようなら TPP
Tạm biệt TPP
Adieu, TPP



BUILDING RESISTANCE IN THE TRUMP ERA: ACCOUNTABILITY ON TRADE PROMISES

Trumped Up Trade

Sign up for updates

First Name

Last Name

Email *

Zip/Postal Code *

Not in the US?

SIGN UP

 THE ACTION NETWORK



Pointing out Trump hypocrisy on trade: TrumpedUpTrade.org

BUILDING RESISTANCE IN THE TRUMP ERA:
ARTICULATE OUR VISION FOR NEW TRADE MODEL



BUILDING RESISTANCE IN THE TRUMP ERA: “TOWN HALL” MEETINGS



Townhalls on NAFTA renegotiation.

BUILDING RESISTANCE IN THE TRUMP ERA: SHOW UP FOR AFFECTED COMMUNITIES



Trade justice activists showing up for other affected communities' struggles.

BUILDING RESISTANCE IN THE TRUMP ERA



J20 organizing at the Inauguration.

BUILDING RESISTANCE IN THE TRUMP ERA



BUILDING RESISTANCE IN THE TRUMP ERA

INDIVISIBLE:

A PRACTICAL GUIDE *for*
RESISTING THE TRUMP AGENDA



Contact Global Trade Watch

Website: www.TradeWatch.org
www.TrumpedUpTrade.org
www.ReplaceNAFTA.org

Facebook: www.facebook.com/GlobalTradeWatch
www.facebook.com/TrumpedUpTrade
www.facebook.com/ReplaceNAFTA

Blog: www.EyesOnTrade.org

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