



Dream for Darfur  
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Dear Friends:

We are very excited that grassroots and student groups will be organizing protests to encourage Olympic sponsors to help end the genocide in Darfur. The following offers some basic background information. Please don't hesitate to contact us.

#### WHO WE ARE

Dream for Darfur is a targeted advocacy campaign focused on the 2008 Olympics. Our goal is to bring security to Darfur by exerting pressure on China to change its policy vis a vis Sudan, over which China wields great influence.

We are based in New York City, and work closely with all major Darfur advocacy organizations; our director Jill Savitt is on the board of Save Darfur Coalition. Mia Farrow chairs our board, and also works independently as a Darfur advocate.

Beginning in August 2007, we hosted an Olympic-style Torch Relay through countries that have experienced genocide to bring attention to China's unrivaled leverage with Khartoum. We also have asked that Olympic corporate sponsors (including suppliers) make the Chinese government aware that it is unacceptable to simultaneously host the Olympics at home and underwrite genocide in Darfur. Toward that end, we have been in contact for ten months with 19 major sponsors.

In November we issued a "Darfur report card" which found that the majority of Olympic sponsors were silently complicit in the Darfur genocide by dint of refusing to speak out about Darfur to the Chinese government. The majority of the 10 Olympic sponsors we graded flunked; the highest grade given to a company was a C+. (See below for link.)

We will be issuing a second corporate sponsors' report card in March.

#### WHY CHINA?

China has played an enabling role in the Darfur genocide by serving as one of Khartoum's primary suppliers of weapons, weapons technology, and weapons engineering expertise. According to a report on Darfur released in May 2007 by Amnesty International, weapons originating in China and Russia Sudan were used in violation of the arms embargo on Darfur. Amnesty called the arms trades "irresponsible," as Beijing was surely aware of the conflict in Darfur.

In violation of the arms embargo, "Several types of [imported] military equipment including aircraft have been deployed by the Sudanese armed forces and militia for direct attacks on civilians and indiscriminate attacks in Darfur, as well as for logistical support for these attacks." A June 2006 report highlighted the shipment to Khartoum of Dong Feng military trucks, the very sort implicated in some of the worst mass executions of ethnic African tribal groups in Darfur.

Over the past decade, China has provided Khartoum with more than \$10 billion in commercial and capital investments – for oil infrastructure projects like pipeline construction, all-weather road building, and exploration rigs – lubricating a genocidal economy.

The partnership between Khartoum and Beijing has had disastrous consequences for the people of Darfur. And because of it, China is in a unique position to provide leverage in convincing Bashir's government to allow peacekeepers in the Darfur region.

For more information, see "[Partners in Genocide](#)," an article by Sudan expert Eric Reeves.

#### WHY OLYMPIC CORPORATE SPONSORS?

China has unrivaled influence with the government of Sudan. We are asking everyone associated with the Olympics to express their wish – within the Olympic movement and to the Chinese host – that Beijing help ensure there is security on the ground in Darfur before the Games begin.

We believe that the privileges of Olympic sponsorship come with responsibilities. By becoming sponsors, companies are able to associate themselves with all the positive values represented by the Games – values such as peace and international cooperation. Yet it appears that sponsors do not believe those ideals extend to addressing genocide, considering their silence in the face of the ongoing crisis in Darfur. If sponsors are going to receive the benefits of association with Olympic values – in reputation, marketing, and access to Chinese markets – they are also obligated to uphold and advance those Olympic values.

The case for corporate responsibility for human rights is written into the preamble of the United Nations Universal Declaration of Human Rights, which states: "Every individual and every organ of society, keeping this Declaration constantly in mind, shall strive by teaching and education to promote respect for these rights and freedoms." According to Mary Robinson, the former United Nations High Commissioner for Human Rights, that means "business corporations included."

The sponsors would prefer to say that this is not their problem. We believe that the more voices that are raised, the more hope there is for peace in Darfur. The Olympics belong to all of us, and in the face of genocide, we believe that anyone in a position of influence must try to act.

#### WHAT CAN OLYMPIC SPONSORS DO?

Actions that we recommend that demonstrators ask sponsors to undertake are:

1. Work with other Olympic Corporate Sponsors on the issue of Darfur. We urge corporate sponsors to work together to fashion a constructive initiative that presses China to bring peace to Darfur, in its role as Olympic host.
2. Make a direct private or public appeal to the Chinese government for immediate action in Darfur. We continue to believe that an appeal to President Hu and/or the Beijing Organizing Committee, from sponsors about the

reputational risk the issue of Darfur poses to the Olympics, would make a real difference.

## WHO ARE THE OLYMPIC CORPORATE SPONSORS?

The companies that support the Olympics do so in four tiers: Worldwide Olympic Partners or (TOP Partners), Beijing 2008 Partners, Sponsors, and Suppliers.

We are focusing on a group of 19 companies that include every one of the 12 top-tier Olympic corporate supporters (the TOP Partners), as well as other selected sponsors and suppliers with name recognition in the US:

Adidas, Anheuser-Busch, Atos Origin, BHP Billiton, Coca-Cola, Kodak, General Electric, Johnson & Johnson, Lenovo, Manulife, McDonald's, Microsoft, Panasonic, Samsung, Staples, Swatch, UPS, Visa, and Volkswagen.

## LOCATIONS: HEADQUARTERS AND OFFICES

Adidas:	Herzogenaurach, Germany
Anheuser-Busch Companies:	St. Louis, Missouri
Atos Origin:	Paris, France
BHP Billiton:	Melbourne, Australia
Coca-Cola:	Atlanta, Georgia (New York, New York)
General Electric:	Fairfield, Connecticut (New York, New York)
Johnson & Johnson:	New Brunswick, New Jersey
Kodak:	Rochester, New York (New York, New York)
Lenovo Group Limited (US headquarters):	Morrisville, North Carolina (White Plains, New York)
Manulife Financial:	Toronto, Ontario
Microsoft:	Redmond, Washington (New York, New York)
McDonald's:	Oak Brook, Illinois
Panasonic (US holding's headquarters):	Secaucus, New Jersey
Samsung (US holding's headquarters):	Richardson, Texas
Staples:	Framingham, Massachusetts
Swatch SA:	Biel, Switzerland
UPS:	Atlanta, Georgia
Visa:	Foster City, California

## HOW DREAM FOR DARFUR CAN ASSIST WITH DEMONSTRATIONS

We know that you will organize terrific events, and we are eager to support you in whatever way we can. For instance, we can provide:

#### I. Background Briefing Packet:

- materials on China and Sudan vis a vis the Olympics, including press coverage;
- backgrounders on the sponsor your chapter might be targeting, including correspondence with Dream for Darfur;
- our latest letter to Olympic sponsors, with five "asks;"
- description of how sponsorship works: the tiers of engagement with the Olympic movement and a breakdown of how the Games are funded, for example.

#### II. Protest/Demo Support

- sample "asks" – demands that protestors might make of a targeted sponsor (see above);
- sample advisory announcing the rally to the media;
- sample press release for the day of the demonstration;
- sample verbiage for posters;
- ideas for visuals that will attract media outlets;
- T-shirts;
- small financial stipend;
- help in reaching out to community groups to bolster attendance.

#### NOT A BOYCOTT

Olympic Dream for Darfur is not a boycott campaign, nor does it support a boycott of the Olympics. However, we do feel that consumers who care about Darfur can make their dissatisfaction with a given company's lack of "social responsibility" felt, by choosing alternative products. Hence, when we target Coke, we suggest "there's always Pepsi."

#### Web resources:

- [Our Corporate Sponsor Page:](http://www.dreamfordarfur.org/TheCampaign/TargetingOlympicSponsors/tabid/210/Default.aspx)  
<http://www.dreamfordarfur.org/TheCampaign/TargetingOlympicSponsors/tabid/210/Default.aspx>  
(including our November 2007 report card)
- [Backgrounder on China and Darfur:](http://www.dreamfordarfur.org/Background/ChinasRole/tabid/154/Default.aspx)  
<http://www.dreamfordarfur.org/Background/ChinasRole/tabid/154/Default.aspx>  
(including policy asks from DFD, SDC, STAND and ENOUGH)

Thanks!

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