

David and his #slingshot find Goliath's weak spot.

The Goliaths of big business may find themselves being bought down to size by a well aimed #slingshot at their e-reputation !

Social networks are proving to be fertile ground for activists and 'eco-warriors' looking to control the worst excesses of the 'profit is all' economy.

Social activists are VERY good at networking and social media. They gain power by building social networks based on common causes and shared values. Unlike commercially driven networks, they don't need to throw money at in-depth market research or high-flying public relation trouble-shooters. Followers share what they care about freely and widely, creating vibrant and resilient networks aware of their own power and ready to face up to the 'big boys'.

Social networks are aligning with growing global movements on social, environmental and human rights issues – resulting in the rapid emergence of the “ **superstakeholder** ”.

“ Make it right, make it fair or we will leave ”

The **#superstakeholders** come to the table with demands, and **exert pressure before dialogue**. They aim to win the fight, not just gain concessions. They can mobilise large numbers of ethically-minded users or customers to vindicate a powerful “ Make it right, make it fair or we will leave ” message to monolithic multi-national corporations.

[John Arquilla](#) sees power migrating to actors who organise into sprawling networks and away from traditional hierarchies. Who ever masters the network form stands to gain major advantage, **shifting the traditional balance of power.**

The court of public opinion.

Faced with a 50 billion dollar legal demand by Californian engineering giant Bechtel and its co-investor Abengoa of Spain, Bolivia's water rights activists adopted a ground breaking strategy. They decided to change the venue of the court away from a closed-door court operated by the World Bank (ICSID) towards **the court of public opinion.**

[And it worked !](#)

For years Bechtel and Abengoa were dogged by protest, damaging press, and public demands from five continents that they drop the case.

In 2006 Bechtel and Abengoa signed an agreement in which they **abandoned the ICSID** case for a token payment of 2 Bolivianos, about 30 US cents !

Other more recent examples include President Obama's veto of the **Keystone XL pipeline** and the divestment of over 2.6 trillion dollars' worth of investments in the fossil fuel industry, both as a **result of concerted campaigns by the climate movement.**

Greenpeace's success at pushing large paper buyers **Best Buy** and Germany's **Axel Springer** to drop contracts with Resolute Forest Products over logging practices in Canada's boreal forest.

Major employers at the low end of the pay scale, including **McDonald's** and **Walmart**, have both been pushed to **raise their minimum wage** thanks to pressure from the [#Fightfor15](#) movement.

Activists, NGOs, advocacy groups and community driven organisations are re-writing the rule book and **radically transforming** the nature of power.

Green-washing 'plug-ins' or radical organisational transformation ?

Corporate Social Responsibility (CSR) has been the 'human face' of big business for years – but the rapid evolution of social networks, distributed democracy and knowledge and the recognition of imminent eco-system collapse is forcing organisations to evolve and rapidly.

'Business as usual' green-washing is not an option for survival.

Activists prime e-movers ?

Reputation Time, the 4th edition of the international *Reputation War* conference highlights the growing recognition of social movements and community driven organisations as **prime movers** in this brave new world. The international conference of 2016 is dedicated to :

“ The Transformers ” : activists, NGOs and community driven organisations that contribute to change the society.....How do they use social networks to create the conditions of a real change? ”

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Stung by the #slingshots at their e-reputations, have the Goliaths been bought down to human size at last?

References /Liens

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