

## **CAMPAIGN TOOLKIT: *Global Week Of Action For #TaxJustice* 16–23 June 2015!**

This kit is designed to help you engage in the **Global Week of Action for #TaxJustice** being organised by the Global Alliance for Tax Justice (GATJ) members and partners. It contains resources to help you participate online and offline and also to document your activities. All the resources here are templates – feel free to adapt for your own purposes!

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# Background

The Global Alliance for Tax Justice is working with members and allies, including Oxfam, ActionAid, Christian Aid and global unions including Public Services International, to carry out a **Global Week of Action for #TaxJustice**. It will take place in the third week of June as the final round of UN Financing for Development (UN FfD) negotiations begins, leading up to World Public Services Day on June 23.

The UN FfD is a vital opportunity to push for the establishment of a new global tax body where all governments have a seat at the table. World Public Services Day presents a key moment to call for tax justice policies to fund free, quality health and education services for all, as the most effective means to end poverty and inequality.

This idea for this week of action is to encourage and cross-promote diverse activities that are initiated across our tax justice communities, to increase public pressure on governments across the world.

We plan to kick-off the week of action with a public action on **Tuesday June 16** at the United Nations in New York, supported by global social media messaging focused on the final round of FfD negotiations. National and regional events will then take place throughout the week, as momentum builds to national coalition actions in every region on **World Public Services Day, Tuesday June 23**.

Public Services International is working with their national trade unions and linking with interested Global Alliance members and allies to design country-level actions specifically around World Public Services Day.

Participation in the week of action is flexible, allowing each organization to engage as much as resources allow. While synergies are encouraged, each organization is free to promote their own policy objectives for tax justice and public services. Here's just some the activities already planned.

In **North America**, the week will kick-off with a stunt on June 16 outside the United Nations in New York, and members in Canada will be presenting at the Global Summit on Funding Democracy. In **Latin America**, there will be an action outside the Peruvian Finance Ministry on World Public Services Day highlighting the money lost to tax dodging, and a video will be made with citizens. In **Asia**, Indonesians are planning a high-level meeting with their Finance Minister while in India plans are to produce video testimonies of public service workers, and a joint CSO statement. In **Africa**, activities will include a tax justice press conference in Cameroon and a possible activity at the AU Summit in South Africa. In **Europe** there will be street theatre in Slovenia, a movie night in the Czech Republic and stunts targeting Finance Ministers in Ireland and the UK. The week will conclude on June 23 with the global launch of the Lima Declaration for Tax Justice and Human Rights.

# Targets

In order to achieve the biggest impact with our campaigning activities, we want to make sure that those we are seeking to influence hear our messages loud and clear. A two-pronged approach will likely be most effective, targeting both national-level decision-makers, and UN Financing for Development negotiators from our countries:

- 1) **National-level decision makers.** This could be your Head of State, Finance Minister, or other government Minister likely to attend the FfD conference in Addis in mid-July. Who this is will depend on your national context. These people are targets for both social media and offline stunt activities, and it will have the most impact to hold your stunt outside the office of the relevant government Minister if possible. This will ensure that they hear your message and know that their citizens want them to take action for #TaxJustice to fund free, universal quality healthcare and education services.
- 2) **UN negotiators based in New York.** These are government officials who work for your government and are based in New York. They will be in the final round of UN FfD meetings to negotiate the outcomes of the FfD conference during our week of action. Through social media actions, you can remind your country FfD negotiators that advocacy action is taking place in your home country at the same time. You can find a list of negotiator twitter handles (these are the specific people who negotiate on behalf of your government) and Permanent Representation twitter handles (this is your country 'Embassy' to the UN in New York) in the 'social media guide' section.



# Template Common Messages

Please see below for template messaging which outlines the problem, solution, and what we're calling for. This should help inform public communications, and ensure that we speak with one voice in calling for #taxjustice so that our joint call is heard loud and clear. However, this is just for guidance, and partners are free to adapt messaging for their own purposes.

## Summary

The global scandal of tax dodging robs countries around the world of billions in tax revenues. This revenue could fund free quality public services, including healthcare and education, which are vital to fight poverty and inequality.

In mid July, governments will meet in Addis, Ethiopia to decide how to finance the fight against poverty and inequality. This is an historic opportunity to reshape the global tax system. As governments gather in the third week of June for their last round of talks ahead of this summit, and campaigners mark World Public Services Day, we have a unique opportunity to push for a fairer tax system for all.

Together we can demand an international tax system that represents the interests of the many, not the few. Together we can demand that our governments challenge tax dodging so that countries are better able to provide desperately needed free, quality public healthcare and education for all.

## Problem

Every year countries around the world lose billions of dollars in tax revenues to tax dodging by multinational companies. This is money that should be spent funding vital free public healthcare and education services, which tackle poverty and inequality. Instead, our tax rules allow many multinational companies to escape paying their fair share.

Internationally, tax rules are written by a club of the richest and most powerful countries – influenced by the multinational companies that are primarily based in those countries, prioritizing their own interests and therefore excluding the interests of the world's developing countries.

Nationally, governments are failing to clamp down on tax dodging by corporations and the rich, handing out unjustified tax breaks and other tax incentives to big business and losing billions which could be invested in free, quality healthcare and education for all.

## Solution

To tackle tax dodging and to fund free, quality healthcare and education we need tax justice, nationally and internationally. This means ensuring that all countries, not just the richest, have an equal seat at the table when deciding international tax rules, and that national governments stand up to tax dodgers. National governments must also invest tax

revenues in public healthcare and education, to ensure these services are delivered for everyone.

The Global Week of Action for #TaxJustice, which kicks-off as the last round of government negotiations begins, is a unique opportunity to push for change. Governments around the world are negotiating on how to fund the fight against global poverty and inequality, and developing countries are pushing hard for a seat at the table when it comes to writing international tax rules. On World Public Services Day social justice campaigners and trade unionists around the world will be rallying together for a fairer tax system to finance public healthcare and education.

We need you! We can only create a just tax system if we stand together. Join people from every continent around the world in calling for #TaxJustice now!

### What we want

Together we are calling for:

- **Global Solutions.** Tax dodging is a global problem, and it needs global solutions. Governments of all countries must agree solutions together in a fair, equal and democratic way.
- **Transparency.** To end tax dodging, the public needs to be able to see the profits made and taxes paid by companies in each and every country where they operate.
- **Fair Tax Policies.** We need fair tax policies to pay for free, universal and quality health and education services, to end poverty and reduce inequality, and to fund sustainable development.



# Offline event guide

One of the most effective ways to participate in the week of action is to hold an event in your community. This can range from a rally or media stunt outside your Finance Ministry, to a couple of snaps outside your office. The purpose of the activity is to create a strong visual image that will capture public and media attention. Collecting photos of people taking action everywhere will show that #TaxJustice is a global issue, and that people around the world want real action at the UN Financing for Development conference to get a fairer global tax system that funds public services for all.

## Aims of offline activities

1. To create a visual showcase of the people that belong to the global movement for tax justice.
2. To influence decision-makers to fight for tax justice and public services. This includes Heads of State, Finance Ministers and other relevant government officials, and the negotiators at the final round of negotiations.
3. Generate local media coverage – get a good image and story.

We can achieve these objectives in many ways. This could range from holding a rally or stunt outside your Finance Ministry with friends and colleagues, to taking a few snaps holding photo petition cards or a tax justice banner for the GATJ photo petition (see more information in ‘other ways to get involved’ section).

## Top tips for putting on a stunt

1. **Identify your target and their location.** Are you targeting your Finance Minister? If so then head to the Finance Ministry!
2. **Chose a day during the week of action** (June 16 – 23) that works for your organisation and networks. This could be World Public Services Day on June 23 but it could also be an earlier day during the week which might offer a national news hook.
3. **The best ideas are the simplest.** They have one message that you want to convey in one picture or slogan. A key question to ask is: will people understand what my stunt is about without having a caption to explain? The image should be simple and speak for itself.
4. **Get permission.** In many cities you need to get official permission from local authorities to hold a demonstration.
5. **Create** your banners, props, costumes and other items that will add to the visual element of your stunt.
6. **Press advisory.** Circulate a press advisory to the local press at least 3 days before the stunt to give them a heads-up.
7. **Find a photographer.** Make sure there is someone in your team who is dedicated to taking photos and capturing great images of the stunt that can be used online.
8. **Create a stunt checklist** which runs through key details like when/where the stunt will take place, and roles and responsibilities so that everyone knows their job and what props they need to bring. E-mail this to participants in advance. It’s also helpful

to have this on the day to keep you on track. Get as many of your colleagues, friends, families and supporters to join the stunt as you can.

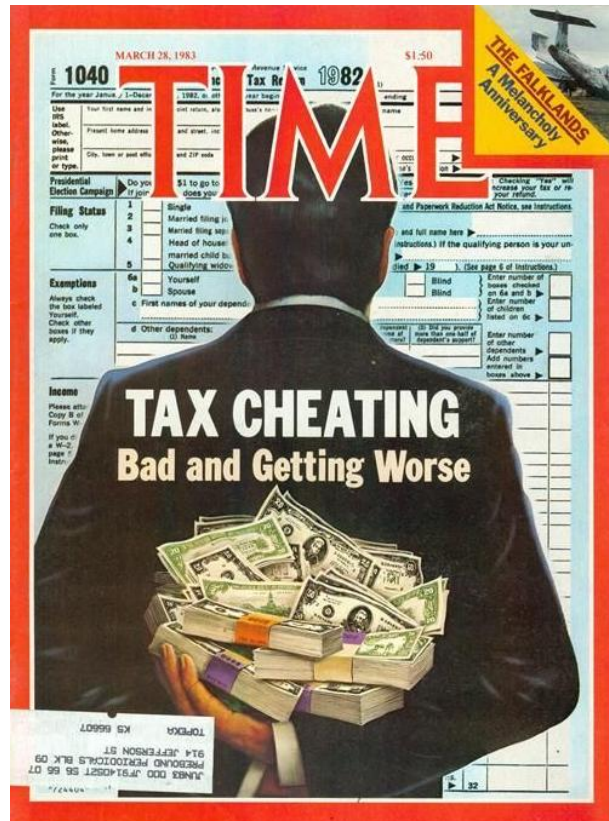
9. **Promote your action** - Once you have confirmed a date and idea please share your event details with Teresa Marshall (Teresa@globaltaxjustice.org) or Fran Carnibella (FCarnibella1@oxfam.org.uk) so that we can promote your activities on the campaign page and blog at [www.globaltaxjustice.org](http://www.globaltaxjustice.org).
10. **Share photos and stories of your events** on social media using the hashtags #TaxJustice and #FfD3. Please send links to your social media promotion as soon as possible to Sahedul Islam ([Sislam1@oxfam.org.uk](mailto:Sislam1@oxfam.org.uk)), so that activities can be included in our week of action [Storify](#). If you are unable to promote on social media, please upload your images/video to [this folder on google drive](#) and we will upload to the Storify as soon as possible. For more information on sharing your activities please see the 'sharing your activities' section.

### Creative ideas for actions

- **Show what taxes pay for.** Tax justice can be a difficult concept to convey in a stunt. Showing what tax revenues pay for can be a good way to visualize our goals. For example, carry photos or cardboard models of hospitals, schools, public buses, and organizing in the streets with teachers, nurses and other public service workers.
- **Transport theme: Be it by bike, plane, boat or train, get your leader to Addis to fight for tax justice.** Use different forms of transport as your props (these could be children's toys too!) and present your target with a giant boarding pass/ticket for their trip to the UN Financing for Development conference in Addis.
- **Wake-up call theme.** Use giant alarm-clocks and watches to give your target their wake-up call and count-down to prioritise tax at the UN FfD conference and fight tax dodging to fund public services.
- **Transparency theme.** Try to visually show the idea of tax transparency. For example, using a giant transparent briefcase of full of money.
- **End Tax Secrecy.** Try to visually show the idea of secrecy. For example, through using the images of a lock and key, to 'unlock' tax secrecy. (See the example from 2011's Week of Action on the right)
- **Unequal seat at the table:** Create a visual image to show that developing countries don't have an equal seat at the table when international tax rules are created. For example, you could have a giant table with tiny chairs for developing countries and large chairs for developed countries, or you could depict all the developing countries squashed on to a tiny area of the table using mini flags to represent all the developing countries and then the OECD countries spread out over a large area of the table.
- **World leaders - deliver in Addis.** Depict the nationalities of a few world leaders you want to deliver in Addis. If you have a chance to hold a photo stunt, you could demonstrate the nationalities of the targets – for example through using masks of world leaders, or different national clothing or hats (for example, English bowler hats, French berets, Mexican sombreros etc. below)



- Do an **Embassy tour**, by foot or bicycle, delivering letters to key world leaders going to Addis. Take pictures and share on social media etc.
- **Nowhere to hide.** Stop tax dodging by multinationals and rich individuals. People in Suits with fake money behind their backs. Time to stop tax dodging and world leaders in Addis should lead the way to deliver this! (Inspired by the image here)





# Social media guide

Promoting our common call for #TaxJustice and the activities of partners around the world is a great way to engage with the week of action. For those able to organise offline stunts, it is also a great way of promoting your actions. Social media (particularly Twitter and Facebook) are a great way to amplify our voices. Together we represent civil society organisations from every continent of the world and by asking our supporters to pass on our messages, we can potentially reach millions of people with our call, which will only put more pressure on governments to take action for #TaxJustice.

Here are 3 simple ways to engage with the week of action on social media:

1. Share your offline actions, and share others happening around the world, to show that we are a global movement taking action around the world for #TaxJustice. Don't forget to use the hashtags #TaxJustice and #FFD3 (the official financing for development hashtag) wherever possible!
2. Tweet our suggested tweets or post suggested Facebook copy, along with our graphics, to ensure that our key messages are heard loud and clear.
3. Share media stories generated by the week of action to show that this is issue that resonates with the public.

## Targeting your social media

In order to achieve the biggest impact, we want to make sure that those we are seeking to influence hear our messages loud and clear. So make sure you add a twitter handle of a national target. This can either be national-level decision-makers (Head of State, Finance Minister etc.) or your national delegation to the final round of negotiations. Twitter handles for national-level decision-makers should be relatively easy to find. Please below for a list of negotiator twitter handles. We will try and add more as we get them from the countries participating in the week of action.

**TOP TIP:** Don't use a target person or organization's twitter handle right at the start of the tweet, otherwise only your target will see the message (and not anyone else). To get around this you can add text beforehand, or a full stop, e.g. "Hey @FinanceMinister..." or ".@FinanceMinister...", and your message will be seen both by the target and the public.

United Nations Mission Twitter Handles	
UK	@UKUN_NewYork
US	@USUN
Canada	@CanadaUN
Germany	@GermanyUN
France	@franceonu
Norway	@NorwayUN
Ethiopia	@Ethiopia_UN
Mexico	@MexONU
Brazil	@Brazil_UN_NY

CELAC	@CELAC
India	@IndiaMission2UN
Indonesia	@indonesiaunny
<b>Ambassador/negotiator Twitter Handles</b>	
US	@dballouaares @AlexiaLatortue @Thieristan
UK	@matthewrycroft1 @elledodd @martin_shearman
Amb. Vrailas (EU)	@vrailas
Henry MacDonald (Suriname)	@HMacdo8444
Co-F Pedersen (Norway)	@GeirOPedersen

### Suggested tweets

**Below is a list of suggested tweets – feel free to tweak them for your audiences. Please use the hashtags #TaxJustice and #FFD3 wherever possible, and to target your social media to someone specific using a twitter handle.**

- Heads up [@TARGET] Your fellow [insert nationality e.g. Indians] are calling for #taxjustice! Will you #MakeTaxFair at #FFD3? [INSERT PHOTO/GRAPHIC]
- #Taxjustice could unlock billions for public services. Services that fight poverty, and #inequality [@TARGET] #FFD3 [INSERT PHOTO/GRAPHIC]
- Multinationals that don't pay their fair share of tax are stealing billions. Time for #taxjustice at #FFD3 [@TARGET] [INSERT PHOTO/GRAPHIC]
- #Taxjustice could fund universal, free, quality health and education services for all. [@TARGET] Take action at #FFD3 [INSERT PHOTO/GRAPHIC]
- . [@TARGET] We won't accept more cuts to #PublicServices. #StopTaxDodging instead! #TaxJustice #FFD3 [INSERT PHOTO/GRAPHIC]
- If #MNCsPayTheirShare we can fund quality #PublicServices. We want #TaxJustice now! #FFD3 [INSERT PHOTO/GRAPHIC]
- No more cuts to #PublicServices when politicians allow scandalous levels of #TaxAvoidance! #TaxJustice #FFD3 [INSERT PHOTO/GRAPHIC]
- Hey [@TARGET] you're already taxing the needy, start taxing the greedy! We need #TaxJustice now #FFD3 [INSERT PHOTO/GRAPHIC]

- Who says there is no money? We can pay for #PublicServices if #MNCsPayTheirShare! #TaxJustice #FFD3 [INSERT PHOTO/GRAPHIC]
- We cannot fund a better world without #TaxJustice #FFD3 [INSERT PHOTO/GRAPHIC]

### Suggested Facebook messages

- For too long, ordinary people in rich and poor countries alike have been losing out. Multinational companies have been rigging the rules and stashing away billions owed in tax. It's time to call an end to this unfair international tax system. It's time for #TaxJustice so that governments can fund free, universal, quality health and education services. #FFD3 [INSERT PHOTO/GRAPHIC]
- We can see the end of poverty and #inequality! Clamping down on global tax dodging would unlock billions for free, universal, quality healthcare and education services – services that are proven to fight poverty and inequality. Time for #TaxJustice! [INSERT PHOTO/GRAPHIC]
- It's time for corporations to pay their share of taxes, so our governments can fund the vital public services, such as healthcare and education, that our families need. #MNCsPayYourShare It's time for #TaxJustice
- We have a once in a generation opportunity at the Financing for Development conference in Addis. We need to make sure politicians know that we won't be able to fund a better future without making multinationals pay their fair share. #TaxJustice. #FfD3 [INSERT PHOTO/GRAPHIC]

### Graphics

We are currently developing a set of 3 sharegraphics for use on social media, which outline our key messages, available in English, French and Spanish. While these may be useful, sharing photos of stunts taking place around the world is the best way to show that we are a truly global movement.

These graphics will be circulated mid-next week, and you will be able to find them in the [Week of Action Google Drive](#) [here](#).

## Sharing your activities (Storify)

It's vital that we collect, share and celebrate all of our activities. This will help show to media, supporters and policy-makers our rising power as a truly global movement. We encourage all country members and partners that are participating in the day of action to take at least two good photos of your activities so that these can be showcased on our week of action Storify blog. We can also upload videos/memes/vines/you name it to our Storify - so get creative!

Storify is an online 'gallery' that allows us to collate all of the content from global activities (including stunt images, videos, tweets, facebook posts, memes, vines) in one place, when they are marked by the hashtags #TaxJustice, #FFD, #MNCsPayYourShare etc.

The easiest way for us to share your activities on our [Storify](#) is if you share links to posts which you have already shared on social media i.e. Twitter, Facebook, Youtube, Pinterest, Flickr etc. Please send links to your social media posts as soon as you can to Sahedul Islam ([SIslam1@oxfam.org.uk](mailto:SIslam1@oxfam.org.uk)), who will share your content on our Storify.

If you have any images/videos or other content that you aren't able to post to social media, please add them to [this folder on google drive](#) and we will aim to upload your content to the Storify as soon as possible.



# Template press release

Below is a template press release which you can use to promote your activities to national media. Please feel free to tweak this as you see fit.

## End corporate tax dodging – fund public services

*[insert name of country] citizens join Global Week of Action for #TaxJustice, June 16-23, 2015*

Calling for sustainable funding for vital public services and an end to corporate tax dodging, members of the world's largest labour, NGO and faith organizations are uniting across borders for a Global Week of Action for #TaxJustice, June 16-23, 2015. The aim is to increase public pressure so that governments commit to making multinational corporations pay their share of taxes, and ensure that citizens in every country receive free, quality public services such as healthcare and education.

The Global Week of Action for #TaxJustice kicks off with a rally on Tuesday June 16 at the United Nations in New York, as the final round of UN Financing for Development negotiations begins. A series of national actions in every region of the globe will build to the release of a major declaration linking tax justice and human rights on World Public Services Day, Tuesday June 23.

In [country], [names of partner organizations] are organizing [describe country level actions; times, dates, locations; main messages].

In Africa, trade unionists and other citizens are joining together to call for tax justice and investment in public services instead of privatization. In Latin America, diverse campaign activities include sending letters, videos and photo messages to government leaders. In the Asia-Pacific, activists are holding tax justice briefings with politicians and participating in the campaign [photo petition](#). In North America and Europe, local groups are organizing film screenings and discussions, tax justice bicycle rallies and other creative events. At the national level, citizens are calling on their governments to pledge to build and support effective, progressive national tax systems to fund the redistributive social programs that will end inequality.

At the international level, through the UN Financing for Development process, civil society groups are pressing for the creation of an intergovernmental tax body that includes all countries as equal members and that has the mandate and resources to reform international corporate taxation to prevent tax evasion and avoidance and harmful tax competition, and to ensure tax cooperation between governments.

A recent [report](#) from the UN Conference on Trade and Development, for example, found that developing countries lose around US \$100bn in tax revenues each year as a result of corporate tax avoidance schemes. These are missing funds that should be directed to public spending for the common good.

This campaign builds on the conclusions of the Independent Commission for the Reform of International Corporate Taxation. The Commission, which includes José Antonio Ocampo, Joseph Stiglitz, Magdalena Sepúlveda and Eva Joly, issued an important [statement](#) in early June calling for a sweeping overhaul of the outdated international corporate tax system.

This Global Week of Action for #TaxJustice is led by the Global Alliance for Tax Justice and its regional network members in partnership with Oxfam, ActionAid, Christian Aid, Public Services International, Tax Justice Network, Center for Economic and Social Rights and more allies ([www.globaltaxjustice.org](http://www.globaltaxjustice.org)).

END

For more information, please contact: [Insert name, title, contact details](#)



# Template blog

Below is a template blog which you can use to promote the week of action and your activities. Please feel free to tweak this as you see fit.

Today, in [country], [names of partner organizations] organised [describe country level actions; times, dates, locations; main messages].

This event is part of a global week of action for tax justice, with activities taking place all around the world. Members of the world's largest labour, NGO and faith organizations are uniting across borders to call for an end to corporate tax dodging and sustainable funding for vital public services.

Together, we are calling on governments commit to making multinational corporations pay their share of taxes, to ensure that citizens in every country receive free, quality public services such as healthcare and education. A recent [report](#) from the UN Conference on Trade and Development, for example, found that developing countries lose around US \$100bn in tax revenues each year as a result of corporate tax avoidance schemes. These are missing funds that should be directed to public spending for the common good.

In Africa, trade unionists and other citizens are joining together to call for tax justice and investment in public services instead of privatization. In Latin America, diverse campaign activities include sending letters, videos and photo messages to government leaders. In the Asia-Pacific, activists are holding tax justice briefings with politicians and participating in the campaign [photo petition](#). In North America and Europe, local groups are organizing film screenings and discussions, tax justice bicycle rallies and other creative events.

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In just one month's time governments will meet in Addis, Ethiopia to decide how to finance the fight against poverty and inequality. This is an historic opportunity to reshape the global tax system. As governments gather for their last round of talks ahead of this summit, and campaigners mark World Public Services Day with the release of the Lima Declaration for Tax Justice and Human Rights, we have a unique opportunity to push for a fairer tax system for all.

Together we can demand an international tax system that represents the interests of the many not the few. We can demand that our governments challenge tax dodging so that countries are better able to provide desperately needed free, quality, public healthcare and education for all.

Check out highlights from around the world on the week of action [Storify!](#)

## Logos (GATJ and EC DEAR)

To help unify all of our activity, we encourage you to use the GATJ logo where possible.

Please contact Teresa ([Teresa@globaltaxjustice.org](mailto:Teresa@globaltaxjustice.org)) or Isabel ([isabelgati@gmail.com](mailto:isabelgati@gmail.com)) to get the logo in the language and format you need.

If you are part of the EC DEAR tax justice project then please contact Sophie from Action Aid UK for any questions about EC visibility and use of the EC logo for week of action activities.

"Sophie Wills-Virk" <[Sophie.Wills-Virk@actionaid.org](mailto:Sophie.Wills-Virk@actionaid.org)>

## Other ways to get involved

- **Collect photos for the [GATJ photo petition](#).** Send us your photo with your own reason for supporting tax justice! You can find several customisable templates [here](#). Send your photos to Isa Ortigosa ([isabelgati@gmail.com](mailto:isabelgati@gmail.com)) and we will add them to [our public Flickr gallery](#).
- **Lima Declaration for Tax Justice and Human Rights:** Get your organisation to sign-on, and present the declaration to your government leaders and media on June 23 World Public Services Day. For more information please get in touch with Teresa Marshall ([Teresa@globaltaxjustice.org](mailto:Teresa@globaltaxjustice.org)).
- **Place an op-ed** (newspaper article about, for example, the need for tax justice to fund public services, and the connection with the FfD negotiations during the week of action).
- **Send a letter to a newspaper** on the same issue. If you sign it together with other organisations it makes it even stronger.



# Key contacts

Please let us know more about your plans for the week of action so we can best promote your activities:

- What you're doing, where and when your activity will happen
- What support you'd like
- Who you are targeting
- Whether you want to connect with any other local Global Alliance members or partners in joint actions in your country

Here's some useful contacts if you have any more questions:

**Overall co-ordination:** Teresa Marshall ([Teresa@globaltaxjustice.org](mailto:Teresa@globaltaxjustice.org)) and Fran Carnibella ([FCarnibella1@oxfam.org.uk](mailto:FCarnibella1@oxfam.org.uk))

**Toolkit and resources:** Luke Gibson ([lgibson@oxfam.org.uk](mailto:lgibson@oxfam.org.uk))

**Week of Action Storify:** Sahedul Islam ([Sislam1@oxfam.org.uk](mailto:Sislam1@oxfam.org.uk))

**Photo petition gallery and social media:** Isa Ortigosa ([isabelgati@gmail.com](mailto:isabelgati@gmail.com))