



GLOBAL PROTEST TO #FIGHTINEQUALITY

18-25 JANUARY 2020

**GLOBAL PROTEST
TO #FIGHTINEQUALITY**

18-25 JANUARY 2020



CONTENTS

- 1** Introduction
- 2** Global Protest to #FightInequality
18-25 January 2020
- 3** Messaging Points for the Global
Protest to #FightInequality
- 4** How to get Involved
 - i** Join a protest
 - ii** Post a selfie video
 - iii** Share and post our materials
 - iv** Your creative ideas
 - v** Donate
- 5** Conclusion



1 INTRODUCTION

Today we stand at a crossroads. Across the world the growing gap between the richest and the rest of society has reached extreme levels not seen in a century. Across the world we see that the impacts of an unjust economic system in the lives of people around the world and on the climate are pushing more and more people to breaking point. In 2018, [eighty two percent of the wealth generated last year](#) went to the richest one percent of the global population, while the 3.7 billion people who make up the poorest half of the world saw no increase in their wealth.

The economic, ecological and human rights crises we face are intertwined, reinforcing and exist at both national and international levels. The inequality explosion is one of the biggest crises of our generation, threatening human progress. Given the nature and scale of the inequality crisis, we can only turn this around if we come together and take action as part of a people powered movement.

The [Fight Inequality Alliance](#) is a growing group of leading international and national non-profit organisations, social movements, human rights campaigners, women's rights groups, environmental groups, faith-based organisations, trade unions, social movements, activists, artists and other civil society organisations that have come together to fight the growing crisis of inequality.

The Fight Inequality Alliance is building a global movement to counter the excessive concentration of power and wealth in the hands of a small elite and achieve a just, equal and sustainable world. You can see our agenda for systemic change [here](#).



2 THE GLOBAL PROTEST TO #FIGHTINEQUALITY

From 18-25 January 2020, we will take action together in huge numbers in over 30 countries across Africa, Europe, Asia and Latin America. While the 1% meet at the exclusive Swiss ski resort of Davos at the World Economic Forum, inequality and the future of the planet will once again be on their agenda. During that week the Fight Inequality Alliance will come together as a counterpoint in protests across the world to loudly challenge the concentration of power in the hands of an elite few. We will show that the solutions to the inequality crisis are radical, and are coming from people across the world on the frontlines of the issue, not the elites who have caused the crisis. Powerful corporations and political leaders who meet at Davos annually will not fix the problem themselves. They have not fixed the problem themselves. They won't change the system that benefits them. That is why we need to kick off the year with a show of people power, and shift the focus back to people's solutions.

As highly respected individuals from the world of art, culture, literature and entertainment, we feel you are amongst our greatest allies. The audiences you reach hear you. You have the power to lead by example and encourage others to support the Global Protest to #FightInequality in every way they can. Get inspired by watching the [highlights video](#) from January 2019's protests, featuring the song Hatutakoma, written for the Alliance by Kenyan hip hop star Juliani. See also media coverage, like this [op ed](#) - *People Power Will bring change - Not Davos*, this [feature piece](#) - *Beyond Davos: Fighting Inequality on the Frontline* and this [piece](#) - *Realizan Festival por la Igualdad en Centro Comunitario de Zapopan*.

WHAT IS HAPPENING?

With actions taking place in over 30 countries, this will be Fight Inequality Alliance's biggest Global Protest yet. Here are just some of the events that will take place across the world:

- In Kenya the week will kick off with the Usawa (or Equality in KiSwahili) March to the Office of the President in Nairobi where people's demands will be handed over. On 20 January the Usawa Dinner will be co-hosted in partnership with organisations and activists. The Global Protest activities will close with a day long Usawa Festival at Uhuru Park.
- Fight Inequality Alliance India will hold Global Protest actions in over 10 states mobilising huge numbers of people to showcase the radical solutions of Indians on the frontlines of inequality.



- Fight Inequality Alliance UK with Women's March London will hold a public demonstration on Whitehall, London - a moment of mayhem - disrupting power to draw attention away from the elites at Davos and onto the ordinary people in the UK on the frontlines of inequality who are demanding radical change.
- In Zambia the National Alliance will hold a series of events in 4 Provinces (Central, Western, Eastern and Northern Province), with Equality marches and town hall meetings to demand action on the inequalities people are facing. The centrepiece will be in Shibuyunji District on the outskirts of the capital Lusaka to highlight the lived experiences of the community who do not receive public services from the government in an area rich in fertile agricultural land that is owned by some of Zambia's wealthy elites. The Bweelanya (or Equality) Festival in Shibuyuni will showcase some of what the more equal society we are fighting for would look like with the public services that should be people's rights like healthcare, counselling, legal support, education and water being offered to citizens.
- Fight Inequality Alliance Mexico will hold 8 flashmob mobilisations across the country and ensure inequality struggles take centre stage in national discourse. Fight Inequality Alliance Philippines will be holding a citizen's assembly and protests in Manila.
- Fight Inequality Alliance Uganda will hold an Equality Festival in Kampala as well as a People's Assembly where they will be joined by community based organisations, civil society partners and communities to make demands to their leaders of the country to end inequality.

These are just some of the activities that will be taking place around the world during the Global Protest week. Check out www.fightinequality.org/globalprotest as more protests are continually being added to the map.



3 MESSAGING FOR THE GLOBAL PROTEST

During the Global Protest to #FightInequality, we will say:

WE, THE PEOPLE, SAY ENOUGH. Globally and in countries across the world, we as Fight Inequality Alliance will gather and challenge the elites in Davos who take advantage of us, and the governments who are failing us. Ours is a collective voice that will speak truth to power. We will signal an end to the greed, patriarchy, racism, and sexism that are weapons of abuse by the elite, and put forward systemic solutions to the inequality crisis.

WE ARE TAKING THE POWER BACK. We are powerful and we are many. We are taking back our future from the hands of the greedy few. We are not looking at or waiting for the Davos Man nor our political leaders to solve this, because they will not, or at least, will not do so soon enough. We will act with urgency and haste.

WE ARE STRONG, WE ARE MANY, WE ARE EVERYWHERE. The movement to fight inequality is growing. We are led by young people, women, social movements - people on the frontlines of inequality around the world. As inequality continues to affect vast populations, we are recognising this crisis - one that takes many forms - and are joining together to take action.

WE WILL WIN. Hope is what keeps us, as a people, moving forward. A belief in something better, a future that caters to all. We cannot and we will not stand by to see our future and our planet get destroyed by greed. Through our positive actions, we will create a system that delivers not just for the greed of a few, but for the needs of all. We will not stop until we live in a just, equal, and sustainable world. A different future is coming. We have our **#eyesongreed**, and this is the revolution of our time. The men and women in Davos must listen and heed our call, for the tide is against them, and history will be on our side. Together, we will **#fightinequality**.

WE NEED TO ACT NOW. Global inequality is rising and has reached epidemic levels. We are living with the impacts of it every day, our societies have been pushed to breaking point, and it is driving the climate emergency.

WE NEED EVERYBODY TO ACT NOW. The time to sit back and watch the rich getting richer while ordinary people who have solutions to the challenges they face are left out of decision making and pushed further to the margins. Change starts with us.

4 HOW YOU CAN GET INVOLVED

The Global Protest week is the perfect moment to get involved and play a part in fighting inequality. With the many actions being held across the world find an action taking place in your country or city and join the activities taking place. Here are five ways you can join in.

i. JOIN A PROTEST

Find an action in your country and be a part of the Global Protest. Go to the Global Protest map to find an action nearest to you!

www.fightinequality.org/globalprotest.

ii. POST A SELFIE PHOTO OR VIDEO

Help get the word out. Post a selfie video and say why you support the Global Protest to #FightInequality!

HERE'S HOW - please keep it short, simple and make it personal.

Uploading the video on your social media - we need your heartfelt support and powerful voice to add to the growing movement fighting inequality.

- A. Take a **photo** of yourself with a placard or a sign that says *#fightinequality*, or
- B. Take a **video** of yourself using your mobile phone about why you are supporting the Global Protest to *#fightinequality*, and encourage your followers to do the same!
- C. Don't forget to **tag us** using the following handles:
 - Twitter - @fightinequalit1
 - Facebook - Facebook.com/fightinequalityalliance
 - Instagram - @fightinequality



SUGGESTED SCRIPT:

Hi, I'm <<>> and I'm proud to support the Global Protest to Fight Inequality.

I'm supporting the protest actions taking place across the globe from 18-25 January 2020 because... << Insert 'tipping point' story – why are you supporting the Global Protest, what drove you over the edge, what pushed you to become involved? >>

Across the world, the growing gap between the richest and the rest of society has reached extremes not seen in a century. The impacts of an unjust economic system in the lives of people around the world and on the climate are pushing more and more people to breaking point.

We need everybody to come together and act now.

Join me, with the Fight Inequality Alliance and many other activists and movements and take part in the Global Protest to #FightInequality and end the age of greed.

Get involved! Go to www.fightinequality.org/globalprotest to find out more. The time to act is now.

iii. POST OR PROMOTE OUR MATERIALS

Follow us on [Facebook](#), [Twitter](#) and [Instagram](#) and share and retweet our messages for the Global Protest to #FightInequality.

iv. SHARE YOUR IDEAS

As creatives and leaders in your fields, we welcome your creative ideas to help spread the message so we can work together to make them a part of the Global Protest. Contact info@fightinequality.org to discuss your ideas!

v. DONATE - HELP BUILD THE MOVEMENT.

We are on track to reach our target of US \$100,000 for the Global Protests, but are currently seeking to raise a further US \$155,000. These funds would ensure the Global Protests can mobilise many more people in more countries around the world and the Fight Inequality

GLOBAL PROTEST TO #FIGHTINEQUALITY

18-25 JANUARY 2020

Alliance movement grows beyond the protest week, including supporting a small secretariat team, so we can achieve much more over the years to come as we fight for systemic change.

Our action - our future - depends on the generosity of our donors, so we are appealing to you, our allies, for support to meet our current funding gap.

To donate, please contact the Fight Inequality Alliance Fundraising Team at brian.kayongo@fightinequality.org or donate online at www.fightinequality.org/donate

5 CONCLUSION

We are living in an inequality crisis. But around the world, ordinary people are already fighting back and joining together in ever greater numbers to fight the root causes of inequality and create a just, equal and sustainable world. From women garment workers in Bangladeshi factories fighting for the living wage and freedom from harassment; to youth activists in Zambia fighting for mining companies to pay their fair share of tax that funds public schools and health clinics; to indigenous communities fighting to prevent fossil fuel companies destroying their land. Let us act together to fight inequality this January!



JOIN US!

For any further questions
please contact:
info@fightinequality.org

