

## CALL to join the Global Week of Action for #TaxJustice! June 16-23, 2015

The Global Alliance for Tax Justice is working with our 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** in the third week of June as the final round of UN Financing for Development 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 quality public 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.

The possibilities include starting with a public action on **Tuesday June 16** at the United Nations in New York, supported by global social media messaging and focused on the final round of FfD negotiations. National and regional events may also provide additional advocacy opportunities. Momentum will build 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. A toolkit will be developed to provide template campaign materials. While synergies are encouraged, each organization is free to promote their own policy objectives for tax justice and public services.

### Creative campaign ideas

This Global Week Of Action for #TaxJustice is coming together very quickly, motivated by the inspiration and enthusiasm of regional members and our committed partners. The final round of FfD negotiations begins June 15. We intend to raise public pressure so that governments agree on a new intergovernmental UN body on tax, as well as commit to making multinationals pay their share of taxes, and ensure citizens in every country receive free, quality public services.

Country-led actions could include holding community film screenings, presenting advocacy letters to government leaders, and participating in the *Multinationals, pay your share!* photo petition [www.globaltaxjustice.org/campaign/](http://www.globaltaxjustice.org/campaign/).

In Africa, trade unions are designing actions to call for tax justice and investment in public services instead of privatization. In India, partners are talking about holding a Google hangout with politicians and activists. Diverse public activities are being considered in upwards of a dozen countries in Latin America. In Canada, members plan to hold community film screenings and discussions and raise money to buy *Multinationals, pay your share!* billboards in each community. The possibilities for campaign actions are wide open and will be most effectively designed and delivered at the local level.



## Campaign support

A toolkit of adaptable resources in English, Spanish and French will be offered to support campaign actions, including:

- Common slogans, including ***Tax justice for public services!*** and ***Multinationals, pay your share!***
- Potential framing, messages, talking points, policy links to be adapted by national members to your own context and priorities
- Unifying hashtags e.g. **#TaxJustice**, **#FfD3** (plus at discretion **#MNCsPayYourShare**, **#TaxPaysFor**, **#StopTaxDodging**)
- Template signs, banners, and photo cards that members and partners can adapt and add logos to
- Draft media release, sample tweets, blogs and related social media postings
- Media support where possible
- Translated materials where possible
- Coordinated promotion and summary highlights of our collective actions e.g. Storify blog

## Draft campaign action timeline:

- Week of May 25 – initial mapping of countries for actions by Friday May 29.
- Week of June 1 – continued national level design and coordination for week of actions, with a global campaign planning call on Wednesday June 3.
- Week of June 8 – national & international media opportunities identified.
- Week of 15 – **Global Week of Action for #TaxJustice!** starts on Tuesday June 16.
- Week of June 22 – final World Public Services Day actions on Tuesday June 23.

## Projected outcomes

- A series of coordinated creative public actions that raise popular awareness at country and global levels of the need for MNCs to pay their share of taxes to fund the vital public services such as healthcare, education and water that our families need.
- Governments get the message that tax justice is required for Finance for Development, in order to mobilize domestic resources to end poverty, inequality and climate change.
- Advance the call for an inclusive intergovernmental UN tax body.
- Highlight the need for public country-by-country reporting for all MNCs.
- National, regional and global tax justice coalition-building.



## Key contacts and next steps

The Global Alliance and friends will host a general planning call on Wednesday June 3 at 15:30 GMT +1. Dial-in details and agenda will be circulated. Please RSVP to Francesca Carnibella to join this call: [fcarnibella1@oxfam.org.uk](mailto:fcarnibella1@oxfam.org.uk). This call will be an important opportunity to share campaign action ideas and coordinate potential resources.

Global Alliance for Tax Justice members are asked to please contact directly GATJ Campaign + Communications Coordinator Teresa Marshall at [Teresa@GlobalTaxJustice.org](mailto:Teresa@GlobalTaxJustice.org) and Communications Officer Isabel Ortigosa at [IsabelGATJ@gmail.com](mailto:IsabelGATJ@gmail.com) for further information and campaign support.

## Context

The **Global Alliance for Tax Justice** launched the ***Multinationals, pay your share!*** campaign this spring in parallel with the UN Finance for Development process. Our regional network members drive this campaign, and we work in partnership with major NGOs including Oxfam, Action Aid and Christian Aid, and the global unions including Public Services International.

Governments (who can make the policy changes) and multinational corporations (who can change their own behavior) are the primary targets of this campaign. Strategies include 'inside' lobbying while building 'outside' public pressure.

### Our goals include:

- Ensuring developing countries have an equal seat at the table when global tax policies are decided
- Governments commit to significant financial transparency and accountability measures
- International cooperation delivers fair international tax standards for all countries
- Countries commit to improve domestic tax policy, and build effective, progressive national tax systems to fund the redistributive social programs that will end inequality

**Specific demands include** the call for an inclusive intergovernmental tax body under the auspices of the United Nations, public country-by-country reporting, public beneficial ownership registries, and an end to tax havens and harmful tax incentives. This further links to concerns around MNCs and the extractive industries, tax incentives, tax abuse, corruption and illicit flows, and the urgent need for progressive taxation and spending policies.

Taxation should be an instrument for redistribution and reducing inequality – this stands as an objective beyond, though related, to financing SDGs. Along with interventions in the UN Financing for Development negotiations, Global Alliance members are involved in OECD Base Erosion Profit Shifting (BEPS) discussions and lobbying G20 and other governments for international tax justice measures.

These engagements build the foundation for our long-term campaign work – grounded in actions owned at the national level, and linking regional and global processes for driving change.

[www.GlobalTaxJustice.org](http://www.GlobalTaxJustice.org)



POSSIBLE TACTICS
<b>Social media</b>
Coordinated twitter-storms (#MNCsPayYourShare; #TaxPaysFor; #StopTaxDodging; #TaxJusticeNow)
Facebook / Instagram pictures / videos
Online petitions
<b>Coordinated action around key dates</b>
May Day (May 1)
Global week of tax justice action (June 16-23)
World Public Services Day (June 23)
FfD Summit, Addis Ababa (mid-July)
<b>Media work</b>
Op-eds
Meetings to brief journalists & editors
Press conferences
Media spoofing
Letters to editors
Buying ads
<b>Coordinated Supporter Action</b>
Presenting invoices for unpaid taxes to governments or corporations
Photo petition - #MNCsPayYourShare
Tax pays for ... Pictures of what taxes pay for (school, hospital, water etc)
Letter writing actions
<b>Actions</b>
March / public rally
Picketing at key events e.g. AGMs
Vigils
Photo opportunities, including projections on buildings – combine with social media
Banner drops
Citizen assemblies
Flash mobs
Concerts
Blockades
Sit-ins
Creative disruptions
Street theatre
Crime scene tape around corporations
Creative petition delivery
Street theatre
Festivals
Posters/ Billboards
Leafleting
<b>Education</b>
Trainings
Lectures and public presentations
Public debates
Webinars
Door-to-door canvas
Educational leaflets for public distribution
Newsletters or brochures
Community theatre
Teach-in's
Posters
Videos

Mobilizing allies
Celebrities
CSOs, unions, Small and Medium Enterprises, citizen groups, workers, students, academics women's and indigenous rights, peace, colour affirmative, equality, anti-poverty, faith, fair trade, and climate justice groups
<b>More</b>
Hearings and citizens' assemblies
Film screenings with discussions
Key people (celebs etc.)
Culture Jamming
Visualizing share of corporate to citizen tax burden & show historical shift
Tax Gap report card
Convince municipalities to adopt tax justice resolutions
Tax Dodger of the Year award

