

**People's Guide** 

## **#RISEFOR**

## GLOBAL DAYS OF ACTION -WHAT IS HAPPENING IN JUNE?

**FROM JUNE 27 TO 29, 2025, PEOPLE AND MOVEMENTS ACROSS THE GLOBE WILL COME TOGETHER FOR THE GLOBAL DAYS OF ACTION TO FIGHT INEQUALITY** – a moment for coordinated mobilisation to spotlight the growing crisis of economic injustice and build collective power for transformation.

Actions will take place in cities and communities across Asia, Africa, Latin America, and beyond. Frontline groups and grassroots movements will rise to confront the global systems driving inequality, debt, privatisation, and austerity. The mobilisation will coincide with the <u>4th International Conference on Financing for Development</u> (<u>FfD4</u>) in Seville, offering a critical counterpoint to elite-led economic agendas and closed-door negotiations.

This is not just a symbolic action. It is a collective pushback against a system that has stolen public wealth, deepened inequality, and prioritised markets over people.

The mobilisation seeks to amplify voices from the ground, highlighting the lived experiences of those most affected by inequality. Through marches, assemblies, digital campaigns, and political education, communities will challenge systems that have failed them and demand alternatives.

## LET'S JOIN HANDS ACROSS STRUGGLES, COUNTRIES, AND MOVEMENTS TO TURN THIS MOBILISATION INTO A SHARED PUSH FOR JUSTICE AND A STEP TOWARD THE FUTURES WE ARE BUILDING TOGETHER.

## THE POLITICAL MOMENT

We are entering a moment of unprecedented global instability and unprecedented political exposure. From the streets to summits, the contradictions in the global economic system are more visible than ever. Across continents, the cost of living is soaring, democracies are weakening, and the very basic services like education and health are collapsing under the weight of debt and austerity. The language of "development" is still used but more and more what we see is greed and not justice that is being financed.

Governments are borrowing more but spending less on people. Global South countries are being pushed deeper into debt, yet offered no fair pathway out. At the IMF-World Bank Spring Meetings in April, global leaders focused on inflation in their part of the world and trade wars between economic powers, while ignoring the very crises that demand urgent action: hunger, poverty, and collapsing public goods across the Global South. There is absolutely no check on the richest 1% continuing to capture more of the world's wealth, the tax havens remaining untouched, and the institutions responsible for economic injustice are doubling down their stringent policies on poor countries.

**BUT THIS MOMENT IS NOT JUST DEFINED BY CRISIS, IT IS DEFINED BY HOPE.** Around the world, people are rising. Movements are organising across issues - from climate justice to labour rights, from gender justice to public services. The failure of the current model is no longer hidden. Movements are exposing the role of debt, austerity, and elite control in driving this crisis that is crushing the poor. And with the UN's Fourth International Conference on Financing for Development (FfD4) in Seville, governments will be forced to talk about the very system they've spent decades protecting.

WE DON'T EXPECT JUSTICE FROM SEVILLE BUT WE SEE IT AS A MOMENT TO CHALLENGE, DISRUPT, AND REFRAME. THE GLOBAL DAYS OF ACTION IS A MOMENT TO PUSH FOR TRANSFORMATION – TO DEMAND NEW RULES, NEW PRIORITIES, AND A NEW SOCIAL CONTRACT THAT PUTS PEOPLE AND THE PLANET BEFORE PROFIT. RISE FOR IS ONE COORDINATED FRONT IN THAT GLOBAL STRUGGLE.

### WHAT ARE WE BUILDING?

#### THE RISE FOR CAMPAIGN IS OUR COLLECTIVE RESPONSE – A MOBILISATION OF COMMUNITIES, MOVEMENTS, AND NETWORKS DEMANDING AN END TO ECONOMIC INJUSTICE AND THE CREATION OF A JUST WORLD ROOTED IN CARE AND COLLECTIVE POWER.

It builds on Fight Inequality Alliance's founding vision: that the world is rigged in favour of the 1% - the richest and most powerful elites who write the rules of the economy to serve themselves. Inequality today is at record levels. Just a handful of billionaires own more wealth than half the planet. This isn't natural. It's the result of policies, tax regimes, debt structures, and privatisation deals built to benefit the few while extracting from the many.

#### WE RISE AS THE 99% TO SHIFT POWER, REWRITE THE RULES, AND RECLAIM THE FUTURE.

We are not just taking action in June. We are building an arc of mobilisation that links people-powered resistance across key political moments in 2025 — from Davos in January, to Seville in June, to Johannesburg for the G20 later this year.

We intend to mobilise people across 50+ cities and 14 countries around the world, trying to connect national struggles to global systems, building momentum, shifting narratives, and growing power across borders.

This campaign is not owned by one organisation. It is a space that is co-created, a platform for local realities and global demands to converge.

## THE 'RISE FOR' CAMPAIGN: OUR IDENTITY AND NARRATIVE

**Rise For** is the political message anchoring the Global Days of Action. It gives our mobilisation a shared identity — not just in name, but in purpose. Whether you are organising around debt, climate, care, public services, or justice, this campaign offers a common umbrella to rise together — while naming the root causes behind our connected struggles.

**Rise For** allows us to connect the dots across issues without flattening local realities or lived experience. It gives us the space to act together — while staying rooted in the struggles, languages, and political demands we know best. It gives us the tools to name how global rules are written, who they serve, and how we organise to change them. This is not about asking for inclusion in elite spaces like the Financing for Development (FfD) conference. It is about confronting the global systems that produce and protect inequality — and building people power to transform them.

The FfD4 summit in Seville is just one moment in a longer arc of mobilisation, one that continues through the G20 in South Africa and beyond. We are shifting narratives, confronting injustice at its roots, and centring the demands of the most affected.

**Rise For** is designed to be immediately accessible — a campaign you can see, speak, and step into. The title works as a fill-in-the-blank: Rise For \_\_\_\_\_ — allowing people and movements to name their own fights, in their own words. From "I rise for taxing the rich" to "I rise for climate justice" to "I rise for myself," the campaign creates space for personal and collective articulation. The hashtag #RiseFor weaves these voices into a shared global moment, while the blank space signals that this mobilisation is co-owned — open for everyone to define and drive.

## **#RISE**

### **GLOBAL FRAMING** The super rich and pay their fair share

through wealth taxes and international tax

WHAT THIS MEANS TO YOU You should not be paying more tax than billionaires. Your hospitals, school, and local services could be properly funded if the rich stopped dodging taxes.

# TAX THE RICH





### **GLOBAL FRAMING**

End the illegitimate debt repayments that force services just to pay the rich creditors.

#### WHAT THIS MEANS TO YOU Your government shouldn't have to choose between paying teachers

or paying foreign banks. Debts should not be why your electricity, fuel, or medicines are getting more expensive.

## CANCEL SOVEREIGN 231







#### PUBLIC SERVICES FOR ALL **GLOBAL FRAMING** Fully fund healthcare, public money. Don't use our money to fund private investors and

**OUR DEMANDS:** 

THE RISE FOR CAMPAIGN is grounded in five

our communities, and aimed at the systems that

core demands — drawn from the lived realities of

produce inequality:

#### **GLOBAL FRAMING**

imposed budget cuts. spending and care.

#### WHAT THIS MEANS TO YOU

No more wage freezes, subsidy cuts, or unaffordable utilities. Your government should invest in you, not cut back because a lending institution like the IMF or World Bank has said so.

## **ABOLISH THE** 010



#### **GLOBAL FRAMING** Stop corporations and elites from hiding trillions. Publish where companies make profits and what they pay in tax.

quality schools.

#### WHAT THIS MEANS TO YOU Big businesses operating in your country should pay taxes here. They should not stash their money overseas. It should be invested in local infrastructure and more jobs.





### TIMELINE 26-27 FEBRUARY G20 Finance Ministers Meeting (Cape Town, South Africa) 21-26 APRIL IMF / World Bank Spring Meetings (Washington DC) Global Days of Action to Fight Inequality FfD Conference Lead-up (Seville, Spain) 6-7 JULY **BRICS** Summit (Rio de Janeiro, Brazil) OVER 17-18 JULY 3rd G20 Finance Ministers Meeting PROFIT (Durban, South Africa) 27-29 JUNE 15–21 SEPTEMBER **Global Week of Action -System Change for People and Planet** 9-23 SEPTEMBER **UN** General Assembly (New York) **17–19 OCTOBER** IMF / World Bank Annual Meetings (Washington DC) **FIA Global Assembly and G20 Peoples' Summit** (Johannesburg, South Africa) THF 22–23 NOVEMBER **G20 Leaders Summit** (Johannesburg, South Africa)

18-21 NOVEMBER

# YOU KNOW YOUR FIGHT. NOW RISE FOR IT.

THIS SECTION OUTLINES HOW YOU CAN TAKE PART IN THE RISE FOR CAMPAIGN — THROUGH PHYSICAL ACTIONS, DIGITAL TOOLS, AND COMMUNITY-LED ORGANISING ACROSS THE WORLD.

#### GLOBAL DAYS OF ACTION

## RISE FOR: WAYS TO TAKE ACTION

### **PHYSICAL ACTIONS:**

#### **Bring Injustice to the Frontlines**

Organise a street action to expose how debt, austerity, privatisation, and inequality impact your community.

#### **Organise a People's Assembly**

Gather people to speak out, share experiences, and build shared demands.

#### Host a Teach-In

Facilitate community learning about how the global economic system works — and how to resist it.

### **DIGITAL ACTIONS:**

#### Say It Out Loud

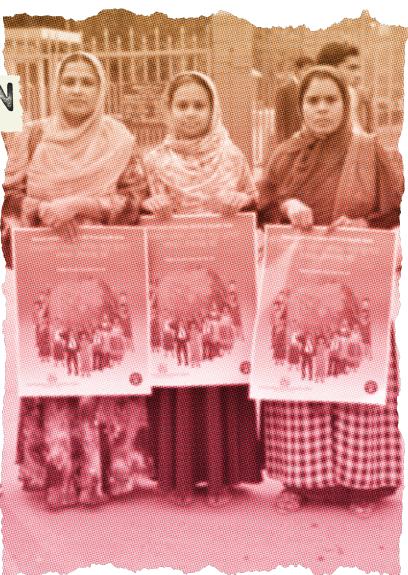
Record a short video naming what you rise for: "I rise for [your issue]. What do you rise for?"

#### **Tell Your Story**

Share a personal story of inequality — how it impacts your life or your community. Use photos, videos, or written posts.

#### **Amplify Local Action**

Share what's happening on the ground in your country — photos, testimonies, or videos — using campaign hashtags.









## **BRING INJUSTICE TO THE FRONTLINES**

#### 🕝 WHAT IT IS:

This is a bold public action that puts your local struggle in direct confrontation with global systems of injustice — debt, austerity, tax inequality, privatisation. Whether it's a protest, performance, rally, or symbolic act, the aim is to expose how these global issues hit people in your community.

This kind of action raises the visibility of your fight, positions you as part of a global movement, and invites local media and allies to pay attention.

#### 🗑 HOW TO DO IT:

- **R** Choose an issue that is visible where you live rising school fees, unaffordable transport, closed clinics, food prices, land grabs, water cuts.
- **R** Go to a place that reflects this struggle a shuttered school, an overworked hospital, a long queue, a dry tap.
- **R** You don't need a crowd or a placard. Simply take a photo or video of the issue itself. Your mobile phone is enough. This could be:
  - → An empty medicine shelf
  - → A classroom with broken furniture
  - → A water tanker delivery
  - → A torn electricity bill
- **R** Add a short caption that explains what the photo shows and what you rise for.
- **R** "This is the clinic in my town. Nurses are unpaid. Patients bring their own gloves. I rise for healthcare."
- **R** Tag it with #RiseFor and your country or issue if you'd like (e.g. #RiseForKenya, #RiseForCare).
- **R** You can also record a short video of yourself explaining the issue, or film a few seconds of the location with your voice over it.
- **R** If you don't use social media, you can still participate. Send your photo, caption, or video to your national alliance or organiser for posting.

**TOOLKIT:** Use the Rise For toolkit for sample placard designs, banner templates, and suggested slogans for your action.

## **ORGANISE PEOPLE'S ASSEMBLY**

#### 🕝 WHAT IT IS:

A People's Assembly is a gathering where ordinary people, especially those most impacted by inequality come together to speak, listen, and reflect. It's not a conference. It's not a panel. It's a space for real voices, real stories, and real demands.

People's Assemblies make injustice visible. They centre lived experience and shift the power of voice back to communities. Whether held in a community hall, under a tree, in a schoolyard, or online, they create collective understanding and shared political clarity.

A well-documented Assembly can help you highlight your community's demands, feed into media coverage and help generate quotes, images, and stories that travel across countries.

#### 💏 HOW TO DO IT:

You can do this with 3 people or 30. In-person or online. With big speakers or just neighbours. Here's how:

#### PHYSICAL ACTIONS



#### 1. Pick a location:

Use a place that feels accessible and open — a local market, school courtyard, church compound, or even someone's veranda. Set it up with chairs or mats in a circle. You can do this online using Google Meet or Zoom.

#### 2. Invite people who are directly affected:

This could be students, teachers, health workers, food vendors, farmers, caregivers — anyone who has a story to tell about inequality and is on the frontlines.

#### 3. Start with this prompt:

"What do you rise for? What do you face in your life that feels unfair? What must change?"

- 4. Keep it simple and honest:
  - → Let people speak in their own language
  - → No need for experts the power is in the story

#### 5. Document the moment:

- → Take photos or short videos with your phone (from the side or behind if people don't want their faces shown)
- → Even a photo of the space, flipchart notes, or a group selfie adds value
- → You can also do a live screening on Facebook, Twitter or Instagram using our hashtag.

#### 6. Share the outputs:

- → Post quotes or photos on social media with the hashtag #RiseFor
- → If you're not online, send the materials to your national alliance or FIA organiser
- → Add a summary of what people said if possible. This helps amplify the message globally

**TOOLKIT:** Use the toolkit for sample placard designs, banner templates, and suggested slogans for your action.

## **ORGANISE A PUBLIC TEACH-IN**

#### 🕝 WHAT IT IS:

A Teach-In is a public education session where people come together to unpack how the global economic system works — and how it impacts their lives. It is not a lecture. It's not a school lesson. It's a space for political education: grounded in real-life examples, open to questions, and rooted in the need for justice.

Teach-ins help connect the dots between big issues (like debt, tax, IMF policies, and austerity) and everyday experiences (like healthcare cuts, school fees, or job losses). They build awareness, sharpen analysis, and prepare people to act with more clarity and confidence.

Whether you're a student, organiser, teacher, or activist — this is your chance to equip your community with the tools to name the system and imagine something better.

#### 🗑 HOW TO DO IT:

Teach-ins can be held anywhere — in a classroom, market, living room, online space, or community centre. You don't need to be an expert to lead one. Just be ready to facilitate learning.

Here's how:

#### 1. Pick a topic and goal:

Example themes:

→ What is the IMF and why is it in our budget?

#### 🙆 WHY IT MATTERS

Understanding is power. Too often, inequality feels "natural" or "complicated" — something too big to fight. A teach-in helps demystify the economic system and make injustice understandable. It helps people realise that:

"It's not bad luck. It's a rigged system. And we can name it and challenge it."

Teach-ins can also:

- **R** Grow your base by bringing new people in
- **R** Spark local media interest in your analysis
- R Connect different struggles into one clear picture



- → Who pays taxes and who escapes?
- → What does debt have to do with our school?
- → What would an economy built on care look like?

#### 2. Use visual tools:

- → Download materials from the **People's Guide** or campaign toolkit
- → Bring a flipchart or cardboard Draw on real-life examples from your country

#### 3. Facilitate, don't lecture:

- → Ask questions like: "How do we feel the effects of austerity?" "Who benefits from the current system?"
- → Let people speak from their own lives
- → Use local language and examples

#### 4. Involve others:

- → Invite someone from a union, youth group, or feminist space to co-lead
- → Let younger participants take notes or draw visuals End by asking: What do we rise for?

#### 5. Document it simply:

- → Use your phone to take photos of the session
- → Record 1–2 reflections or quotes
- → Write down key learnings on a board or poster
- → Share online with **#RiseFor**, or send to national allies

### SAY IT OUT LOUD

#### 🕝 WHAT IT IS

This is a simple, powerful video action where you publicly declare what you rise for — and invite others to do the same. It's the global chant of the Rise For campaign, made personal by each voice, face, and issue. Every video becomes part of a collective echo across countries.

#### 🗑 HOW TO DO IT

You can do this on your own, with friends, or as part of an event. All you need is a phone and your voice.

- 1. Find a quiet, well-lit place. Outdoors is great but even your room or rooftop works.
- 2. Hold something red a fabric, card, or placard.
- 3. Say clearly:
- "I rise for [your issue]. What do you rise for?"
- 4. Keep it under 20 seconds.
- 5. Record using your phone selfie-style is perfect.
- 6. Post it on Instagram, Facebook, Twitter/X, TikTok, or WhatsApp with #RiseFor and any local tags.
- 7. Can't post it? Send it to your national coordinator to share on your behalf.

💼 Toolkit includes hashtag overlays, and subtitle guides.

#### **WHY IT MATTERS**

It puts your voice at the centre of the campaign. It's direct. It's emotional. And it travels. Even one short video, filmed on your phone, can inspire others and show that no one is rising alone. These videos will be used in FIA montages, regional content, and movement storytelling.

## **TELL YOUR STORY**

#### 🕝 WHAT IT IS

This is about sharing your lived experience of inequality through a photo, a video, or a short written post. It might be about the cost of school fees, a health crisis, a job loss, or a community issue. This is your space to speak in your own words.

#### 🙆 WHY IT MATTERS

People don't connect to policy. They connect to people. Sharing your story makes the crisis personal and political, helping others understand what's at stake and why we must rise.

#### 🧒 HOW TO DO IT

You don't need a team, a shoot, or a script. Just share what's real for you.

- 1. **Choose the story you want to tell.** What injustice hits home? What's one moment you've never forgotten?
- 2. Decide how to share it:

Write a short post (3–5 sentences)

- → Take a selfie holding a sign: "I rise for..."
- → Record a video of yourself speaking
- → Take a photo of an issue in your area and describe it in the caption
- 3. Use your phone. Don't worry about filters or editing. Truth matters more than polish.
- 4. Post it with #RiseFor. Or send it to your national alliance or FIA team.

💼 Toolkit provides messaging prompts, slogans, messaging etc for the content.

### **AMPLIFY ACTION**

#### 🕝 WHAT IT IS

This is about making your organising visible. Whether you're hosting a protest, a small teach-in, or a banner drop — capture it and share it. Don't let powerful actions stay invisible.

#### 👰 WHY IT MATTERS

What you do locally adds fuel to a global wave. When we document and share, we show the world that resistance is alive — everywhere. It also gives your group recognition, support, and momentum.

#### 🗑 HOW TO DO IT

- 1. Assign someone (or yourself!) to take photos/videos at your action or event.
- 2. Capture the energy. Focus on:
  - → Banners
  - → Placards
  - → Community members speaking
  - → Red line symbols
- 3. Use your phone that's enough.
- 4. Write a short caption. "Today we held a people's assembly in [city]. We rise for public services. #RiseFor"
- Post on your platforms using #RiseFor
- 6. Tag local media, FIA, and partners
- 7. If you can't post, send the photos and short notes to your national alliance coordinator.

💼 Toolkit provides messaging prompts, visual templates, and safety tips (especially for anonymous submissions).

# TOOLKIT R

## **CONTENT FOR YOUR EXTERNAL ENGAGEMENTS**

- R Slogan
- **R** Messaging grid
- **R** FAQs

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SOCIAL MEDIA TOOLS AND GUIDELINES MEDIA TOOLS AND GUIDELINES VIDEO CREATION GUIDE PHYSICAL ACTION TOOLS

#### CONTENT FOR YOUR EXTERNAL ENGAGEMENTS

## SLOGANS FOR BANNERS, PLACARDS, POSTERS, AND VISUALS

### SYSTEMIC CALLS (GLOBAL NARRATIVE)

- **R** Justice won't trickle down. We rise for it.
- **R** This system is not broken. It's working exactly as designed.
- **R** They call it development. We call it extraction.
- **R** We rise to rewrite the rules.
- **R** Not reform. Transformation.

## PERSONALISING THE CAMPAIGN (FILL-IN-THE-BLANK STYLE)

These should be made available as editable poster/ placard templates with blank space for people to insert their issue, identity, or struggle:

- R I rise for \_\_\_\_\_
- **R** We rise for \_\_\_\_\_
- **R** Rise For . #RiseFor
- **R** Rise For Land, Dignity, Care, Freedom (or insert community-specific terms)

## CAMPAIGN PILLARS

- **R** Tax the Rich. Not the Poor.
- **R** Cancel the Debt. Not Our Futures.
- **R** Public, Not Private! Our Services, Our Rights!
- **R** Make the Corporations Pay. Tax the Rich, now!
- **R** Justice for the 99%! We want Justice. Not just Profit!
- **R** Share the Wealth. Share the Power.

#### **W** STREET MOBILISATION & RED LINE ACTIONS

- **R** We Are the Red Line.
- **R** This is Our Red Line. Don't Cross It.
- **R** We Rise. We Resist. We Reclaim.
- **R** Justice Rises When We Do.
- **R** Hold the Line. Rise for Justice.

#### **W** ISSUE-SPECIFIC TAGLINES

- **R** Books Not Debts! We Rise for Free Education! Education Is Ours. It is Not for Sale!
- **R** Water Is a Right, Not a Loan! No More Paying to Survive! Cancel the Debt. Fund the Wells!
- R Our Land, Our Labour, Our Power! Farmers Feed Us We Fight for Them! Hands Off Our Land!
- **R** Care Over Capital! We Rise for the Work That Holds Us Up! Value Care, Not Profit!
- **R** We Can't Breathe Capitalism! The Planet Is Not Your Playground! People Before Profits. Climate Before Capital!
- R Billionaires Out Workers In! We Make It Run, We Rise Together! No More Wealth Without Wages!
- **R** We Are Not a Price Tag! Our Lives Over Their Profits! We Pay the Price. They Take the Profit. That Ends Now!

#### MOVEMENT ENERGY (EMOTIVE SLOGANS)

- **R** We Rise From Pain. We Rise for Power. And We Don't Rise Alone.
- **R** They Silence Us. So We Shout Louder.
- **R** They Kept Us Behind. Now We Lead the Frontline.
- **R** The Future is Ours, if We Rise for it! *OR* The Future Rises When We Do!



### MESSAGING



#### MAIN MESSAGE

We rise to confront a global economic system that is built to serve the few and sacrifice the many.

#### ELABORATION

For decades, the rules of the global economy have been written to benefit elites — extracting wealth from the many and concentrating power at the top. Debt, austerity, collapsing public services, land grabs, and rising inequality are not isolated crises — they are symptoms of a system working exactly as designed. We rise to name that system and demand a new one.



#### MAIN MESSAGE

We don't expect change from the institutions that caused the crisis.

#### ELABORATION

Institutions like the IMF, World Bank, and elite economic clubs have pushed harmful austerity, protected billionaire wealth, and locked countries into debt traps. We don't rise to join these spaces — we rise to confront them. Real change will not come from those who profit from injustice. It must come from people demanding a new direction.



#### MAIN MESSAGE

We rise for an economy rooted in care, dignity, and collective power.

#### ELABORATION

We envision economies that prioritise people over profit where public services are guaranteed, care work is valued, and decision-making is democratic. That means cancelling illegitimate debt, taxing the rich, ending austerity, dismantling tax havens, and investing in public goods. We rise for an economy that puts life at the centre.



#### MAIN MESSAGE

Change won't trickle down — it must rise from the ground up.

#### ELABORATION

Justice doesn't come from above. It rises when movements organise from below — in assemblies, in workplaces, in communities. We are not waiting for permission. We are already rising — with stories, demands, and collective action. This campaign is about bottom-up power — and global solidarity.



MAIN MESSAGE This is not just protest. It is a red line.

#### ELABORATION

This mobilisation is a warning and a vision. We are drawing the line — against debt, against austerity, against billionaire rule. But we're also drawing the blueprint for what comes next. We're not here to fix a broken system — we're here to rise for something new.











MAIN MESSAGE We rise to expose what's been hidden — and centre what's been ignored.

#### ELABORATION

The violence of inequality is often invisible by design. Budgets are passed in closed rooms. Debt deals are signed without consent. Public services are cut quietly. Rise For is a campaign of exposure — making the system, and our resistance to it, visible. We're bringing people's truths into the light.



MAIN MESSAGE We rise with different voices, but a shared fight.

#### ELABORATION

Movements are rising against patriarchy, climate collapse, colonial debt, and racial injustice. These are not separate struggles. Rise For creates space to connect across issues, regions, and realities — without flattening differences. Our diversity is our strength, and our solidarity is our power.



#### MAIN MESSAGE We rise for memory, repair, and accountability.

#### **ELABORATION**

Inequality is not new. It is built on stolen land, stolen labour, and stolen futures. We rise to remember that history, to demand repair, and to end impunity — for colonisers, profiteers, and policymakers who have benefitted from our pain. Justice means memory. Power means reckoning.



#### MAIN MESSAGE

We rise to show that people have alternatives — not just demands.

#### ELABORATION

This is not a campaign of protest alone. It is also a campaign of propositions. Across the world, communities are building systems of mutual aid, public care, feminist economics, agroecology, and participatory budgeting. We rise not only to resist — but to model what comes next.



## FAQS

#### **ABOUT THE CAMPAIGN:**

#### 1. What is the Rise For campaign?

It's a global mobilisation to expose and resist economic injustice at its roots — and demand peoplecentred alternatives. It connects street protests, assemblies, digital actions, and storytelling across countries under one common call: What do you rise for?

#### 2. Who is behind this campaign?

The Rise For campaign is convened by the Fight Inequality Alliance — a growing network of movements, trade unions, feminist organisations, youth groups, and communities organising in over 14 countries.

#### 3. Why is it called "Rise For"?

Because it's open, collective, and personal. Everyone can complete the sentence: "I rise for [education, land, care, dignity]." It's a shared prompt that allows people to speak from their reality, while connecting their struggles to a global fight.

#### 4. What makes this campaign different from other protests or actions?

It's not just about visibility — it's about strategy. Rise For connects national struggles with global systems (like debt, tax injustice, austerity) and links grassroots resistance to international pressure.

#### 5. What's the red line about?

The red line is our symbol of refusal. It represents the boundary we're drawing — against debt, inequality, austerity, and billionaires profiting while people suffer. It also represents the red thread of care, resistance, and global solidarity.

#### **OUR DEMANDS AND MESSAGES:**

- 1. What are the campaign's main demands?
  - **R** Tax the rich
  - **R** Cancel illegitimate debt
  - **R** Dismantle tax havens
  - **R** End austerity
  - **R** Fully fund public services like health, education, and care

#### 2. Why focus on tax justice?

Because ordinary people pay too much — and billionaires pay too little or nothing at all. Tax justice means making the ultra-rich and corporations pay their fair share, so societies can fund care and services.

#### 3. Why cancel debt? Isn't borrowing necessary for growth?

Many countries are stuck in debt traps, paying more to creditors than they invest in their own people. Debt itself isn't the problem — unjust, illegitimate, and exploitative debt is. Debt cancellation is a pathway to sovereignty.

#### 4. What's wrong with austerity?

Austerity cuts public budgets, wages, and services — hurting women, workers, and marginalised communities first. It's often imposed by financial institutions like the IMF in the name of "stability," but what it really does is hollow out societies.

#### 5. Why dismantle tax havens?

Because trillions are hidden offshore. These secret jurisdictions allow elites and corporations to avoid paying taxes — robbing countries of the revenue needed to invest in public goods.



#### **GLOBAL CONTEXT:**

#### 1. Why now?

Because crises are converging — inflation, debt, climate collapse, public service cuts — and people are paying the price. Meanwhile, world leaders are gathering at summits like the FfD4 and G20, often ignoring people's realities. This is our time to intervene.

#### 2. What do the IMF and World Bank have to do with this?

They have shaped economic policy for decades — often pushing countries into debt, enforcing austerity, and protecting corporate interests. We rise not to ask for their permission — but to challenge their role in maintaining inequality.

#### 3. Is this only relevant to the Global South?

No. Inequality is global. Public services are collapsing, wages are stagnant, and housing is unaffordable across the world. Our struggles may look different, but the system connects them.

#### 4. Are you against economic growth?

We're against growth that benefits a few while leaving millions behind. We rise for shared prosperity, not extraction and exploitation. Growth without justice is not development.

#### 5. Isn't this just more protest? What will actually change?

Protest is only one part of this campaign. We're also building assemblies, public education, digital storytelling, and cross-country solidarity. We are not only saying what we oppose — we're showing what we can build instead.

#### **GETTING INVOLVED:**

#### 1. How can I participate?

Take action in whatever way is possible for you:

- **R** Join a protest or assembly
- **R** Post a video using **#RiseFor**
- **R** Share a story of injustice from your life
- **R** Use our toolkit to mobilise in your community

#### 2. I'm just one person. Can I still contribute?

Yes. Every voice adds power. Record a 10-second video. Share a photo. Host a teach-in. You don't need a team to rise.

- 3. **Do I need permission to use Rise For visuals or organise something?** No. This is a decentralised, open campaign. As long as your action aligns with the framing, values, and demands — you're part of it.
- 4. **Is this campaign only happening in June?** No. June is a key flashpoint during the FfD4 summit, but the mobilisation arc continues toward the G20 in November — and beyond. Rise For is a long-term platform for resistance and imagination.
- 5. Where can I get more materials? Visit fightinequality.org or reach out to your national alliance to access the full toolkit, campaign brief, visual assets, and join coordination calls.



#### CONTENT FOR YOUR EXTERNAL ENGAGEMENTS

## **#RISEFOR** TOOLKIT



#### **ADVANCED QUESTIONS FOR CRITICAL ENGAGEMENT:**

#### 1. Why pay more taxes if governments are corrupt or inefficient?

That's a fair question and one we hear often. Corruption is real in many places. But here's the thing: when governments are underfunded, it actually makes corruption worse. It also weakens public services and lets elites push the idea that only the private sector can "fix" things.

FIA believes in progressive, fair taxation where the wealthy and corporations pay their share, and where people have a say in how money is spent. The answer isn't less public money - it's more public control, transparency, and accountability. Otherwise, we just end up handing over power to those who already have too much and have their primary interest in profits and not public servicing.

#### 2. At least private companies deliver services - what's wrong with that?

It can feel that way especially when public systems are underfunded and overburdened. But here's the problem: private services work for those who can afford them. If you're poor, rural, undocumented, or disabled, the market usually leaves you out.

Public services aren't about profit. They're about rights. When care, education, and water are treated like commodities, inequality grows fast. That's why FIA pushes for well-funded, people-led public services - ones that are accountable to communities, not shareholders.

#### 3. Isn't debt a tool for development?

In theory, yes responsible borrowing can support infrastructure and social programs. But the reality is very different. Most of the debt that poorer countries are paying today was:

- **R** Not borrowed with public consent
- **R** Spent on projects that didn't benefit communities
- **R** Structured to serve creditors, not people



#### CONTENT FOR YOUR EXTERNAL ENGAGEMENTS

GLOBAL DAYS OF ACTION TOOLKIT

We're not saying all debt is bad. We're saying unjust and illegitimate debt must be cancelled and that borrowing in the future must be fair, transparent, and democratically accountable.

## 4. Austerity helps balance the budget, what's the alternative?

That's what we've been told for decades but it's not the full story.

Austerity is presented as a way to "balance budgets," but in reality, it often means cutting services, freezing wages, and pushing people deeper into poverty while protecting the interests of creditors and elites.

FIA rejects austerity because it's a political choice, not an economic necessity. It's a choice that:

- **R** Shrinks public systems
- **R** Disempowers workers
- **R** Undermines democratic control over budgets

There are real alternatives. Budgets can be stabilised by:

- **R** Taxing wealth and corporate profits
- **R** Closing loopholes and dismantling tax havens

Economic stability shouldn't come at the cost of people's dignity and rights. We rise for economies that serve care, not creditors.

#### 5. How will you pay for all these demands?

This is one of the most common questions and the answer is simpler than it seems. The money exists. It's just not where it should be.

Right now, vast amounts of wealth are:

- **R** Hidden in tax havens
- **R** Shielded by loopholes
- **R** Extracted through unfair international tax rules

FIA's position is clear: We need to tax the richest individuals and corporations, shut down tax secrecy jurisdictions, and stop public giveaways to private investors and financiers.

This isn't about asking ordinary people to pay more. It's about making sure those with the most wealth stop avoiding their responsibilities.

#### 6. Isn't reforming the IMF and World Bank better than rejecting them?

We're not against dialogue. But decades of 'reform' have only deepened inequality.







The truth is, these institutions continue to:

- **R** Push austerity
- **R** Prioritise creditor interests
- **R** Enforce policies that shrink public services and undermine sovereignty

FIA believes that transformation doesn't come from inside closed rooms — it comes from the people most affected by injustice. These institutions need to be fundamentally restructured, not simply rebranded.

Reform means nothing if it still protects the same old power.

#### 7. Should countries with poor governance get debt relief?

This is a tricky one. But here's our position: debt justice is about people, not politicians. Most of today's debt wasn't incurred by ordinary citizens but they're the ones paying for it, often through cuts to schools, hospitals, and wages.

We need new systems for resolving debt. Ones that are transparent, fair, and include communities in the decision-making. Punishing entire countries because of a few bad actors only makes inequality worse.

#### 8. Doesn't the market innovate better than the state?

Markets absolutely play a role. But let's not forget: most innovations start with public funding. Be it medicines, the internet or clean energy tech. The private sector often builds on public risk and then profits privately.

FIA isn't anti-market. We're pro-accountability. We want systems where the economy works for the people, not just for those who can afford to play in the market.

#### 9. Isn't inequality just part of economic growth?

No. It's not. Inequality is produced by policy decisions:

- **R** Who gets taxed
- **R** Who gets subsidies
- **R** Whose labour is valued
- **R** Whose voice counts in economic decisions

It doesn't have to be this way. Growth can be fair, inclusive, and justice-driven. But not if the rules are written by and for the top 1%.

#### 10. Is this just anti-capitalist rhetoric dressed up?

Not really. This isn't about ideology. It is about people's daily realities. It's about mothers skipping medicine to afford food. About students dropping out because school fees are too high. About nurses working without pay while billionaires dodge taxes.

FIA is a movement, not a manifesto. We don't just criticise. We propose:

- **R** Public systems rooted in care
- **R** Feminist economic models
- **R** Community-owned alternatives
- **R** Just taxation and debt systems

People don't need theory. They need justice. And they're rising for it.



## **VIDEO CREATION GUIDE**

YOU DON'T NEED A CAMERA CREW OR FANCY GEAR TO MAKE A POWERFUL VIDEO. Your phone, your voice, and your truth are enough.

This guide will help you create short, impactful videos that support our campaign — whether you're speaking directly to the camera, showing an injustice in your community, or capturing others taking action.

These videos can be used for:

- **R** Say It Out Loud clips
- **R** Tell Your Story testimonials
- **R** Bring Injustice to the Frontline documentation
- R Visual posts from your People's Assemblies, Teach-ins, or protests

#### **KEEP IT SHORT AND CLEAR**

- → Aim for 20–60 seconds
- → One video = one message
- → Speak naturally and from the heart

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#### **RECORD WITH YOUR PHONE (SIMPLE IS STRONG)**

- → Hold your phone horizontally (landscape)
- → Make sure your face is lit (avoid bright light behind you)
- → Use a quiet space or speak loud and clear if filming outside
- → Use the phone's default camera app no need for filters or edits

#### ACCESSIBILITY TIPS

- Add subtitles or write a simple caption below the video Speak in your own language — and provide a translation if possible
   Use clear and hold backtage:
- Use clear and bold hashtags: #RiseFor, and optional issue-based tags like #RiseForEducation

#### **UPLOADING & SHARING**

- → Post on Instagram, Twitter/X, Facebook, TikTok, or WhatsApp
- → Always include the #RiseFor hashtag
- Tag @fightinequality and your national alliance
- If you don't want to post yourself, send your video to your alliance or FIA and we'll help you share it



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## MEDIA TOOLKIT

Getting your action into the media — even a local radio show or small news blog — can expand your reach, validate your demands, and draw attention from policymakers, allies, and the public. You don't need to be a media expert to do this.

This section offers ready-to-use content and practical steps to help you build visibility, tell your story on your terms, and keep community voices front and centre.

MEDIA ALERT TEMPLATE

#### 🕝 WHAT IT IS:

A short, clear message you send to journalists a few days before your event to let them know it's happening. This is NOT the full press release — just a heads-up.

#### 🐖 WHEN TO SEND IT:

2-3 days before your mobilisation, and again the morning of.

#### 🖾 MEDIA ALERT – TEMPLATE

Subject: MEDIA ALERT - [Your Group/Network] Holds "Rise For [Issue]" Action in [City], [Date]

Who: [Your group / alliance / network]
What: [Describe the action in one sentence – e.g., People's Assembly on Public Services, Street Action on Debt, etc.]
When: [Date and time]
Where: [Exact location / meeting point]
Visuals: [Describe what journalists can expect visually – e.g., red fabric, placards, local community speakers]
Interview opportunities: [List who can be interviewed – with names, roles, and phone numbers]

**Contact for more info:** [Name, email, phone number]

## **2** QUOTE TEMPLATE

#### 🕝 WHAT IT IS:

A prepared quote that you can include in press releases, media alerts, or give to reporters. It ensures your message is strong and focused.

You can write it as:

- **R** From your organisation/spokesperson
- **R** From a community member involved in the action





#### 🚈 SAMPLE QUOTE – ORGANISATIONAL

"We're rising because this system is broken by design. The IMF and World Bank keep pushing policies that take from our people and give to the rich. It's time to put care, education, and dignity before profit. That's why we're joining the Rise For campaign — to draw the red line." – [Your Name], [Role], [Organisation Name]

#### 🖾 SAMPLE QUOTE – COMMUNITY MEMBER

"I rise for my children's future. They shouldn't have to live in debt or fear, or be told there's no money for their school. I'm here today because we've had enough. This isn't just about one policy. It's about justice."

- [Name, if safe], [Optional: identity or role, e.g. Teacher, Farmer, Youth Organizer]

**TOOLKIT TIP:** Prepare 2–3 quotes ahead of your event. Translate if needed. Keep them short and clear. You can give them to journalists or use in your own posts.

## **3** TIPS FOR TALKING TO JOURNALISTS

#### \overline BEFORE THE EVENT:

Make a list of local or friendly journalists (newsrooms, radio, blogs, campus media) Email or text them your media alert Follow up with a short call: "Hi, just checking if you saw the media alert — we'd love to have you cover our Rise For action." **DURING THE EVENT:** Assign a media point person Have someone ready to give quotes (short, strong, confident) Let journalists take photos and video (but confirm consent with speakers first)

#### 🛅 AFTER THE EVENT:

Send them photos or a short summary within 24 hours Share your press release or quote if they missed the action Ask if they plan to cover it — and offer help

## HOW TO CENTRE COMMUNITY VOICES

Media often focuses on organisers or spokespeople — but the power is in the community stories.

Invite participants (e.g. students, nurses, parents, informal workers) to speak to media

- R Let people tell their own story in their own language and translate only if needed
- **R** Avoid jargon. Talk about how it *feels, not just how it works*
- **R** Use visuals banners, red line fabric, placards to give journalists something to photograph

**TOOLKIT TIP:** You can record community stories yourself and send them to journalists later if they couldn't attend.





## MORE TEMPLATES AND RESOURCES

DIGITAL TOOLS & RESOURCES

PHYSICAL ACTION TOOLS

MEDIA PRESS RELEASES

