

TIME
TO TAX
THE RICH

GLOBAL PROTEST

TO #FIGHTINEQUALITY

15-22 JANUARY 2022



Social Media Toolkit



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What is the Davos Protest to #TaxtheRich?

Davos is a Swiss ski resort where the World Economic Forum's annual meetings are held. During Davos, the top 1% do deals and discuss issues that affect everyone. The world's political and economic elite gather to tackle global issues such as poverty and inequality despite being part of the problem/biggest beneficiaries of such problems.

We are at an extreme point in history where billionaire wealth is spiraling out of control, while billions face a daily struggle to survive. Multiple crises have converged from vaccine inequality to unemployment, from our rights to protest to our underfunded public services, from climate change to a debt crisis. Inequality is not just about income or wealth; it is about power. Runaway inequality has been caused by too much power in the hands of powerful corporations. It has taken over our politics.

We want governments to tax the rich and for People's Recovery Plans to Covid-19. Since the Covid-19 pandemic hit, billionaires have increased their wealth by an astonishing 68%, while many people have experienced unprecedented levels of inequality. Many people have lost their livelihoods, and many more have not had access to life-saving vaccines. Others have seen austerity budgeting which has meant that they go without basic social services.

3 ways to join the Protest to #TaxtheRich

1. Share a message with the government

On the 25th of May, 2022 we will be sharing messages from activists across the world with their government on social media. You can share yours here

<https://fightinequality.org/its-time-to-tax-the-rich> and we will tag your Head of State

2. Spread the word on social media platforms

We need to be as vocal as possible if we want our governments to listen to our demands. We will only be successful with a huge amount of public pressure. So whether you are at home or on the streets during the Protest, you can spread the message online and add to the pressure for change in the following ways”

- Share your own posts using these hashtags **#TaxtheRich** and **or#FightInequality** and tag your country’s President or Prime Minister while at it. You can also use hashtag **#Wef22** to reach the people attending the forum. [Find editable materials here](#)
- Find ready made social media posts and images to use on **page 6** to get you started. Follow us on [Twitter](#), [Instagram](#) and [Facebook](#) and share or retweet our messages

3. Join the Twitter Spaces on Tuesday, 24th May

We will be holding a twitter space on the 24th of may as an alternative space for activists to voice their demands



Social Media Graphics

Click on the images to view and download from its location on Google Drive
[Check out other country wealth comparisons here](#)



CHILE

THE TWO RICHEST BILLIONAIRES HAVE THE SAME WEALTH AS THE BOTTOM 9.6 MILLION CHILEANS.

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The infographic for Chile features a person in a black suit and white shorts standing on a red circular base, holding a white sign with the hashtag #TAXTHERICH. The background is orange with a white brushstroke effect at the top.

KENYA

THE TWO RICHEST PEOPLE HAVE MORE WEALTH (\$1.54BN) THAN THE BOTTOM 16.5 MILLION KENYANS (\$1.2BN)

#TAXTHERICH

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The infographic for Kenya shows a person in a white jacket and red shorts running on a red circular base, holding a white sign with the hashtag #TAXTHERICH. The background is black with an orange brushstroke at the top.

DENMARK

THE RICHEST PERSON IN DENMARK, ANDERS HOLCH POVLSEN, HAS 13 TIMES AS MUCH WEALTH THAN THE BOTTOM 40% OF DANES (2.3 MILLION PEOPLE).

#TAXTHERICH

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The infographic for Denmark depicts two people, one in a red jacket and one in a red and white patterned jacket, standing on a black circular base and holding white signs with the hashtag #TAXTHERICH. The background is yellow with a red brushstroke at the top.

UK

THE FIVE RICHEST BILLIONAIRES HAVE THE SAME WEALTH AS THE BOTTOM 40 PERCENT (20 MILLION BRITS).

#TAXTHERICH

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The infographic for the UK shows a person in a red and white striped shirt holding a white sign with the hashtag #TAXTHERICH. The background is black with an orange brushstroke at the top.

PHILIPPINES

BILLIONAIRES SAW THEIR WEALTH INCREASE BY 35% DURING THE PANDEMIC WHILE 3.7 MILLION PEOPLE ARE ESTIMATED TO HAVE BEEN SHED INTO EXTREME POVERTY IN 2020 ALONE.

#TAXTHERICH

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The infographic for the Philippines features a person in a black jacket sitting in a white wheelchair, holding a white sign with the hashtag #TAXTHERICH. The background is yellow with a red brushstroke at the top.

INDIA

THE WEALTH OF INDIAN BILLIONAIRES MORE THAN DOUBLED DURING THE COVID-19 PANDEMIC WHILE 46 MILLION PEOPLE ARE ESTIMATED TO HAVE FALLEN INTO EXTREME POVERTY IN 2020 (NEARLY HALF OF THE GLOBAL NEW POOR).

#TAXTHERICH

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The infographic for India shows a person in a black jacket holding a white sign with the hashtag #TAXTHERICH. The background is orange with a white brushstroke at the top.

Wealth Tax Statistics

Click on the videos to view and download from its location on Google Drive

[Get editable files here](#)



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KENYA

AN ANNUAL WEALTH TAX APPLIED TO THE WEALTH OF MULTI-MILLIONAIRES AND BILLIONAIRES WOULD RAISE **US\$0.9BN A YEAR** - ENOUGH TO INCREASE THE GOVERNMENT HEALTH BUDGET BY **36%** OR REDUCE HOUSEHOLDS' OUT OF POCKET HEALTH EXPENDITURE BY **85%**.

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SOUTH AFRICA

AN ANNUAL WEALTH TAX WOULD RAISE **\$8.4 BILLION A YEAR** (WITH RATES AT **2% ON WEALTH OVER \$5 MILLION, 3% ON WEALTH OVER \$50 MILLION AND 5% OVER \$1 BILLION**). THIS COULD INCREASE THE GOVERNMENT HEALTH BUDGET BY **55%**.

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MEXICO

AN ANNUAL WEALTH TAX APPLIED TO THE WEALTH OF MULTI-MILLIONAIRES AND BILLIONAIRES WOULD RAISE **US\$19.8 BN A YEAR** - ENOUGH TO INCREASE THE HEALTH BUDGET BY **58%**.

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PHILIPPINES

AN ANNUAL WEALTH TAX APPLIED TO THE WEALTH OF MULTI-MILLIONAIRES AND BILLIONAIRES WOULD RAISE **US\$6.3 BN A YEAR** - ENOUGH TO INCREASE THE HEALTH BUDGET BY **73%**.

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USA

AN ANNUAL WEALTH TAX WOULD RAISE **\$928.39 BILLION A YEAR** (WITH RATES AT **2% ON WEALTH OVER \$5 MILLION, 3% ON WEALTH OVER \$50 MILLION AND 5% OVER \$1 BILLION**). THIS REVENUE COULD RAISE THE GOVERNMENT'S HEALTH BUDGET BY A THIRD.

#TAXTHERICH

Whatsapp Stickers

Click on the videos to view and download from its location on Google Drive

[More materials available here](#)

**TAX
THE RICH**

Icon



How to install Whatsapp Stickers:

1. Download the Sticker Maker
<https://play.google.com/store/apps/details?id=com.marsvard.stickermakerforwhatsapp>
2. Create name & Author as you wish
3. Upload the Icon and the 3 stickers
4. Share widely!





Join The Movement

If you would like to be a part of the movement that is fighting inequality:

- [Sign up](#) to receive regular emails
- Be a member of the Alliance in your country (link to the protest map and national/regional alliance contact details)
- Follow us on [Twitter](#), [Instagram](#) and [Facebook](#) and share or retweet our messages

Our Key Messages

- We have reached a critical juncture. Covid-19 is an inequality virus. During the pandemic, at the same time that billionaire wealth is spiraling out of control, billions face a daily struggle to survive.
- The 1% are meeting at Davos in January to shape the future of the world but the truth is they have no answer to our biggest problem. The elites cannot and will not end the virus of inequality they have helped to create and built their fortunes on the back of. Arsonists do not make good firefighters.
- The Covid-19 pandemic should be a once in a generation opportunity to tackle the systemic causes of inequality but our so-called leaders are failing us. Instead we have seen elites blocking moves for wealth taxes, governments and international institutions doubling down on austerity, failing to agree to debt cancellation, unwilling to introduce basic income grants and starving public services of vital funds.
- The Fight Inequality Alliance is/We are a grassroots movement/ and offer real solutions from people living on the frontlines of (social and economic) inequality.
- This week a growing movement with protests in over 30 countries are taking to the streets and social media/digital platforms to say that now is the time to act - to Tax The Rich, and build People's Recovery Plans for Covid-19.
- The inequality virus has laid bare a broken system that forces us to choose between healthcare and the environment, between democratic rights and food on the table, between social protection and a living wage. We deserve a future where a dignified, just and equal life is possible for people and planet.





**Let our voices be HEARD,
our presence FELT &
our demands MET.**