











PEOPLE'S GUIDE

FOR NATIONAL ASSEMBLIES 2025



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Why a People's Assembly for the G20?

The G20 Summit is the meeting of heads of states from the world's largest economies and one of the powerful spaces which shapes decisions on debt, taxes, trade, public services, and climate finance. But its meetings are closed, its priorities driven by the richest governments and corporations. The voices of ordinary people - we, the 99% are excluded from the official decision-making process.

From September to November, national People's Assemblies will take place in more than 25 countries across the Global South. Each assembly will produce a People's Declaration, a red line of demands from the 99%, and stories that carry our voices far beyond the room. These actions form a global arc of mobilisation, building awareness and collective power, and will culminate in the three-day **People's Summit in Johannesburg, 20–22 November at Constitution Hill**. There we will show our counter power to the G20 and strengthen the fight for a new global economy built on justice, dignity, care and democracy.

Also to note, the G20 is not the centre of our mobilisation. It is a symptom of a broken neoliberal model that concentrates wealth and power in the hands of a few while imposing debt, austerity and crisis on the many. We use this moment to bring national struggles into focus, connect them across borders and project them onto the global stage. People's Assemblies are about building power from below and lifting up the alternatives people are already creating.

A People's Assembly is one of the most effective ways to do this. It is where we, the 99%, come together - the unions, women's groups, youth, farmers, Indigenous peoples and communities on the frontlines of debt, climate collapse and inequality - to put our struggles and demands at the centre of public decisions.

WE THE 99 NARRATIVE
DRAFT

Assemblies are not just about naming injustices. They are spaces to craft demands from lived realities and press our governments nationally and internationally on the key issues of inequality:

- **Debt justice** – demand cancellation of illegitimate and unsustainable debt so budgets fund health, education and climate action, and press governments to join a Global South debtors' club resisting creditors.
- **Tax the super rich** – demand fair taxation so billionaires and corporations pay their share, and push governments to join coalitions for global rules to tax the super rich.
- **Public services and care** – demand reversal of austerity and reinvestment in public services, feminist care and climate resilience, while resisting IMF and World Bank cuts.
- **New global rules and people's alternatives** – demand that governments act boldly internationally, and we create a new global economic order

What is a People's Assembly?



A People's Assembly is the moment where ordinary people like us - workers, women, youth, farmers, and communities create their own spaces and step into the center of public debate to say: 'this is our voice, this is our agenda'. It is an act of power. It is where we bring our struggles, our stories, and our solutions into one collective space that cannot be ignored.

What makes it different is that it belongs to us. It is not shaped by governments or elites, but by the people most affected by inequality. In an assembly, there is no single speaker or authority; everyone has a place, and everyone has the right to be heard and learn from others. Everyone's lived reality matters in this space.

By holding assemblies in our countries, we do three things:

1. Confront national injustices directly by naming the elites, the unfair policies, and the institutions driving inequality here at home.
2. Link our voices to the global campaign and be part of the global movement that is brewing in different countries and regions. A movement that is diverse in ethnicities, race and religion yet showing that while our contexts differ, our fight against inequality is shared across countries and regions.
3. Share and build people's alternatives by lifting up the solutions our communities are already creating - from people's economies and care systems to new ways of organising power and showing that another future is possible.

An assembly does not have to be big to be powerful. Some may gather hundreds, others only a few dozen. What matters is that the people who are usually left out are at the centre, and that what comes out of the room can be carried forward in the shape of demands, testimonies, declarations, and new connections that feed both national campaigns and the global 'We the 99' movement.

When to Organise?

The power of a People's Assembly comes not just from who is in the room, but also when it happens. Choosing the right date and time ensures the assembly connects with the national moments and opportunities in your country and makes your voices harder to ignore.

When deciding on the timing, think about:

National Political Calendar

The most important factor is to anchor the assembly in your country's context. Is there a budget announcement, debt negotiation, election debate, or public mobilisation coming up? Linking your assembly to these moments makes it more relevant and impactful.

Media Visibility

Timing matters for how the media will pick up your story. Avoid weekends when coverage is weaker in many countries, and consider international or national “days” that can draw attention (for example, International Day for Eradication of Poverty, climate days, women's rights days). Ensure your assembly adds value to the ongoing debates and discussions in the media.

Community Mobilisation and Accessibility

Pick a date that gives enough time for outreach to grassroots groups and ensures people can realistically attend. Consider farming/harvest seasons, working hours, or school terms that may affect participation.

Coordination with Allies

If other movements or unions in your country are already planning actions, link your assembly to their timeline. A combined push makes the message louder.

Linking to Global Arc

Assemblies held in the coming two months will feed directly into the global ‘We the 99’ campaign, therefore, the assemblies being organised in September and October of this year will add national struggles to the collective voice heading to Johannesburg.



Building Your Assembly Team

A People's Assembly is most powerful when it is carried by a team of committed people across movements who share the work. No single person can do it all; and the best assemblies come from collective energy, creativity, and care.

Forming a core organising group early makes everything smoother: from planning and outreach to the actual event and its amplification. This group can be small or large depending on your capacity, but the key is that all roles are covered.

Essential roles that builds the dream team:

Main Coordination Body

The main responsibility of the body is to collectively build the vision for the movement, bring the team together, and ensure all parts of the assembly are connected and are speaking to each other.

Community Mobilisers

To reach out to grassroots groups, unions, women's collectives, youth groups, and movements so the assembly reflects real diversity. You may need more than one mobiliser if you are covering a large area or reaching across different communities.

Logistics & Safety Lead

To ensure that the physical space is welcoming and secure for all the participants. They will be responsible for arranging the venue and overseeing food, water, and safety planning.

Media & Communications Lead

Will primarily craft the stories for the press, briefs for the spokespeople, and ensure the assembly is heard beyond the room physical event and has a large press coverage in the following days.

Digital Lead

Brings the assembly to life online, managing social media, capturing photos/videos, and sharing highlights globally with **#WeThe99**.

Documentation Lead

Captures the discussion in the room, and develops a draft that documents the main discussions, the action points, that informs the future activities and engagements of the national alliances.

Finance & Admin Focal Point

Anchors the resources, manages the budget, and keeps the reporting clear and simple.

How to Organise Assembly?

STEP 1 THE INITIAL PREP

STEP 2 DESIGN THE ASSEMBLY

STEP 3 DELIVER

- Choose your date and confirm your venue. See [section 3](#) on when to organise your event.
- Mobilise participants: unions, women's groups, youth networks, farmers, Indigenous communities, faith groups, frontline workers.
- Finalise your organising team's tasks ([see Section 4](#)).
- Set a simple budget and checklist (transport, refreshments, accessibility, materials).
- Co-create the agenda. Don't draft it alone. Invite input from alliance members, community leaders, and grassroots organisers before finalising. You could run a short planning session (in-person or online) where people suggest themes and activities.
- Share the initial idea with your respective regional coordinators to solicit feedback to further refine and align with global priorities.
- Combine these inputs into an agenda that reflects real concerns and priorities, not just what organisers think is important.
- Mix different elements: testimonies, group discussions, and creative expression (music, theatre, art, poetry).
- Include in your program a time to read and reflect on the We the 99 Manifesto, and share how it is grounded in your local context. Please refer to the guide [here](#).
- Ensure diverse voices are built in including that of women, youth, people with disabilities, rural and urban communities.
- Keep the flow participatory: use prompts like "What do you rise for?" or "What must change?" and make sure discussions allow everyone to speak in their own words and language.
- Prepare facilitation materials: flipcharts, markers, translation or interpretation support if needed.
- Start the assembly with a unifying act such as a chant, story, or testimony that sets the tone.
- Encourage testimonies and small group discussions so many voices are heard, especially those most affected.
- Document the moment with photos, short videos, or flipchart notes while respecting consent (See [section 7](#)). Please refer to the [Toolkit](#) section for the template to document.
- Select a few spokespeople and prepare short messages they can share with the media and on social platforms. Remember to post it with our hashtag #WeThe99.
- End the assembly with a collective act such as a group photo, chant, or cultural performance to show unity and energy.



COLLECTIVE ACTION: THE RED LINE

Each People's Assembly will include a simple but powerful action creating a red line of people with red scarves or pieces of cloth. This action will connect assemblies across countries and come together at the People's Summit in South Africa.

How to do it step by step:

Prepare in advance

- Arrange enough red scarves or cloth strips for participants (1 per person).
- Brief participants at the start of the assembly about the meaning: the red line represents our stand against inequality and the power of the 99%.
- The participants are free to write their demands, message, slogan on their individual scarf. (Ensure the ink used is in contrast to the background colour for easy readability).

Form the line

- At an agreed time in the assembly, invite participants to stand side by side holding the red cloth in front of them.
- For larger groups, you may form creative shapes such as a circle, spiral, or “99”.
- Always ensure your formation matches the photography and videography you can do. A “99” or circle only makes sense if you can capture it from above (drone, rooftop, or balcony). If not, choose a strong straight line or wave.

Capture the action

- Use a drone if available to take overhead shots of the formation.
- If no drone, capture wide shots from a balcony, rooftop, or any higher point.
- Also take close-up photos and short videos showing faces, slogans, and red cloths clearly.
- Record chants or short statements if possible (for example, “We the 99%”).

Make it collective

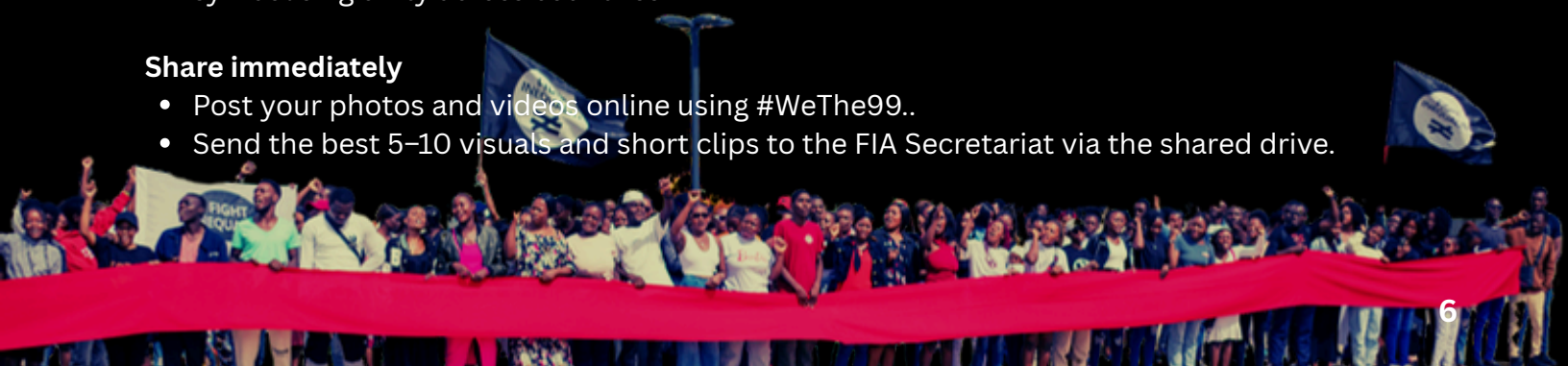
- After the line is formed, do one or two collective acts such as raising the cloths overhead together, shouting a slogan, or waving the cloths in unison.
- End with a group photo that includes banners or placards linking it back to the assembly.

Send the red scarves forward

- After the assembly, collect the red cloths in a safe bag or box.
- The main coordinator will get this stitched into a large banner that can be carried to South Africa.
- The large banner will be displayed collectively at the People's Summit in November, symbolising unity across countries.

Share immediately

- Post your photos and videos online using #WeThe99..
- Send the best 5–10 visuals and short clips to the FIA Secretariat via the shared drive.



Amplifying Your Voice

A People's Assembly doesn't end when people leave the room. Its impact grows when the stories, images, and demands reach wider audiences of your mobilisation.

Communications: Setting the message

- Give your assembly a title that captures its spirit and links to inequality in your context. This is where you use your creativity and imagination to come up with powerful titles that resonate with all your audiences and participants. Avoid very technical jargons in the title. Also make sure the length of the title is short. Make sure it is in your local language for greater coverage.
- Develop a main message or headline that sums up your demands in one sentence. Example: "While the 1% hoard wealth, for the 99% our hospitals and schools are starved."
- Use the global hashtag #WeThe99 or #WeAreTheRedLine alongside a local one in your language to root the campaign in your context.
- Plan 3–4 headlines you want media and social posts to carry
- Keep it simple, people-centered, and powerful.

Media: Influencing the national discourse

- Prepare a short press release or media note that highlights the assembly's demands and shares what demands will be brought from your country to the G20 Peoples' Summit.
- Identify and brief 2–3 spokespeople who can give clear quotes.
- Ask your Digital Lead or Media focal person to capture key quotes from the event to insert in the post-event press release.
- Reach out to friendly journalists in advance with the date and purpose.
- On the day, share strong visuals and testimonies with reporters.
- For practical "how-to" guides and templates, use the Media Support Toolkit [here](#).

Digital Media: Spreading voices online

- Choose the platforms that are most active in your country such as Facebook, X, Instagram, TikTok, or WhatsApp.
- Share content from the ground such as short videos, participant quotes, chants, songs, or testimonies. Raw and authentic content is often most powerful.
- Post live updates and stream key moments, or share photos in real time.
- Engage with people online by replying to comments and tagging allies, journalists, and relevant institutions so posts travel further.
- Continue the conversation after the assembly by gradually releasing content.



- Record a short video (10–20 seconds) with friends or fellow participants saying together: "We the 99. What is your red line?"
- Hold up a red scarf, banner, or piece of cloth while you speak, then share the video with #WeThe99 and #WeAreTheRedLine.
- Post it online and tag at least 3 friends or groups to do the same, creating a chain of red line videos across countries.

Photos

- Use natural light where possible. Face the subject toward the light, not with the light behind them.
- Frame people at eye level for portraits and go wide for group shots.
- Take both horizontal (for media and reports) and vertical (for Instagram/TikTok stories) photos.
- Capture diversity: women, youth, banners, rural voices, moments of collective action.
- Look for emotion like raised hands, chants, laughter, determination, someone just lost listening to someone speaking.

Videos:

- Keep testimonies short from 20 to 40 seconds only.
- Record testimonies/sound bytes in a quiet spot to reduce background noise. A simple trick is to use earphones as a mic if you have them.
- Hold the phone steady with two hands or rest it on a chair, wall, or even a water bottle for stability. If you can arrange a tripod then all the better.
- Film in landscape (horizontal) if the video is meant for media or reports. Use portrait (vertical) if it's for Instagram/TikTok stories.
- Always use the rule of thirds. Place the speaker/subject slightly to the left or right of the frame instead of dead centre, and keep their eyes about one-third from the top of the screen.
- Make sure there is light on the face. Avoid filming someone with a window or strong light behind them.
- Record a few wide shots of the crowd and then close-ups of faces and voices to capture the emotion.
- Ask participants to repeat strong slogans or chants so you can capture them clearly.
- Make sure to not only record sound bytes but also get a b-roll of the event that could be edited into sound bytes for more context.

Story hunting in a busy event

- Follow the energy. It could be as simple as capturing someone laughing, or chanting or clapping.
- Ask participants simple prompts like “what is your biggest issue, and what would you change if you were in charge?” to draw out strong quotes.
- Document small details too: posters, hands drawing on flipcharts, children playing, food shared. All of this stitches together to tell the story.
- Make sure to get consent before filming or photographing anyone, especially women, children or vulnerable participants.

Editing and sharing

- Brighten and crop photos before sharing. Editing apps on the phone also works fine for basic editing.
- Share subtitles in a separate document for us to embed in the videos. Especially if the videos are in the local language. Also, many people watch videos with sound off in workplaces etc.
- Label and organise your files (country, date, event) before sending to FIA via the shared drive.

Please upload your photos and videos in your respective country folders [here](#).

SAFETY AND COLLECTIVE CARE

BEFORE THE ASSEMBLY

- Choose a venue that is safe, accessible, and neutral (not linked to political parties or hostile institutions).
- Check accessibility for women, people with disabilities, and those travelling long distances.
- Prepare a simple safety plan in case of disruption, bad weather, or health emergencies.
- Brief volunteers on basic safeguarding, especially around children, women, and vulnerable participants.
- Contact a human rights defender organisation or ally that is aware of the activity and openly offers to monitor its development.

DURING THE ASSEMBLY

- Open with community agreements (respect, no hate speech, shared responsibility for care).
- Have volunteers welcome participants and be available for any issues or questions.
- Ensure there is drinking water, breaks, and basic seating so people are comfortable.
- Pay attention to emotional safety. Make space for people who share difficult stories, and allow time for collective support.
- Monitor photos and videos. Get consent before filming and respect if someone prefers not to be documented.

AFTER THE ASSEMBLY

- Provide safe ways for participants to stay connected (WhatsApp groups, mailing lists) while respecting privacy.
- Follow up with participants who may have raised sensitive issues or appeared in distress.
- Reflect as a team: what worked well in keeping people safe and cared for, and what could improve next time.

Care is political.

A welcoming and safe assembly shows in practice the alternative we all are fighting for. A society based on dignity, justice, and collective responsibility.

TOOLKIT

WE THE 99
NARRATIVE

PEOPLE'S
MANIFESTO

WE THE 99 LOGO

SHARED DRIVE
TO UPLOAD
PHOTOS AND
VIDEOS



DOCUMENTATION
OF YOUR ASSEMBLY

TEMPLATE FOR
PRESS RELEASE

EXAMPLE OF SAFETY
PLAN

SOCIAL MEDIA
BANNER

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¡Que paguen los que más tienen!

natkan

صحت تعلیم

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Planeta y

Gravar a los

Kutali Bami

WE DRAW A RED LINE TO BILLIONAIRES

**GLOBAL RESISTANCE AGAINST DEBT,
AUSTERITY AND EXTREME WEALTH**

Alza la voz por una redistribución justa

FIGHT
INEQUALITY



THANK YOU!



Join the Alliance