

# Fight Inequality

A Toolkit for Campaigners



#FightInequality



OXFAM

## A Global Movement

Oxfam is a global movement of people who share the belief that, in a world rich in resources, poverty is not inevitable. We work in over 90 countries around the world. We see the consequences of economic inequality and the drive for profit over people through our work on the ground. Economic inequality isn't just an issue for developing countries. It affects people and communities all over the world in similar ways.

This toolkit is designed to provide you with the knowledge, skills and information you need to join the movement to fight inequality.

We campaign to tackle the root causes of poverty and create change through the legislation, policy and practice that keeps people trapped in poverty. Many people want to campaign but don't know where to start. This toolkit offers guidance, information and tools to support campaigners to develop their own campaigning activity to tackle economic inequality. It contains a range of information to help build your knowledge, practical resources to campaign with, and guidance on how to develop ideas and activities for campaigning so that you can engage others and influence change.

It will help you to:

### Know

- What economic inequality is
- Why it is a problem
- How you can use your skills and knowledge to campaign in your communities to encourage others to support the campaign to fight inequality.

### Feel

- Confident in your ability to campaign
- Inspired and motivated to make change happen
- Positive about the actions you take to create change

### Do

- Campaign by developing and running your own events and activities locally
- Get others involved and build support in your local community and beyond
- Influence decision makers to take action to fight inequality

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed it's the only thing that ever has”.

Margaret Mead, American Anthropologist

This toolkit is divided in sections to make it easier to navigate and find the information you need.

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There are also resources available such as a powerpoint presentation, posters and leaflets which you can get from your Oxfam point of contact who will be happy to discuss your ideas with you, and provide advice and support.

Thank you for campaigning to

**#FightInequality**

so we can

**#BeatPoverty**

for good



## 2 Campaign Briefing



### Introduction

Extreme inequality is hurting us all; it damages economic growth, fuels crime, and squanders the hopes and ambitions of millions of people throughout the world. It exacerbates social problems such as youth unemployment and gender-based violence and denies people their dignity and voice, which deepens social frustration and the likelihood of conflict. It denies the most vulnerable people of basic needs and the chance to escape poverty. Oxfam calls for the gap between the rich and the rest to be reduced because economic inequality undermines and prevents the fight against poverty.

### What do we mean by economic inequality?

Economic inequality refers to the unequal distribution of income and wealth between different groups; in other words, the gap between the richest and those who struggle to have enough money to afford basic essentials and escape poverty. In Oxfam's report *Time to Care*, it was calculated that the world's richest 1% have more than twice as much wealth as 6.9 billion people. Despite there being enough wealth in the world to give everyone a fair chance in life, almost half the world's population live on less than \$5.50 a day and struggle to survive.

### Why is inequality growing?

Economic inequality happens throughout communities and countries all over the world. The economic gap between the rich and the rest is widening particularly within countries. But growing inequality isn't inevitable. Although it is likely that there will be some levels of inequality, the deliberate political and economic choices made by decision makers leads to wealth being accumulated by a small number of people. But why is this happening and what does it symbolise?

Our global economy is based on an idea (neo-liberal theory) that economic markets function well when financial services are deregulated, and competition is increased; prioritising and maximising profits over people. As a result, most of the legislation and policy throughout the world is focussed

## 2 Campaign Briefing

on economic growth. However, a small elite group of people reap the majority of the benefits, whilst there are consequences to the environment and human costs'. Many in favour of this system argue that as the rich get richer, wealth 'trickles down' to benefit everyone. However, time and time again we see that this isn't happening. Evidence continues to show an extreme economic gap with extreme amounts of wealth existing alongside great levels of poverty. Furthermore, as more money is held by the elite, so too is power and the ability to rig the rules further in favour of profit making.

Economic inequality exacerbates other forms of inequality such as gender and race inequalities, having even greater consequences for people living in poverty. Growing levels of inequality are fuelling conflict and climate change resulting in further inequality and poverty as people are forced to flee for safety. More and more people are waking up to this global injustice and unfairness.



## 2 Campaign Briefing

### How does this happen?

There are a number of reasons that influence levels of economic inequality in the world. For example, inheritance means wealth is handed down through generations. Shareholders of businesses can receive large profits on their investments. Big corporations can find loopholes in legislation to avoid paying little or no tax to the country in which they make money in. People aren't paid fairly for the work they do. The monopolising of specific industries, goods or services leads to exploitation and maximised profits. The world's natural resources are being stripped for profit resulting in climate change. Enhanced power and the ability to influence policy continues the cycle of unfair distribution.

We are told that wealth is the reward of hard work, talent and innovation. However, millions of people are working hard but receiving low wages which don't meet the cost of living and some work is unstable with poor working conditions. In developing countries, small scale farmers are struggling to get a decent price for their produce. Many people don't have access to free health care or education which would empower people to have the knowledge and skills they need to get on in life. In addition, there are no adequate social safety nets when life problems and events occur. For women, bearing children and undertaking unpaid care work means it's even harder to earn a wage to meet living costs. The environment is being damaged because of the unsustainable methods being used for resource and wealth which impacts further on those who are economically unable to adapt to climate changes already happening, resulting in greater inequality and poverty.

All over the world, economies are being built on the backs of low paid workers, small scale farmers and unpaid care work which ultimately creates wealth to benefit an elite few.

### What needs to change?

It is unfair that the majority of the population throughout the world do not reap the rewards of the same economy they help build. In order for wealth to be more fairly shared, our economic system needs to change. There needs to be intervention to ensure that people are put before profit to create an economy that works for everyone and leaves no one behind. Our impact on the environment must be considered to create a more sustainable way of living to tackle inequality. The voice of people, especially those living in poverty, needs to be heard by decision makers and governments throughout the world to help develop legislation and policy which has economic benefits for everyone. There are three ways that we can create a fairer and more equal society:

- Decent work, living wages and an end to the gender pay gap
- The richest companies and individuals paying their fair share of tax
- Greater investment in free public services such as health care and education for all

### The campaign

Oxfam launched the campaign to tackle global economic inequality with the support of a diverse group of people, including billionaires, faith leaders, NGOs, trade unions, social movements, women's organizations and millions of ordinary people.

Oxfam's campaign is about shining a light on the growing trends of inequality and its impacts on people living in poverty, raising voices and applying pressure on those in power to create a fairer economy. Campaigning to tackle economic inequality is about our rights, justice and fairness for everyone, especially people living in poverty. It's about citizens around the world standing together in solidarity to challenge the systems and structures that are affecting all of us. Unlike some other



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international development issues and root causes of poverty, economic inequality is a problem for countries and people throughout the world.

By working together and speaking as one, we can exert real influence on the political and economic choices that decide how wealth is divided and shared out. We will continue to campaign with people around the world to demand that governments, international organisations and multinational companies make choices which are fairer for all.

### To achieve this, we are working with others to:

- Research and highlight growing inequality trends in the world, so people can understand how this is happening and how it can be solved.
- Support platforms where civil society (including women's groups and trade unions) can be heard so that people are able to have a say in the decisions that affect them.
- Mobilise the public to take action to tackle inequality and amplify the voices of people with lived experiences of poverty so their stories can be heard.
- Push governments and international institutions to:
  - » Make tax fair, by increasing tax transparency and closing tax loop-holes
  - » Ensure decent jobs, fair wages (especially for women, whose work is often lower paid and less secure than men's), with fair deals for small scale farmers and others who survive by selling the fruits of their labours.
  - » Promote the rights of women to help tackle inequality which is a major source of poverty.
  - » Invest more in public services such as health care and education.
- Deliver programme work to help tackle the symptoms of inequality, both in the UK and in developing countries.



# 3 | Case Studies

Below are five case studies from our work on the ground in several countries. Economic inequality is a complex problem but is the root cause of many challenges people face throughout the world. These real lived experiences and stories show the impact of a profit driven economic system on real people. You can use these case studies in your campaigning to help show the problem. In some cases, names\* have been changed.

## Case study: Vietnam



Photo: Eleanor Farmer/Oxfam

Lan\*, 32, works in a factory in Dong Nai province, southern Vietnam, which produces shoes for global fashion brands. She works six days a week for at least nine hours a day sewing together the heels and soles of the shoes, earning around \$1 per hour. She works on 1200 pairs of shoes a day, yet she can't afford to buy even one pair for her son on the amount she earns each month.

She also works two extra jobs to make ends meet, as a tailor two evenings a week and serving at a restaurant on Sundays, her only day off from the factory. The amount she earns still isn't enough to support her family - at the end of every month, after paying for essentials like rent and food, she has little money left over.

Lan is married, but her husband is unable to work due to illness. She has two children: a fifteen-month-old baby and a twelve year old son. She moved far away from home to earn a better living, but Lan's low wages and high cost of living mean that she can't afford for her children to live with her full time. Her parents help look after the children in Lan's home province, Thanh Hoa, which is almost 1500km away. Lan rarely travels home to visit her family, due to the expensive travel costs and difficulty in taking annual leave.



Lan says: "It's hard because my children cannot live with me. I feel very sorry for my children. They always ask to come here, but I don't allow it. I cannot afford to raise them here. My son really wants to come live with me and study here. They have to be left with relatives because I don't have enough money to feed them and pick them up from school. I miss them as I'm far away. I want to be close to my children.

"I can't let my children starve or feel that they are not as good as other kids. Well, my kids are not equal to other children because we don't have money. I can starve, but my children can't.

"The travelling cost is also expensive. And it's hard to say goodbye to kids because they want me to stay. When I'm back at home, I think about my children and I do not want to leave them and go back here to work. In my future, I want a steady salary so I can be close to home, close to my children so I can care for them and they can be like their friends.

"I want to work the hours which have better pay, so I can have my children with me and I can raise them well with good educations. I want my children to be close to their parents so they can have a better life".

You can watch Lan's story here: [https://www.youtube.com/watch?v=3\\_tOD3SpoB0&t=67s](https://www.youtube.com/watch?v=3_tOD3SpoB0&t=67s)

### Case study: Kenya



Jane runs a small business in one of Nairobi's many informal settlements, where she sells homemade bags, mats, jewellery, soap and tie-dyed material. The small amount of money she makes helps put food on the table and send her two children to school. Jane trains other women to improve their skills in trades such as beadwork and soap making, so that the women can secure a better income.

Jane also set up a community women's group called the Shining Mothers, who have regular 'table banking' meetings to learn business skills and help each other with their savings and loans. The Shining Mothers discuss issues which affect them in their community and raise these at public meetings, to ensure their voice is being heard by the local government.

Across Kenya, small scale traders like the Shining Mothers work as street vendors and hawkers. Many cannot afford to pay the one-off annual trading license fee, yet end up paying more through daily fees demanded of them by the county government. Despite paying these government taxes, the traders aren't provided with adequate services, such as good waste management, infrastructure and decent water supply, in the informal trading areas where they work. The gap between informal sector workers and the benefits enjoyed by formal business owners is an example of the systemic problem of inequality in Kenya.

"After doing domestic work for ten years, I decided to come into the community and start getting some training. I then decided I had to share those skills with my community, and I have been doing that up until now. When I present myself to a particular group, I know there is something I am giving them, sharing with them. That is my best joy. Apart from giving them skills, I know somebody is going to make some income out of it, and that is what we call empowerment. So that is the most enjoyable thing, empowering my community. Because if a community is not empowered, we will live in poverty forever.

"The name for our Shining Mothers group came from one woman who thought hard about what our name should be. She said we have been down for so long, that we look as though we are not from a satisfied home. But now we are satisfied. I can buy good clothes for myself and my children. Now we can shine and everybody can see that we are the Shining Mothers."

You can watch Jane's story here: [https://www.youtube.com/watch?v=7ZD1C\\_9lavw](https://www.youtube.com/watch?v=7ZD1C_9lavw)

**"Rising inequality of income can dampen the impact of growth on poverty."**

Jim Kim  
12th President of  
the World Bank

## 3 | Case Studies

### Case study: Malawi



“I am HIV positive but my child wouldn’t have contracted the virus from me had we had a hospital nearby”, explains Elizabeth Michael from Hiwa Village traditional Authority Tcheku-tcheku in Neno district. “I fell pregnant in 2013 and when I was due to deliver, I decided to go to the hospital to receive proper medical care that would prevent my unborn child from contracting the virus. However, Neno health centre is very far from my village. It takes close to two hours of walking from here to the centre. Sadly there were no other means of transport and walking was the only option I had. After close to an hour of walking in the sun, my water broke and I was forced to deliver by the roadside with no medical attendants. I really never wanted my child to contract the virus because I know there is a way that could have prevented this from happening. I feel the government failed me. Had it been the hospital was close by; my child wouldn’t have been living with the virus today. I fear someday when he grows up he will ask me why he contracted the virus during birth and yet many during the same were born from HIV positive parents but never contracted the virus.”

Elizabeth did not have access to a local health centre to receive treatment to prevent mother-to-child transmission in her pregnancy and birth. Like many ordinary Malawians, a weak public healthcare system, and an unaffordable private sector, left her without the healthcare she urgently needed.

Access to healthcare is a strong weapon in the fight against inequality. However, the rich have better access to quality health services in Malawi. The quality divide between the public and private healthcare systems in Malawi drives the rich to private clinics. The low quality which characterizes Malawi’s public healthcare system stems from inadequate and unreliable funding.

For more information visit:

<https://www.oxfam.org/en/research/dangerous-divide-state-inequality-malawi>



### Case study: UK

Inequality Hearings is a project run by Oxfam in the UK to engage local communities, bringing together a range of people to share experiences, increase understanding and speak out about inequality. The 'Inequality Hearings' are designed to create a space for people to discuss how economic inequality impacts on individuals and communities. It is also an opportunity for people to develop solutions and connect with local decision makers to push for action to reduce inequality locally, nationally and globally.

One of the common themes that emerged from a hearing we held in Greater Manchester, was how economic inequality hits women harder, often because of the balancing act between caring responsibilities and paid employment. High childcare costs mean families are struggling to afford living costs. Married mum of two Emma\* talked about paying £50 per day for childcare costs. She works part time to look after her two children.

She says: "By the time childcare and travel costs are paid, it doesn't leave much left so we don't have much money as a family. I stay in work to help with bills and for the future not because it is financially rewarding. I know when both my children are older, it will help that I have stayed in work. Its just a struggle trying to make ends meet now".

You can see an example of one of our hearings here:

<https://www.youtube.com/watch?v=qbYg0WIWhrM&feature=youtu.be>



Photo: Chris Worrall

### Case study: US

In the past 60 years, big poultry has become an industrial powerhouse dominated by a handful of companies. The chicken factory of today has one urgent imperative: to take all the live birds that are delivered at the entrance and process them into chicken products that ship out the exit.

Workers are part of this complex machine, and the industry puts pressure on them to work as cheaply, quickly, and quietly as possible.

The world inside a poultry plant is not only harsh but unhealthy. Conditions pose constant dangers to the women and men who work there. Almost all workers report that it's nearly impossible to take a break. They have to ask their line supervisor to use the bathroom. The supervisor must in turn find someone to fill that spot. Workers say there are seldom enough of these replacement workers available so they often have to wait an hour or more. Nearly everyone has stories of workers peeing on the line. Still others make the choice to wear diapers to work. Others report that they stop drinking water and become dehydrated.

Dolores, who worked at a Simmons plant in Arkansas, said she was denied permission to use the bathroom "many, many times." Her supervisor mocked workers' requests. "He said, 'Ah, but why? I told you... that you shouldn't drink so much water and eat so much food so that you don't need to ask to use the bathroom.'" She began wearing a sanitary napkin, but since it would fill up with urine too quickly, she resorted to diapers: "I had to wear Pampers. Myself and many, many others had to wear Pampers." She said she felt like she had "no worth, no right to rebel or to speak up." She decided just to endure the situation. "It made me feel ashamed."

For more information about this report visit: <https://www.oxfamamerica.org/livesontheline/>



## 4 | Action and Activities



Photo: Oxfam

There are many different ways to campaign. You may want to build support and change the hearts and minds of people, communicate campaign messages and promote action, and/or influence decision makers to achieve change. The key to successful campaigning is by thinking creatively and strategically to achieve the greatest impact. Below are some tips and ideas for campaigning, but don't let this limit you. Think about your own ideas and what opportunities are available to you.

**It is important that you** get in touch with your Oxfam point of contact for any national campaigns or specific moments that might be currently running. There may be a petition launched or an MP action to take which is happening to push the Government or a company. This could be the action you focus on and get others involved with.

Your Oxfam point of contact may also have resources for you to use such as leaflets, posters, presentations, petition sheets or other materials. Get in touch with them when planning your campaigning and let them know what you are doing so they can support you.



# 4 | Action and Activities

## Campaign stalls

Holding a campaign stall is a simple but effective activity to engage audiences. You can join events and fairs that are already happening to engage the public and target specific audiences.

### Benefits:

- Stalls provide opportunities to talk face to face with members of the public and raise awareness of inequality.
- You can be creative with stalls; they can be a discussion space, you can collect petition signatures, run engagement activities and create displays.
- If you are part of a group, you can promote this and recruit new members.
- Stalls are easy to plan and don't need many volunteers to be effective. There are always community events happening where you can hold a stall.



# 4 | Action and Activities

## How to set up a stall:

### 1. The goal

You should start by figuring out why you want to set up a stall. Is it to raise awareness or is it to ask people to sign a petition and join the campaign? Be clear about what you want people to do and keep the messages simple. People are likely to be passing by and won't want to hang around for too long.

### 2. The target audience

It is very important to understand who your target audience is so you can design your stall and activities to suit. This will allow for the maximum levels of engagement. Is your stall going to be in a specific location which could determine your audience e.g. at a university or will it have a particular theme such as Christmas. Take these types of factors into consideration when planning.

### 3. The resources

What materials and resources do you need for the stall to engage your target audience and achieve your goal most effectively. Consider the following:

- If you'd like to distribute flyers, think about the design, content and printing cost.
- Do you want to print some fact sheets so there's a list of inequality related stats and facts ready to hand?
- Do you want to show some videos or ask people to sign a petition? If yes, then you need to bring an iPad or laptop with internet connection or petition sheets.
- If you'd like to play a game to demonstrate inequality, ensure you have the materials ready. Consider the amount of space you need.
- Do you want to sell something? If yes, you need to be clear about where the money is going and check with the organiser that you are allowed to hold a stall with sales.
- How many people do you need to run the stall? You need to have at least two people at any one time. If you have enough support, you can divide the time into shifts so the time is shared.

### 4. The design

Be creative. Think about the display you will use to attract people to the stall. You will only have a few seconds to get the attention of the passers-by. You might want to:

- Use posters/photos or other creative designs.
- Find unique ways to display the items on the stall.
- Keep it simple so people instantly understand what the stall is about.
- Have something to give away to people – it could be something to eat or items people can use e.g. pens.

### 5. The location

- Think about a good location where there is a good footfall, but be careful not to cause an obstruction.
- If you are joining a pre-existing event or festival, you may need to provide public liability insurance. Oxfam can provide you with this so ask your Oxfam point of contact for support.
- If you want to hold a stall as a single event in a town centre or in/outside a specific building, you will need permission from your local authority or from the building owner.

## 6. Top tips for on the day

- Be proactive and engaging to encourage passers-by to stop and talk to you – smile and start conversations.
- Think about how to catch people’s attention. You could include a large prop, wear a costume, or play a game to engage people.
- Stand in front of your stall rather than behind it - it makes you more approachable.
- Find an opening line you are comfortable with. Try open questions that encourage a conversation.
- Offer further information on the campaign to people who seem interested. If you are part of an Oxfam group, it could be an opportunity to promote it and recruit more people.
- Always be ready to offer people the chance to get more involved.
- Be prepared to answer general questions about inequality (sections 6 and 7 of this toolkit will help you with this).
- Listen to what people are saying.
- Some people might want to know about other issues like fundraising or emergencies. Don’t be afraid to refer people to our website if you don’t know the answer.

## Conversation café

Conversation cafés are informal gatherings for people to come together to discuss a particular topic, in this case, inequality. You can run these as a one off event or as a regular gathering where people can come together to discuss, debate and campaign. They require some organisation but can be low cost to run.





## Benefits

- It is a chance to get together face to face with others and have an in-depth discussion about inequality. You can also network and meet new people to engage in campaigning.
- It is an event which facilitates constructive conversations to share understanding, experiences and ideas for change.
- You can invite different speakers who have specific knowledge sets to provide alternative points of view which can then be discussed.

Each conversation café on inequality could have a specific theme to give it focus e.g. creating decent work and wages, tackling corporate tax dodging.

There is a separate action guide below to help you plan a conversation café which you can refer to.

## Stunts

A stunt is a staged event to promote a message through the media, including social media, to generate attention and put public pressure on decision makers to create change. There is normally a 'hook' or moment to run a stunt – such as a specific political event happening, or a calendar day of significance. This means the stunt can piggyback on what maybe already be in the news.

## Benefits

- A powerful campaign tactic to raise awareness and generate attention for inequality.
- It can leave a lasting impression.
- It's a good way to convey a message to masses of people.
- It engages the media.
- It's a fun activity for campaigners to do.
- It's a good opportunity to be creative!

## Running a stunt: the idea

Developing ideas for stunts allows for creativity and fun. Coming up with a creative idea should aim to attract media and capture the public's attention. You need to be clear about what the single most important message is that you want to convey. This is essential as your stunt should be able to tell the message without words and in a clever way. Think about what would interest the media and other people. If there is a hook or moment which the stunt can play to, how can you use this to generate a good stunt idea? The idea needs to come across well in a photograph and/or video.

There have been many successful stunts over time so take some time to research what has been done and what you can learn.

## Resources

Depending on your idea you may need to think about costumes, decorations, displays, lighting and the people you need to make it happen. What budget do you have to make your stunt work? Write a list of all the things you need for your stunt and think about the practical considerations.

## 4 | Action and Activities



### Timing

It is very important to think about when you will run the stunt. If you are linking it to a specific event, you may need to do the stunt just before so you don't miss the moment. You don't want to do it too far in advance as the media won't be interested. So it's likely you may wish to do a stunt the day before the event/opportunity that you are 'hooking' the stunt to. Ensure you have enough time to plan this as you may also need approval to hold a stunt in a public place.

### Participants

You may need a number of people to take part in the stunt. If it's a flash mob you may need 50 people or more, whereas a photo opportunity may only need 5. Deciding on your stunt concept will determine how many people you need to make it a success.

### Media

Stunts are generally held to attract media, so you need to think about the media outlets who you wish to engage, whether local or national. You may want to think about publications but also radio, magazines with a specific interest, bloggers or local influencers who may want to write about it. Students studying journalism are often looking for newsworthy stories to cover.

# 4 | Action and Activities

## Key decision makers, celebrities and influencers

Well known decision makers and celebrities can make stunts more attractive and newsworthy. Inviting decision makers provides an opportunity to influence and secure their support and commitment. If they are photographed supporting something, its hard for them to go back on it in the future!

Well known local celebrities and influencers can also be a real attraction to a stunt. If you know of an outspoken celebrity, gauge their interest and try reaching out to their agent to see if they would like to be involved.

## Location

Depending on your stunt idea, you'll need to think about a suitable location to host it. You may want to think of a place which is iconic to the area you are in, for example, Tower Bridge or Parliament Square in London. You may need to think about obtaining permission by the local authority. You'll also need to give practical consideration to your stunt location – if you want to display something, is that possible in the location you are planning it? Visit your proposed location to scope it out and visualise your stunt in action.

## Other planning points

- Is there anything else happening at the same time that could impact on your stunt or take away the media opportunity?
- Do you need a plan B if the weather is bad?
- Are there any risks with the stunt?







## Workshops

A workshop is an interactive and practical way of learning about a topic and/or planning to campaign.

### Benefits:

- Great way to engage groups of people already interested in the topic, but who may have more ideas or want to plan action.
- Interactive activities and group work can allow for creative ideas.
- A workshop can kick start a group of people's enthusiasm for action by giving them the knowledge, skills and tools they need to campaign.

### How to organise a workshop

You will need to think about the following when organising a workshop

**Aim:** what is the aim of the workshop, are you training or organising people to do something in particular?

**Content:** What is the format of the workshop – it should have some short presentations to outline what the day is about and some general information about inequality. This should be followed by setting exercises and challenges so people can learn through doing and planning their ideas. You may wish to get people in groups or in pairs to work together. You may wish to run a game or think of ways people can move about a room. A workshop should keep people engaged and having varied content will help achieve this.

# 4 Action and Activities

**Facilitator:** You will need someone to run the workshop and nurture people's experience to learn and develop ideas.

**Location, date and time:** Think about your audience and when is the best time for them to attend. You should try to make it as easy as possible for people to come along.

**Marketing:** You need to promote the workshop in all possible ways: social media, personal contacts, posting in libraries and churches and contacting organisations. You might want people to sign up to the workshop so you know in advance who is coming.

**Resources: consider the following**

- A laptop, projector, flip chart paper, pens, worksheets.
- Invited speakers or other people who can facilitate parts of the workshop – there maybe someone who has a specific skill e.g. artist.
- Materials you may need for games or exercises.
- Costs of venue hire and catering.

**During the day tips**

- Have a registration sheet to monitor attendance
- Ensure people have name badges
- If you are taking photographs and videos, make sure people know and have given their permission
- Limit the use of jargon as much as possible
- Use an ice breaker to kick off
- Use evaluation forms to monitor and evaluate how the event went.



Photo: Oxfam

# 4 Action and Activities



## Exhibition

Exhibitions are a good way to display information without the need of supporters to be there all the time. However, getting an exhibition ready will require planning, preparation of materials and design skills. If you are thinking of designing an exhibition, speak to your Oxfam point of contact for advice. There maybe some pre-prepared display materials available for loan but mostly you would need to prepare your own or work in partnership to create a display.

## Benefits

- A very powerful campaign tactic to convey a message, raise awareness and generate attention for your campaigning issue.
- It leaves a stronger and longer impression.
- It's a creative way to engage people and cascade a campaign message.

## How to organise an exhibition

### The idea

You need to come up with a good idea to capture the attention of the public and the media. You need to be clear about the key message and why you are doing this. What will the exhibition look like? Is it a mural on a wall, an art installation or a gallery of stories? You could work with local people to put on a display, whether it be an artist, school children or a university. Some museums and art galleries host global artists and exhibitions which may have inequality as part of their theme. Looking out for these opportunities in your local area is a good way to raise awareness of the campaign.



## The audience

It is also important to understand who you want to attend your exhibition. This could be determined by your location. It would be good to host an exhibition in a place which has good footfall and an audience to engage with it. If you want a specific target audience, you will need to think about creating an exhibition that will resonate with them and as well as practical considerations around how to advertise the event.

## Resources (What do I need? What will it cost?)

- How many people do you need to run the exhibition?
- What infrastructure do you need?
- What materials, decoration and tools do you need?
- Do you need specific skill sets to create your exhibition e.g. artist or builder?
- Exhibitions can be costly so you will need to think about the budget you have

## General promotion of your campaigning

You may wish to advertise your campaigning activity or event in advance to encourage people to come along. Or you may wish to promote what it is you did to reach wider audiences. Either way, whatever campaigning you decide to do, think about how you can promote it before and after the event. If its newsworthy, invite the media. Other ways of getting it into the media could be to write an article, blog or letter to the editor. Use social media platforms to show you are campaigning for change and the activity you are doing. Hashtags are a good way to get other audiences to look at your posts. Always use the hashtag #FightInequality to connect your activity with other inequality campaigning around the world. This hashtag is being used by hundreds of organisations worldwide.

## Other ideas

**Guided walking tour** Identify locations in your city which could be used as talking points about inequality and create a walking route to tell the story of why inequality is a problem, what causes it and what the solutions are. For instance you could focus on tax dodging and tell the story of how economic inequality undermines the fight against poverty but how corporations paying their fair share of tax could mean the government has more money to invest in public services. You could use buildings or focal points in your chosen area which symbolise part of the story and these would be the places you would walk between to tell the story. For example, you may visit a wealthy and a deprived part of town to show the extreme inequality on your doorstep. You might go to a certain coffee company that hasn't paid all the tax it should, a hospital or school as an example of public services, or a local HMRC building because they collect the revenue and enforce legislation which might need to change. This is just a fun way for people to learn a story and get some exercise. For examples of others doing this see: [www.visitmanchester.com/things-to-see-and-do/tours-and-sightseeing/tours-and-tour-guides/political-tours-p329611](http://www.visitmanchester.com/things-to-see-and-do/tours-and-sightseeing/tours-and-tour-guides/political-tours-p329611)

**Lets talk inequality** This is an activity you can use on its own or at a stall. Use a blackboard or an A3 sized board, and ask people to write down what they think about inequality or what they think needs to change. Take a photo of them holding up their thoughts and share on social media. If you collect enough, you can always print it out and turn it into a display.

**Penalty shootout game** This is an interactive way to show how inequality prevents people from escaping poverty. It requires people to dress up as goal keepers and invites participants to take a penalty. We have a separate guide to show you how to run this activity.

**Where Do You Stand game** Everyone participating stands in an horizontal line and is given a character. A statement is read out and if it applies to the character, the participant moves forward a step. In the end, there is a discussion about why everyone is standing where they are. This draws out the issue of inequality and how it impacts on lives. There is a separate guide to show you how to run this activity.

**Presentations to groups of people** There is a ready made powerpoint presentation which you can deliver to other campaigning groups, schools, universities, businesses or anyone else you think might be interested. This can be part of an event or delivered on its own.

**Games** There are many games and board games that can be used to talk about inequality and demonstrate unfairness. You can change rules of the game or remove playing pieces and find creative ways to bring in an inequality message. Have a look at this video for inspiration: [www.youtube.com/watch?v=oRnSdwCnxZo](https://www.youtube.com/watch?v=oRnSdwCnxZo)

#### Remember to consider the following when planning your activity:

- Will it raise public awareness or influence decision makers?
- Is it in line with Oxfam's focus?
- Will it be fun?
- What can you learn from others? Research what has been done and what has worked
- Can you realistically deliver it?
- Will it feature in the local newspaper and can it inspire readers?
- Is there a possibility to partner with others in the wider community?
- How can you use social media to amplify your campaigning to reach wider audiences?
- Is your campaigning safe and following the right guidance?

#### Ensuring your campaigning is safe

We have a duty to ensure that we campaign in a safe way and that we follow health and safety, safeguarding, fundraising and data protection rules and best practice. Please speak to your Oxfam point of contact for advice and guidance.

## 4.1 | Action and Activities Conversation Café

### Introduction

Conversation cafés are events which bring a range of people in the community together to discuss and explore a particular topic of interest. It is an informal space for people to gather, learn about a topic and contribute to facilitated discussions. There is also the opportunity to invite decision makers and encourage them to take action.

### Planning

Planning a conversation café in your area will take some time but is crucial to ensuring your event is successful. You should start by understanding the context of your local area. For instance, how economic inequality affects your community, what is already happening to tackle it, what the opportunities are locally and who the interested parties are who could support you and your campaign. Doing some initial scoping work will help you shape your conversation café. Use the following questions to help you with this:





## 4.1 | Action and Activities Conversation Café

- What is the general demographic of your area e.g. what characteristics does it have, what is the make-up of the population?
- Are there any particular issues of concern in your area e.g. lack of decent work, levels of poverty?
- Who is your local MP and what do they stand for?
- What is the local authority doing to tackle inequality e.g. they may have set up a fairness commission (see Haringey as an example: <https://www.haringey.gov.uk/fairness>).
- What are the opportunities in your local area? How can inequality be tackled?
- How do global, national policies affect your local area?
- Which service provider, organisation, business or local government department in your area would be interested in your conversation café?
- Who are the people you would like to come to the conversation café?

### Theme of conversation café

Economic inequality is the overarching topic for discussion but there are themes within this you could focus on to prevent the conversation becoming too broad. In order to align with the campaign narrative and asks, you could pick one of the following themes:

- Decent work and wages
- Public services
- Unpaid care
- Impact of economic inequality on gender inequality
- Tax justice

### How can you run a conversation café?

You will need to think through what a conversation café will achieve, who will come to it, what will happen at it and where will it take place.

### What will the conversation café achieve?

The café style setting helps to create an informal environment where people can have comfortable conversations about economic inequality (the causes and solutions) and talk openly about their experiences, thoughts and opinions. If decision makers are in the room, it's an opportunity to gain their support and influence them to take action. Ultimately, the aim of the conversation café is to discuss economic inequality, build support and amplify this to decision makers (whether that be at the conversation café itself or afterwards).

### Who will be your audience?

A conversation café should include as diverse an audience as possible to reflect the community where it is based. There should be a mix of people in the room, you should consider engaging the following groups of people – campaigners, service providers, service users, local authority representatives, business leaders, councillors, MPs, charities and other voluntary sector organisations. Ultimately, there needs to be strong representation from citizens in the community. Give consideration to what the barriers might be to people coming to your conversation café. If you identify any barriers to people coming, try to implement measures that will help people to attend.

## 4.1 | Action and Activities Conversation Café

### What will happen at a typical conversation café?

You can develop your own format for the conversation café but it might include the following:

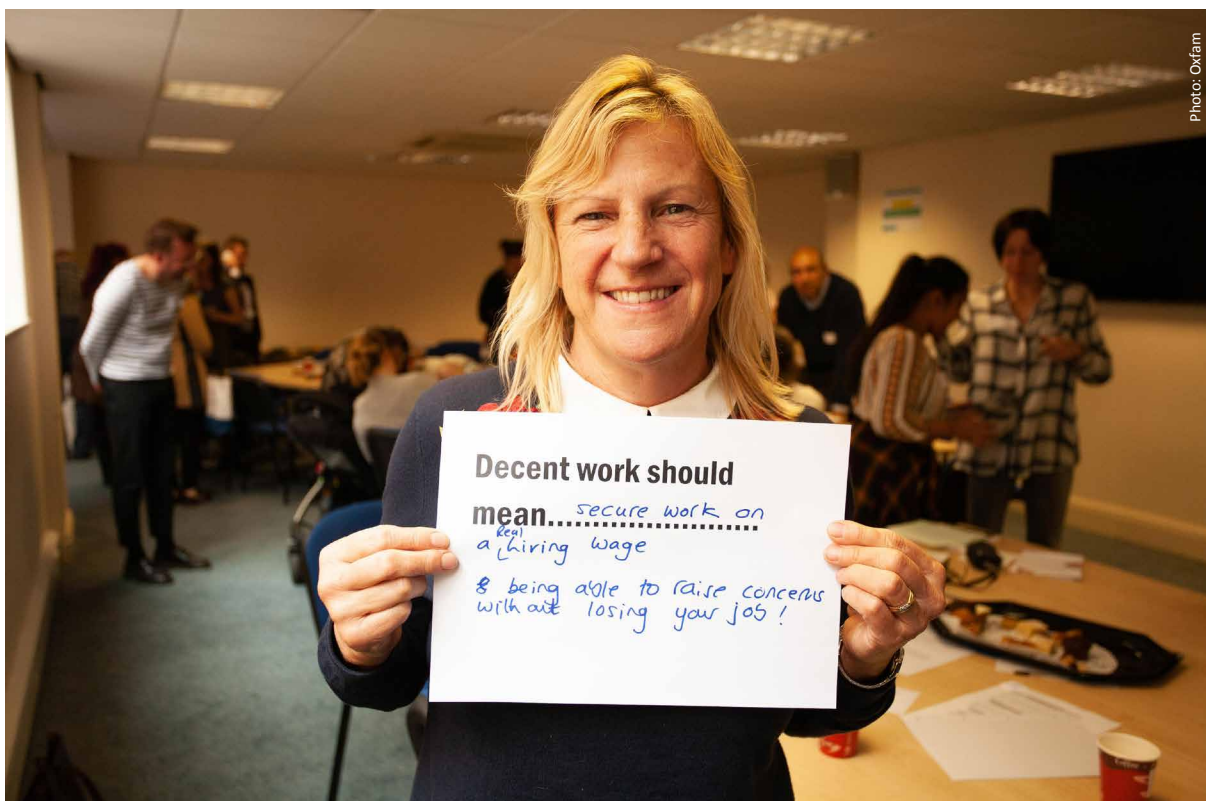
**An introduction** Provide a brief outline of the agenda, who the speakers are and any ground rules.

**A series of short presentations or speeches about economic inequality** What are the problems with economic inequality and its impact locally, nationally and globally. Outline any action that has been taken to tackle inequality, and highlight any potential opportunities to do so. What else needs to be done to reduce economic inequality? Are there any positive examples? Consider who your speakers might be – is there anyone interesting locally who could draw in a crowd, is there anyone willing to stand up and share their experiences?

**Space for conversation** You may wish to guide this. You could provide a series of questions for people to work through. You could give each table a particular theme for discussion. It will help the conversation if there is a facilitator who can guide it, keep it moving and note down any particular thoughts, experiences and ideas people have.

**Solutions** As part of the conversation, you may wish to encourage participants to think about what actions decision makers could take to support tackling inequality. You may wish to create space for participants to put these actions to the decision makers in the room, or if they are not there, note them down to send on afterwards. These could be solutions at a local, national and even global level.

**Space for decision makers in the room to respond** If you have MPs in the room, you could allow some space for them to respond and say what they will do to tackle inequality. This doesn't have to be a big ask or policy change – just something that is within their power and tangible for them to realistically achieve.



## 4.1 | Action and Activities Conversation Café

**Question and answer section** This allows people to ask others in the room questions.

**Wrap up** Is there anything that will happen next that people can get involved in? How can this conversation help to shape and feed into what is happening locally?

**Networking** This is an opportunity for people to meet each other and network so providing this space will help to build local relationships between people and organisations.

You may wish to consider having an information table, or a display such as posters. You can also create other activities for people to get involved in before and after, such as a quiz or some games. Refreshments with some food/nibbles will help attract people and create a comfortable atmosphere.

### Questions for facilitation

- How does economic inequality affect your local community?
- What are the problems and challenges that you face/have faced or see others facing?
- What are the causes of the problems and challenges?
- What should a fairer society look like?
- What change needs to happen to tackle economic inequality locally, nationally and globally?
- What could help to overcome the barriers that exist?
- How can change happen, what do we need to do to push for change?
- What can decision makers do to reduce economic inequality?
- Who can make change happen locally, regionally and nationally?

Can you add some questions specifically about your local community or what is happening there? Is there anything specific that you can influence that you would like to get peoples thoughts about?

For more information about inequality and the campaign, please look at the campaign briefing and the script of key messages. This will help you to introduce the topic and describe the issue.

### Venue, date and time

You'll need a venue to host your conversation café; somewhere that is informal and comfortable to help set the tone and atmosphere. Many cafés themselves have rooms that can be used for gatherings. The venue may determine your date and time but if it's possible, consider what else is happening at that time – there maybe be other events happening – and whether particular audiences will be able to attend a certain time.

### Advertising

Once you have your date, time and venue you will need to think about how to promote the conversation café. To attract a diverse audience, it will help if you map out who you would like to invite in your community and make contact with them directly. It might be that some organisations have their own audiences who they can bring along as well. You could promote your conversation café more broadly to the general public (by displaying posters or promoting it on social media). However don't rely on this to get people to attend – it will take a bit more work but you will be guaranteed to have more people if you make direct contact with the people you would like to attend and encourage them to promote it to their audiences and networks.



## 4.1 | Action and Activities Conversation Café

### Collection of content

The conversation café will facilitate a discussion rich with the thoughts, opinions and experiences of those in the room. Providing you have permission, you should try to capture this so that it can feed into the campaign, build support after the event and influence decision makers who aren't there. You can do this through photos, videos and having someone dedicated to writing down any significant quotes.

Permission to collect personal information from people is a legal requirement. If you are taking photos or videos which identify people, or if you use people's names with quotes, you will need to ask people to fill in a consent form. You will need to ask for their permission and obtain written consent to use any of their personal information in a public domain (e.g. social media) or to pass on to Oxfam. Please discuss this with your Oxfam point of contact who can support you.

### After the conversation café

You may wish to organise a follow up meeting with those who attend or invite them to other events or meetings that are happening. There is also an opportunity after the conversation café to follow up with any decision makers who didn't attend. You could feed back to them how the conversation went and ask them to get involved in tackling inequality at a local, national and where possible, global level.





### The penalty shoot-out

The penalty shoot-out is about getting people involved with the inequality campaign. Its benefits include:

- Allowing passers-by to experience – in a small way – what it's like to have the rules rigged against them.
- Having great photos to share to help generate as much publicity as possible.



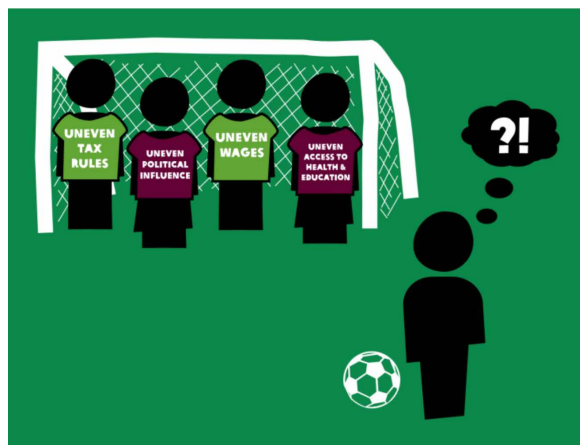
## 4.2 | Action and Activities Penalty Shootout

### The concept

Set up a football goal somewhere in your community. You will stop passers-by and ask them to take part in a 'charity penalty shoot-out' against a 'super-rich person' dressed in a suit. The super-rich person goes first, scoring in an empty goal.

When the passer-by attempts to take a penalty, four 'uneven rules' run into the goal and try really hard to stop them scoring.

The passer-by complains that this is unfair, and you tell them that this is economic inequality in action. That it is the result of uneven rules. With extreme wealth comes power and influence – we're not on a level playing field. So whilst the wealth of the few grows greater, those living in poverty are left behind.



### Step-by-step plan

#### Step 1: Choose a location and get permission

You're aiming to get as many passers-by involved as possible, so choose somewhere around your community that is busy. You must get permission from whoever is responsible for the land. Contact your local authority, university etc for permission. This will depend on the venue or space you choose.

#### Step 2: Arrange for people to take part

You need a minimum of six people to put this activity on well:

- One person dressed in a suit playing the 'super-rich person'.
- Four people to stand in the goal wearing the 'uneven rules' bibs (speak to your Oxfam point of contact about these).
- One person to take photos and to encourage passers-by to take part.

#### Step 3: Arrange resources

You'll need a few things to make this activity work, though we can provide you with most of them. Things you'll need to find:

- **A suit or other smart clothes** for the 'super-rich person'. You might want to get creative here and make sure they really look the part!
- **Football goal:** Can you borrow one from a local sports club in your community? Do you know anyone with children who might have one which you can borrow? If you are struggling to find one to use, speak to your Oxfam point of contact for support.



## 4.2 Action and Activities Penalty Shootout

### Safety warning!

Make sure that the goal can be secured safely. You might need to weigh it down with something. Make sure that you've chosen your location carefully and that you've considered any risks to people and property. Make sure you don't use a real football.

We can provide you with:

- A set of four football **bibs**.
- A **beachball-style football**. Don't use a real football – with so many people around, and being close to buildings, it will make sure nothing gets broken!
- **Leaflets**.
- **Sign-up sheets**.

### Step 4: Do the activity

The 'concept' section on page 2 shows you how the activity will run.

### Step 5: Share your photos on social media

This activity will give you lots of great photos to share on Facebook, Twitter and anywhere else you have access to. Use the hashtag #FightInequality. Make sure you put the link to the campaign in the caption or tweet: [www.oxfam.org.uk/even](http://www.oxfam.org.uk/even).

### *Photoshopping two photos together*

Placing two photos side-by-side is a really good way of showing the comparison between the 'super-rich' and the rest of us. If you like, we can do that for you before you post them on social media. Send us a selection of your pictures and we'll do the rest.

### IMPORTANT: PHOTO CONSENT

When you take someone's photo, you must explain to them what you're using it for. You also must take their details on a sign-up/ photo consent form and tell them we'll keep them up to date with the campaign and Oxfam's work. If anyone has their photo taken and doesn't agree to fill in the consent form, you must delete their photo straight away. If there is more than one person in the photo, make sure they all fill in the form.

If a person in your photos is under 18, you must also ask their parent or guardian to fill in a separate permission form. If they don't have a parent or guardian with them, unfortunately you must explain to them that you can't take their photo.



## 4.2 | Action and Activities Penalty Shootout

**Step 6: Let us know how the game goes, tag us in on social media and return the resources to your Oxfam point of contact**

- It's really important that you tell us how your activity went. We want to be able to pass on your top tips to other campaigners ready for when they do the activity.
- Make sure you send us your photos! We'll use the best photos for future campaigns materials and on our social media.
- Please send the reusable resources (bibs, balls, banner,) back to us as soon as possible after your activity.



## 4.3 Action and Activities where do you stand?

### Where do you stand? (wealth inequality activity)

#### Audience suitability:

- Adult community groups
- Sixth form, further and higher education
- Schools and youth groups (8-11 and 11-16)

#### Activity instructions:

1. Each person is given a card with a name, job and wage.
2. Explain that everyone in the room has a different job and wage on their card.
3. Ask them to imagine a scale stretching across the room from 0 to 100. Ask everyone to stand where they think they should be by ordering themselves from the world's wealthiest to those living in poverty.
4. Pick out a few people across the scale to explain who they are. Then ask them to read out their salaries from lowest to highest: done properly the group should have organised itself in perfect economic order.
5. Now ask them to forget about their salary and instead organise themselves in terms of standard of living, life opportunities and general wellbeing. They should rearrange themselves quite a lot. Now lead a discussion as to who moved and why. The group will realise poverty is not all about economic wealth.
6. Tell them how it would look using the distances below.

Jobs	Wage (£s)	How far apart they'd stand on a to-scale model
Trader	1,030,000,000	100 kilometres
Banker	100,000	10 metres
Teacher	27,000	270 cm
Nurse	22,000	220 cm
Care worker	12,500	125 cm
Labourer	12,000	120 cm
Finance manager	11,000	110 cm
Teacher	540	5.1cm
Doctor	500	5cm
Farmer	180	1.5cm
Garment worker	137	1.1cm
Doing handiwork in an IDP camp	29	on the line (i.e. 0)

Question participants as to why they have placed themselves along the line.

What does it show about the gap between rich and people living in poverty? What has happened in people's lives to enable them to move up the line?



## 4.3 Action and Activities where do you stand?

Use the key messages and facts and figures in this toolkit to facilitate a discussion and unpick the issues of inequality.

If you have the time, and using the same principle of a to scale model, you can show them where average incomes in different countries would be.

Country	Average income	How far apart they'd stand on a to-scale model
US	33,000	3m
UK	25,000	2.5m
Thailand	5,400	50cm
China	4,100	40cm
Peru	3,000	30cm
India	2,000	20cm
Bangladesh	340	34mm



## 4.3 | Action and Activities Role cards

### Wealth inequality activity role cards

#### Where do you stand?

**John, 33, US.**

You're a hedge fund manager for an energy company, managing £3 billion worth of assets. You are absolutely rolling in it, and one of the 25 richest hedge fund managers in the world.

**Income last year: over £1 billion**

#### Where do you stand?

**Nicola, 42, UK**

You're an investment banker in central London. You work hard for your success in a male dominated sector and have made some ruthless decisions. Sometimes you worry about the ethics of your company's investments, but you worry about the impact on your career if you speak out. You often work a 55-hour week.

**Income last year: £300,000**

#### Where do you stand?

**Jo, 29, UK**

You're a care worker for elderly people in a residential home in South Yorkshire. You were employed through an agency back in Poland, your home country, who arranged the position for you in the UK. You're one of the estimated 300,000 care workers in the UK whose pay works out below minimum wage because of unpaid overtime or other dodgy behaviour from employers – you earn about £4.95 per hour, often working 50 or 60-hour weeks.

**Income last year: £12,500**

#### Where do you stand?

**Selina, 27, UK**

You're a maths teacher in Cardiff, working in a state secondary school. With all the marking, you probably work a 45-hour week, but it's a nice school and the students make it worth it.

**Income last year: £27,000**

#### Where do you stand?

**Sam, 35, UK**

You're a community nurse in Fort William in Scotland. You do lots of school and home visits. It's hard work sometimes, but you really enjoy your job.

**Income last year: £22,000**

#### Where do you stand?

**Alex, 22, UK**

You're a labourer, based in Wolverhampton, working for a small loft conversion company. You get on well with your workmates, but you don't always know if there'll be work on, especially the past two years. You earn just over £6 per hour.

**Income last year: £12,000**

## 4.3 | Action and Activities Role cards

### **Where do you stand?**

#### **Nazmul, 15, Bangladesh**

For the past year you've been a garment worker in a factory in Dhaka that is a supplier for a UK supermarket chain. You're treated badly, often working long shifts without even a toilet break. It's not unusual for the company to 'forget' to pay you for overtime. But you have to keep your job. You don't know how your family would get by without your income, even at less than 5p per hour.

**Income last year: £137**

### **Where do you stand?**

#### **Suresh, 37, India**

You're an accountant working for a travel company in Mumbai. You live quite well on your salary and get on well with your colleagues.

**Income last year: £5,000**

### **Where do you stand?**

#### **Sam, 16, Uganda**

For the past 3 years, you've been living in a camp for people who've been displaced by conflict (IDP camp). You manage to find about 7 days' casual work per month, which scrapes together about £2.40, but you've had to rely on food supplies brought in by an aid agency.

**Income last year: £29**

### **Where do you stand?**

#### **Lek, 30, Thailand**

You run a small farm in North East Thailand. Recently the rains have been less reliable which you've heard is probably due to climate change, but you have not yet been too badly affected. You just hope it doesn't get worse.

**Income last year: £180**

### **Where do you stand?**

#### **Antsa, 38, Madagascar**

You're a teacher in a primary school near Antananarivo, with a class of 34 students. You always wanted to be a teacher, but you have been pushed to get by recently as the cost of living rises faster than wages.

**Income last year: £540**

### **Where do you stand?**

#### **Arcani, 36, Peru**

Although you're a doctor, you have to take other work at times to make ends meet and you're considering trying to migrate to a country with higher wages for medical professionals.

**Income last year: £500**



# 5 | Inequality checklist

Use this checklist to help you organise your campaigning. It's yours so you can add anything you want to it.

- Read the toolkit and think about what you want to do to campaign to tackle inequality.
- Map out the opportunities in your community and identified who your allies, partners and targets might be.
- Develop a plan to bring people in your community together.
- Speak to friends and family about economic inequality and the work we do at Oxfam to tackle it.
- Put an inequality poster up in your local library, café or other community spaces.
- Distribute flyers highlighting inequality facts.
- Identify those in your community who are keen on fighting inequality and share information about the campaign with them. Do they want to campaign too?
- Organise a local event about economic inequality – see the actions and activities section for ideas.
- Write to your local MP to ask them to take action – refer to the briefing to highlight the solutions.
- Arrange a presentation at a school or university about the campaign.
- Check in with your Oxfam point of contact to see if there are any actions that you can get involved in e.g. there might be a new petition or specific national focus which you can use in your campaigning.

# 6 | Managing Difficult Conversations

Having conversations with others is an essential part of campaigning. Having a discussion with someone helps to share knowledge and ideas and win over hearts and minds. Having difficult conversations is not as complicated as it may sound; being prepared and knowing your audience will help you to tailor your conversation and make sound arguments. Doing it in a friendly manner with a smile helps to win people over and encourages listening.

**“Inequality is the defining challenge of our time”**

Barack Obama,  
44th President of the  
United States

## 1. The argument point (the start)

Lets start with the argument point. It's very important to start with an informed but simple and clear point. The argument point is simply what we want to discuss, prove and convince the other person/people with. It's what the rest of the conversation will talk about, and you should be well prepared to defend and prove your argument. For example, the argument point could go “Inequality has grown at a staggering rate which is proven by research from Credit Suisse” or “Inequality is damaging the vast majority of people and those living in poverty are paying the highest price”.

### **You could start your conversation directly by approaching a person with a direct question (argument point):**

Do you agree that inequality is damaging the vast majority of people and those living in poverty are suffering the most?

Why do you think inequality is growing at a staggering rate?

What do you think about the growing gap between the rich and the rest?

Do you think its fair that some people have incredible amounts of wealth whilst others still live in poverty?

### **Or indirectly by asking an introductory question to the argument point and then ask the above questions:**

Have you seen the latest report about inequality by Oxfam and partners? The world's richest 1% have more than twice as much wealth as 6.9 billion people. What do you think of this?

Did you know that that in 2017, the amount of wealth earned by billionaires around the world could have ended poverty seven times over. What do you think of this? Why do you think it is happening?

**“In far too many countries the benefits of growth are being enjoyed by far too few people. This is not a recipe for stability and sustainability.”**

Christine Lagarde, President of  
the European Central Bank

# 6 | Managing Difficult Conversations

## 2. The argument

After raising the argument point, the argument will start going back and forth. The majority of people will agree that inequality is bad, but they might shift and change the argument point to one of their choice that they are prepared to defend. It's your job to present an alternative argument for them to consider and potentially adopt. You will need to stay focused and bring back the argument to the main point; the one that you raised originally.

Here are some expected arguments that the other person/group might raise in response to your original argument about inequality:

### “Inequality is good for economic growth”

Some people believe that economic inequality is essential for economic growth. Their rationale is that the main ingredients behind maximising wealth are innovation and hard work and that wealth will trickle down. So setting up new businesses and corporate expansion is great!

**Counter argument:** This view ignores the human side of inequality. Hundreds of millions of people cannot afford their basic needs or don't have access to health care and education because of privatisation policies, low paid jobs, and tax avoidance which help to maximise the wealth of the elite. Whilst job creation is a positive, work needs to pay. Human stories of people struggling to meet basic costs are good conversation points here as they provoke empathy (and it's hard to argue against an individual's story, especially if it's backed up by facts).

We want economic growth but not at the expense of people living in poverty who are suffering. Economic growth is important to everyone but economic inequality hurts everyone too. People from all political spectrums, religions and cultures, as well as those in the world of business are all agreeing that if we want to sustain economic growth, we need to tackle economic inequality. It's in everyone's favour to share wealth more fairly. Using quotes from well-known people such as The Pope, Barack Obama or Christine Lagarde could be helpful here.

### “Inequality is inevitable”

Some people believe that inequality is inevitable. Their rationale is based on a misinterpretation of equality and believing that this means everyone should have the same amount of money.

**Counter argument:** Explain to them that we are not saying that everyone should have the same amount of money; this is not what we mean by inequality. We understand that some people might be more or less well off in comparison to others. However, we don't accept the extreme levels of inequality that can be seen around the world and the policies that have created them. We don't accept multinational corporations reaping huge profits in the world's poorest countries by paying unfair wages and taking big tax breaks. We don't accept that \$100s of billions of taxes are avoided every year to help the rich get richer. People who live in poverty suffer the most when there is clearly enough wealth in the world to be shared more fairly.



“Inequality is the root of social evil”  
Pope Francis



# 6 | Managing Difficult Conversations

## “People don’t have to live in poverty”

Some people believe that people themselves don’t do enough to escape poverty. Their rationale comes from a misunderstanding of poverty and its causes. They believe poverty happens because of the wrong decisions people have made in their lives or their lack of motivation and hard work.

**Counter argument:** Poverty in most cases is caused by factors beyond a person’s control. Ask the person to imagine themselves born into a family in rural Malawi where there is no electricity, clean water, proper education or health care. Imagine themselves as a garment worker in Vietnam working 12 hours per day and not being paid properly, unable to cover the costs of basic needs. Furthermore, life events occur which plunge people into poverty or make it difficult for people to escape, such as sickness, family death, conflict or war.

## “A free market works and the role of governments should be minimized”

**Counter argument:** In reality, the free market has failed to prove that it values people because of the constant need for profit. Millions of people are being left behind. It's unsustainable to continue in this way, as many people are exploited and and left unable to live a decent and dignified life. We have seen how issues such as corruption and cronyism distort markets at the expense of ordinary people and how the excessive growth of the financial sector exacerbates inequality. Privatization of public services such as health, education and water mean that these vital services become inaccessible and exacerbate levels of inequality and poverty. There needs to be political intervention to put people before profit. This leads to happier, healthier and more productive societies which will ultimately bring about economic growth.

## “Corporations need to maximize profits to provide returns to shareholders”

**Counter argument:** Maximizing profits disproportionately boosts the incomes of the already rich while putting unnecessary pressure on workers, farmers, consumers, suppliers, communities and the environment. Instead, there are many more constructive ways to organize businesses that contribute to the greater prosperity for all. For example, businesses should limit their impact on the environment, offer secure and flexible working hours, pay living wages and give workers a greater say in their work environment and ensure that trade union rights are strengthened and preserved.

"Poverty is a weapon of mass destruction... right now in America more and more people have less and less and fewer and fewer have more and more."

Rev. Jesse Jackson

# 6 | Managing Difficult Conversations

“Extreme individual wealth is a sign of success, and inequality is not relevant”.

**Counter argument:** Vast amounts of wealth accumulated by a small number of people – the majority of who are male – is economically inefficient, politically corrosive, and undermines our collective progress. Its not just Oxfam saying this, many people including those with wealth speak out about the damaging effects economic inequality has on society. A more equal distribution of wealth is necessary to reduce inequality and tackle poverty.

“GDP growth should be the primary goal of policy making”

**Counter argument:** Robert Kennedy said in 1968: “GDP measures everything except that which makes life worthwhile”. GDP fails to count the huge amount of unpaid work done by women across the world. It fails to take into account inequality, meaning that a country like Zambia can have high GDP growth at a time when the number of people living in poverty actually increased. What it means to grow and prosper should include other values which significantly contribute to a well-functioning society.

“Our economic model doesn’t discriminate between men and women”

**Counter argument:** In fact, cuts in public services, job security and labour rights hurt women most. Women are disproportionately in the least secure and lowest-paid jobs and also do most of the unpaid care work. Unpaid care work alone is adding value to the economy to the tune of at least \$10.8 trillion a year, a figure three times larger than the tech industry.

**During your conversation, it is very important to:**

- Have some facts to support your argument point (see Inequality Facts and Figures).
- Help the person to feel and see things from the perspective of those living in poverty. For example, you can ask them to imagine themselves in a certain situation or share the lived experiences of others (see case studies for examples).
- Convince the other person that it’s within all of our interests to tackle economic inequality.
- Avoid belittling people for their views or making them feel guilty. Its much more effective to acknowledge what they say and offer another point of view for them to consider.

### 3. Communication skills:

Your body language could play a vital role in influencing others, and a lot of people believe it’s more important than the content of your words. It is important for you to:

- Keep a good eye contact with the person as this shows respect and increases the chances to influence others
- Avoid aggressive behaviour, finger-pointing, blaming or exaggerating a particular point of view.
- Manage your emotions well. You are likely to feel passion, sympathy and some anger about the problem. But always remember to keep the conversation calm and friendly.

# 6 | Managing Difficult Conversations

## 4. Tips:

Here are some tips that could help you having a better conversation:

- Be clear about what you are trying to communicate.
- Listen as this will help you understand people and their views. Also, this will help the other people listen to you.
- Approach the conversation with openness and an interest in problem solving, rather than a desire to win the argument.
- If you can't convince the other person, it is okay to say that you can agree to disagree.
- If you weren't successful, end the conversation with a strong final comment to leave the best last impression possible "Its worth keeping an eye on levels of economic inequality and how it impacts on people, communities and growth. We will continue to campaign to call for action and will always welcome your support if you'd like to get involved".



## Introduction

Talking about inequality to others may need some explaining. How you speak to people about the issue will differ depending on who you are talking to, what their opinions are and what angle is used to initiate the conversation. You will develop your own inequality narrative depending on the way you speak and the language you use. To talk about economic inequality doesn't mean you need to be an economist! You just need to know the top lines and key messages to help formulate your own words about the subject. To support you, we have provided some short statements about inequality below so you can develop your conversations.

## Inequality in a sentence

The rules are rigged in favour of those with wealth and power whilst millions of people around the world are living a life of poverty and are denied the opportunities to lead decent and dignified lives. Economic inequality is unfair and undermines the fight against poverty.

## Inequality in a paragraph

We live in a world of unacceptable extremes: the world's richest 1% own twice as much wealth as 6.9 billion people while a child under 5 still dies from a preventable or treatable illness every 10 seconds. This growing concentration of wealth and power at the top is a sign of economic sickness, slowing down growth and preventing a fair share reaching those who need it most. We have a real chance to end extreme poverty by 2030, but to achieve that we need a global economy that values people as highly as profit and closes the damaging gap between the richest and people living in poverty.

## What is economic inequality

Economic inequality refers to the unequal distribution of income and wealth between different groups; in other words, the gap between the richest and those who struggle to have enough money to afford basic essentials and escape poverty.

## Causes of inequality

The current economic model promotes making profit as a priority over valuing people which encourages and allows wealth and power to be captured by the wealthy elite. It is thought that as economies grow and people get richer, wealth trickles down and benefits everyone. However, that is not happening, and millions of people are being left behind and denied the opportunity to have a basic standard of living, trapping people in poverty.

As the wealth of the richest increases, so does their ability to rig the rules and accumulate more wealth.

There will always be some levels of inequality. However, the extreme levels of inequality – with the greatest wealth and power belonging to the richest – is trapping people living in poverty and leaving many struggling to make ends meet.

These extremes levels of inequality aren't inevitable. They are the consequence of deliberate political and economic decisions made by people in power.



## Outcome of inequality

Economic inequality is unfair and leaves people:

- Without life essentials such as food, water and shelter
- No power to influence decisions impacting on them
- Without fair rewards for the hard work they do such as caring or back-breaking manual work
- Unable to afford higher education and in some cases around the world unable to access any education at all.
- Unable to afford or access a good standard of health care.
- Unable to follow their hopes and dreams and improve their lives because the opportunities aren't available.

Inequality has many direct and indirect consequences on people and societies around the world. It leaves people without the resources they need to live decent and dignified standards of living. It damages economic growth. It has consequences on institutions and organisations who are trying to support people out of poverty or provide public services. It is a source of violence and instability as people become desperate and unhappy. It denies people opportunities to progress in life and contribute to society. It leaves people feeling powerless and undervalued.

## Who is suffering

The most vulnerable people and those living in poverty feel the unfairness of inequality the most. In particular, women and girls who traditionally take on the greatest amount of care work feel the impact of economic inequality the most. However, inequality affects all of us to varying degrees.

## How to tackle inequality

There are many ways to tackle inequality. Ultimately, we need economic reform to put people before profit. Specifically, our campaign calls for an end to tax dodging and taxing the wealthiest a little more, so that governments can collect the revenue needed to invest in accessible and good quality public services such as health care and education. People need to be rewarded for the hard work they do with a secure job, decent working conditions and a fair wage that allows them to afford a decent standard of living. Societies across the world need to recognise the value of other things such as care work, and not just money. The voices of people who are experiencing poverty and inequality need to be heard. Citizens should have power and influence to shape the policy and legislation that affects them. Our economy needs to be fairer so that no one is left behind.

People and communities throughout the world can come together in solidarity and take a stand to fight inequality and make our economy fairer for everyone.

# 8 | Inequality facts and figures

Oxfam carries out annual research to understand the global trends of economic inequality throughout the world. We use this research as evidence to understand the impacts and to influence decision makers.

Below are some facts and figures which provide a stark picture of the problem. You can use these to increase your level of understanding of inequality and to help in your campaigning.

All of Oxfam's latest research reports can be found on the policy and practice website here <https://policy-practice.oxfam.org.uk/our-work/inequality>

## Measuring wealth inequality\*

In compiling the facts on economic inequality for our annual reports, Oxfam makes use of the Credit Suisse Global Wealth report. When displaying the global level of economic inequality Oxfam chooses to focus primarily on wealth inequality because of its serious implications in terms of the capture of power and politics.

\*Data can very quickly go out of date as new information comes to light or there are new ways to make calculations. Furthermore, data often requires an explanation and some context. Please bear this in mind when using data.

## Global inequality

- In 2019, the world's billionaires, only 2,153 people, had more wealth than 4.6 billion people (1)
- In 2019, the richest 22 men in the world owned more wealth than all the women in Africa (1).
- In 2019, the world's richest 1% had more than twice as much wealth as 6.9 billion people (1).
- 2018 saw the biggest increase in the number of billionaires in history, with one more every two days (2).
- In just 12 months between 2018 and 2019, the wealth of billionaires increased by \$762bn. This is enough to end extreme poverty seven times over.
- In 2018, 82% of all growth in global wealth in the last year went to the top 1%, while the bottom half of humanity saw no increase at all (2).
- Women and girls, especially those living in poverty and from marginalized groups, are putting in 12.5 billion hours every day of care work for free (1). This work adds value to the economy of at least \$10.8 trillion (1).
- If everyone were to sit on their wealth piled up in \$100 bills, most of humanity would be sitting on the floor. A middle-class person in a rich country would be sitting at the height of a chair. The world's two richest men would be sitting in outer space (1).

### References:

1. Time to Care Report, 2020 <https://policy-practice.oxfam.org.uk/publications/time-to-care-unpaid-and-underpaid-care-work-and-the-global-inequality-crisis-620928>
2. Reward Work not Wealth, 2019 <https://policy-practice.oxfam.org.uk/publications/reward-work-not-wealth-to-end-the-inequality-crisis-we-must-build-an-economy-fo-620396>

# 8 | Inequality facts and figures

## UK inequality

- In the UK, the five richest families own more wealth than 13 million people (1).
- Over the last ten years the number of billionaires in the UK has almost doubled and the wealth of the UK's billionaires has more than doubled (1).
- The richest 1% of people in the UK own the same wealth as 80% of the population, or 53 million people (1).
- 14 million people, a fifth of the population, live in poverty. Four million of these are more than 50% below the poverty line, and 1.5 million are destitute, unable to afford basic essentials (1).

### References:

1. Billionaire Britain, 2019. The Equality Trust <https://www.equalitytrust.org.uk/sites/default/files/news/attachments/Billionaire%20Britain%20REPORT%20FINAL.pdf>

## Poverty

- The World Bank defines “extreme poverty” as living on less than \$1.90 per person per day (1).
- Of the 736 million people living in extreme poverty worldwide, half live in just five countries; India, Nigeria, Democratic Republic of Congo, Ethiopia and Bangladesh (1).
- The percentage of people living in extreme poverty globally fell to a new low of 10 percent in 2015 — the latest number available — down from 11 percent in 2013, reflecting continued but slowing progress (2).
- The number of people living on less than \$1.90 a day fell during this period by 68 million to 736 million (2).
- In the 25 years from 1990 to 2015, the extreme poverty rate dropped an average of a percentage point per year – from nearly 36% to 10% (2).
- In 2015, more extreme poor lived in Sub Saharan Africa than in the rest of the world combined (2).
- In 2015, 2.1 billion people were classed as ‘poor’ relative to their societies (2).
- New World Bank estimates show that almost half of the world’s population lives on less than \$5.50 a day (2).
- Across the developing world, a child from a poor family is seven times less likely to finish secondary school than a child from a rich family (3).

### References

1. The World Bank, <https://www.worldbank.org/en/topic/poverty/overview>

2. The World Bank (2018). Poverty and Shared Prosperity 2018: Piecing Together the Poverty Puzzle <https://www.worldbank.org/en/publication/poverty-and-shared-prosperity>

3. The Power of Education to Fight Inequality, 2019. <https://www.oxfam.org/en/research/power-education-fight-inequality>

# 8 | Inequality facts and figures

## Tax

- Using a global network of tax havens, as revealed in the Panama and Paradise Papers, the super-rich are hiding at least \$7.6 trillion from the tax authorities (1).
- Taxing an additional 0.5% of the wealth of the richest 1% over the next 10 years is equal to investments needed to create 117 million jobs in education, health and elderly care and other sectors, and to close care deficits (2).
- Four pharmaceutical corporations — Abbott, Johnson & Johnson, Merck & Co (MSD), and Pfizer appear to deprive developing countries of more than \$100 million every year (3).

### References:

1. Reward Work not Wealth, 2019 <https://policy-practice.oxfam.org.uk/publications/reward-work-not-wealth-to-end-the-inequality-crisis-we-must-build-an-economy-fo-620396>
2. Reward Work not Wealth, 2019 <https://policy-practice.oxfam.org.uk/publications/reward-work-not-wealth-to-end-the-inequality-crisis-we-must-build-an-economy-fo-620396>
3. Harmful side effects of how drug companies undermine global health, 2018 <https://policy-practice.oxfam.org.uk/publications/harmful-side-effects-how-drug-companies-undermine-global-health-620547>

## Pay differential between CEOs and the average worker

- Top bosses earn 117 times the annual pay of the average worker (1).
- In 2018 (latest available data) the average FTSE 100 CEO earned £3.46 million, equivalent to £901.30 an hour (1).
- In comparison, the average (as defined by the median) full-time worker took home an annual salary of £29,559 in 2018, equivalent to £14.37 an hour (1).
- To match average worker pay in 2020, FTSE 100 CEOs starting work on Thursday 2 January 2020 only need to work until just before 17.00 on Monday 6 January – just three working days (33 hours) (1).
- Between 2011 and 2017, average wages in G7 countries grew by 3%, while dividends to wealthy shareholders grew by 31% (2).
- In 2016, annual share dividends from the parent company of fashion chain Zara to the world's fourth-richest man, Amancio Ortega, were worth approximately €1.3bn (3).
- Stefan Persson, whose father founded H&M, is ranked 43 in the Forbes list of the richest people in the world and received €658m in share dividends last year (3).
- It would cost \$2.2bn a year to increase the wages of all 2.5 million Vietnamese garment workers from the average wage to a living wage. This is the equivalent of a third of the amount paid out to shareholders by the top five companies in the garment sector (3).
- In the period between 2006 and 2015, ordinary workers saw their incomes rise by an average of just 2% a year, while billionaire wealth rose by nearly 13% a year – almost six times faster (3).

### References:

1. High Pay Centre, High Pay Day 2020 - <http://highpaycentre.org/blog/high-pay-day-2020-scope-for-fairer-pay-and-lower-inequality-remains-consider>
2. The G7's Deadly Sins: How the G7 is fuelling the inequality crisis. Oxfam. Oxfam. <https://www.oxfam.org/en/research/g7s-deadly-sins>
3. Reward Work not Wealth, 2019 <https://policy-practice.oxfam.org.uk/publications/reward-work-not-wealth-to-end-the-inequality-crisis-we-must-build-an-economy-fo-620396>



**Economic inequality**

The uneven distribution of income and wealth amongst individuals, groups or countries (1).

**Income inequality**

The uneven distribution of income amongst people. Income is not only your salary but could be any money you might earn like bonuses, investments, interests on saving accounts, dividends from shares of stock, state benefits, pensions, rents etc. (1).

**Wealth Inequality**

The uneven distribution of assets amongst people. Wealth is everything you own. It's not your weekly, monthly wage or income. Wealth could be your financial assets, properties, bonds, stocks, gold, cars, etc. (1).

**Tax Evasion**

An illegal method used to reduce the amount of tax that a person or company has to pay (2).

**Tax Avoidance/Dodging**

The reduction, by legal methods, of the amount of tax that a person or company pays (3).

**Tax havens**

A tax haven is a country that offers foreign individuals and businesses little or no tax liability (4).

**Fair wage, decent wage or living wage**

A wage that is enough for a worker to cover the basic costs of living (5).

**Economic development**

The process by which a nation improves the economic, political, and social well-being of its people (6).

**Economic Growth**

An increase in the amount of goods and services produced per head of the population over a period of time (7).

**Neoliberalism**

Ideas primarily associated with economic liberalism. These ideas include privatization, austerity, deregulation, free trade and reductions in government spending in order to increase the role of the private sector in the economy and society. Neoliberalism has been the prevailing economic model since the 1980's. (9).

**Political capture**

Occurs when a Government agency is lobbied by special interest groups/the wealthy elite/corporations and advances the commercial or political concerns raised (10).

**Capitalism**

An economic system characterized by private or corporate ownership of capital goods, by investments that are determined by private decision, and by prices, production, and the distribution of goods that are determined mainly by competition in a free market (11)

**Free Market**

An economy operating by free competition (12)

**Market fundamentalism**

Also known as free market fundamentalism, it is an extreme form of capitalism and is a political phrase for laissez-faire or free market economic views or policies (13).

**Pre-distribution of wealth**

The idea that the state should try to prevent inequalities occurring in the first place rather than reducing inequality through the tax and benefits system once they have occurred - as occurs under redistribution (14).

**Redistribution of wealth**

The redistribution of income and redistribution of wealth are respectively the transfer of income and of wealth (including physical property) from some individuals to others by means of a social mechanism such as taxation, charity, welfare, public services, land reform, monetary policies, confiscation, divorce or tort law.[2] The term typically refers to redistribution on an economy-wide basis rather than between selected individuals (15).

**References:**

- (1): <https://www.equalitytrust.org.uk/how-economic-inequality-defined>
- (2): <https://dictionary.cambridge.org/dictionary/english/tax-dodge>
- (3): [https://dictionary.cambridge.org/dictionary/english/tax-avoidance?q=tax-avoidance\\_1](https://dictionary.cambridge.org/dictionary/english/tax-avoidance?q=tax-avoidance_1)
- (4): <https://www.investopedia.com/terms/t/taxhaven.asp>
- (5): <https://www.theguardian.com/sustainable-business/sustainable-fashion-blog/2015/feb/05/fair-wage-living-wage-fashion-six-things-you-need-to-know>
- (6): [https://en.wikipedia.org/wiki/Economic\\_development](https://en.wikipedia.org/wiki/Economic_development)
- (7): [https://en.oxforddictionaries.com/definition/economic\\_growth](https://en.oxforddictionaries.com/definition/economic_growth)
- (8): <https://oxfamilibrary.openrepository.com/bitstream/handle/10546/620087/cs-fiscal-justice-global-track-record-200916-en.pdf?sequence=1>
- (9): <https://en.wikipedia.org/wiki/Neoliberalism>
- (10): [https://en.wikipedia.org/wiki/Regulatory\\_capture](https://en.wikipedia.org/wiki/Regulatory_capture)
- (11) <https://www.merriam-webster.com/dictionary/capitalism>
- (12) <https://www.merriam-webster.com/dictionary/free%20market>
- (13): [https://ieet.org/index.php/tpwiki/Market\\_fundamentalism](https://ieet.org/index.php/tpwiki/Market_fundamentalism)
- (14): <https://en.wikipedia.org/wiki/Predistribution>
- (15): [https://en.wikipedia.org/wiki/Redistribution\\_of\\_income\\_and\\_wealth](https://en.wikipedia.org/wiki/Redistribution_of_income_and_wealth)

# 10 Useful Resources

This section contains links to useful articles, videos and more which will help you throughout your campaigning journey. It offers you resources that you can use to learn how to campaign and increase your understanding of economic inequality. Feel free to share this with others who would find it useful.

**Oxfam's inequality web page:**

<https://www.oxfam.org.uk/get-involved/campaign-with-us/inequality-and-poverty>

**Oxfam's campaign network web page:**

<https://www.oxfam.org.uk/get-involved/campaign-with-us/become-a-campaigner>

**Understand more about inequality:**

Obama Vox Conversation: <https://www.youtube.com/watch?v=iY05U7GaU5I>

Winnie Byanyima The Economist Conversation: [https://www.youtube.com/watch?v=kL\\_JF63tZUw&t=82s](https://www.youtube.com/watch?v=kL_JF63tZUw&t=82s)

Oxfam's inequality animation: [https://www.youtube.com/watch?v=2x4jbN6\\_q5Q&t=71s](https://www.youtube.com/watch?v=2x4jbN6_q5Q&t=71s)

Winners Take All: <https://www.youtube.com/watch?v=3O8fr0e1VGY&feature=youtu.be>

**Inequality TED talks:**

How economic inequality harms societies: <https://www.youtube.com/watch?v=cZ7LzE3u7Bw>

How do the poor see life? <https://www.youtube.com/watch?v=p4JPFr8g3yQ>

The Cost of inequality: <https://www.youtube.com/watch?v=GYHT4zJsCdo>

Beware fellow plutocrats, the pitchforks are coming: <https://www.youtube.com/watch?v=q2gO4DKVpa8>

**Oxfam videos: It's time to Even It Up explainer films:**

[https://www.youtube.com/watch?v=MTHvHQaNZeY&t=1s&list=PLfD96KvUVpWGzyO3\\_wnA9a5WSaqaeX51K&index=4](https://www.youtube.com/watch?v=MTHvHQaNZeY&t=1s&list=PLfD96KvUVpWGzyO3_wnA9a5WSaqaeX51K&index=4)

<https://www.youtube.com/watch?v=9FYEvcuvyA>

**Oxfam's YouTube channel, a fair economy for all video:**

[https://www.youtube.com/playlist?list=PLfD96KvUVpWGzyO3\\_wnA9a5WSaqaeX51K](https://www.youtube.com/playlist?list=PLfD96KvUVpWGzyO3_wnA9a5WSaqaeX51K)

**Inspiring inequality fighters:**

Jane from Kenya: [https://www.youtube.com/watch?v=7ZD1C\\_9lavw&t=0s&list=PLfD96KvUVpWGzyO3\\_wnA9a5WSaqaeX51K&index=5](https://www.youtube.com/watch?v=7ZD1C_9lavw&t=0s&list=PLfD96KvUVpWGzyO3_wnA9a5WSaqaeX51K&index=5)

Oanh from Vietnam: [https://www.youtube.com/watch?v=C0bl2NU5ZQc&t=0s&list=PLfD96KvUVpWGzyO3\\_wnA9a5WSaqaeX51K&index=6](https://www.youtube.com/watch?v=C0bl2NU5ZQc&t=0s&list=PLfD96KvUVpWGzyO3_wnA9a5WSaqaeX51K&index=6)

Thailla from Brazil: [https://www.youtube.com/watch?v=z5Nx\\_X17H1o&t=11s&list=PLfD96KvUVpWGzyO3\\_wnA9a5WSaqaeX51K&index=7](https://www.youtube.com/watch?v=z5Nx_X17H1o&t=11s&list=PLfD96KvUVpWGzyO3_wnA9a5WSaqaeX51K&index=7)

Azulu from Kenya: [https://www.youtube.com/watch?v=\\_H0oE3RsfXQ&t=0s&list=PLfD96KvUVpWGzyO3\\_wnA9a5WSaqaeX51K&index=8](https://www.youtube.com/watch?v=_H0oE3RsfXQ&t=0s&list=PLfD96KvUVpWGzyO3_wnA9a5WSaqaeX51K&index=8)

Cecilia from Zambia: [https://www.youtube.com/watch?v=LVagzeLPYck&t=6s&list=PLfD96KvUVpWGzyO3\\_wnA9a5WSaqaeX51K&index=12](https://www.youtube.com/watch?v=LVagzeLPYck&t=6s&list=PLfD96KvUVpWGzyO3_wnA9a5WSaqaeX51K&index=12)

Isobel the student campaigner: [https://www.youtube.com/watch?v=-xpLwoqn\\_8w](https://www.youtube.com/watch?v=-xpLwoqn_8w)

**Oxfam's campaign videos:**

How Kids Make Things Fair: [www.youtube.com/watch?v=oRnSdwCnxZo&list=PLfD96KvUVpWGzyO3\\_wnA9a5WSaqaeX51K&index=4](http://www.youtube.com/watch?v=oRnSdwCnxZo&list=PLfD96KvUVpWGzyO3_wnA9a5WSaqaeX51K&index=4)

The Heist No One is Talking About: [www.youtube.com/watch?v=bAdpodJkB9c&list=PLfD96KvUVpWGzyO3\\_wnA9a5WSaqaeX51K&index=2](http://www.youtube.com/watch?v=bAdpodJkB9c&list=PLfD96KvUVpWGzyO3_wnA9a5WSaqaeX51K&index=2)

Hard Work. Fair Reward?: [www.youtube.com/watch?v=3\\_tOD3SpoB0&list=PLfD96KvUVpWGzyO3\\_wnA9a5WSaqaeX51K&index=3](http://www.youtube.com/watch?v=3_tOD3SpoB0&list=PLfD96KvUVpWGzyO3_wnA9a5WSaqaeX51K&index=3)

Hidden Camera Prank: Are you picking up the bill for tax dodgers?: [www.youtube.com/watch?v=08Xfd2cqBQI&t=4s](http://www.youtube.com/watch?v=08Xfd2cqBQI&t=4s)

**Articles:**

The Guardian: Neoliberalism – the ideology at the root of all our problems: [www.theguardian.com/books/2016/apr/15/neoliberalism-ideology-problem-george-monbiot](http://www.theguardian.com/books/2016/apr/15/neoliberalism-ideology-problem-george-monbiot)

DW: Is inequality good or bad for the economy? [www.dw.com/en/is-inequality-good-or-bad-for-the-economy/a-43324466](http://www.dw.com/en/is-inequality-good-or-bad-for-the-economy/a-43324466)

Independent: We need to take a more human approach to our economics: [www.independent.co.uk/voices/inequality-poverty-economics-humane-approach-fight-a7555016.html](http://www.independent.co.uk/voices/inequality-poverty-economics-humane-approach-fight-a7555016.html)

The economics foundation: This is how we solve economic inequality: <https://neweconomics.org/2014/07/this-is-how-we-solve-economic-inequality>

**Oxfam inequality blogs:**

[www.oxfam.org.uk/blogs/subject/inequality](http://www.oxfam.org.uk/blogs/subject/inequality)

**Oxfam reports:**

For all of Oxfam reports about our inequality research, visit our Policy and Practice website: <https://policy-practice.oxfam.org.uk/our-work/inequality>

Oxfam's original report about economic inequality (this launched the campaign):

Seery, E & Caistor Arendar, A (2014), *Even it Up: Time to end extreme inequality*, Oxfam International, <https://policy-practice.oxfam.org.uk/publications/even-it-up-time-to-end-extreme-inequality-333012>

**Useful links**

Sign up to the campaign: <https://oxfamapps.org/davos/sign-up/>

Quiz: <https://oxfamapps.org/davos/>

**Other organisations fighting inequality:**

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

[www.equalitytrust.org.uk/](http://www.equalitytrust.org.uk/)

**Develop your campaigning skills**

Online course run by Oxfam and Future Learn about how to plan and run effective campaigns: [www.futurelearn.com/courses/make-change-happen](http://www.futurelearn.com/courses/make-change-happen)

Individual campaigns training modules: [www.globalchangelab.org/en/skills](http://www.globalchangelab.org/en/skills)

How to run effective campaigns and other top tips: <https://knowhownonprofit.org/how-to/how-to-run-effective-campaigns>

Examples of effective campaigns: <https://callhub.io/grassroots-movements-examples/>

The Sheila McKechnie Foundation offers training courses to attend. See if there are any in your area: <http://smk.org.uk/>



# 10 Useful Resources

## Printed books:

*How to Win Campaigns*, Chris Rose, 2010.

*How Changes Happens*, Duncan Green, 2016.

*Campaigning for Change, an Essential Guide to Campaigning Around the World*, Jonathan Ellis, 2017.

*The Spirit Level: Why More Equal Societies Almost Always Do Better*, Kate Pickett and Richard Wilkinson, 2009.



Stills from Oxfam's Campaign videos: How Kids make Things Fair and Oanh from Vietnam

# 11 | Thank you!

It is crucial that we tackle levels of inequality around the world so that we can beat poverty for good. We can reform our global economy to ensure that people, not profit, are put first. Inequality is an injustice and unfairness that isn't inevitable. With people power, together, we can challenge and change the system to create a safer, more equal and happier world in which we all benefit.

Thank you for all your time and energy to fight inequality and beat poverty for good!

To keep in touch with the campaign, follow us on social media @oxfamcampaigns and Oxfam Campaigns on Facebook.

For any help and support, please do not hesitate to get in touch with your Oxfam point of contact or supporter relations 0300 200 1300 and ask to speak to a member of the campaigns team.