

FACES OF INEQUALITY

Campaign Toolkit



Global
Call to Action
Against Poverty

gcap.global

Updated September 2019

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The Campaign

The global **Faces of Inequality Campaign** aims to target inequalities in all its different forms – gender, income, wealth, geographical, environmental, abilities, political, ethnic, and other discriminations.

Together we are supporting people in their struggles for justice and bringing people and organisations together to challenge the institutions and processes that perpetuate poverty and inequalities across the world.

A crucial step to end inequalities is to give them a face.

So many of us have stories to tell that are not being heard.

Faces of Inequality aims:

- To give social exclusion, poverty and discrimination a face.
- To give people suffering from inequalities and their fight for rights and justice a face.
- To show the injustices, rights violations, structures, institutions, companies and governments creating inequalities for the interest of a few.
- To shine a light on the injustices of the accumulation of extreme wealth, including through buying political processes and tax avoidance by companies and individuals.
- To empower people in the fight for their rights and is part of a global movement to end inequalities – by changing power structures.

We can eradicate poverty only by ending inequalities and to protect human rights – we want to make “Leave No One Behind” reality.



What do we want to achieve?

1. To **create public awareness and pressure** on the injustice of present-day inequalities and change attitudes and perspectives
2. To **support local people** and strengthen civil society to analyse together, mobilise and organise for equality in their communities and to connect with national processes and internationally
3. To **achieve concrete changes** at local and national level for tax justice, social protection for all, decent work, gender equality, political participation and rights of socially excluded people and climate and environmental justice
4. To achieve changes to **reduce inequalities between countries**
5. To campaign for collective action and **contribute to implement & achieve SDG 10** and its targets, and advocate that all governments take concrete measures to **achieve the Agenda 2030 and ensure human rights**
6. Build a **global justice movement** together with partners



This toolkit is a
guide to help you
create your own
actions!

Inequalities

An unsustainable development model - obsessed with the market and economic growth - is driving rising and untenable inequalities, manmade climate change and the further exclusion of socially and economically marginalised communities. The concentration of wealth and political power in fewer hands is detrimental to society, as is the discrimination and unequal treatment that mostly affects women, girls and minority communities.

Across the globe, billions of people are suffering.

This presence of poverty, insecurity and inequalities is a scandal in a world where knowledge and resources exist to ensure healthy and dignified lives for all. While a few consume in an extremely unsustainable manner and accumulate soaring wealth, billions of others have no access to adequate food, safe drinking water, proper sanitation, housing, health, education and justice. Women, children and socially excluded people still comprise the vast majority of people living in poverty and face harsh discrimination - and often violence - on a daily basis. Today, marginalisation is seen everywhere - from the poorest to the richest countries. Inequalities exist within and between countries. Faces of Inequality reflects both dimensions.

Based on the responses from the national coalitions and constituency groups the **following central themes were identified:**



Social protection for all



Tax justice & decent work



Gender equality and inclusion of socially excluded groups



Climate justice

These are part of the just transition to end inequalities.

Concrete demands will be developed together via the equality circles and through the faces of inequality reports. There may be different priorities in different countries depending on the local and national situations.

The campaign is built jointly by members and partners – including organisations of **marginalised and socially excluded peoples.**

- Women & girls, especially with multiple-discriminations
- Children and youth
- Older persons
- People with disabilities
- People discriminated by work, cast or descent including Dalits
- Indigenous peoples
- Migrants and refugees
- LGBTQI
- Workers & trade unions
- People living in remote rural areas (especially landless and small farmers) & slums

We believe people are active agents of change in their own lives and should be part of decision-making processes. Nothing about us without us!



193 Member States of the United Nations adopted the 2030 Agenda for Sustainable Development on 25 September 2015, with the aim to transform our world. Governments have the responsibility to achieve this by implementing the 17 Sustainable Development Goals (SDGs), their 169 targets, and adhering to principles including to “Leave No One Behind” and “the furthest behind first”, and also implementing the linked Paris Agreement.

SDG 10: Reduce inequality within and among countries

... specifically aims to reduce inequalities within and among countries by 2030.



SDG 10 Targets

Target 10.1: By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average.

Target 10.2: By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

Target 10.3: Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.

Target 10.4: Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality.

Target 10.5: Improve the regulation and monitoring of global financial markets and institutions and strengthen the implementation of such regulations.

Target 10.6: Ensure enhanced representation and voice for developing countries in decision-making in global international economic and financial institutions in order to deliver more effective, credible, accountable and legitimate institutions.

Target 10.7: Facilitate orderly, safe, regular and responsible migration and mobility of people, including through the implementation of planned and well-managed migration policies.

Target 10.a: Implement the principle of special and differential treatment for developing countries, in particular least developed countries, in accordance with World Trade Organisation agreements.

Target 10.b: Encourage official development assistance and financial flows, including foreign direct investment, to States where the need is greatest, in particular least developed countries, African countries, small island developing States and land-locked developing countries, in accordance with their national plans and programmes.

Target 10.c: By 2030, reduce to less than 3 per cent the transaction costs of migrant remittances and eliminate remittance corridors with costs higher than 5 per cent.

SDG 10 Interlinkages with other SDGs

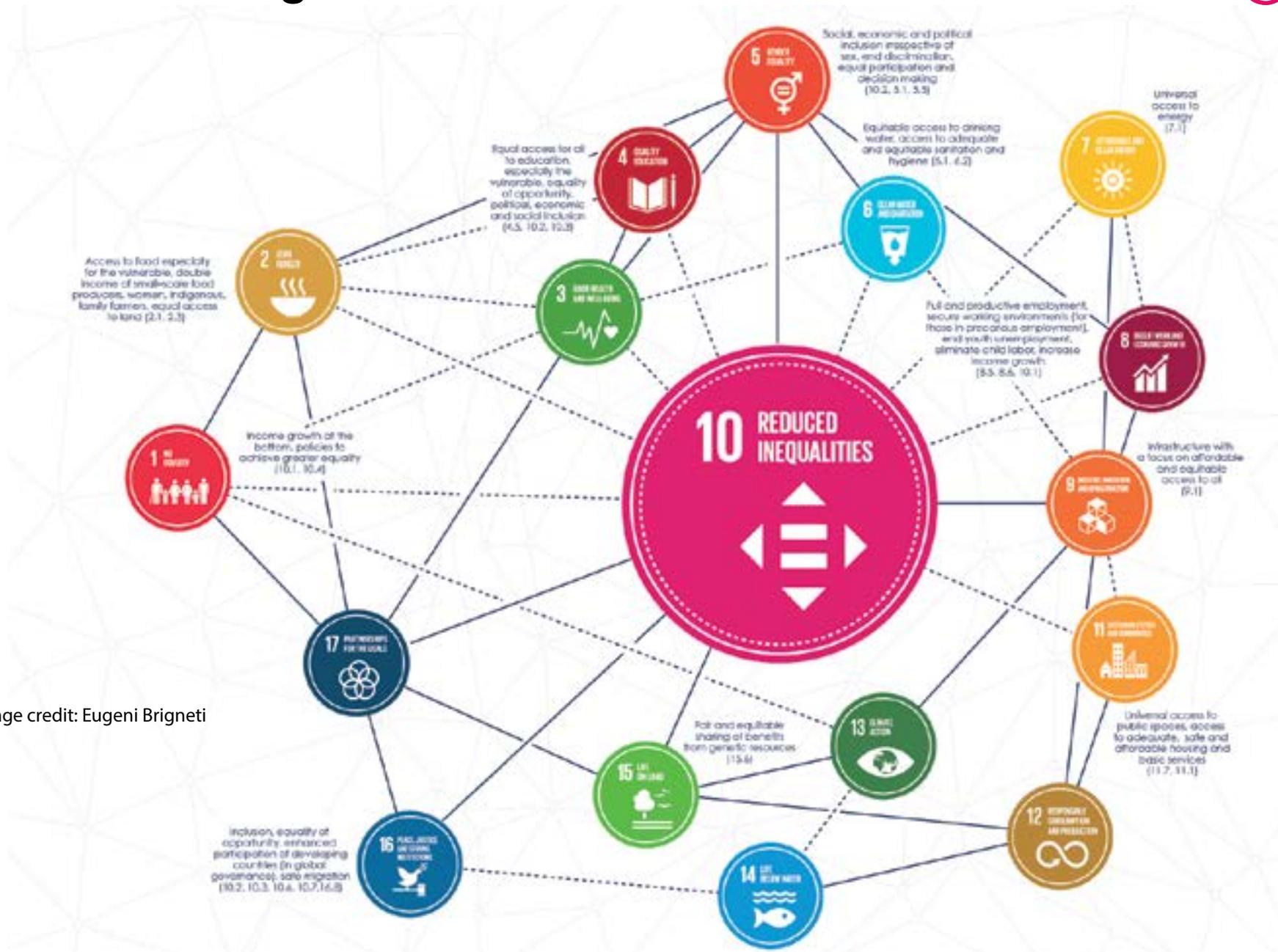


Image credit: Eugeni Brigneti

GCAP and Inequalities

GCAP is best placed to organize this campaign, as we have been fighting inequalities as part of GCAP's core activities since our inception in 2005.

After the adoption of the Agenda 2030 on 25 September 2015, we renewed our political commitment to challenge the structural aspects and causes of poverty and ensure that "Leave No One Behind" and "A Life of Dignity for All" become reality!

GCAP supports people in their struggles for justice and brings people and organisations together to challenge the institutions and processes that perpetuate poverty and inequalities across the world, to defend and promote human rights, gender justice, social justice and security needed for the dignity of everyone and for peace.

[Read more about us.](#)



Campaign Steps

The following steps build on each other. The actions below are part of these steps.

- 1 Grassroots Research and Analysis: Faces of Inequality**
- 2 Awareness raising and capacity building**
- 3 Bottom-Up Mobilisation and Campaigning**
- 4 Advocacy and Monitoring**
- 5 Civil Society Coordination and Alliance Building**

2019 Campaign Timeline

1 2 3 4 5 6 7 8 9 10 11 12

January – December
Inequality Survey & Faces of Inequality Reports
 locally, nationally, regionally & globally

March – December
Equality Circles
 locally, nationally, regionally & globally

August - September
People’s Assemblies @ National Level

8 March
International Women’s Day
 Equality Circles on Gender Equality

11-22 March
Commission on the Status of Women (CSW)

28-29 June
 G20 in Japan

8-19 July
UN High Level Political Forum (HLPF)
 SDG 10 Review

20-27 September
Global Week of Action
 20 Sept (Fri)
Global Climate Strike
 23 Sept (Mon)
UN Climate summit
 24-25 Sept (Tues-Wed)
SDG SUMMIT
 24-25 Sept (Tues-Wed)
People’s Assembly (NYC)
 26-27 Sept (Thurs-Fri)
GCAP General Assembly
 27 Sept (Fri)
Global Climate Strike

17 Oct
International Day for the Eradication of Poverty



TAKING ACTION!

[#FacesofInequality](#)

1 Equality Circles

Equality Circles are one central tool for the **bottom up process** of the campaign. People and communities come together in circles to:

- analyse inequalities people and communities are facing
- give inequalities a face
- emotionally connect and identify with each other
- formulate demands to end inequalities in the community, nationally and globally
- decide about actions to end inequalities.

We will provide a more detailed guide on the methodologies.

You can organise an Equality Circle based on your own experience. It's about a group of people coming together to speak about their perspectives on inequalities; their experiences and they think together how this can be changed.

Equality Circles are a participatory and inclusive tool.

1. They can be different forms depending on what the people want--meeting once for 1-2 hours (example on gender equality on 8 March) to meeting weekly or monthly in a community centre, to national equality circles or online Equality Circles.
2. The key methodology of the Equality Circles is that everyone speaks, and everyone listens.
3. The results will be included in the Faces of Inequality reports and used to use push for policy change with local, regional and global leaders.

Equality Circles are a participatory and inclusive tool.



2

Videos and Photos: Faces of Inequality

Faces of Inequality pictures and videos will allow this campaign and the stories to truly spread to a wide audience!

These shall give people affected by inequalities a face and a voice – to explain their situation, their perspective and demands. You can vary this with “Faces of Equality” in order to empower.

Tell stories! Share them on social media, Facebook, Twitter, etc. and on your websites.



Suggestions

1. A **photo or video shoot** can be organised for example by youth groups, schools or community-based organisations. Groups of 2-5 young (or older) people can do one video together – or individuals can do at well.

Please discuss the guidelines (next page) before starting. There is the option to show each other the videos afterwards and to discuss – like in an Equality Circle.

2. Take **pictures & videos of Equality Circles** – during (ask first!) or afterwards with people who participated.
3. Based on the Faces of Inequality Reports, academic research or social movement:
 - People affected by inequalities - Faces of Inequality - explaining their situation
 - **Do an interview** with the leaders of social movements, academics or civil society person on the Faces of Inequality report or a topic related to their work
4. Take **photos and videos of extreme wealth and injustices**

Video Guidelines

Privacy

Always respect the dignity and the privacy rights of the persons interviewed.

Length

1 to 5 minutes (max). The more concise is better.

Technical Requirements

You can use anything you want, from a mobile phone to a HD camera. An external microphone might be used in a noisy environment but is not needed.



Questions to Ask

Have the person talk about inequalities from their perspective — what inequalities do they face? What are their challenges?

Content

Send the video with the following information:

1. The person interviewed: Full name, background (e.g. work, discriminations...) depending on what they want to be published.
2. Where and when the video was done.
3. Who did the video? Persons and organisations.

Show their face!

Please show the face of the person speaking and ideally show the environment in the background. Also shoot visible signs of inequalities, but remember dignity of the person comes first!

Use of Logos

Please use the Faces of Inequality logo (pink circle) in addition to your own personal logo you want to include at the end. If this is difficult for you please contact the GCAP Secretariat to do the editing for you.

Make the videos lively, meaningful and impactful and share in as many ways as you can!

3 Faces of Inequality Reports

Faces of Inequality Reports are a tool to analyse, to publish about inequalities, inequity, social injustice and exclusion and to influence decision makers.

They are based on consultations at local level, including via the Equality Circles, photos and videos, using statistics and other academic and civil society publications.

Faces of Inequality Reports can be done for one country or a constituency group in a country, a region or globally. They will be used regionally and globally for campaigning and advocacy, and will contribute to the Faces of Inequality Global Report that GCAP will publish annually.



What do the reports describe?

1. The people and communities facing inequalities
2. The extreme injustice created from inequality
3. The analysis of the structural causes of inequalities including between countries
4. The results for SDG 10 and the interlinkages with other SDGs
5. Political demands

Objectives

- Mobilisation, public campaigning and awareness raising
- Advocacy with governments and UN

How to do the National Faces of Inequality Reports

Step 1

Organise a preparatory meeting (or call) with CSOs/member organisations. Discuss the terms of reference, process and timeline, identify one or more persons to lead the report writing (volunteers, consultants or staff members), identify excluded groups and involve their organisations and identify the existing materials from the government, civil society and academics.

Step 2

CSOs organise local consultations/equality circles in different regions of the country... in remote rural areas, semi-urban areas and in cities including in slums (if possible). Make sure that excluded groups participate.

Step 3

Organise a national meeting where the results of the local consultations are presented and constituency groups, social movements, trade unions and different constituency groups present their perspectives.

Please include:

- Women's and feminist organisations
- Youth organisations
- Organisations of older persons
- Organisations of most excluded groups in your country

Also, academics and policy institutions can be invited to give inputs, but make sure that constituency groups have enough space.

Step 4

Report writing by a group of people and/or a consultant based on the meetings and other texts. Send the draft report to CSOs, including constituency groups.

Step 5

Publication in a press conference. One or two civil society leader(s) present the report. Please invite representatives of excluded groups to speak for themselves, as well as academics, journalists or politicians.

Step 6

Send the report to the government and MPs - Organise advocacy meetings with the government and parliament especially on the implementation of SDG 10 during May and June 2019.

Questions for the national Faces of Inequality Reports

1. What are the most striking inequalities in your country? Which social groups in your countries are the most affected by inequalities? Including:
 - What are the groups left behind? Who is furthest behind? How is the gender inequality? Are there geographically excluded regions?
 - Situation with regards to the relevant targets (and indicators) of SDG 10
2. What are the structural causes - underlying political, economical, social, environmental, historical reasons - of these internal and external inequalities?
3. What are the human rights violations and violence women and excluded groups face?
4. Information on tax payment of wealthy people and companies including multinational companies
5. How is the situation of social protection and essential services for the poorest and excluded groups?
6. How is the political participation of excluded groups and women?
7. Who is most affected by climate change? Who benefits from adoption?
8. How is your country responsible for inequalities at the international level/ between countries?
9. What are good practices/instruments/policies that have been developed by your government and civil society in your country to reduce/fight inequalities?
10. What are your demands to your government to reduce inequalities/to achieve SDG 10

Constituency Group Reports

Constituency Group Reports are similar to national reports. . The reports can be national, regional and global. The [template](#) is a bit different.

Download the
national report
template [here](#).

4 Mobilization

Mobilisations could be any of these – we plan to all come together on the key dates, especially the Global Week of Action! – to have the greatest joint impact!



#FacesofInequality

GLOBAL ACTIONS

Equality Circles

In public places, with excluded groups, CSOs, politicians and journalists. Invite people from local equality circles.

Stunts & Non-violent actions of civil-disobedience

10 - 30 people doing symbolic actions to show inequalities and injustice in a symbolic place or monument – make it creative and interesting for the media! Also, to achieve greater impact, organized, non-violent protests – such as a large equality circle in a public place, flash mobs or street blockades, are even more effective to make our voices heard.

Marches

Peoples' marches are one of the best ways to show public support.

Public Discussion and Press conferences

Invite 2-3 representatives of excluded groups and 2-3 politicians for a discussion in a public space. Invite the media and also present the videos and reports!

Media Work

Radio, television, op-eds... Get Faces of Inequality videos published by media!

Election Campaigns

Highlight issues of inequalities in local and national campaigns. Challenge candidates on their platforms.

NOTE: Please make sure you and partners are safe! There are risks in doing these actions, so be aware of political context and civic space in your country.

Global Week of Action

4th Anniversary of the Agenda 2030

20 - 27 September 2019



#FacesofInequality | #StandTogetherNow | #Act4SDGs

September 2019 is the 4th anniversary of the Agenda 2030. In 2015, world governments signed historic agreements to push for a more just and sustainable world by 2030, via the Paris Agreement and the Sustainable Development Goals. These inter-linked agendas intend to transform the world and set us on a path for a just transition. The week will start on Friday, 20 September with a global climate strike.

We are at a critical turning point - on 24 and 25 September 2019 Heads of State will meet again in the SDG Summit (HLPF) to review progress and we demand that they set out a much more ambitious roadmap for practical action. This moment has the potential to foster irreversible momentum for greater accountability and enhanced ambition and action for the following 10 years to deliver. We need to hold them accountable.

Together, we as GCAP, will stand up to push for an end to inequalities and poverty:

- This will be a key moment in GCAP's Faces of Inequality Campaign, which aims to end inequalities in all its different forms – gender, income, wealth, geographical, environmental, abilities, justice, ethnic.
- We do this as a joint mobilization across movements & borders to [Stand Together Now](#). This initiative brings together the climate and youth movements and a wide range of civil society partners. We will for our right to voice, equality, climate & environmental justice. We want civic space, no one left behind, and immediate action on the climate crisis.
- We mobilize as a global movement to [Act4SDGs](#) in partnership with the UN SDG Action Campaign and civil society organizations in every corner of the world.



Voice



In/equality



Climate &
Environmental Justice

Dates - Global Week of Action

20 Sept (Fri) - Global Climate Strike *Worldwide*

globalclimastrike.net

23 Sept (Mon) - UN Climate Action Summit *New York*

un.org/en/climatechange

24-25 Sept (Tues-Wed) - SDG Summit *New York*

sustainabledevelopment.un.org/sdgsummit

24-25 Sept (Tues-Wed) - People's Assembly *New York*

gcap.global/peoples-assembly

27 Sept (Fri) - Global Climate Strike *Worldwide*

globalclimastrike.net



Join young people in the streets for global climate strikes and a week of actions to demand an end to the age of fossil fuels and climate justice for everyone.

#FacesofInequality | #StandTogetherNow | #Act4SDGs

#StandTogetherNow



Register your actions at the
StandTogetherNow
and
Act4SDGs pages!

To ensure that we move towards a just, peaceful and sustainable world by 2030 we stand together with rising movements, such as those led by women and young people. We are claiming our rights to **voice, equality, peace, climate and environmental justice**.

This initiative by GCAP, A4SD and other partners brings together the **climate and youth movements and a wide range of civil society partners in more than 100 countries**. We will for our right to voice, equality, climate & environmental justice. We want civic space, no one left behind, and immediate action on the climate crisis.

You can sign up and see the latest list of organisations on standtogethernow.net.



In 2019, we will again mobilize as a global movement to **#Act4SDGs** in partnership with the **UN SDG Action Campaign** and civil society organizations in every corner of the world.

People's Assemblies

Local & National People's Assemblies

First, at the local/sub-national and national levels communities will deliberate and capture their analysis, messages and demands on inequalities, climate and environment issues and civic space. These community meetings or Equality Circles will lead to People's Assemblies at national level. Issues such as poverty, gender equality, child rights, etc will also be addressed within these larger themes. The sessions and presentations at the Assembly will be based on the outcome of these discussions and the work being done at the regional and global levels and led by the community and civil society representatives.

Global People's Assembly - New York

parallel to the SDG Summit

24 & 25 September 2019

<https://gcap.global/peoples-assembly>

As Heads of State will meet on 24 and 25 September 2019 to review the progress of Agenda 2030 at the SDG summit, we are organizing a parallel People's Assembly, as part of the Global Week of Action. This assembly will bring together representatives from civil society and various marginalised groups across the world to voice their narratives and stories of inequalities, indignity and injustices. These representatives will present the results of community meetings and peoples's assemblies in their countries and constituencies.

The main themes of the People's Assembly will be:

1. Civic Space (Voice)
2. Inequalities
3. Climate and Environmental Justice

The objectives of the People's Assembly will be to:

1. Bring the "People's Voices" to the fore at the SDG Summit
2. Strategize to reclaim civil society space
3. Discuss the implementation of Agenda 2030 and make recommendations for a stronger accountability mechanism
4. Strengthen the cooperation with various CSO networks for civil society actions and people's movement

The People's Assembly will bring together people's representatives and civil society from around the world to share stories of grassroots and marginalised people. The participants will strategize on how to reclaim the civic space. But most importantly, it will be a space for all to jointly reflect, act and plan for common future actions to create systemic change to achieve the Sustainable Development Goals and the Paris Climate Agreement.

#FacesofInequality | #StandTogetherNow | #Act4SDGs

Actions

Proposed key activities for Global Week of Action

1. **A joint public mobilization moment in each country** - e.g. climate strikes, demonstrations, concerts, standing in a circle around a government building or people creating three words - **VOICE – EQUALITY – CLIMATE** - to demand much more ambition from Heads of State before going to New York.

Saturday 21 and Sunday 22 September is our key day to **#StandTogetherNow** in a circle of solidarity at an iconic place

2. **Organize a People's Assembly in your country and send a message to your Head of State** before they leave for New York:

- formulate demands via **civil society meetings** at community & national levels with representatives from marginalized groups
- send an **open letter to your Head of State** and organise a press conference
- bring the messages to the UN in New York in the **global People's Assembly** on 24 & 25 September

3. **Take videos and photos of Faces of Inequality** and especially **amplify local stories** of marginalized voices and joint key moments.

4. **Social Media Action:**

Share your photos, videos, local stories, joint key moments, and recommendations throughout the week on **Twitter, Facebook & Instagram** and use the hashtags!



See here also for
more ideas!
**Stand Together Now
Toolkit**

#FacesofInequality | #StandTogetherNow | #Act4SDGs

5 Advocacy

Organize political dialogue to bring to decision makers the political demands raised at the grassroots and national level. In the spirit of “**Nothing About Us Without Us**” representatives of groups left behind shall lead the political dialogue.

Ideas

1. Letters to governments: Demands for the implementation of SDG10 – Reduced Inequalities - and offering dialogue for the preparation of the two HLPF and the SDG 10 Review – February to April 2019
2. Meeting the heads of state, key Parliamentarians, key officials doing national SDG monitoring - on SDG 10 and Inequalities
3. Influencing political party manifestos based on the Inequality reports
4. Meetings with governments at UN meetings: Regional UN Forums and HLPF on SDG 10
5. Follow up meetings: September – October 2019

Advocate
based on YOUR
experience. You
know what works
best for your
country.

6 Social Media

Use social media to show what inequalities do and equality does and can look like. Join the social media campaign by sharing videos, photos and documents on your current and recent actions on Inequalities.

Take a picture

Take a picture of yourself or others telling the story of the challenges you face.

Make a video

Take and share a short video or a photo about inequality, poverty and injustice, why people are left behind (see videos and photo)

Share an event

Publicise and share your events and actions, reports, videos and photos on Facebook, Twitter, Instagram others tagged with [#FacesOfInequality](#).

Organise Actions

Organise coordinated social media actions with your members/civil society coalitions in order to have a bigger impact example to trend on twitter.

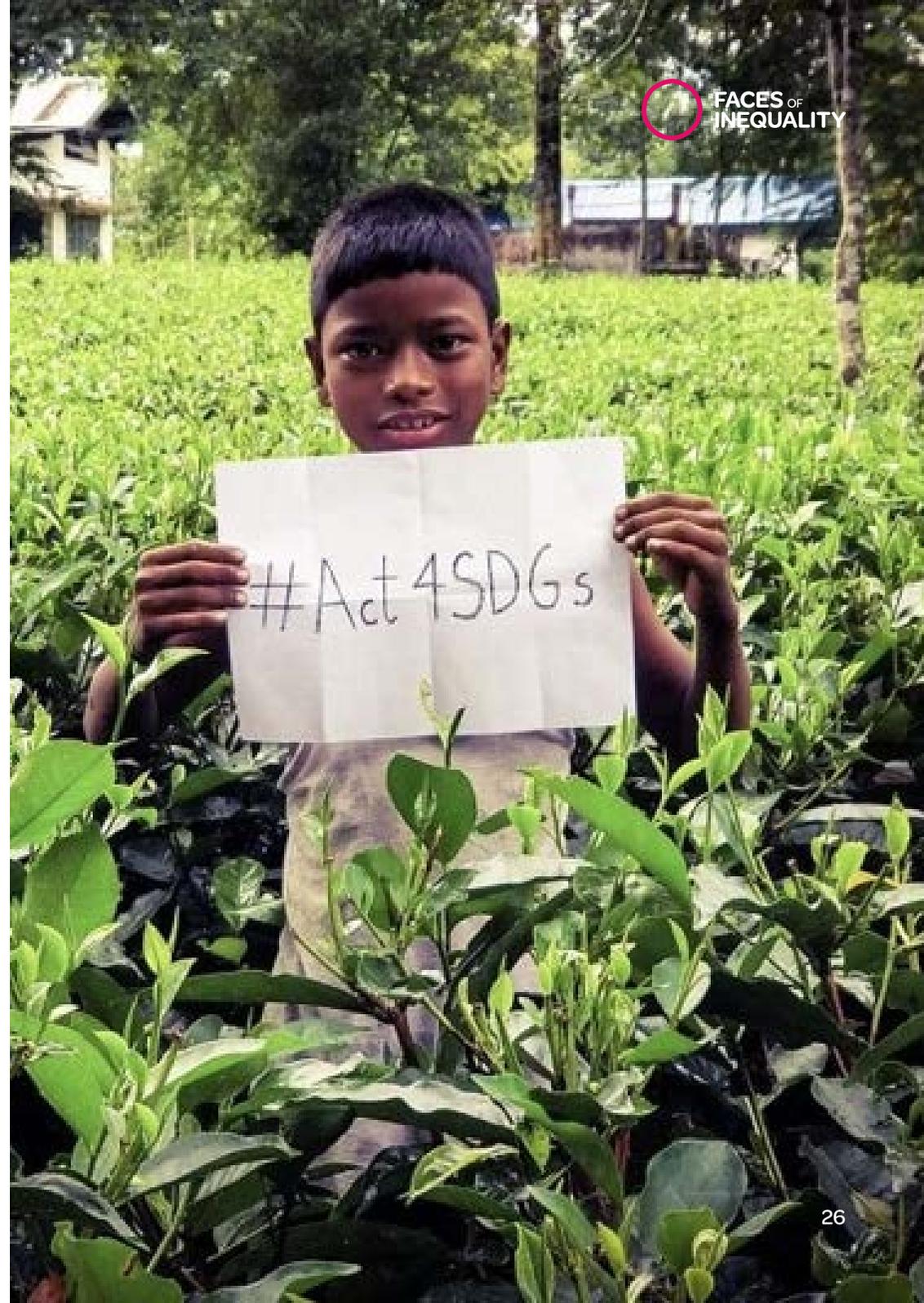
Share a simple message

Share Messages for [#FacesOfInequality](#). Why not tell us your main issue through an image or a simple sign and tweet it in a photo!

Mark your calendar!

- 8 March – International Women’s Day
- 8-19 July - UN High Level Political Forum (HLPF)
- 20-27 September – Global Week of Action
- 17 October – International Day for the Eradication of Poverty

[#FacesofInequality](#)



Contact

Global Call to Action Against Poverty (GCAP) is best placed to organize this campaign, as we have been fighting inequalities as part of GCAP's core activities since our inception in 2005.

GCAP supports people in their struggles for justice and brings people and organisations together to challenge the institutions and processes that perpetuate poverty and inequalities across the world, to defend and promote human rights, gender justice, social justice and security needed for the dignity and peace of everyone.

After the adaption of the Agenda 2030 on 25 September 2015, we renewed our political commitment to challenge the structural aspects and causes of poverty and ensure that "Leave No One Behind" and "A Life of Dignity for All" become reality!

For questions or feedback contact GCAP at info@gcap.global or the [GCAP Global Secretariat](#).

More information is on our [website](#) and the [Faces of Inequality page](#).



This toolkit has been produced with the financial assistance of the European Union. The contents of this toolkit are the sole responsibility of GCAP Global Foundation and can under no circumstances be taken as reflecting the position of the European Union.