

FTT/Robin Hood Tax
Proposal for Global Day of Action
17th February 2011

Introduction

Over the last eighteen months, the Financial Transaction Tax (or Robin Hood Tax) has shifted from a radical idea to a realistic proposition that has been considered by the IMF, the European Commission, the G20 and a number of national governments. This is an extraordinary turn around, in no small part due to the campaigning efforts of civil society organisations around the world.

2011 is the crunch point for the campaign and there is a window of opportunity to see significant progress on achieving the FTT. The French government hold the Chair of the G8 and G20 and are championing the FTT for global public goods, whilst public anger towards the financial sector grows as austerity measures begin to bite.

Various options for taxing the financial sector are on the table and agreement by a first-wave group of countries during the first half of 2011 is critical. The key to timely progress will be leadership by the French government, and for France to enlist support from Germany and, hopefully, Britain. Renewed pressure from civil society, particularly on these key governments, will be essential to success. A coordinated Global Day of Action in February will kick-start the campaign in 2011 and demonstrate the global movement of citizens supporting a Robin Hood Tax.

Objectives and Success Criteria

1. Influence key governments (French, German and UK) through their embassies

- a) The UK, German and French embassies* are lobbied in at least 15 countries around the world.
- b) The UK, German and French finance ministries receive communications from all lobbied embassies (via respective foreign offices)

*If countries have capacity, they can lobby more than the top three targets. Ie Spain, Sweden and the Netherlands.

2. Secure media coverage of the FTT/Robin Hood Tax campaign in national media markets

- a) Gain national coverage in as many countries as possible, including UK, France and Germany
- b) Gain international coverage on day of action in target media.

3. Demonstrate the breadth of the international movement campaigning for an FTT/Robin Hood Tax

- a) Of the 15 countries that take part, at least five to come from developing countries.
- b) We produce visual online tools that demonstrate actions across the world and are used by national coalitions (eg a embeddable flickr album)
- c) We launch a public petition on the GDoA, which will run through up until G20 at the end of 2011.

Timing

The Global Day of Action will take place on Thursday 17th February 2011, on the eve of the G20 Finance Ministers meeting on 18-19th in Paris.

Proposed Actions:

1. Embassy lobby

FTT coalitions and campaigners will be asked to lobby the French, German and British embassies in their country during the week of the Global Day of Action.* The message to the French will be positive – supporting their call for an FTT and pushing Sarkozy to put the FTT high on their G20 agenda for 2011. To the German and British embassies, campaigners will press these governments to back the FTT and ensure that the revenue is used tackle poverty and climate change.

The exact form of the lobby will vary from country-to-country and will depend on national context and the civil society capacity. It could involve handing in a joint open letter to the Ambassador, face-to-face meetings with officials, a letter-writing activity for supporters or an action outside of embassies.

Materials to support the embassy lobby will be available from 28th January (see below).

** If coalitions have the capacity, they may also target a secondary list of target countries – namely, the Spanish, Dutch and Swedish embassies in their country.*

2. Media action

On the 17th February, coalitions around the world will be asked to organise a simple media stunt in their capital city. This may be organised outside of the embassies to complement the lobby, or a more prominent location in your city if this increases the chances of getting media coverage. There will not be a prescribed format for the stunt; coalitions can develop their own media action to suit their national context. However, a range of ideas for the stunt can be found attached. Campaigners in every country will be asked to incorporate common symbols in whatever stunt they perform in order to bring visual cohesion to the Global Day of Action. These common symbol will be a green mask or an arrow or both.

3. Online action

We will also use the Global Day of Action to launch an new e-petition, which will be live until the G20 Summit at the end of 2011. We will ask participating countries to communicate this e-action to supporters. In addition, we will explore a potential Twitter action, asking individuals around the world to ‘donate a tweet’ to the FTT/Robin Hood Tax campaign. Once a supporter agrees to donate, we will be able to tweet on their behalf once every 24 hours. This will allow us to amplify our voice and broadcast the key campaign messages to a wider global audience. Finally, online content from campaign activities around the world will be collated centrally and circulated for national coalitions/organisations to embed on their websites (see ‘Reporting’ below).

Outreach strategy

National alliances/coalitions

National FTT/Robin Hood Tax coalitions should lead the Global Day of Action in each country. In countries without an established FTT campaign, campaigners can link up with organisations that signed the pre-Seoul G20 letter (see attached), and national branches of the international bodies that did.

Target countries

- Europe: France, UK, Germany, Spain, Italy, Belgium, Netherlands, Austria, Norway, and Ireland, European Union (Brussels)

- Other G20 countries: US, Canada, Australia, New Zealand, Japan
- Emerging economies in G20: South Africa, Brazil, India, Argentina, Mexico
- Developing countries: The Philippines, Ghana, Malawi, Nepal and others

International organisations and networks

- Oxfam International
- WWF
- ITUC
- Stop AIDS Alliance
- Global Campaign Against Poverty (GCAP)
- Global Campaign for Education (GCE)

Resources and materials

Coalitions and campaigners will be provided with the following materials to help them take part in the Global Day of Action:

- Template lobby letter to Ambassadors/Embassies of target governments
- FTT briefing for face-to-face meetings and a briefing to leave with Ambassadors
- A template media release
- A guide for delivering the media stunt, along side stunt materials
- Instructions for feeding back on national activities and embedding online content

The lobby materials will be circulated to national coalitions by Friday 28th January. The media materials will be distributed by 5th February 2011.

Reporting

National coalitions will be asked to communicate their plans for the Global Day of Action in advance order to facilitate media and online preparations. During the day itself, campaigners are requested to take photos and video of their national activities and feedback promptly to the international team. Using this material, a Flickr slide show of photos and a video showcasing the activities around the world will be produced and available to embed on any website.

Key contacts:

For further information about the Global Day of Action, please contact Hayley Baker (hayley.baker@gmail.com). +44 7970 735550

Other key contacts for the Global Day of Action are:

Overall lead: Hayley Baker (hayley.baker@gmail.com) / Adam Musgrave (AMusgrave@oxfam.org.uk)

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