



PEOPLE'S GUIDE

FOR NATIONAL ASSEMBLIES 2025



What is a People's Assembly?



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

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

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

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

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

When to Organise?

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

When deciding on the timing, think about:

National Political Calendar

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

Media Visibility

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

Community Mobilisation and Accessibility

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

Coordination with Allies

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

Linking to Global Arc

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



Building Your Assembly Team

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

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

Essential roles that builds the dream team:

Main Coordination Body

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

Community Mobilisers

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

Logistics & Safety Lead

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

Media & Communications Lead

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

Digital Lead

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

Documentation Lead

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

Finance & Admin Focal Point

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

How to Organise Assembly?

STEP 1 THE INITIAL PREP

STEP 2 DESIGN THE ASSEMBLY

STEP 3 DELIVER

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

SAFETY AND COLLECTIVE CARE

BEFORE THE ASSEMBLY

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

DURING THE ASSEMBLY

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

AFTER THE ASSEMBLY

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



Care is political.

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