

GLOBAL DAY TO FIGHT INEQUALITY



PEOPLE'S GUIDE 2026



MAIN DAY

**04
JULY
2026**



**ACTIVITIES
WINDOW**

**27 JUNE
TO
04 JULY**

**FOR NATIONAL ALLIANCES, PARTNERS, SUPPORTERS,
AND THE WIDER PUBLIC**

WHAT IT IS	A global day when people gather where they are to make inequality visible and spotlight people-powered alternatives.
WHY IT MATTERS	Because life is becoming unaffordable for millions. The rules that drive inequality can change, and communities are already building solutions.
WHAT YOU CAN DO	Join or organise a local gathering, take part online, share a people-powered alternative, and help spread the message.

1 → WHAT IS GLOBAL DAY TO FIGHT INEQUALITY (GDFI)?

GDFI is a shared political moment. On one day, in many places, communities and movements come together to do two things: tell the truth about how inequality is produced, and show what people are building instead.

2 → WHY WE ARE DOING THIS

- Because the cost of living is rising, wages and livelihoods are under pressure, and public services are stretched or cut.
- Because wealth and power keep concentrating at the top, while many people are told to adjust and stay quiet.
- Because people are not only resisting. People are building alternatives that work, and they deserve visibility and support.

3 → THE NARRATIVE WE WANT TO CARRY

Even when countries use local slogans, we keep one shared logic: lived reality, root causes, people power, and alternatives.

Right now...	War, climate disasters and rising living costs are pushing millions deeper into crisis. Women, children, workers, and frontline communities are paying the highest price while future generations face an increasingly uncertain world.
This is happening because...	Wealth and power are concentrated in the hands of the 1% while government protect corporate profits, militarization, and elite interests over the 99%.
But people are...	Organising, resisting, and building our collective power across communities and movements to demand justice, dignity, and accountability.
Together, we can...	Win urgent support for people facing the cost-of-living crisis, tax extreme wealth and windfall profits, and drive systemic change that shifts power and resources from the 1% to the 99%. Let's build economies rooted in care, justice, equality, and a liveable future for generations to come.

4 → WHAT YOU CAN DO

What happens if we all show up?

On 4 July, the World Cup Round of 16 kicks off. Billions will be watching.

If thousands of us hold up red cards that day—from Nairobi to Karachi to Mexico City—and the images flood social media while the world is already looking at a football pitch, inequality becomes impossible to ignore.

If communities in 10+ countries hold assemblies and festivals on the same day and we amplify every single one, we become a global movement — not just a campaign.



If enough people sign the petition, governments have to respond.
 One red card is a gesture. Millions of them, on the same day, is a demand.
 One action is still action. Start with what is realistic for you.

🗨️ If you have 15 minutes — do this first:

HOLD UP A RED CARD.

Make a red card from paper or cardboard. Write one message on it — in your language. Take a photo or short video holding it. Post it online using **#GlobalDaytoFightInequality2026 #GDFI2026**.

We will amplify your red card from FIA channels globally.

If we all do this on 4 July, our message reaches millions — from one simple action.

🗨️ If you have 1–2 hours:

Option	What it looks like	Share on your socials
Alternatives Showcase	Short presentations of community solutions — what it is, who leads it, why it works.	1 alternative spotlight + 1 photo Tag us + #GlobalDaytoFightInequality2026 #GDFI2026
Public visibility action	A safe public moment — banner drop, red card action, creative protest — that is locally appropriate.	1 photo + 1 caption line Tag us + #GlobalDaytoFightInequality2026 #GDFI2026

🗨️ If you have 2–3 hours:

Option	What it looks like	Share on your socials
People's Assembly / Community dialogue	A facilitated conversation where people name the problem and agree on priorities and demands.	2 photos + 1 quote + 1 short summary (5 lines) Tag us + #GlobalDaytoFightInequality2026 #GDFI2026
Culture and creativity	Music, poetry, theatre, art, storytelling that builds hope and solidarity.	1 short clip (20–45 sec) or 2 photos + 1 caption. Tag us + #GlobalDaytoFightInequality2026 #GDFI2026



Screening and discussion	A short film or report screening followed by a community conversation.	1 photo + 3 key takeaways. Tag us + #GlobalDaytoFightInequality2026 #GDFI2026
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Online? You can also:

Option	What it looks like
Share an alternative spotlight	Post 1 solution people are building — photo + 3 lines
Share your story	Write 100–150 words on what is getting harder and what must change
Post a thread on X	Share your story, an alternative, or a lived reality as a thread — if enough people do this with our hashtags, we trend
Record a mini reel	30 seconds: the problem + an alternative (two scenes)
Host an online circle	A 45-minute chat with 10 people in your network

Post on any platform — Instagram, X, Facebook, TikTok, WhatsApp — in any format: video, carousel, blog, thread. Always add: **#GlobalDaytoFightInequality2026 #GDFI2026 #WeThe99**. Tag the global FIA account and your national alliance account.

5 → THE MOST IMPORTANT PART: PROJECTING PEOPLE'S ALTERNATIVES

GDFI is not only about what we are against. It is also about what people are building. Every country and supporter group is encouraged to spotlight at least one people-powered alternative.

What counts as a 'people-powered alternative'?

A real solution that communities are already building or defending (not only a policy wish).

Led by people or movements, not controlled by elites.

Shows a practical way to meet needs or protect rights (food, jobs, care, housing, public services, climate solutions, safety).

How to collect and share alternatives

1. Pick 1 to 3 alternatives to spotlight (keep it concrete).
2. Capture proof: one strong photo or a short clip (20–45 seconds).



3. Tell the story in plain language: what it is, who leads it, why it matters.
4. Connect it to the bigger change needed: what would help scale it (public funding, fair taxes, debt relief, public services, regulation).
5. Submit it using the shared system.

Formats you can use (choose one)

Format	Length	Best for
Alternative spotlight (text)	80–120 words	Quick sharing on social + website
1-page case study	One page	Partners, media, deeper story
Short video	20–60 seconds	Reels, WhatsApp, fast impact
Photo carousel	4–8 slides	Explaining steps/results simply
Audio voice note	30–60 seconds	Low bandwidth contexts

6 → TEMPLATES AND RESOURCES (PLACEHOLDERS)

- GDFI digital templates pack: Click [here](#).
- Print templates pack (banners, placards, backdrop): Click [here](#).
- Guide to running a People’s Assembly (separate guide): [French](#), [English](#) and [Spanish](#)

7 → SHARING YOUR CONTENT

The most powerful thing you can do is post directly on your own channels — your audience is your reach.

When you post:

- Use the hashtags: **GlobalDaytoFightInequality2026 #GDFI2026 #WeThe99**
- Tag us: **@fightinequality** (and your national alliance account if you have one)
- Add us as a collaborator on Instagram posts where possible

We monitor these hashtags and will reshare, amplify, and boost the best content from FIA global channels. You do not need to send us anything — just post it.

If your national alliance does not have a social media presence and you want FIA to share your content directly, contact: moiz.hussain@fightinequality.org or chanelle.beatrice@fightinequality.org

