



Fight Inequality Alliance

Alliance survey & member research 2022

Full Report

Research undertaken by Better By Codesign
for Fight Inequality Alliance, May 2022



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SECTION 1 INTRODUCTION & METHODOLOGY

**Listening to members and allies
to better fight inequality**



Introduction

The Fight Inequality Alliance is a growing global movement organising and mobilising to counter the excessive concentration of power and wealth in the hands of a small elite. People on the frontlines of inequality are at the centre of organising for change and they drive the Alliance's strategy and actions.



This report is based on a global survey and a series of interviews with Fight Inequality Alliance members during March and April 2022. It provides insights into the wide and diverse membership that will support the growth, strength and impact of the Alliance, specifically:

- ◆ **Analysing the context** by providing insights on how the pandemic has affected the global, regional and local reality, as well as the main impacts of the pandemic on members' work.
- ◆ **Understanding priorities to design a responsive strategy** and inform the plans for the near future.
- ◆ **Identifying ways to organise and mobilise** for a new stage of global work, while also supporting and contributing to diverse membership actions.

Contributing to Fight Inequality Alliance's strategic plans

The research will form a part of the broader global strategy development for the Fight Inequality Alliance, and contribute to national and regional strategy. The survey results and the national and regional alliance strategy drafts will, along with global power analysis, be brought together by a small group to discuss and identify key moments / issues for collective engagement.

The strategic plans of the Alliance will be based on this input, alongside other considerations – such as where the Alliance can make the best impact with our resources and collective efforts, as well as experience of what has worked in the past.





Methodology

This report is based on two strands of research:

Fight Inequality Alliance community survey: A wide snapshot of the community views and advices.

- 227 responses submitted (169 full and 58 partial) from 33 countries.
- Carried out March 21 to April 3, 2022.

Fight Inequality Alliance membership interviews: A deep dive into members' learnings and reflections.

- 15 interviews with Alliance members from 11 countries.
- Carried out March 21-28, 2022.

Survey in numbers

We received 227 survey responses.

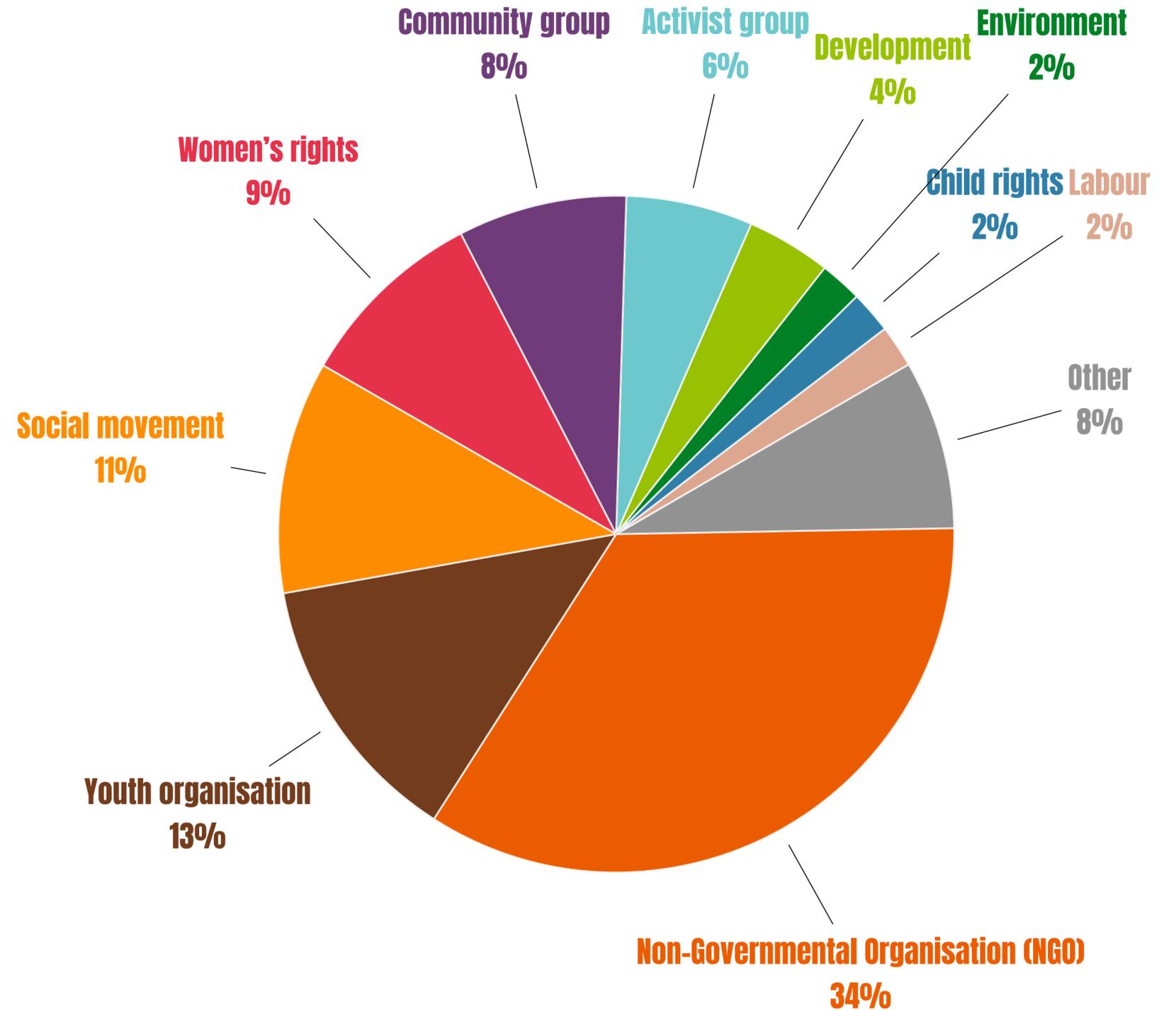
59% were part of an organisation, movement, coalition, group or union.

65% are members of the Fight Inequality Alliance.

63% participated in the Global Protest #FightInequality.

Scale of their work: 32% Local, 41% National, 18% Regional and 9% Global.

Q. How is your organisation best described (99 answers)



SECTION 2 CONTEXT

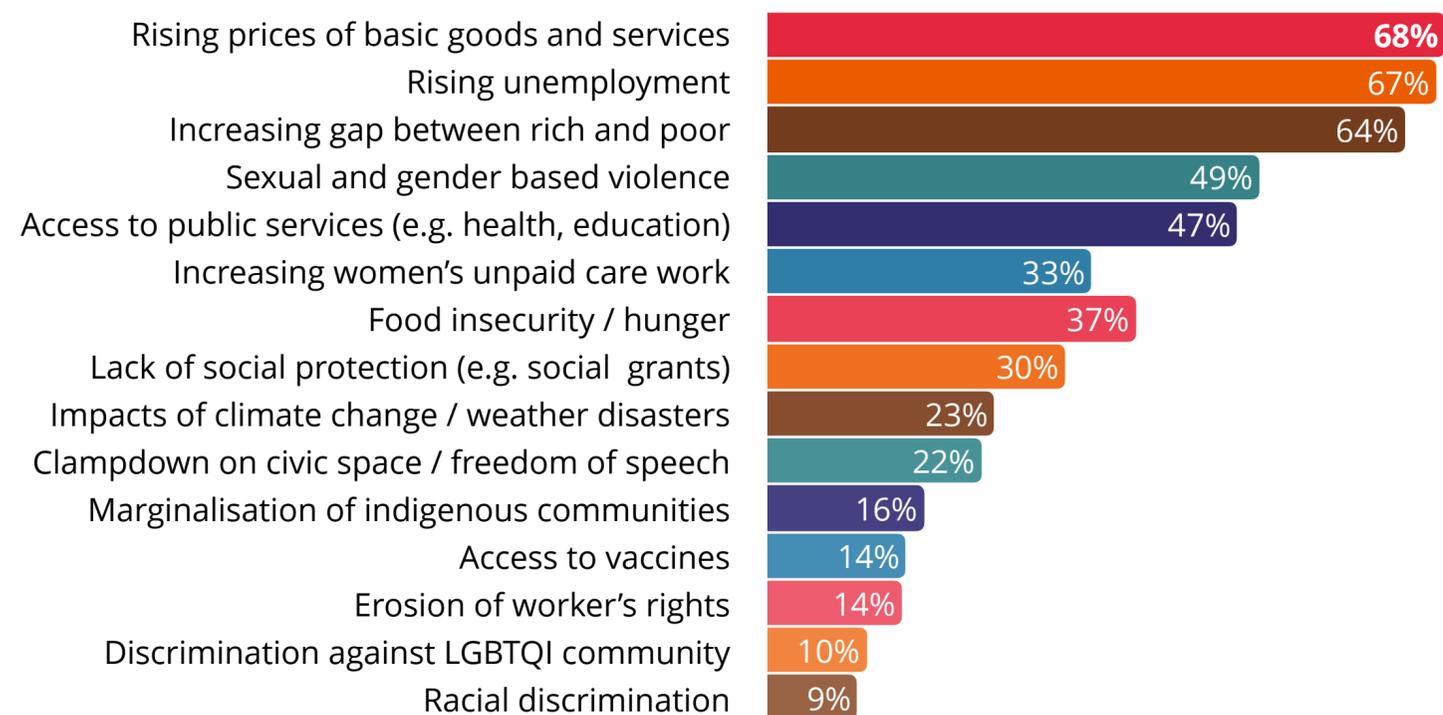
**What members and allies said about
fighting inequalities during COVID times**



The COVID-19 pandemic has negatively impacted multiple economic and social inequalities

Inequalities have increased due to the COVID-19 pandemic. The most common impacts have been increased prices of basic goods, unemployment, gender violence, poverty, migration and problems with accessing public services, particularly healthcare.

Q. Over the past two years, which have been the most important inequality challenges for your community? (227 answers)



The 3 biggest impacts of the pandemic on inequality



Rising prices
68%



Rising unemployment
67%

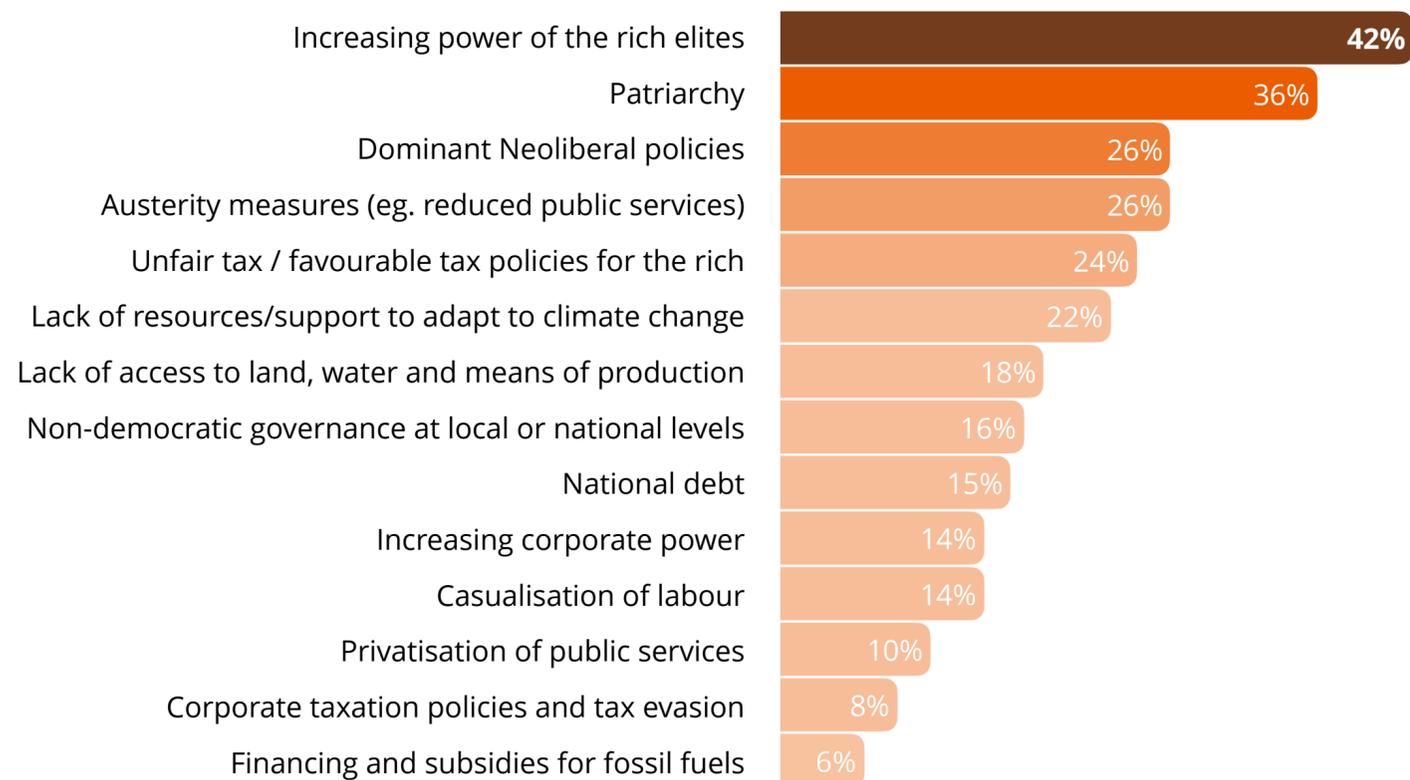


Increasing gap between rich and poor
64%

Power, patriarchy and neoliberal policies are the most important accelerators of rising inequalities

The pandemic has made existing problems more visible. **Increasing power of elites, patriarchy and neoliberal policies** are highlighted as the most important causes behind rising inequalities.

Q. What do you see as the most likely causes behind the inequalities your community or the community you work with face? (237 answers)



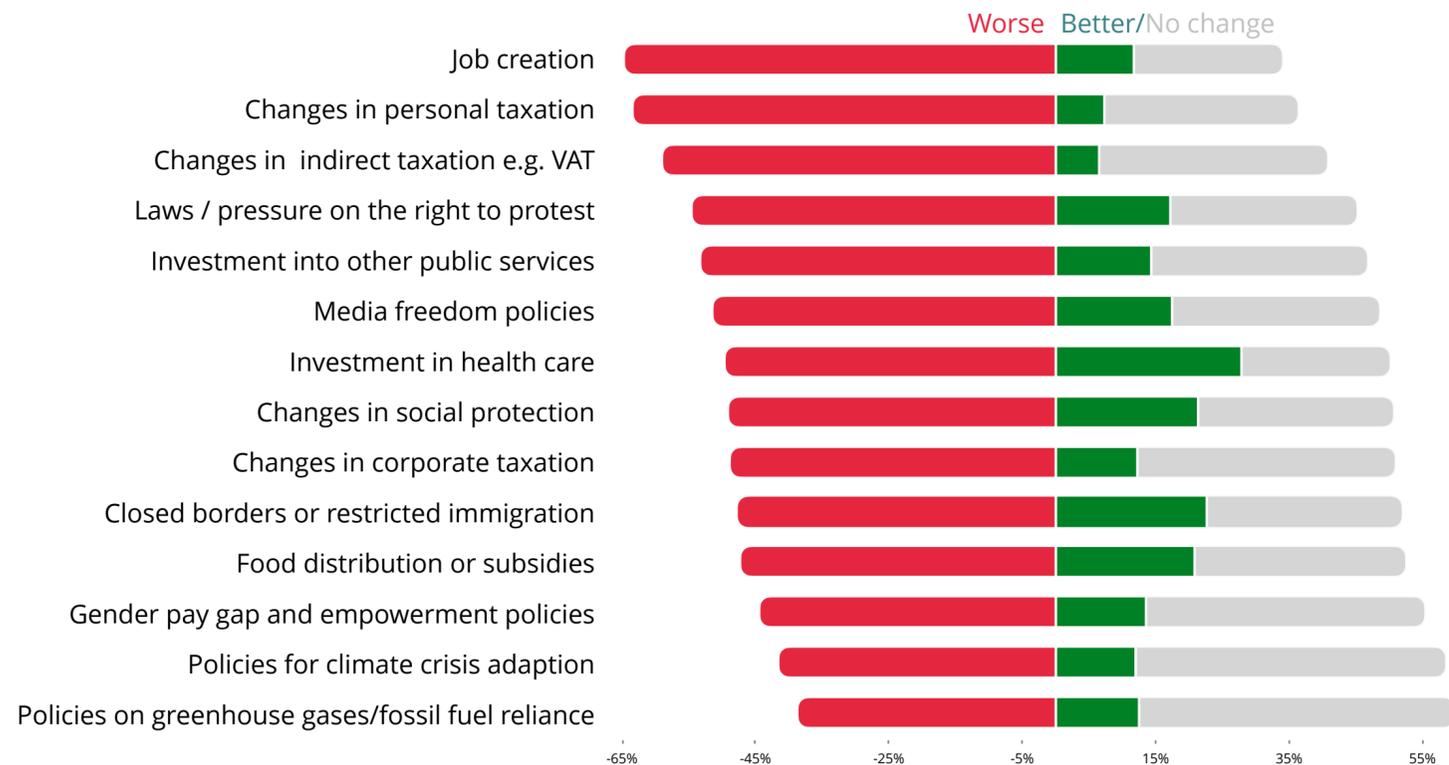
1 in 3 say patriarchy is a major cause of inequality



Many governments have implemented regressive policies that increase inequality, particularly around job creation and tax

While some respondents indicated positive pandemic responses from governments – eg building new hospitals – most have indicated a series of policies that have made inequality worse.

Q. How has your government responded to increased social and economic challenges in the last few years, particularly from the Covid 19 pandemic? (224 answers)



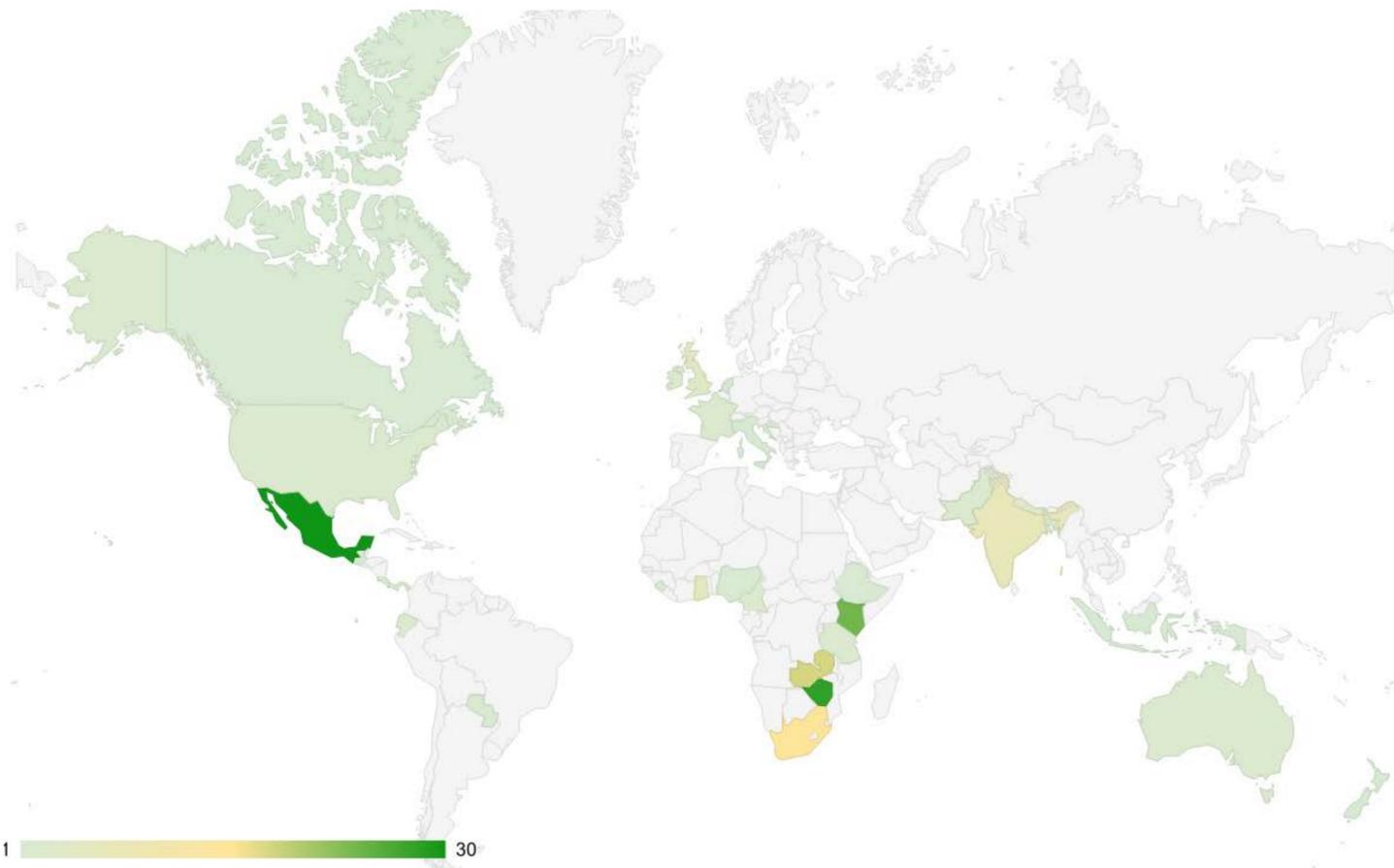
63% said **personal taxation policies got worse**, but only 28% saw more investment in healthcare

Unemployment and increasing indirect and personal taxation are key drivers of inequality, yet many governments have made these worse. Even in healthcare, where we might expect to see a better picture, less than 3 in 10 respondents have seen improvements in investment.

The pandemic has caused common social and economic challenges across the globe

Despite geographic distances, members throughout the world share views on their governments' responses to the multiple effects of the pandemic.

Q. Where are you located? (169 answers)



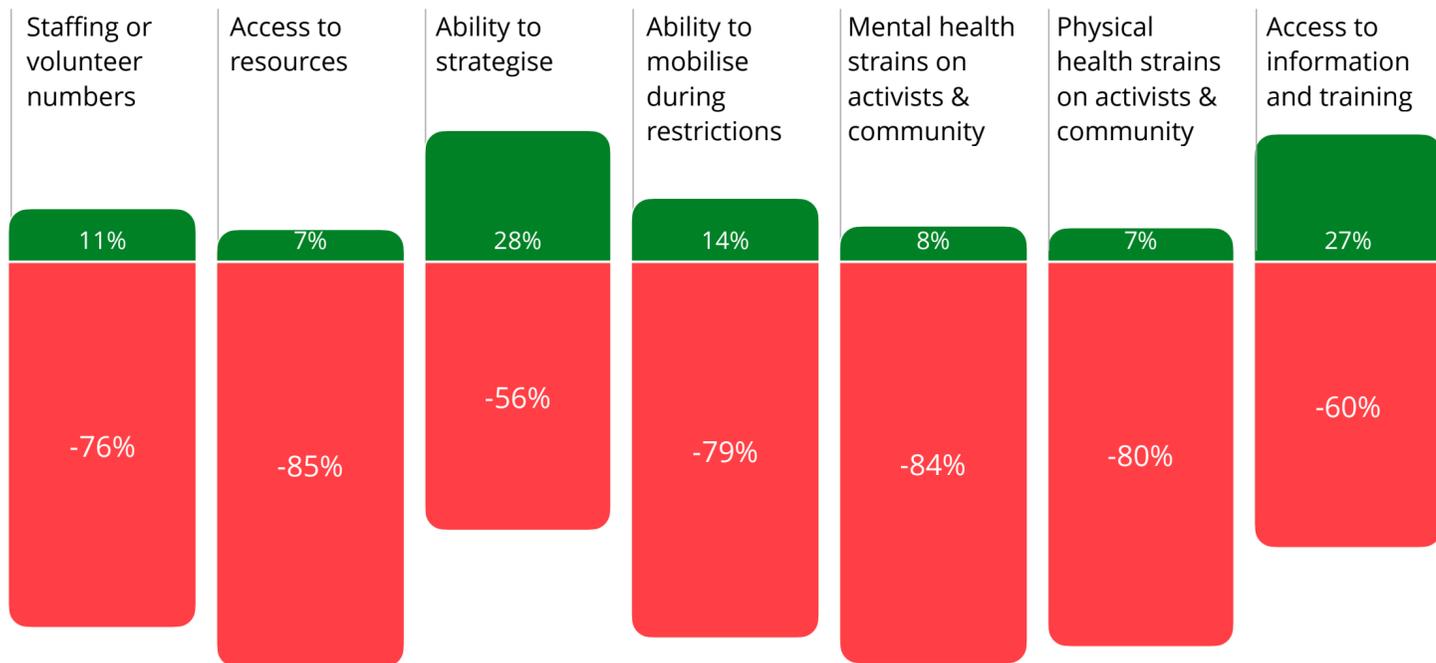
Q. How has your government responded to increased social and economic challenges in the last few years, particularly from the Covid 19 pandemic? (224 answers, sorted by region)

| Region | Better | Worse | No change |
|-------------------------------|--|---|---|
| Africa | <ul style="list-style-type: none"> Investment in health care Media Freedom Policies Closed borders / restricted immigration | <ul style="list-style-type: none"> Changes in personal taxation Job Creation Changes in indirect taxation e.g. VAT | <ul style="list-style-type: none"> Policies on greenhouse gases / fossil fuel reliance Policies for climate crisis adaptation Gender pay gap and empowerment policies |
| Latin America & The Caribbean | <ul style="list-style-type: none"> Investment in health care | <ul style="list-style-type: none"> Job Creation Closed borders or restricted immigration Changes in corporate taxation Investment into other public services | <ul style="list-style-type: none"> Policies for climate crisis adaptation Media Freedom Policies Laws and political pressure on the right to speak out or protest Change in social protection |
| Asia and Pacific | <ul style="list-style-type: none"> Investment in health care, Food distribution or subsidies Changes in social protection | <ul style="list-style-type: none"> Media Freedom Policies Investment into other public services Job Creation Policies for climate crisis adaptation Closed borders or restricted immigration | <ul style="list-style-type: none"> Changes in indirect taxation e.g. VAT Changes in corporate taxation, Policies on greenhouse gases or fossil fuel reliance |
| Europe | <ul style="list-style-type: none"> Food distribution or subsidies | <ul style="list-style-type: none"> Changes in social protection | <ul style="list-style-type: none"> Changes in corporate taxation |

The pandemic is undermining the capacity to fight inequalities by putting a strain on activists health, resources and ability to mobilise

Fight Inequality Alliance members and allies experienced a significant impact on their **ability to mobilise and access funding** (and human talent) as well as **enduring strains on mental and physical health**.

Q. What impacts has the COVID-19 pandemic had on your community group, movement or organisation? (224 answers) ■ Positive ■ Negative

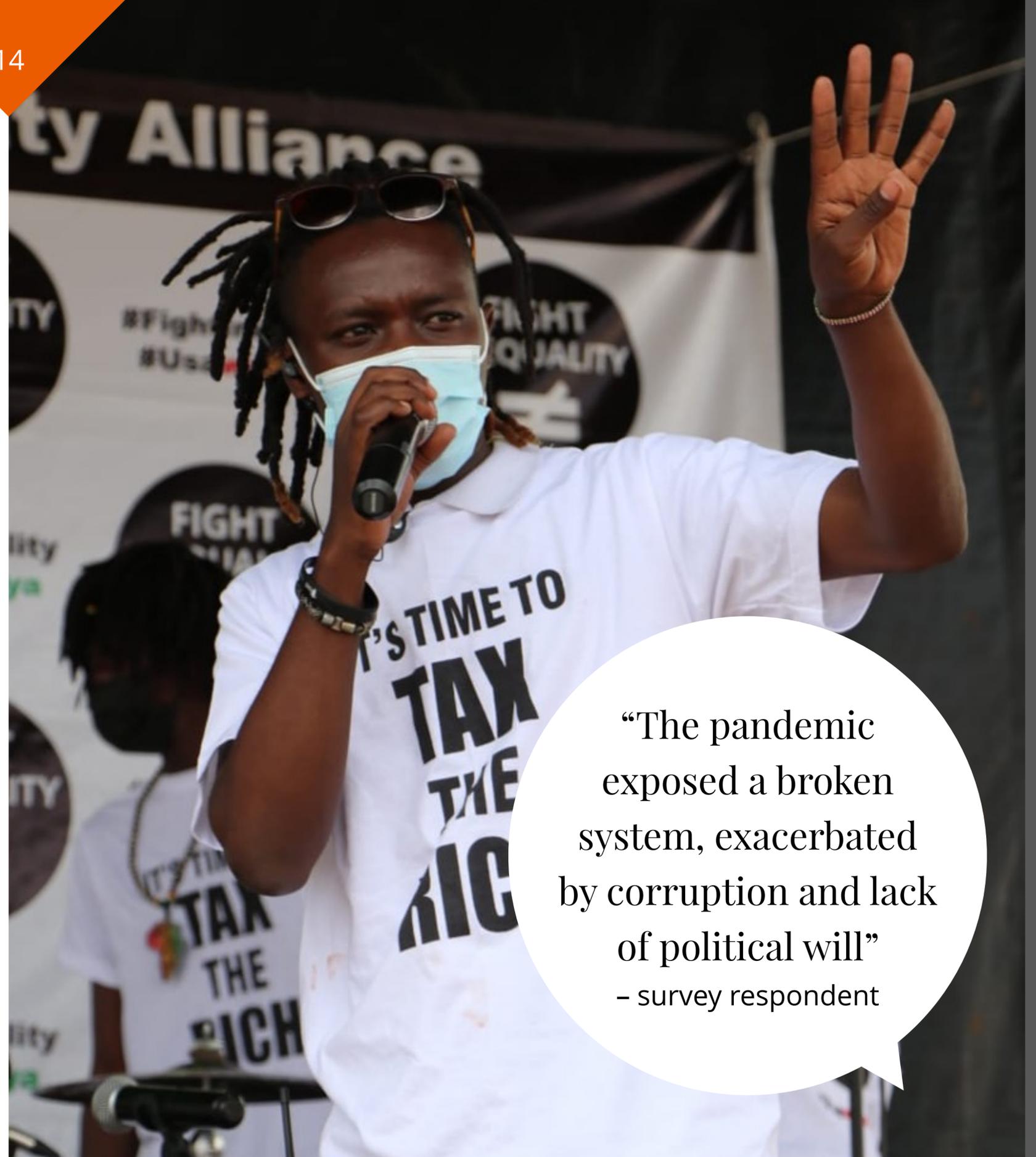
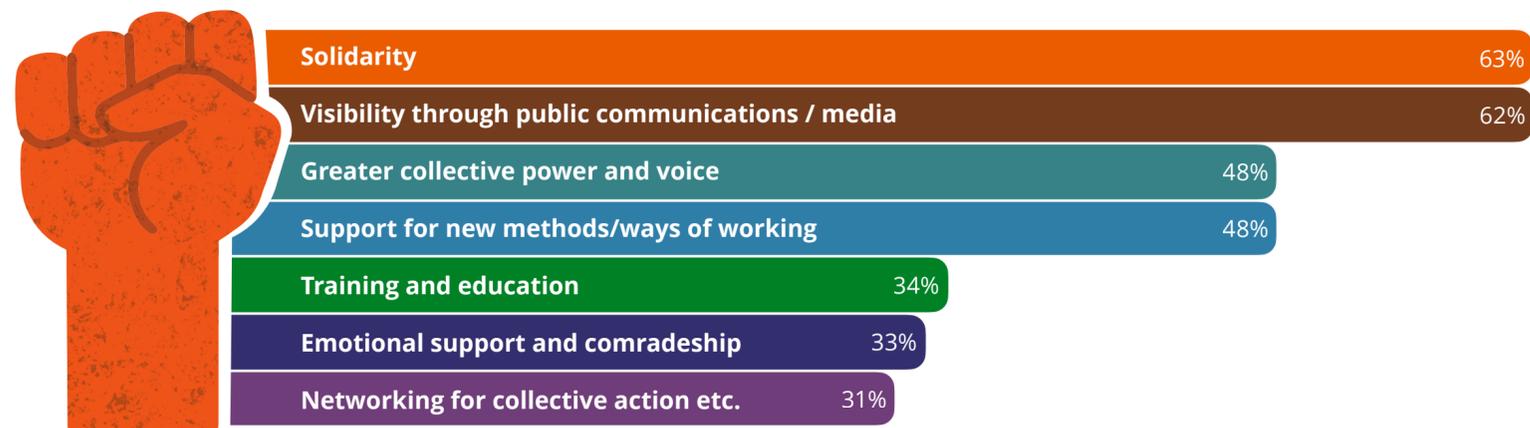


8 in 10 say that the **pandemic** has had a **negative impact** on physical and mental health

Being part of a global movement has helped members maintain operations and adapt to the pandemic

To address new challenges, members and allies increased their **online communication and the use of social media to organise internally as well to organise protest**. The Fight Inequality Alliance has contributed to enabling greater visibility and greater collective power and voice through its promotion and support of local struggles.

Q. How has being part of the Fight Inequality Alliance helped your community, movement or organisation to fight inequality during the pandemic? (221 Answers)



“The pandemic exposed a broken system, exacerbated by corruption and lack of political will”
– survey respondent

SECTION 3 STRATEGIC INSIGHTS

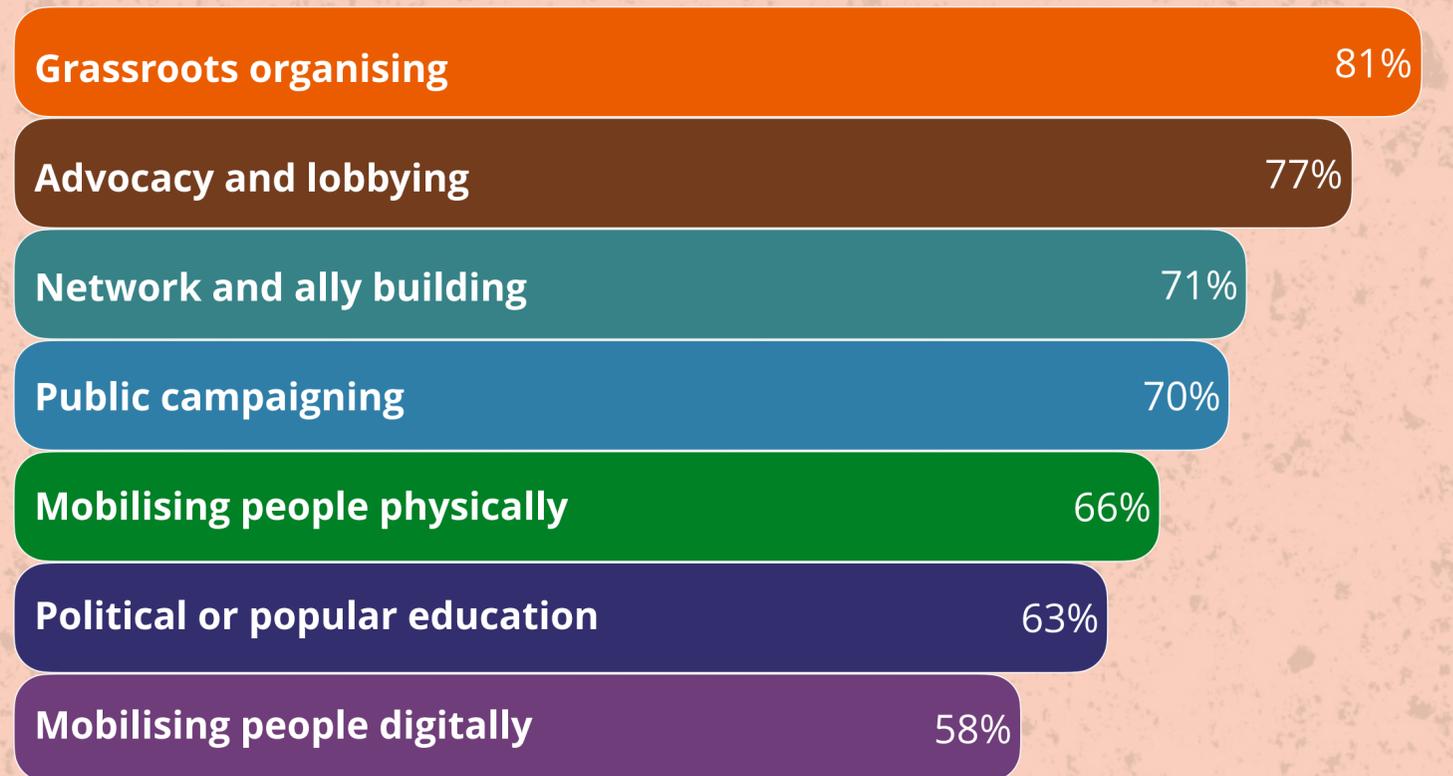
**Defining the future and
planning how to get there**



Key tactics for the Fight Inequality Alliance in 2022



Q. How should the Fight Inequality Alliance plan to address the issues you have prioritised? (176 Answers)



Tools, tactics and opportunities for the next year

- **Knowledge sharing.** Increase spaces where the organisations can share knowledge (webinars, national, regional, global meetings). Get information from and to people in the communities to understand them better.
- **Grassroots organising.** Go to the communities, get closer to the people the Alliance is working with.
- **Influence key policymakers.** Bring policymakers into the Alliance to influence change (see next page).
- **Increase support for joint campaigning.** Resources to mobilise people. Joint campaigns, joint forces. Gather the different organisations around the world by themes.
- **Inclusiveness and clarity.** Translate the website into other languages. Define a clear mission, vision, objectives and plan to engage more organisations and people.

- **Formalisation.** Recognition of presence in a country is an important way to strengthen the profile in newer strategic countries where the Alliance is growing.

| Opportunities suggested by members and allies | | |
|--|--|--|
| National | Regional | Global |
| Formalisation of the alliance | Strengthen regional alliances | Knowledge sharing and exchange |
| Shared agenda with other organisations that are not part of the alliance, so they can get involved | In-person engagement (Regional meetings) | Hearing from people (org, movements, communities) from other countries. We are not alone |

A number of members, particularly from Africa, have talked about ‘involving policymakers’

By including policymakers who fight inequality, the Alliance can strengthen its voice and influence change at a policy level. “So it’s not just civil society talking to each other”.

| Mentions about engaging with policymakers | % of survey respondents from region |
|---|-------------------------------------|
| Africa | 70% |
| Asia | 30% |
| Europe | 0% |
| Latin America | 0% |
| Total | 100% |

“Involve policymakers somehow to be part of our voice”

– Interviewee

“The Alliance should... start involving government actors or policymakers in those conversations so it’s not just civil society talking to each other”

- Interviewee



Members' activities can support the Fight Inequality Alliance efforts

The Alliance must clarify what it's expecting from members, then members can understand what to expect/request to the Alliance. Member support to FIA can include:

- Providing time to share knowledge, build together the movement, meetings to plan.
- Advancing thematic groups and joint research.
- Linking the Alliance to fundraising opportunities and expanding membership.
- Getting involved with networks that still aren't related to Fight Inequality Alliance.

“Being part of the global alliance helped us to pick up lessons from other countries”

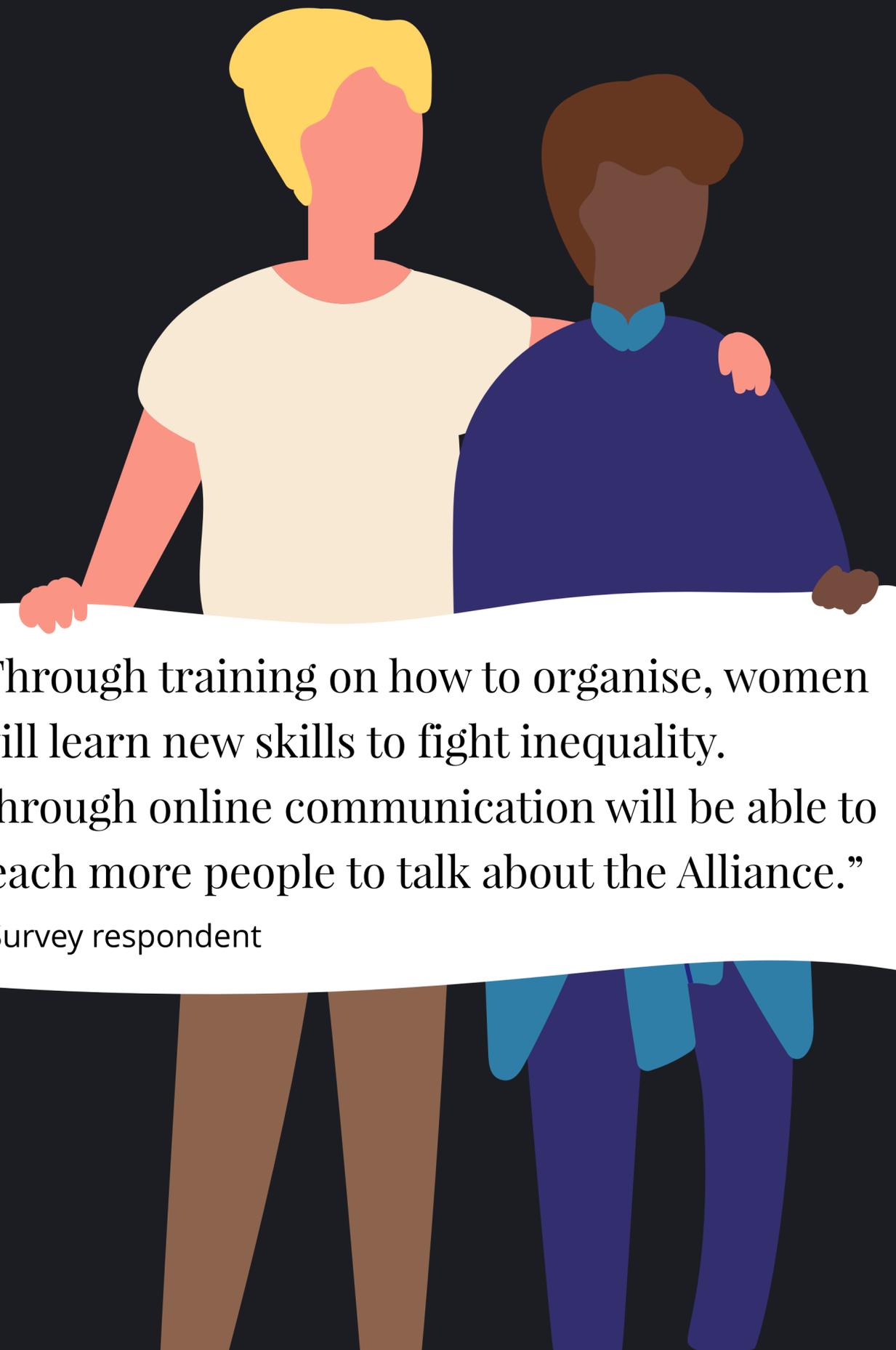
- Muleta Kapatiso,
Individual Activist

“Last year in the Fight Inequality Alliance global festival, hearing people from other countries, it was very easy to relate... We are not alone, this was very clear. People in other countries are going through the same things.”

- Interviewee

What could success look like in the next year for the Fight Inequality Alliance?

- ✓ Grow the Alliance's membership and supporters, both globally and locally.
- ✓ Raise awareness on cross-cutting increasing inequalities.
- ✓ Youth empowerment and direct work with communities.
- ✓ Develop an inequality knowledge sharing dynamic to support work at all levels of action.
- ✓ Influence policymakers to reduce the gap between them and us (where this is politically feasible). "Bring them onboard".

An illustration of two women standing side-by-side against a dark background. The woman on the left has short blonde hair and is wearing a light-colored t-shirt. The woman on the right has short brown hair and is wearing a dark blue top with a light blue collar. They are both holding a large white rectangular sign that contains text. The woman on the left has her right arm around the woman on the right's shoulder.

“Through training on how to organise, women will learn new skills to fight inequality. Through online communication will be able to reach more people to talk about the Alliance.”

- Survey respondent

SECTION 4 MOBILISING

**Building a global movement
to tackle inequalities**



Building the movement is recognised as being an important priority for FIA

Reactivating in-person engagements and combining them with the recently adopted virtual mechanisms will enable the movement to build. Virtual engagements allow activists and campaigners to reach more people.

Respondents want to see FIA enabling more sharing and learning as well as holding community dialogues or ‘town hall meetings’ to engage more people or organisations.

Involving grassroots organisations as well as recognising and enabling people from diverse backgrounds will be important to building the movement. This includes addressing class structures and languages.

| Recommendations | |
|---|--|
| Build the movement | Organise the Alliance |
| Building solidarity and awakening communities. | Community dialogue, town hall meetings. |
| Consider the different realities of the members of the movements (class consciousness). | Duality between the benefits of virtuality (cheaper and easier to mobilise) but missing in-person meetings (attention, more commitment). |
| Involve more grassroots movements. | The Alliance needs to formalise in strategic countries. |
| Translate the web page into other languages to engage more organisations. | Sharing knowledge the Alliance can grow stronger. |
| Resources to amplify the voices, both technical and financial. “Priority to take us a step further.” | |

Global, regional and local mobilisations have different needs

Mobilising at global events is key to advancing the fight against inequalities. Members want to see FIA actively participating in international forums around global governance, economy, women and climate.

Mobilising at regional and national levels requires an understanding of the different contexts. Promoting regional coordination, strengthening local engagement and identifying contextual windows of opportunities can leverage mobilisation at different scales.

Members are willing to recommend FIA to other allies, amplifying and strengthening the Alliance. Networking, raising awareness and amplifying voices are highlighted contributions to driving membership growth. However, some feel the Alliance needs to clarify its mission and contribution to members as well as the expected results from the collective work.

“In every country there are different issues, but there are some that are common to all... So we have been able to do campaigns at different levels. We should act at regional, local and global level. When there is pressure from all around the world then, perhaps, the government will listen”

- Interviewee



Mobilisation opportunities

Addressing national and global opportunities requires strengthening regional coordination to create leverage. This means enhancing coordination among members, promoting communication among regions and adapting the Alliance’s global mission/work to the different regional contexts.

| Mobilisation Opportunities | |
|---|---|
| <i>National</i> | <i>Global</i> |
| Influence politicians before the election (particularly Kenya, but consider other countries with elections) | Visualising global inequalities and their link to regional/national challenges |
| Seek to articulate and promote people that are organically taking action around inequalities | Opportunity for large mobilisation around global issues. Continue active participation in international events that will help put a spotlight on issues relevant to local level |

“We want to take part in and stimulate and acknowledge that the global work must be done locally”

– Interviewee



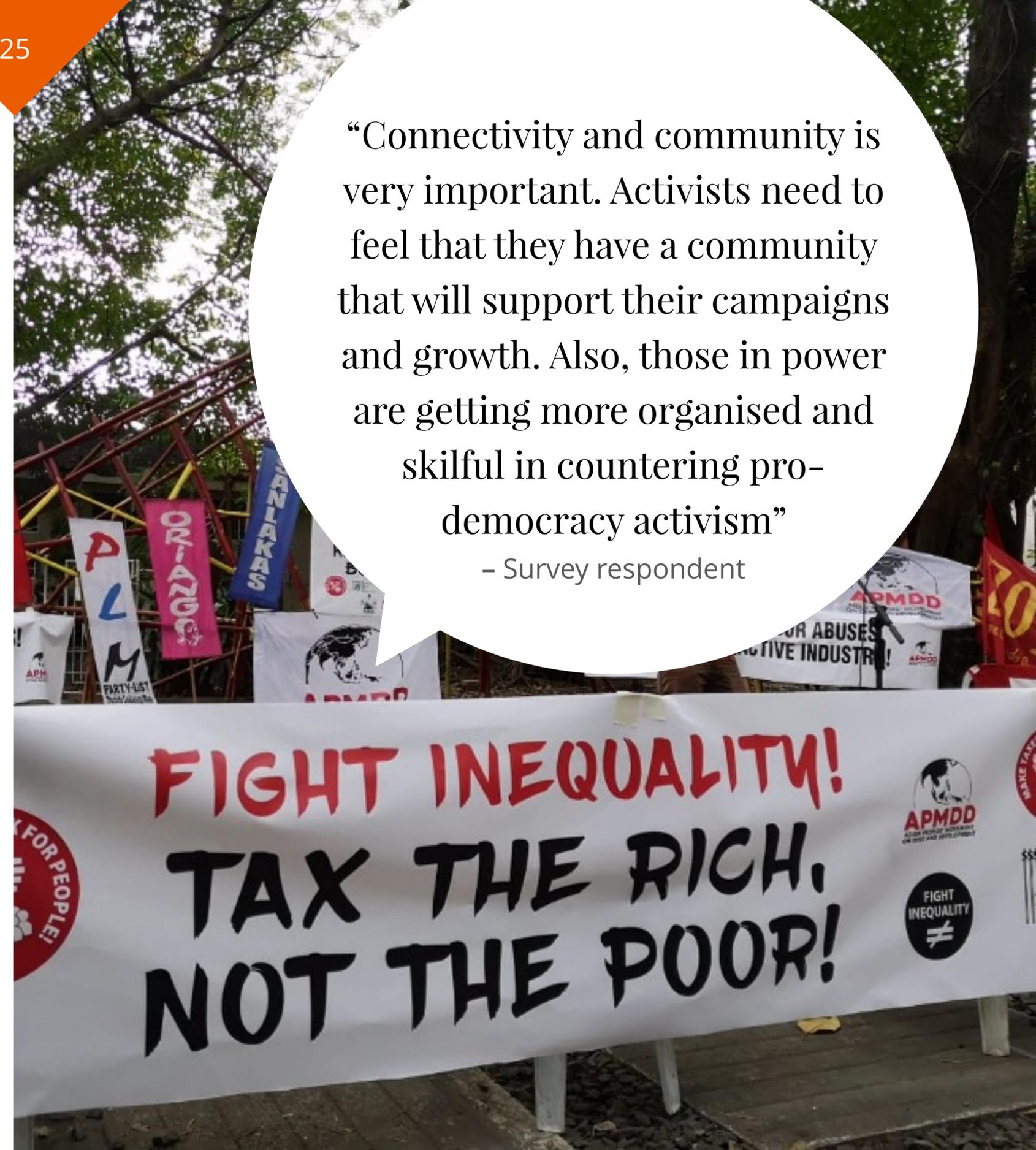
A combination of in-person and virtual meetings, knowledge, training and skills sharing are key for the Alliance

Connection is key. When people feel **the Alliance cares about them**, they are going to be more **committed**.

- **Meet face to face** (national, regional and global) to reactivate emotional engagement. Also **virtual meetings**, so they can shorten distances and streamline organisation.
- Share what movements are doing in different countries, through strategic meetings, thematic online seminars and talks. Allies want to learn from each other, share strategies and open up the range of action.
- Use the different skills of members to build a space for **sharing and learning from each other** across different chapters. Gather all the **knowledge**.
- **Trainings**: communication, social media, how to organise.
- Link **rural communities** to the Alliance and **simplify language** and participation processes for communities.

“Connectivity and community is very important. Activists need to feel that they have a community that will support their campaigns and growth. Also, those in power are getting more organised and skilful in countering pro-democracy activism”

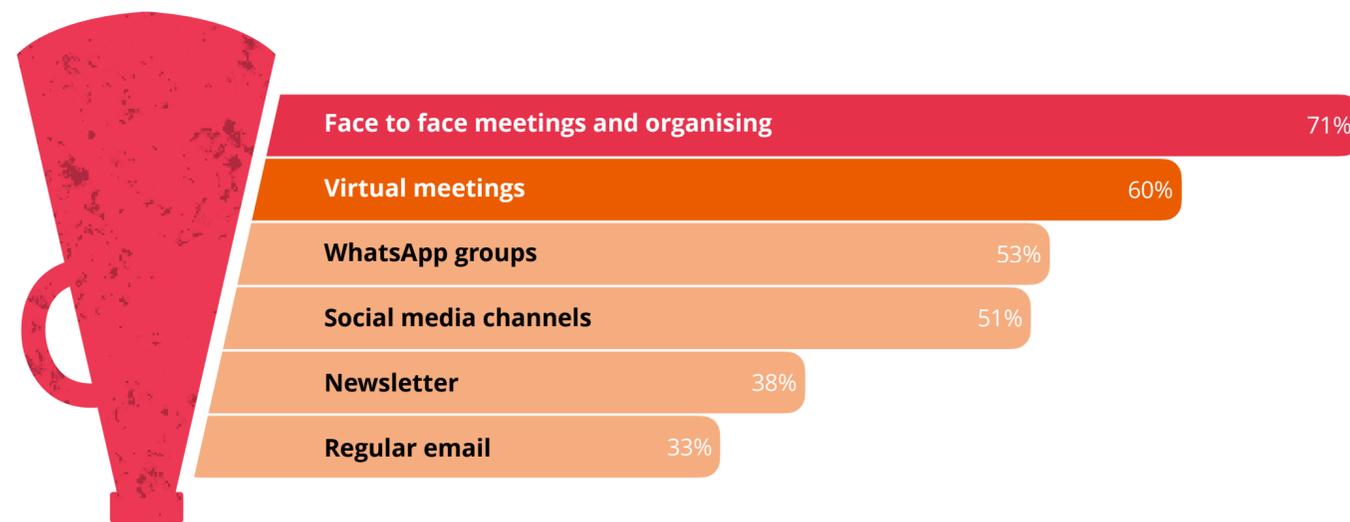
– Survey respondent



A new hybrid model of mobilisation will combine new virtual capacities with in-person methodologies

Members and allies expressed a preference for face-to-face meetings, and interviewees noted the potential for digital technologies to compound inequalities due to access. However, respondents also acknowledged the opportunities to use digital to reach new audiences while overcoming distance and logistical challenges.

Q. How do you like to plan, strategise, learn and connect with others in Fight Inequality Alliance? (177 answers)



“People need to see each other, we need to physically encounter and speak to each other”

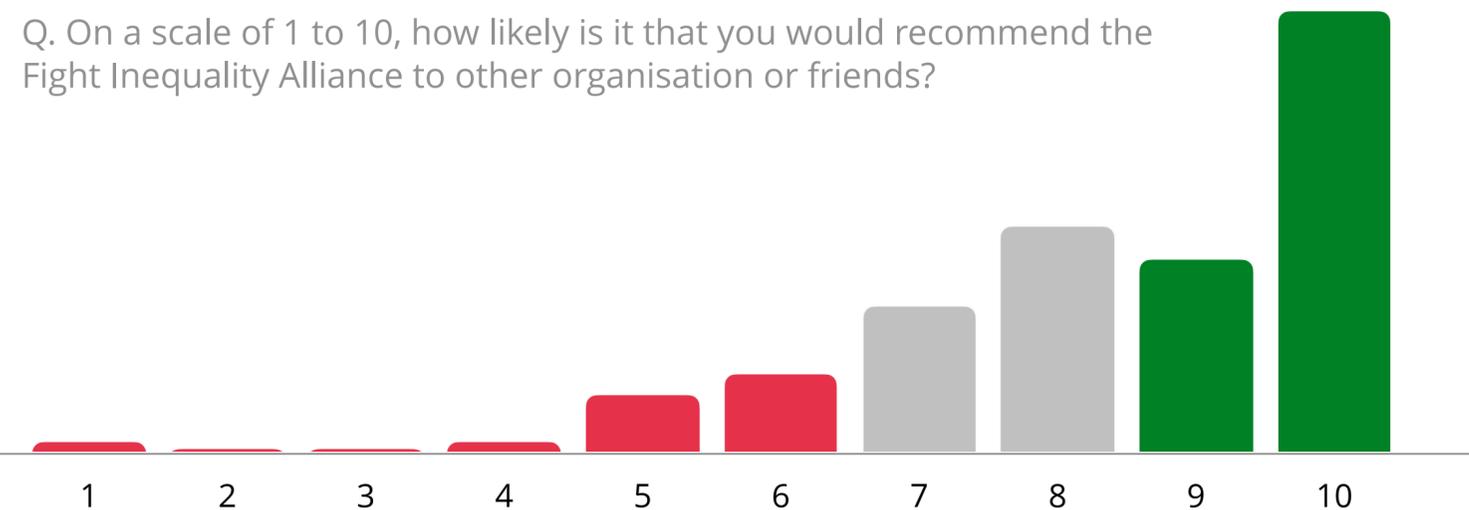
- Interviewee

Will members and allies recommend the Fight Inequality Alliance to others?

When asked how likely they were to recommend the Alliance, we discovered that just over half of respondents were active 'promoters' (giving a rating of 9 or 10) while 15% were 'detractors' (a rating of 6 or lower).

These results give the Fight Inequality Alliance a **net promoter score of 38**. Among self-identified members, the net promoter score rises to 50.

Q. On a scale of 1 to 10, how likely is it that you would recommend the Fight Inequality Alliance to other organisation or friends?



53%

Would promote Fight Inequality Alliance to others organisations or friends

“I have recommended Alliance to others because it has has left a mark on me for the positive changes that we left behind in various societies hence, reducing the inequality gap”

15%

Would not promote Fight Inequality Alliance

“The Alliance doesn’t work much on the ground”

“It seems to me an extraordinary and very necessary alliance in a context full of gaps and inequalities”

“It is important to see the results of the actions carried out by this Alliance”

Comments from survey respondents

SECTION 5

UNDERSTANDING THE RESULTS

An in-depth commentary on the results



The context

The pandemic **accelerated and amplified structural inequalities** and inequality-related issues that countries were already experiencing. The centrality of the pandemic in the public global, regional and local public opinion can be a channel for **raising awareness about rising inequalities** and related cascading impacts.

Members are struggling to face the **multiple organisational difficulties related to the pandemic** (talent, funding, technologies, etc.) and are aiming to build a new hybrid mobilisation/action model. The Alliance has an opportunity to **transfer knowledge and capacities among**

members that can be adapted to regional and local contexts to foster new practices, methodologies and operation models.

The Alliance allows members to participate in a worldwide movement that links their struggles to global agendas. Going from local to global and bringing back the information, knowledge and learnings to the communities is an opportunity to build shared agendas.



Understanding priorities and strategies

Respondents identified Covid-19 recovery, women's rights and climate justice as key issues the Fight Inequality Alliance (FIA) should work on, and WEF, UNGA, IWD and COP27 as key global mobilisation events for the next year. These priorities don't match the priority issues at local level. Emerging topics for global actions can be driven by different reasons responding to members' understanding of **outstanding/pressing global issues that can be complementary/adapted to a broader approach to the fight against inequalities**. In that sense, Post Covid-19 recovery and Climate Justice, which are top-rated by members, are also trending topics in the public opinion and can represent a window of opportunity for a contextualised

international (and in some cases local or regional) mobilisation strategy.

The prominence of climate justice in the survey responses at a global level is particularly interesting as it does not relate to many members work locally. As well as climate being in the public spotlight more around the Glasgow COP, **respondents could be seeing stronger links between their local struggles and global systemic issues such as the climate crisis**. There has been much work in the climate movement to link inequality and poverty issues more explicitly. With COP27 in Africa, there is also a call for strong African / southern mobilisation this year within civil society beyond FIA members.

On the other hand it may be surprising that vaccine inequality only received 24% of responses for global priority. Whilst this is clearly a topical issue, the local impacts of social and economic impacts (food insecurity, unemployment etc) of Covid-19 rather than stopping the virus itself seem to be more important.

The Alliance has the opportunity to **work with international and regional stakeholders** to carry out global advocacy to support national and local actions, leveraging the Alliance capacity to give voice and visibility to local actors and their actions on a larger scale.

Mobilising and organising

Global mobilising generates more visibility, more people are looking at issues from a global perspective and making connections to the local. Fight Inequality Alliance (FIA) has been successful at **connecting global themes to national and local struggles** and should continue to strengthen this approach to stimulate mobilisation at all levels. Advocating in global events/instances is an opportunity to **strengthen the presence of the Alliance and the influence of national and local efforts**. It increases pressure on local decision makers.

At the same time, developing a plan related to the international issues

highlighted by members can also help **increase FIA's global membership footprint**. Although the reasons to prioritise specific themes can be diverse and subject to further research (eg public opinion, awareness of global issues, connection to local problems, etc), there is an opportunity to build membership and strengthen mobilisation at regional and global levels.

Organisations have been able to adapt their work to virtuality but are urgently aiming to restart in-person actions. Capitalising on learnings of virtuality while reactivating in-person methodologies can leverage a **new hybrid model of coordination and mobilisation**.

There's an important need and opportunity to **advance coordinated capacity building**. Training on mobilisation, campaigning, fundraising, technologies, strategic planning and other organisational capacities can support national work, regional coordination and international influence.

Members want to see the Fight Inequality Alliance **involved with national and local issues**, including a request to be present locally at community level. Strengthening national chapters and regional coordination can build a stronger link between the Alliance's international work to the members' day-to-day reality.



Thank you



www.fightinequality.org

For further queries, contact info@fightinequality.org

