

Objectives and Values of the 99% Organisation

	Principles	
Overall Objective	End Mass Impoverishment Peacefully	
Key Actions we need to drive	Democratic reset to force Governments to look after the 99%	
	Fact-based policy-making	
	Policy to end mass impoverishment	
	Invest wisely in the future	
	Clean-up capitalism by creating clean, competitive markets	
Values	<i>We will...</i>	<i>We will not...</i>
	Be inclusive	Divide and rule
	Use peaceful means	Use any form of violence
	Use fact-based argument	Rely on or accept argument from authority
	Tackle the argument	Attack the person

Note: The Actions are described in Chapter 15 of 99%; the values are illustrated overleaf.

Examples of values in action

Value	Example
Be inclusive	We will welcome people from all backgrounds (racial, religious, sexual, age, wealth, ability/disability, etc) and political viewpoints as long as they align with our values and support our objectives.
Use peaceful means	We will work peacefully but determinedly to adjust our legal and economic framework to end mass impoverishment.
Use fact-based argument	When we take a public position, it must be fact-based. This means: <ul style="list-style-type: none">• stated or implied facts must be evidence-based, and have reputable attributed sources• opinion must be clearly stated to be opinion• important assumptions must be stated, not hidden• we should never knowingly or carelessly mislead.
Tackle the argument, not the person	When others dispute our arguments, we should focus on the points above, not the others' history or character.