

What is The 99% Organisation about?

This document provides a brief summary of some the key arguments to use when talking to others about 99%. It is not intended to be used verbatim as a script but could be converted into a leaflet to hand out to interested parties.

Overall Mission: To ensure that current and future generations are able to lead a better, fairer, greener and more fulfilling life by bringing an end to mass impoverishment once and for all.

Rationale:

- We can **afford** to do this – the economic arguments that have led us to where we are now are flawed – an economy is not like a household, government debt is not at record levels, we can afford to run a deficit without burdening future generations
- We **should** do this – for too long we have accepted poverty and deprivation as being inevitable. It is unacceptable in a modern-day leading economy and it needs to change – we all benefit from living in a more equal and just society
- We can **choose** to do this – austerity was always a political choice and hence not inevitable and the promised benefits of unfettered free market fundamentalism never materialised for the 99% of the population - inequalities grew and the majority suffered

Background

- Over the past decade the economic pie has grown but most people are getting a smaller slice - most peoples' wages have declined in real terms (apart from the already wealthy)
- Inequality and mass impoverishment have risen – if this continues then over half the population will be living in or near poverty by 2050. Many living in poverty today would not have imagined a decade ago that it could happen to them
- Covid has highlighted the consequences of rising poverty and inequality - the poorest and most marginalised in society suffered a disproportionately high death toll. As more and more people are drawn into poverty more of us will become vulnerable to the potential health, economic and social consequences
- Austerity made the situation worse by reducing our resilience at both national and local level; the NHS, schools and local authorities all suffered under austerity and we did not have the resources to cope with the pandemic - and history will repeat itself unless austerity cuts are reversed
- Economic thinking and social policy therefore need to change - otherwise even more people will be plunged into poverty and inequalities will grow even further – but another way is possible!

What can we do?

Mass impoverishment is not the consequence of a single government policy - it arises when a range of policies interact to benefit the already wealthy at the expense of the rest of us. We can campaign in a number of ways: through **education and raising public awareness**, by **lobbying politicians and holding them to account**, by **building alliances** and providing support to other like-minded organisations and movements and by **stimulating peaceful mass action and boycotts** to expose public and private sector bodies and individuals who act against the common good. Specifically, we will focus on ensuring that five core underlying principles essential for the creation of a fairer and more equal society, are adhered to:

- **governments need to work for the 99%** - we call out policies that erode democratic rights, marginalise communities and disproportionately benefit the 1% at the expense of others
- **policies should be based on facts** – we show how the absence of fact-based policies has led us to where we are now and expose current and proposed policies and practices that are not evidence based
- **grow the pie sustainably and share it fairly** – we will lobby, alongside other groups where necessary, to ensure that current and proposed policies and practices work to reduce mass impoverishment and lead to a fairer distribution of the proceeds of sustainable economic growth
- **invest wisely for the future** – we will campaign to ensure that adequate investments are made to 'future proof' society and the lives and wellbeing of generations to come through education, affordable housing and healthcare, fulfilling, secure and well-paid employment and environmentally sustainable industries
- **clean up capitalism** -we will campaign to encourage businesses and public sector bodies to adopt practices throughout their supply chains that benefit the common good by paying living wage, providing employment security, paying taxes and complying with environmental legislation

How can I help?

We all have a part to play in creating a greener, fairer and more prosperous future so join The 99% Organisation <https://99-percent.org/contact/>, spread the word and make your voice heard!