Preliminary – within the union advocacy

* Ensuring commitment by trade union leaders, taking on board competing policy priorities (pension reform, on-going privatisation, labour market)

Identifying root causes

* Low gvt revenues
* Lack of finance for social protection and public services
* Fiscal rules forcing budget balance in the short term, only solution is to cut on expenditure, fuelling downsizing
* corruption

Assessing your external context

* Neoliberal environmental – low tax , low corporate reporting
* Political capture MNE- gvt
* Corruption
* Political regime

Setting goals

* Government revenues for public service and social protection
* Job creation in the formal sector
* Reducing inequality and poverty

Key message

* Paying tax pays for public services
* Fair taxation for tackling inequality
* Tax transparency and fairness is good for democracy
* Better taxation for better development / future

Advocacy approach

* Internal advocacy, and advocacy with other national trade union centres
* NGO-Alliance
* Behind the scene lobbying

Planning, monitoring & evaluation

* Cost effectiveness
* Reporting to trade union leaders