

CHALLENGE POVERTY WEEK

5 - 11 October 2020

**ACTIVITY TOOLKIT
for businesses**



Challenge Poverty Week 2020

Introduction

We all want to do right by each other. And yet, we live in a society where one in five people live with the constant pressure of living in poverty.

Too many people are struggling to pay bills, put food on the table and take part in society. This is particularly true for women, disabled people and people from black and minority ethnic communities.

Challenge Poverty Week is designed to highlight the growing problem of poverty in Scotland and showcase the solutions we can all get behind to solve it.

As we plan our economic recovery, we must redesign our economy to reflect the values of justice and compassion we all share. By boosting people's incomes and reducing the cost of living we can end poverty.

Our governments must invest in affordable and accessible public services and ensure that social security benefits provide enough money for people to live a decent life. Employers must offer secure contracts and ensure every worker is paid a real Living Wage. We can all play our part by holding governments to account.

#ChallengePoverty #TogetherWeCan



Religious leaders from different faiths supporting Challenge Poverty Week 2019

Challenge Poverty Week 2020

Challenge Poverty Week Aims

Challenge Poverty Week is an opportunity for you to raise your voice against poverty and unite with others in calling for a more just and equal Scotland.

The aims of the week are to:

- To raise a unified voice against poverty and show that we all want to live in a more just and equal Scotland.
- To build awareness and support for solutions to poverty.
- To change the conversation around poverty and help end the stigma of living on a low income.

The key messages for Challenge Poverty Week 2020

- Too many people in Scotland are living with the constant pressure of living in poverty.
- As we plan our economic recovery, we must redesign our economy to reflect the values of justice and compassion we all share.
- By boosting people's incomes and reducing the cost of living we can solve make sure we all have what we need.

#ChallengePoverty #TogetherWeCan



Activity Guide

How to Get Involved

Taking part in Challenge Poverty Week can be rewarding and impactful. Below are some examples of actions you can take.

Due to COVID-19 we are encouraging Challenge Poverty Week activities to take place online whenever possible. However, if the official guidance allows then in-person actions could be organised. See page X for a guide to online specific actions.

Organise an activity

- Hold an online themed discussion
- Have a (socially distanced) open day for your organisation
- Write a blog, make a video or talk to the media about how your organisation helps tackle poverty
- Speak to other businesses about what needs to be done



Cross-party panel at Challenge Poverty Week's Poverty Alliance Annual Conference

Activity Guide

Write a blog, make a video or talk to the media

Creating media content that highlights what your organisation is doing to address poverty can be a very valuable way to participate in Challenge Poverty Week. Media content may include an outline of what you are doing to address the issue (paying the real Living Wage, offering good terms and conditions, etc.), how it reflects organisational values, and calls to action directed at other employers, asking them to follow suit.

FREE Challenge Poverty Week media training

The Poverty Alliance is offering free training sessions on how to **talk more effectively about poverty** in the media and online. Go to www.challengepoverty.net for details.

Themed discussion or roundtable

Discussions can have different structures and vary widely in scale, from a lunch-time talk delivered to your colleagues about how your business is helping challenge poverty, to a public panel discussion with a hundred attendees. Think about policies in your organisation that reflect your values and are contributing to a more just and compassionate society, how you would like to highlight them and to whom.

Target audiences may include:

- Work colleagues
- Professionals in your area of work
- Funders
- Investors and shareholders
- Suppliers
- Other businesses
- People in your local community

Possible discussion or talk **topics**:

- In-work poverty and fair work
- The impact of paying the real Living Wage
- Poverty and transport
- The role of employers in addressing poverty
- Organisational values and poverty

The content of the discussions may include personal experiences, how you are contributing to address the issue, the values behind your commitments and possible further solutions and calls to action. These types of events **can also be hosted successful on an online platform.**

Push for change

Encourage other employers to take action to address poverty too. Actions may include:

- Write content for the media asking other employers to join you in paying the real Living Wage.
- Deliver a speaker or discussion event aimed at employers, showcasing your commitments to addressing poverty through paying the real Living Wage, and calling for them to follow suit.

Support from Living Wage Scotland

The Living Wage Scotland is happy to collaborate and offer support for your events. Email accreditation@povertyalliance.org to find out more.

Activity Guide

Speak to a local politician

You can also write to your local Councillor, MP or MSP, perhaps as a coalition of employers, asking how they are planning to tackle poverty and offer possible solutions.

- You can find your MP, MSP and local councillor and their contact details here: www.writetothem.com.
- Find our **template letter** for elected representatives here: www.challengepoverty.net



Open day at your organisation

This is an opportunity to showcase and celebrate your work and values to combat poverty and inequality as an employer, as well as connect with other organisations who may want to join your efforts or use your services. As part of this event, you can deliver a series of activities to attract a wider audience:

- Children's activities like games and face painting
- Community art exhibition
- Live music and spoken word
- Discussion or talk about your work and further commitments to address poverty and inequality

Challenge Poverty Week Online

How to make change happen online

We are encouraging Challenge Poverty Week 2020 to take place online whenever necessary. **Pushing for change through digital mediums can be just as successful as traditional methods.** It is an opportunity to connect with lots of people and spread your message in creative ways. Here are some online actions you can take during Challenge Poverty Week:

Write a blog, make a video or talk to the media

Creating media content that highlights the solutions to poverty can be a very valuable way to participate in Challenge Poverty Week. Topics may include research related to poverty, work that is currently being done, interviews with experts including people with lived experience of poverty and those working to address it, and public commitments for further action. To support your activities, you can find our media toolkit in our website: www.challengepoverty.net

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Beyond Challenge Poverty Week

Challenge Poverty Week is a fantastic opportunity to come together to put the spotlight on poverty and showcase solutions. But to end poverty, we must sustain our efforts after the week.

Here's what you can do to keep up the pressure to end poverty in Scotland:

- Continue to engage with other businesses to encourage them to become living wage employers.
- Continue to engage with Living Wage Scotland and relevant trade unions to ensure your employees are safeguarded from poverty.
- If you wrote to your elected representative, follow-up with them.
- Continue to support local and national organisations in the fight against poverty.

Support from Living Wage Scotland

The Living Wage Scotland is happy to collaborate and offer support for your events. Email accreditation@povertyalliance.org to find out more.

How Can We Help?

To support your involvement in Challenge Poverty Week, we can:

- Living Wage Scotland can offer support and collaborate with your events. Email accreditation@povertyalliance.org
- Promote your activity through social media, local media, and our events calendar.
- Provide free training on media, social media and how to build support for solutions to poverty and push for change

Get individualised advice: email suzi.murning@povertyalliance.org.

Provide social media graphics, media templates and petition letters.



Above are example of resources you can find on our www.challengepoverty.net

Planning on getting involved? Let us know by submitting information about your action to our online calendar.

Get Involved Meetings

Join our Get Involved Meeting specifically for businesses, co-hosted by Living Wage Scotland, on 20th August. where we'll explain all the ways you can get involved and make a difference. You'll also be able to swap ideas with others from your sector and hear from guests about successful actions from last year. Sign up [here or on our website.](#)

Challenge Poverty Week 2020

Together we can challenge poverty!

Challenge Poverty Week is a real, practical opportunity to build a stronger **movement against poverty** and demonstrate our values of **justice and compassion**. At a time when life is becoming tougher for many people, it is vital that we build support for solving poverty.

Get in touch

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