



**JUNE
9–24**

Fair Tax Fortnight

**Celebrating responsible tax planning
Campaign guide**

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Fair Tax Fortnight (9–24 June) is a UK-wide celebration of the companies and organisations that are proud to pay their fair share of corporation tax, and an opportunity to explore the positive contribution this makes to society.

Why

Corporation Tax is often presented as a burden, but it shouldn't be. Not when considered against the huge array of public services it helps fund – from education, health and old-age care, through to flood defence, roads, policing and defence. It also plays a crucial role in holding the whole tax system together – helping to counter financial inequalities and rebalance distorted economies.

Too often, tax makes the headlines for all the wrong reasons. There is an almost daily stream of stories of evasion and aggressive avoidance – which not only distort our economy but also undermine the opportunity for business to compete fairly. It is has been estimated that €600bn of corporate profits are annually shifted to tax havens, with corporate tax revenue losses globally of €200bn per year – which equates to approximately £7bn of missing revenues in the UK. Polls of consumers and the public consistently reveal that one of their biggest concerns about business is the fair payment of tax.

Fair Tax Fortnight will celebrate the companies and organisations that are seeking to do the right thing and are proud to pay their fair share of corporation tax – i.e., businesses that pay the right amount of corporation tax at the right time and in the right place, and who overtly shun the artificial use of tax havens and contrived tax avoidance practices.

It will also celebrate and explore the positive contribution that Corporation Tax makes to society, and how this might be optimised.

When

The first ever Fair Tax Fortnight will take place 9–24 June, with a marquee opening conference in London on 7 June.

What

Fair Tax Fortnight is supported by a dedicated online platform that will detail Fair Tax developments and events across the UK. Businesses and supporting organisations will be encouraged to organise events during the Fortnight, which will be uploaded to and promoted at www.fairtaxmark.net/fair-tax-fortnight/.

Who

Fair Tax Fortnight has been developed by the Fair Tax Mark, with kind support from the Friends Provident Foundation and the Joffe Charitable Trust.

The Fortnight will provide a platform for the celebration of all businesses and organisations who agree that companies should pay the right amount of corporation tax at the right time and in the right place, and who overtly shun the artificial use of tax havens and contrived tax avoidance practices.

Next steps

If you would like to get involved in Fair Tax Mark Fortnight please contact:

- Sam Al-Hamdani, Marketing and Communications: sam@fairtaxmark.net
- Paul Monaghan, Chief Executive: paul@fairtaxmark.net

KEY MESSAGES

Our **main messages** for the first ever Fair Tax Fortnight are:

Celebrating responsible tax planning

**Paying the right amount of tax,
in the right place,
at the right time**

Corporation Tax is often presented as a burden, but it shouldn't be. Not when considered against the huge array of public services it helps fund – from education, health and old-age care, through to flood defence, roads and policing. It also plays a crucial role in holding the whole tax system together – helping to counter financial inequalities and rebalance distorted economies.

There is an almost daily stream of stories of evasion and aggressive avoidance – which not only distort our economy but also undermine the opportunity for business to compete fairly. It is estimated that €600bn of corporate profits are annually shifted to tax havens, with corporate tax revenue losses globally of €200bn per year – which equates to approximately £7bn of missing revenues in the UK.

Polls of consumers and the public consistently reveal that one of their biggest concerns about business is the fair payment of tax. But it's not just the public that are concerned about tax dodging – numerous business leaders are proud to work for companies that pay the right amount of tax in the right place at the right time, and they find it distasteful that less scrupulous competitors are trying to steal a march by not paying their due taxes.

Fair Tax Fortnight will celebrate the companies and organisations that are seeking to do the right thing and are proud to pay their fair share of corporation tax – i.e., businesses that pay the right amount of corporation tax at the right time and in the right place, and who overtly shun the artificial use of tax havens and contrived tax

avoidance practices. It will also celebrate and explore the positive contribution that Corporation Tax makes to society, and how this might be optimised.

We've provided a [sample press release \(p4\)](#) for you to send out to local media to engage with them during the fortnight, and a [sample email/blog post \(p6\)](#) to engage with your supporters.

There are also sample [social media posts \(p5\)](#), and a whole range of [supporting collateral that you can order for free \(p 8–9\)](#).



Why get involved in Fair Tax Fortnight?

- Corporation Tax is a vital source of revenue for public services, both in the UK and developing world.
- Corporation Tax is under attack the world over, with rates plummeting over recent decades. At the forefront of this 'tax competition' is the UK.
- Numerous business leaders are proud to work for companies that take a responsible approach, and they find it distasteful that less scrupulous competitors are trying to steal a march by not paying their due taxes. Such businesses should be recognised and celebrated.

SOCIAL MEDIA

Contribute to the UK's first ever Fair Tax Fortnight by using the hashtag **#FairTaxFortnight** as part of the conversation.

Additional hashtags to promote the conversation are **#taxjustice** and **#FairTaxMark**

As well as broadening the conversation, we'll retweet and repost your content to a wider audience. You can monitor and share content from other Fair Tax organisations and supporters, and from your supporters too.

During the fortnight, we'll be releasing new content each day, such as videos on Fair Tax and the importance of a fair and transparent approach to taxation.

Let us know your plans, and we'll look to promote and share them on our channels.

Other content you could share includes:

- ❑ Our Fair Tax pages
www.fairtaxmark.net/fair-tax-fortnight/
- ❑ Our Fair Tax videos, which will be released across the two weeks
- ❑ A photo opportunity you have developed
- ❑ An event you're hosting



We're proud to be supporting #FairTaxFortnight. Corporation Tax is a vital source of revenue for public services, both in the UK and developing world. We applaud all those businesses who recognise this and engage in responsible tax planning. #TaxJustice

We're backing #FairTaxFortnight. Corporation Tax is often presented as a burden, but it shouldn't be. Not when considered against the huge array of public services it helps fund – including education, health and old-age care.

At xxxxxx, we are proud to be a part of #FairTaxFortnight. We believe in the importance of paying the right amount of tax, in the right place, at the right time.

We're backing #FairTaxFortnight. It's estimated that €600bn of corporate profits are annually shifted to tax havens, with corporate tax revenue losses globally of €200bn per year – which equates to approximately £7bn of missing revenues in the UK.

EMAILS AND WEB CONTENT



[DEAR [SUPPORTER NAME]]

This summer it's the UK's first ever Fair Tax Fortnight (9–24 June), and as a supporter of the Fortnight, we're playing our part.

Fair Tax Fortnight is a celebration of all businesses and organisations that agree companies should pay the right amount of corporation tax at the right time and in the right place, and who overtly shun the artificial use of tax havens and contrived tax avoidance practices.

It is estimated that €600bn of corporate profits are annually shifted to tax havens, with corporate tax revenue losses globally of €200bn per year – which equates to approximately £7bn of missing revenues in the UK.

[INSERT NAME OF SPOKESPERSON] **XXXX** said: Corporation Tax is a vital source of revenue for public services, both in the UK and developing world. Yet, it is under attack the world over, with rates plummeting over recent decades. At the forefront of this 'tax competition' is the UK.

The Fair Tax Fortnight is a great way for business to communicate a responsible approach to tax planning, and join with us in celebrating the enormous contribution corporation tax makes to society and the huge array of vital public services it helps

to fund. Xxxxxx applauds those businesses that pay the right amount of corporation tax at the right time and in the right place, and who overtly shun the artificial use of tax havens and contrived tax avoidance practices.

Paul Monaghan, Chief Executive, Fair Tax Mark said: "Corporation Tax is often presented as a burden, but it shouldn't be. Not when considered against the huge array of public services it helps fund – from education, health and social care, to flood defence, roads, policing and defence. It also plays a crucial role in holding the whole tax system together, helping to counter financial inequalities and rebalance distorted economies."

"It's not just the public that are concerned about tax dodging – numerous business leaders are proud to work for companies that take a responsible approach, and they find it distasteful that less scrupulous competitors are trying to steal a march by not paying their due taxes. Such businesses should be recognised and celebrated."

What events can you run?

– Roundtable discussions

Engage with key stakeholders with a roundtable discussion on Fair Tax. You'll need **a location, a topic, and no more than 20 guests**. We're encouraging Fair Tax Mark supporters to discuss why it is important to them that companies **approach tax in the right way**: looking at fairness and transparency. The discussion could be held under Chatham House rules, or might be something of interest to specialist media outlets. Let us know the details, and we will promote it via our Fair Tax Fortnight portal. We might even be able to source a Fair Tax Mark business to speak at your event.

– Awareness days

Letting your supporters know what Fair Tax means is important. Simply **pick a day during the fortnight, and get the message out**. That could be an **email to your supporters**, putting up **posters or stickers** in your offices and stores, holding **briefings** to let them know why you support Fair Tax Fortnight, or many more options.

We can work with you to provide **materials** to support your event, as well as including it in our events listings. We can supply information about Fair Tax Fortnight, and even a limited number of **mugs and badges**.

– Order materials to highlight your Fair Tax Mark credentials

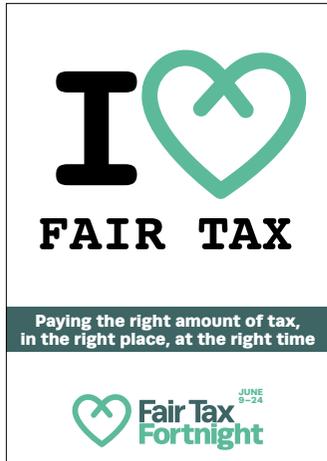
We have a range of **free materials** available. Let us know what you need (within reason), and we'll mail them out to you free of charge. We can also help you to produce your own tailored collateral to bring together your own branding with the #FairTaxFortnight conversation.

– Something else

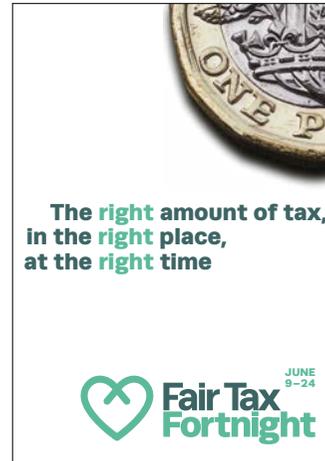
We're holding conversations with many of you about other events that can be used to extend the **#FairTaxFortnight** conversation, including business breakfasts, film showings, town hall meetings, and much more. If you want help organising another event, just email sam@fairtaxmark.net or call 07378 637637 to see what else you can do.

ASSETS

1-1) I ♥ posters – A3 or A4



1-2) Right posters – A3 or A4



1-3) Event posters – A3 or A4



2) Postcards – A6



To order any of the materials listed, email sam@fairtaxmark.net or call 07378 637637, listing the reference number (e.g. 1-1), the number of items required, and the name and address to send them to.

If you want to discuss other options, it's the same email address and phone number.

ASSETS

3) I ♥ leaflets – DIN portrait



4–1) I ♥ window stickers – 70mm



5–1) I ♥ shelf wobblers – 70mm



6) Enamel badges – 22mm



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If you want to discuss other options, it's the same email address and phone number.

CONTACTS

The portal for Fair Tax Fortnight is at www.fairtaxmark.net/fair-tax-fortnight.
Let us know what you are organising, and it will be promoted there.

Fair Tax Mark

Sam Al-Hamdani
Marketing and Communications
If you have any questions about Fair Tax Fortnight or the material that is available, Sam is your first port of call:
Mobile: 07378 637637
Email: sam@fairtaxmark.net

Paul Monaghan
Chief Executive
We have included chief executive Paul Monaghan on the sample press release. He is available at:
Mobile: 07741 988492
Email: paul@fairtaxmark.net

Richard Livings
Project Manager
Richard is in charge of most day to day action on your accounts, so if you have any questions about your Fair Tax Mark accreditation, you can speak to him:
Office: 0161 769 0427
Email: richard.livings@fairtaxmark.net

#FairTaxFortnight is supported by:



The Joffe Charitable Trust