



For Immediate Release

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We, The 99% Launches Global Call for Justice, Dignity and Equality: A People's Response to the G20

Johannesburg, South Africa — On 22 November 2025, thousands of women, young people, activists, and grassroots movements from the global south will gather at Constitution Hill, in Johannesburg, South Africa, to launch *We, The 99%*, a people-driven movement demanding a new global economy that places justice, equality, and dignity at its core.

The launch marks the build-up to the People's Summit (20–22 November 2025), a three-day festival of resistance and solidarity coinciding with the G20 Leaders' Summit. The movement connects collective struggles for freedom, climate justice, and economic equality, standing as the voice of the global majority demanding change.

“This movement brings together workers, artists, activists, and communities standing for justice, dignity, and equality, from across the world,” says Kearabetswe Moopelo, of New Economy Hub. “We are the 99% of the Global Majority, and we are taking back our power from a violent and global capitalist system, and organising for a fairer world. To succeed, we agree that we, the 99%, must build power from the grassroots to influence and shape a global agenda and systems.”

Jenny Ricks of Fight Inequality Alliance adds: “Inequality isn't an accident; it's a choice shaped by poor policy choices and abuse of power. As leaders meet at the G20, they must confront the truth: the global economy's rules have been written by and for the 1%. From young people taking to the streets, to communities rising up worldwide, *We the 99%* are rewriting them, demanding tax justice, fair public spending, and accountability.”

The *We, The 99%* Summit amplifies people-led solutions to inequality, debt, climate crisis, and corporate greed, showcasing creative resistance through music, storytelling, and mobilisation.

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Hashtags: #WeThe99 #PeoplesSummit

Media are invited to attend and cover the launch. Interview opportunities will be available on-site.