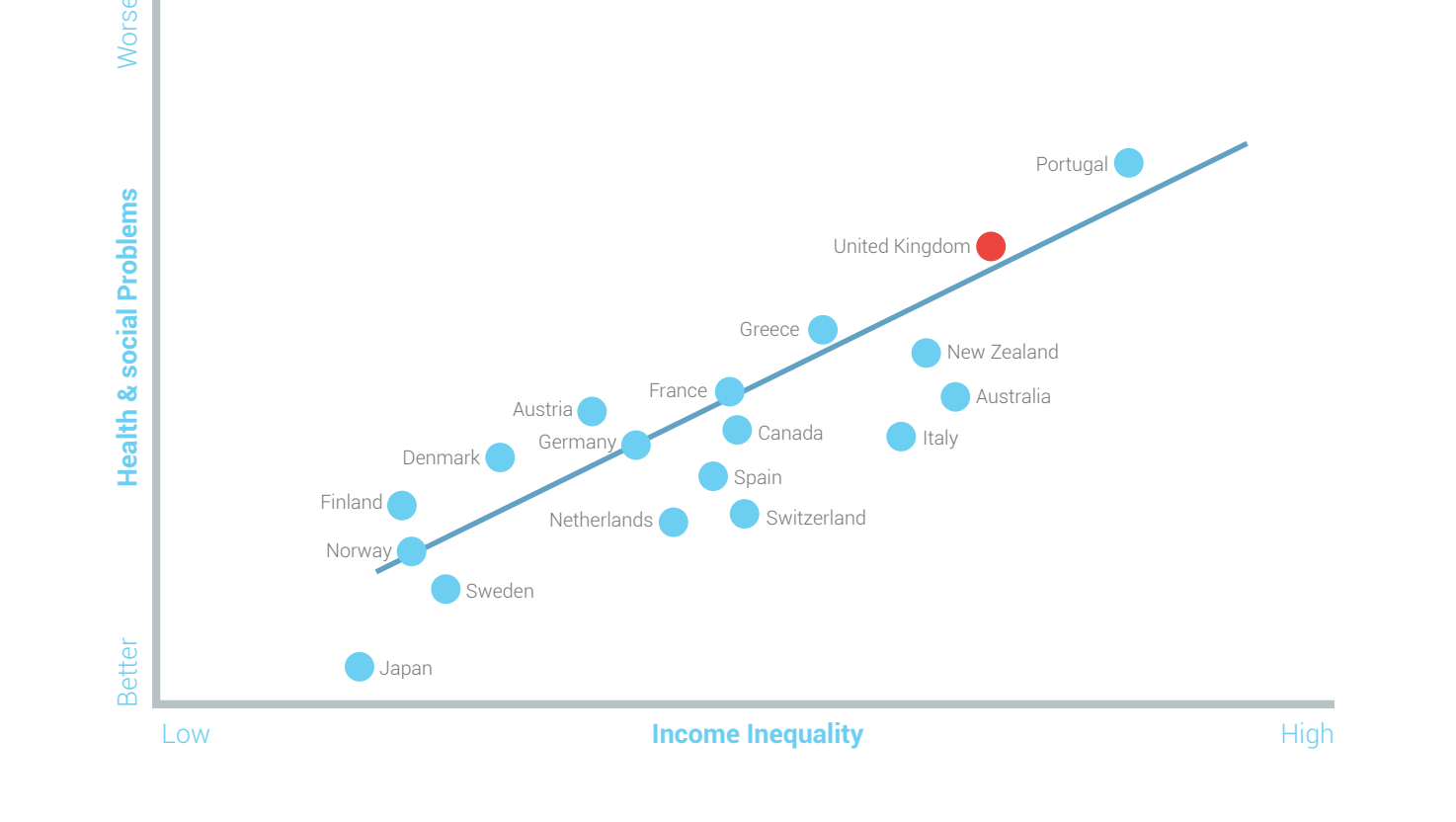


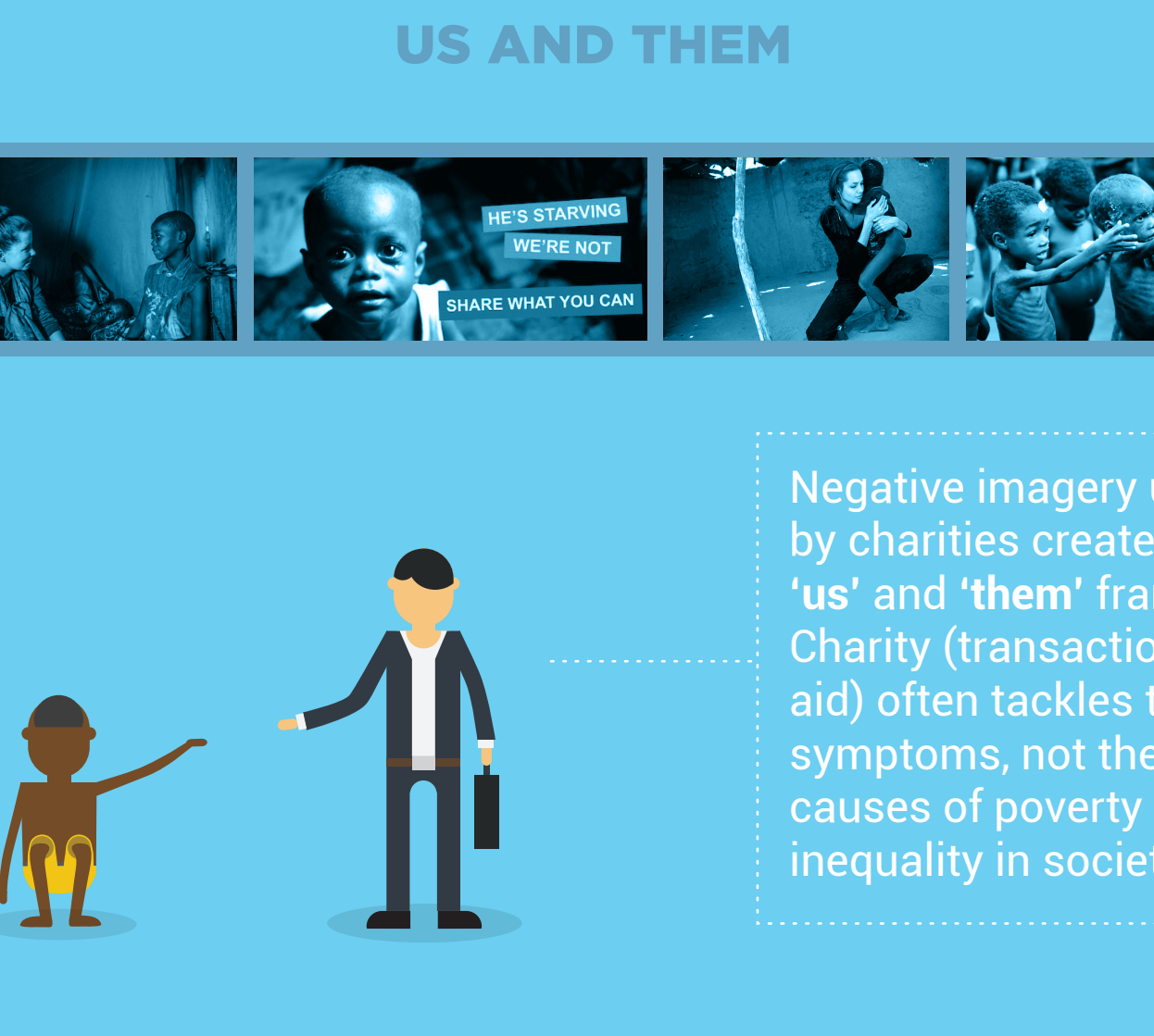
DESIGNING (IN) EQUALITY

In the last fifty years the gap between rich and poor has dramatically grown, making income inequality a defining challenge of our time. Inequality has developed from the workings of unrestricted capitalism and broken institutions, propped up by failing democracies lacking strong worker's rights. But what can be done to tackle such systemic problems?

GLOBAL INEQUALITY

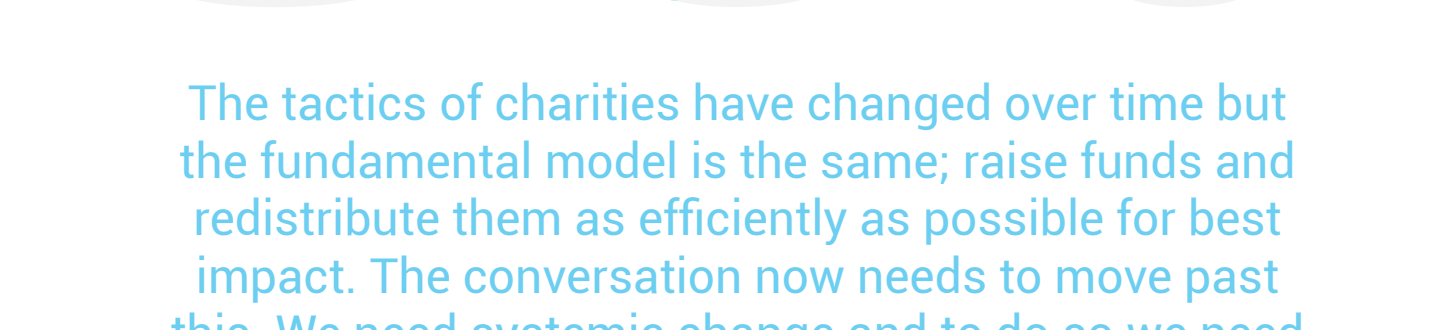


UK INCOME INEQUALITY



When income inequality is worse, the poor are more likely to suffer from the effects of **mental health problems**, **drug addiction** and **obesity** and their lives are more likely to be blighted by **higher crime rates**, the **loss of community life** and closer involvement with the **penal justice system**.

US AND THEM

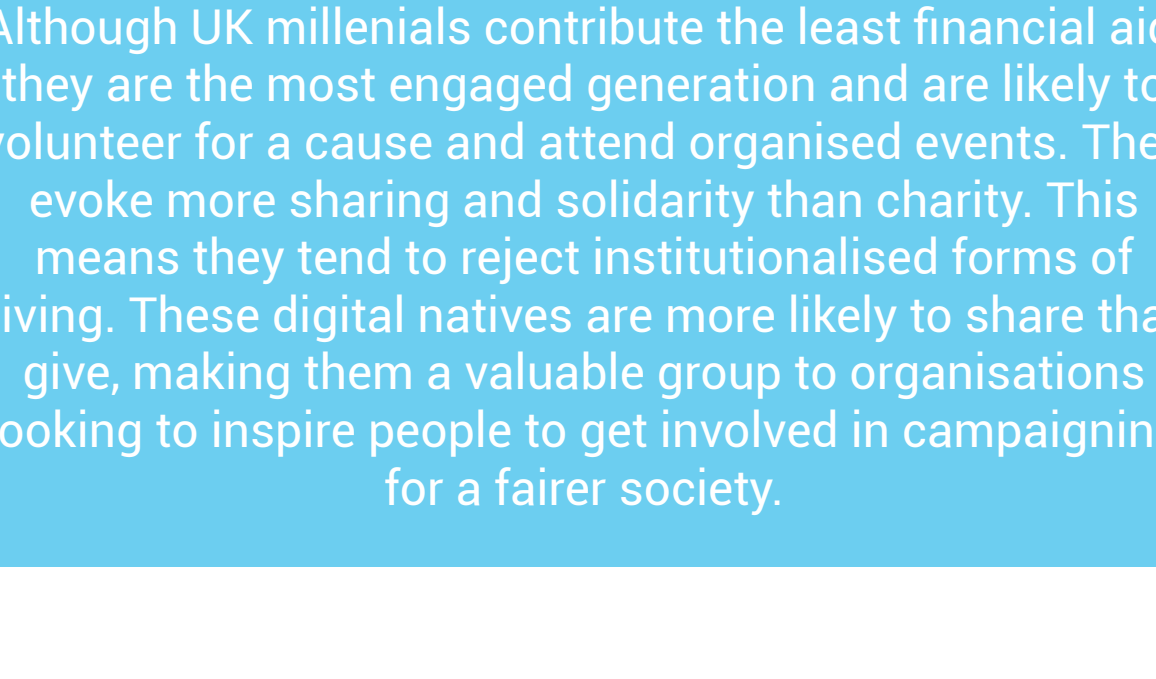


Negative imagery used by charities creates an 'us' and 'them' frame. Charity (transactional aid) often tackles the symptoms, not the causes of poverty and inequality in societies.

CHARITY

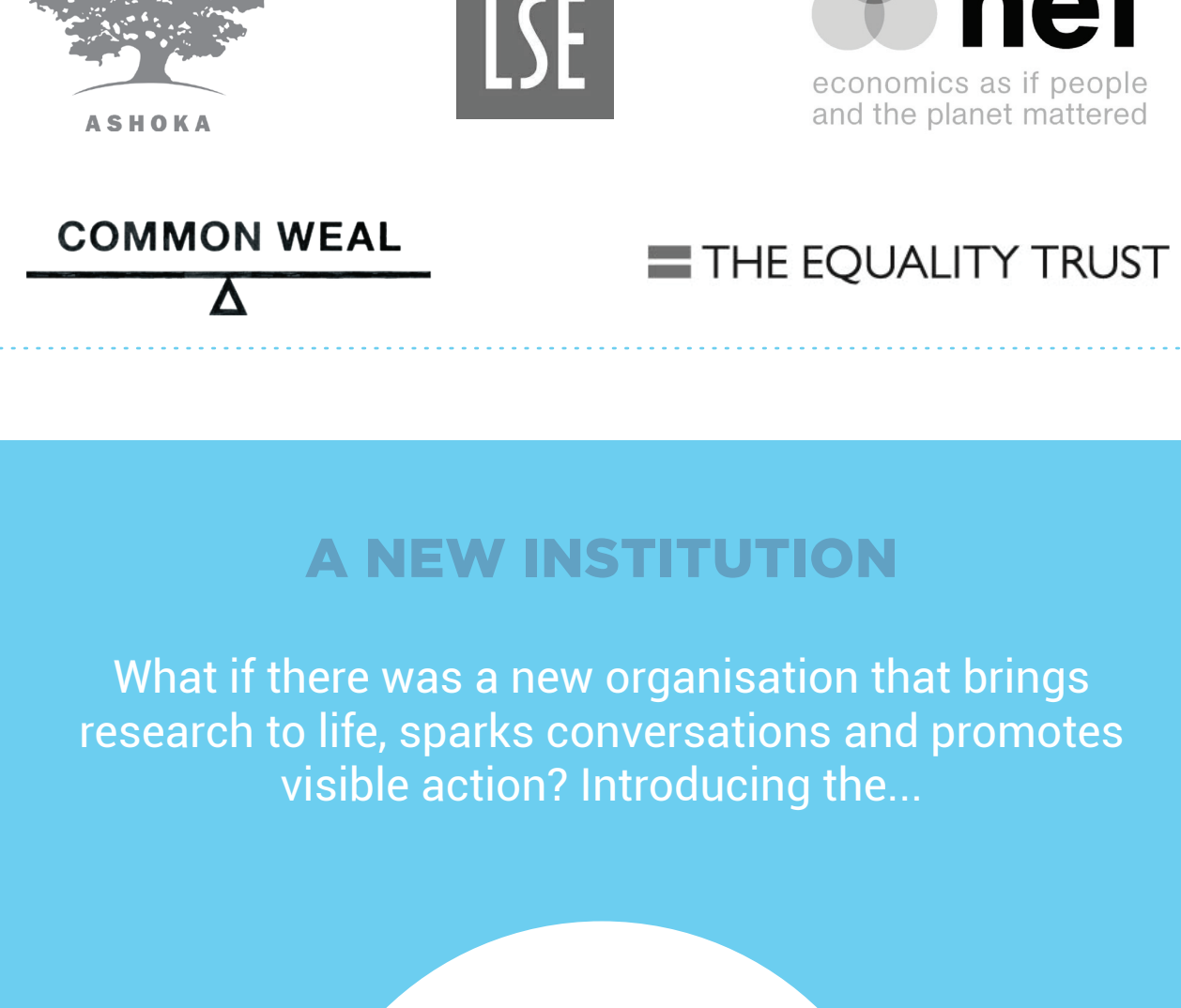


The tactics of charities have changed over time but the fundamental model is the same; raise funds and redistribute them as efficiently as possible for best impact. The conversation now needs to move past this. We need systemic change and to do so we need a new movement championed by the third sector.



Charities need to engage **networks** of people who can then **protest** and put pressure on **governments** for systemic change.

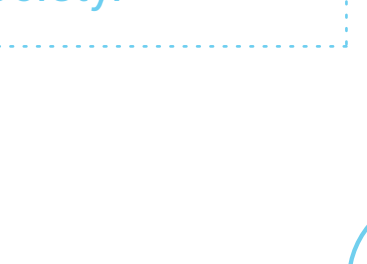
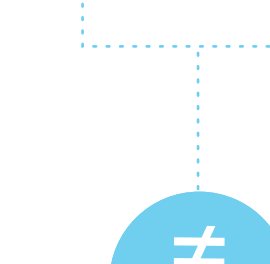
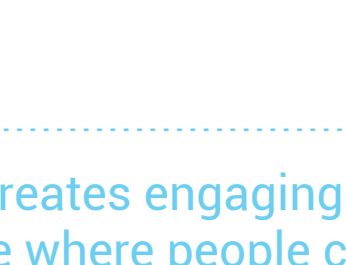
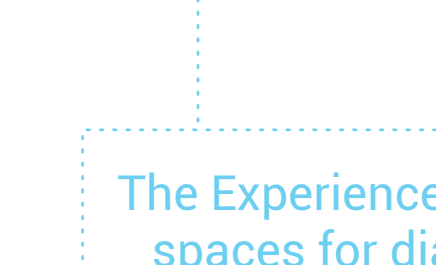
A NEW GENERATION



Although UK millennials contribute the least financial aid, they are the most engaged generation and are likely to volunteer for a cause and attend organised events. They evoke more sharing and solidarity than charity. This means they tend to reject institutionalised forms of giving. These digital natives are more likely to share than give, making them a valuable group to organisations looking to inspire people to get involved in campaigning for a fairer society.

ORGANISATIONS

There are many brilliant institutions that work towards tackling inequality both globally and in the UK. However their outputs tend to be detailed reports, lectures or infographics. These forms of communication are failing to engage a wide audience on such an important subject.



A NEW INSTITUTION

What if there was a new organisation that brings research to life, sparks conversations and promotes visible action? Introducing the...

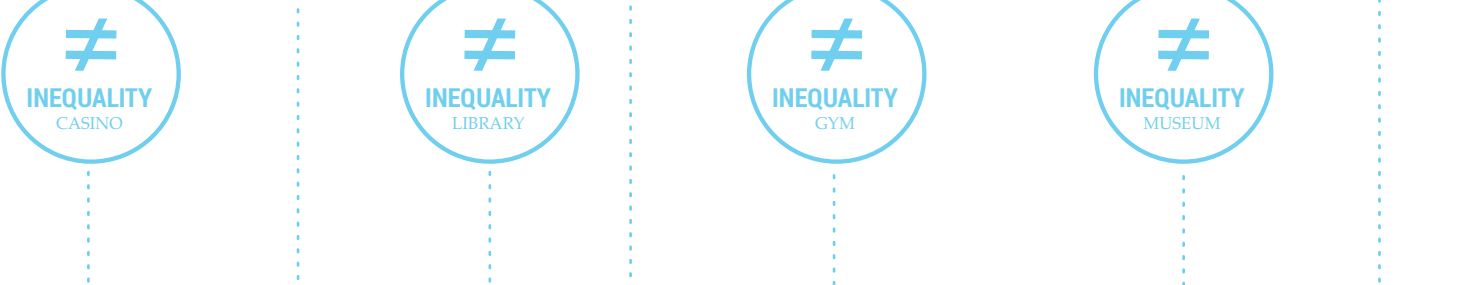
≠ INEQUALITY INSTITUTE

- MANIFESTO

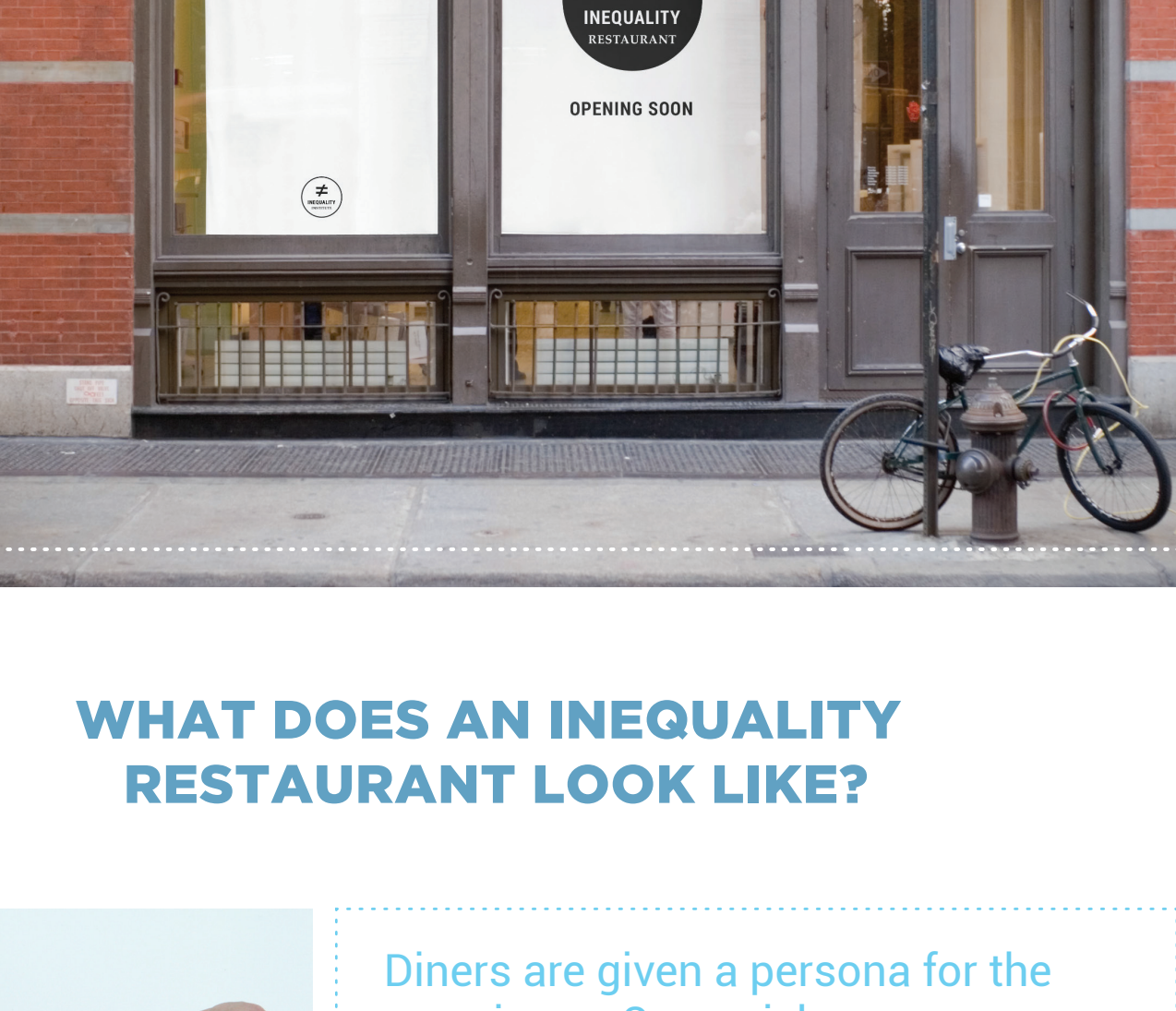
- 1 Research** the damages of inequality on all societies.
 - 2 Explore** new ideas for better equality for governments and business to adopt.
 - 3 Educate** people on matters of inequality in the UK and the World.
 - 4 Construct** spaces for experiencing inequality in a tangible way.
 - 5 Promote and encourage** actions that lead to a more equal society.
 - 6 Harness the power of social networks** to spread engagement.

OBJECTIVES

DEPARTMENTS



The Experience lab creates engaging and playful spaces for dialogue where people can further their understanding of the causes of inequality, develop their empathic skills and take action towards a better, fairer society.



WHAT DOES AN INEQUALITY RESTAURANT LOOK LIKE?



Diners are given a persona for the experience. Some rich, some poor. Their fate is chosen randomly to remind them of life's lottery.



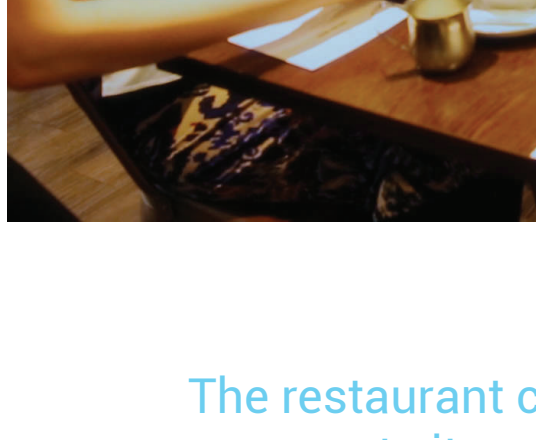
Props are found throughout the meal informing diners of the sheer scale of inequality. From the water jug through to the napkins.



They will also be given the chance to do something about it. A taxation ladle can help redistribute soup to the 'poor' diners.



For dessert, try the trickle down lemon drizzle cake. The 'rich' diner will get to slice up the cake, while the crumbs fall down for everyone else to fight over.



Instead of signing for the bill, diners are offered to sign a petition instead and join the movement to a fairer more equal society.

THE INEQUALITY RESTAURANT



The restaurant could take many forms. It could be a permanent site, a downloadable kit, a pop-up space or a 'takeover' model where restaurants could be Inequality Restaurants for the week. This flexibility means that it's possible to implement the concept with a range of budgets.

A STRONG DIGITAL PRESENCE



It's not just about one experience and a great conversation though. It's about many. This is why the Inequality Institute has a strong digital presence, which helps amplify the conversation through social media to reach an even wider audience.

This is just one experience. There are many more that the Institute could create. To find out more please visit www.inequalityinstitute.org