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actionaid

Going to ludicrous lengths to achieve tax justice

Your mission...

(should you choose to accept it)

Step #1 Help us create an exciting video

Step #2 Help us spread the word

Your (Secret) Mission

Help make The Seriously Serious Public Service Announcement...

Instructions:

So, how the heck do you make a film about tax that's worth watching? We figured we'd let all of The Outlandish Revenue Service (and friends!) work on it together.

We made a video, and it's too BORING to watch more than once, so we've created a little widget that lets you watch individual clips of our BORING version on YouTube. Then we want you to choose a section and make it better!

When we edit all the new outlandish bits together, we think we'll have blockbuster on our hands. We'll use our masterpiece to make the top bods in the G20 take notice – and deliver on their promise to help poor countries tackle tax dodging by the end of the year. You could even end up with a starring role at our exclusive premiere...

So, how do you get involved?

- ▶ Choose a section (or two, or more!) to re-make. Grab a video camera (or webcam or phone, or digital-camera-that-does-video-clips, or whatever you think you might need to make your version) and remake a section...
- ▶ ...stick to the script (below), but go wild with outlandish props and ludicrous scenarios! (There are some props in this document to cut out, to get you started.)
- ▶ Try to make sure all the words are audible (although if you're doing something so outlandish that proves impossible, we can make subtitles later!) – we want to get the point across.
- ▶ You can do as much or little editing as you like. We'll be doing some to all the clips later, but if you want to play with special effects – be our guest!
- ▶ After that, you simply need to upload the video to YouTube (you might need to Sign Up, but this only takes a couple of minutes). **Use the 'Post A Video Response' link under the clip you are replacing.** If you want to be doubly sure your entry will get to us, or are unsure about using YouTube, just email the link or any questions to us at outlandish@actionaid.org
- ▶ We will then get in touch with you to get the footage from you for our final film!

...then, choose your weapon to help spread the word 



Join The Outlandish Revenue Service group, invite your friends to join too and post your video on our wall. (We might even make you an Officer!)



Send a bulletin to your channel subscribers.



Tweet actionaid.org.uk/outlandish and use #taxjustice to talk about this issue. Why not tweet links to the funniest clips on YouTube?

(In short, go to ludicrous lengths online to get people talking tax!)

Good luck, have fun, and most importantly of all **BE OUTLANDISH!** This is the only way we can make sure the powers that be sit up and take notice.

Script:

---[Section 1; this will stay boring. That way, all of your efforts will look even more outlandish by comparison!]----

Boring guy walks on, get's his suit off and sits down.

--- [The following sections are all up for grabs to be recreated by you in the most outlandish manner imaginable:] ---

---[Section 2]-----

Hello, I'd like to talk to you about tax.

---[Section 3]-----

Now, a lot of people think that tax is unfathomably boring. However, we at the Outlandish Revenue Service disagree.

---[Section 4]-----

That's because developing countries lose and estimated \$160 billion dollars every year to tax dodging by multinational companies, through outrageous loopholes and shady offshore bank accounts.

---[Section 5]-----

Some companies even go to the insane lengths of pretending to buy things from themselves at inflated prices.

---[Section 6]-----

One apparently imported a single hairdryer into Nigeria for \$3,800.

Not even Brian May pays \$3,800 for a hairdryer.

---[Section 7]-----

We could tolerate this lunacy no longer. So we joined forces as The Outlandish Revenue Service.

---[Section 8]-----

We're a group of ActionAid supporters, volunteers, and staff, mixed together with a pile of prolific bloggers, perceptive politicians and the odd accountant...

---[Section 9]-----

We even have a few dazzling personalities like me.

Join us whenever you like www.actionaid.org.uk/outlandish

---[Section 10]-----

So, why are we so passionate about tax?

---[Section 11]-----

Well, just imagine what developing countries could do with the 160 billion dollars they lose to tax dodging every year.

---[Section 12]-----

It's enough to give an education to the 75 million kids who currently miss out - ten times over!

Or, pay to end world hunger, five-point three three three (recurring) times.

And it's six-point-four times what's needed to stop AIDS in its tracks.

---[Section 13]-----

The Outlandish Revenue Service are beavering away together on lots of seriously ludicrous projects to make sure that world leaders take action to plug the leaks.

---[Section 14]-----

We think they should insist that multinational companies tell us what they earn in each country they operate, and let tax inspectors follow the money trail internationally.

---[Section 15]-----

Our current project is to make a public service announcement so outlandish...

...so Cr-razy...

...so incredibly mind-blowing...

...that the powers that be have to do something about it.

---[Section 16]-----

You see, this film started life as nothing more than this boring person [**you need to download the photo from 'props' for this!**] talking to a camera... until The Outlandish Revenue Service got involved.

---[Section 17]-----

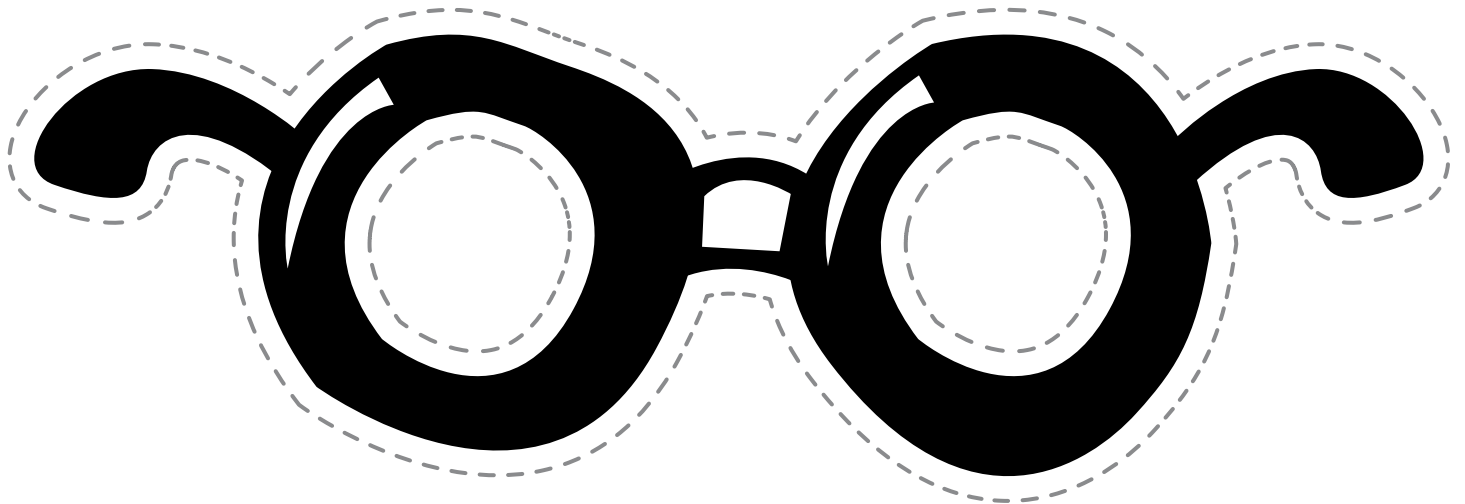
So, now it's over to you – add your voice to our ludicrously sensible demands for tax justice.

The End



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 **Cut-out facial apparel***



* Please don't use superglue. If you have your own comedy glasses, pipe, or 'tache - why not use those?

We need to get rid of this guy ... but if you're filming section 16 then do him a favour and give him a face-check!

