1. MAKE GENDER CENTRAL
Put gender at the heart of activities and work with women’s rights organisations from the start to understand injustice and address barriers to women’s participation.

2. SUPPORT PARTICIPATION SPACES
Help create and strengthen mechanisms for people to participate and engage over the longer term.

3. UNDERSTAND CONTEXT AND POWER
Regularly analyse context and power dynamics and react to opportunities for change.

4. TAILOR EVIDENCE AND SOLUTIONS
Provide evidence-based solutions to inform decision making – ground this in people’s experiences and lessons from other countries.

5. WORK WITH DIVERSE STAKEHOLDERS
Work with a diverse range of stakeholders and support both formal and informal spaces for dialogue.

6. BUILD TRUST
Build trust to strengthen voice and accountability.

7. TAKE A RIGHTS-BASED APPROACH TO TAX
Take time to build dialogue and understanding of tax as an issue of equity and rights amongst project partners and stakeholders.

8. VARY ENTRY POINTS
Find the right entry points and narrative to connect tax to people’s lives and explain why tax matters.