

Board memo on consultation process on AI's Global Campaign Priorities for the Operational Plan 3 (OP3) 2014-2016

Purpose of paper and discussion:

- To update the Board on the IS led consultation process to date
- To inform the Board of AIUK staff feedback and analysis of the proposals
- To get the Board's feedback on the proposals in order to inform AIUK's further input, including the Director's participation at the GMT on 11 February 2013

1 Overview of IS Campaigns Prioritisation Process 2014-16

Between 7-25 January 2013, the IS ran a process to consult sections/structures on IS Campaign priorities for OP3/2014. The aim was to develop two refined and focused global campaigns for OP3 with clear objectives that enable us to engage actively with our supporters, deliver human rights impact through campaigns wins and strengthen the global AI brand.

Six proposals were put forward to be assessed, against the core principles and criteria set out in the 'Framework for Deciding Campaigns' developed by the Campaigns Management Team (CMT), Fundraising Management Team (FMT), and Global Communications Group (GCG) and endorsed by the Global Management Team (GMT) and IEC this year (ACT30 IEC02 2012).

If selected, over the course of 2013 these proposals will be developed into comprehensive strategies with more detailed information on objectives, timelines and plans for supporter engagement. The proposals have been designed by Campaigns and Thematic teams at the IS, in consultation with stakeholders in the Regional, International, Campaigns and Communications and Fundraising Directorates.

Based on the inputs gathered from Sections, structures and IS teams during the consultation process, a recommendation as to which two global campaigns should be developed for OP3 will be shared with the Global Management Team ahead of their 11/12 February meeting. Following their review, a decision will be communicated to the movement and from mid-February onward we will begin the strategy development phase for the new campaigns.

The two OP3 global campaigns will run alongside our Individuals at Risk work as a standing third global campaigning area as well as crisis response or other tactical campaigns that may emerge. While these global initiatives will be designed for movement-wide engagement, work will also progress to scope opportunities for regional and country campaigns, particularly in the context of new Hubs opening in 2013 and 2014.

2 AIUK's consultation process

The IS consultation process timetable has been very tight, and this has seriously limited our ability to consult internally on the proposals. To date, there have been discussions with individual thematic and casework staff, Campaigns and Marketing Departmental Management Teams, and the SMT. Unfortunately there has not been the opportunity to consult with activist constituencies at this stage, although of course this will happen during the development of the chosen campaigns throughout 2013.

3 The Six Campaign proposals (excerpts taken from IS Proposals)

1 Maternal Health: My Body/My Rights

Campaign GOAL: Ensure that women and young people who continue to face inequality and discrimination can fully access their sexual and reproductive rights.

Campaign PROPOSITION: Governments have obligations to respect, protect and fulfil the sexual and reproductive rights of every individual. While over the last twenty years some positive steps have been taken to guarantee these rights, due to inequality and discrimination some groups, in particular women and young people living in poverty are still facing barriers in accessing sexual and reproductive health services and information. We will campaign to change this through the 20 year review of the International Conference on Population and Development Programme of Action (ICPD+20) and push back the attack on sexual and reproductive rights by conservative opposition.

Amnesty International can bring a unique added value and launch a timely campaign to protect the sexual and reproductive rights of women and girls while empowering young people of both sexes to claim their rights. If successful, this will result in real human rights impact for women and young people and contribute significantly to a world where *everyone* is able to make informed choices about their bodies and their lives, and to exercise their sexual and reproductive rights without fear, coercion or discrimination.

AIUK's feedback

- Currently too broad and very policy heavy messaging;
- Very challenging for fundraising;
- Concerns around how this work might impact on youth constituencies based on our experience of previous work on sexual and reproductive rights;
- There are significant risks involved, including an assumption that “youth” will be supportive of our campaign, and negative/confusing coverage due to issues around abortion, sex education;
- Might be more strategic to undertake quiet lobbying on this rather than public campaigning given potential for backlash from opponents;
- UK Government very progressive on this issue, so limited scope for us to campaign publicly in UK;
- Strong gender mainstreaming potential;

2 Corporate Accountability: Shell in the Niger Delta

For decades pollution caused by the oil industry has devastated the environment and drastically undermined the economic, social and cultural rights of the people living there. The Nigerian Government has failed to hold oil companies such as Shell accountable or ensure that those affected receive an effective remedy. Amnesty International has worked on the case for four years; by elevating it to a global campaign we will enable a significant breakthrough, locking in gains already made and securing wins that will benefit AI's wider work on corporate accountability.

During the two-year period, our goals are to instigate a clean-up of pollution in the Ogoniland region of the Niger Delta, and to help the Bodo community gain remedy for the human rights impacts of two major oil spills. Achieving wins in this one region and one community are important milestones towards our overall goal of comprehensive clean-up of the Niger Delta and justice for the communities living there, and will represent a turning point in the government and corporate response to the situation.

In working towards these objectives, the campaign will also seek to highlight and address the different obstacles that women face in gaining justice for suffering as a result of oil

pollution, for example by being side-lined or discriminated against in compensation processes.

A number of recent developments have created an opportunity to tackle these human rights issues in the Niger Delta anew; these are opportunities that we cannot afford to miss. A 2011 report by the UN Environment Programme provided detailed recommendations for cleaning up Ogoniland. A recent ground-breaking ECOWAS Court judgment ordered the Nigerian Government to restore the dignity and humanity of the people of the region. A number of pending legal actions against Shell will be critical in deciding whether affected communities are able to gain remedy for pollution in the future.

However, addressing a situation of entrenched corporate impunity and government negligence requires a global effort. To achieve our objectives we will need to undertake movement-wide lobbying and membership mobilisation targeting the Nigerian Government and National Assembly, the oil industry, and policymakers around the world. In addition, we will need to extend our efforts to influence Shell's investors in a number of different countries.

AIUK's feedback

- Limited appeal to many AI regions who will have own corporate abuse issues closer to home;
- Clear target and very focused objectives;
- Not clear why a global campaign is needed right now;
- Has previously been a global priority as part of AI@50 and we've done a lot of activity already, especially fundraising and activism;
- No new research planned, which limits our media/fundraising/lobbying options;
- Very limited lobbying of UK Government possible (though lots on Shell);
- Gender analysis and mainstreaming unclear.

3 Freedom of Expression and the Internet

Our rapidly evolving digital communications environment has given people more routes than ever before to express themselves, including exposing abuses, organizing like-minded people and challenging the powerful - locally, nationally and internationally. But the digital age also gives governments power to track communications and identify activists and human rights defenders. They can limit access to information online or claim the need to treat expression online differently to expression through other channels. They can instil fear to end dissent.

Intrinsically, the Internet itself is neither good nor bad. It can be used to promote human rights or pornography, to help the powerless organize or corporates to "astroturf" opposition. But its power for all people is still undeniable, as was captured by the UN Special Rapporteur on Freedom of Expression Frank La Rue when he argued in a 2011 report to the UN that access to the internet is a human right.

Amnesty International has a 50 year history fighting for Freedom of Expression. As communications technologies have evolved: from letters, to telex, fax, email, mobile and social media, alongside peaceful protest and other direct actions, we have consistently advocated for the right of individuals to peacefully express their ideas without interference or repression by governments. We are seeing every day how governments are now using the internet to deny rights. Our effort to stop this repression must continue.

AIUK's feedback

- Very little detail in proposal, especially the policy framework underpinning the campaign;
- Internal capacity and expertise limited in this area;

- Strong potential for casework but needs to link to policy development and research;
- No mention of gender mainstreaming, and other equality issues including the “digital divide”;
- Freedom of Expression is core AI work and at the heart of our vision and mission;
- Track record in AIUK on this area, in form of “irrepressible.com” campaign with The Observer in 2006;
- Strong potential for fundraising/engagement/activism and partnerships;
- Emerging issue with global resonance and impact, most AI entities will be relevant;
- Strong corporate angle, including UK companies.

4 A home for human rights (Forced Evictions)

Campaign PROPOSITION:

One in seven people globally (1 billion people) live in inadequate conditions in slums and/or informal settlements.¹ Growing numbers of people living in slums face removal from their homes by forced evictions whilst also lacking access to essential services. AI will campaign to change this by embracing two interlinked aspects of the right to adequate housing by ensuring that people living in slums and informal settlements are protected from forced evictions and that they have improved access to essential services including water and sanitation. Access to these services, particularly for women, as well as meeting their basic needs, is fundamental for the empowerment of communities, their ability to make choices and live in dignity.

Campaign GOAL:

(1) Communities on the ground mobilise to stop forced evictions and demand better housing conditions – joining hands with activists globally. (2) There is improved access to essential services such as water and sanitation in slums, alleviating poverty; (3) states/local authorities recognise respect and protect the rights to housing in policy and practice.

Campaign MESSAGE:

A home means more than just a roof over your head. Universally ‘home’ is recognised as a place where people can live in peace, security and dignity.

This campaign builds on a strong foundation: AI has already secured a number of wins in our campaign to end forced evictions (AI’s global priority campaign 2012-2013). In the process, AI has built strategic and trusted relationships with local communities, partners and allies as well as within the movement, and there has been increased awareness and activism on the issue of Housing Rights (particularly with respect to current category A countries Kenya, Nigeria, Italy and Romania). Over the GPS period the campaign has resulted in advances in policy and improved recognition of the right to housing in some Category A countries (e.g. Kenya), as well as at the regional level, for example the African Commission on Human and People’s Rights recently adopted a landmark resolution on the right to housing and forced evictions.

AIUK’s feedback

- Too broad and lacks a campaign focus and clear objective;
- Forced Evictions messaging challenging with core audiences;
- Limited fundraising opportunities;
- Limited UK Government lobbying and public campaigning opportunities;
- Gender mainstreaming and analysis needs developing, but has potential;
- Strong potential to develop Rapid Response mechanism on FE ;

¹ According to UN Habitat (2007)

- If refocused on Brazil project - lots of potential to campaign around Rio and World Cup 2014 and Olympics 2016. Exciting opportunity for AI Brazil to lead a global campaign. This would also add to development of a Sport and Human Rights body of work (dovetailing with our ICM resolution).

5 Qatar and Migrant Labour Rights (in run up to 2022 World Cup)

Goal: End the exploitation of migrant workers including human trafficking and forced labour

Around 15 million migrants live in the Gulf. Most of them are working in low paid jobs and are vulnerable to exploitation due to abusive migration and labour systems that give their employers control over their lives. The abuses are widespread and sometimes horrific; at their worst, they include trafficking and forced labour. They happen every day.

In Qatar, 20 new migrant workers arrive every hour. Coming mainly from Asian countries, including Nepal, India, and the Philippines, they are being recruited to service one of the world's most dramatic construction booms, as Qatar revolutionises its infrastructure with an estimated \$137 billion spending spree. It is foreign nationals, making up 94% of Qatar's workforce, who will build these projects.

The drive has been further accelerated by Qatar winning the right to host the 2022 World Cup, with building of the first stadia due to start in 2013. But in the richest country in the world, many workers – coming to seek better wages – are terribly exploited by those who recruit and employ them.

Most take out huge loans at extortionate rates of interest to migrate but find that they are paid far less than what was promised. They may be made to work extreme shifts only for their pay to be cut or delayed arbitrarily. Construction workers tend to be housed in miserable, overcrowded “camps”, while conditions can be particularly brutal for Qatar's domestic workers, who work in the privacy of their employers' home and can be subjected to physical or sexual abuse with impunity. The language barrier can make the isolation even more devastating.

The Qatari government isn't doing nearly enough to stop this abuse and in fact maintains the oppressive “sponsorship” system, which allows employers to stop workers leaving the country, prevent them from changing jobs, or sack them and send them home. In practice, this system is one that allows employers to brazenly mistreat workers with little fear of challenge.

We have to act urgently. Up to 1 million new workers will be recruited, starting from now, to deliver these mega-projects. Most of the new workers will be in construction but Qatar's domestic workers face the same issues and have the added problem of being virtually unprotected by Qatari law.

AIUK's feedback

- Gender mainstreaming potential but needs lot of work;
- Hook of 2022 World Cup in Qatar a long way away in public's mind, with Rio World Cup 2014, Russia World Cup 2018 and Olympics 2016 and 2020;
- Strong campaign proposal with clear objectives, targets and focus;
- Strong hooks for public campaigning, media, activism and fundraising (sports angle);
- Strong opportunities to work in partnership, particular with national and international Trade Unions;
- Although it needs a lot of work and reframing, there is huge potential for developing a Sport and Human Rights body of work with specific campaigns focused on key events;
- UK Government lobbying and influence potentially with Qatar;
- Strong UK corporates angle and potential targets;

- Strong potential to engage most parts of AI movement including growth countries such as AI India, and tap into global resonance and appeal of sport.

6 Stop Torture

Campaign GOAL: Reduce and prevent the use of torture by governments in name of national security.

Campaign PROPOSITION: All over the world governments torture in the name of national security. Others are complicit by allowing it to go on behind closed doors. Perpetrators and those who authorise torture are rarely held to account. We will campaign to prevent and end torture, arguing that it can never be justified, for those responsible to be held to account, and for justice for victims of torture.

The campaign would seek to expose the truth - we live in a world in which governments torture. Torture today is every bit as brutal and dehumanising as it's ever been. Torture continues to be carried out by governments in the name of national security – it is perpetrated by some governments as they attempt to quell dissent and repress basic freedoms. This is all in the name of making us safer. In our name.

Amnesty must re-ignite the fight to expose these abuses. Once again, Amnesty International must stand up to end torture.

This proposed campaign “Stop Governments Torturing” shifts the context from counter terrorism to national security to reflect the current global reality. The ‘War on Terror’ paradigm is now largely redundant, governments continue to use national security as an excuse to abuse their power and undermine human rights. The use of torture by a state against its population is symbolic of this abuse. The fight to end torture is not over; in the last couple of years reports of torture have frequently emerged from individuals exercising their right to freedom of expression, association and assembly through legitimate and non- violent protests. People all over the world continue to be brutalised by torture and governments continue to deny its use. It is necessary, once again to expose and campaign to end torture. Torture is a human rights violation which is central to AI’s mandate and which AI is firmly associated with. The proposed campaign would take this ‘classic’ Amnesty issue and revitalise it to reflect our current concerns around torture.

AIUK’s feedback

- Very broad and lacks focus and specific objectives;
- Not clear why there is the critical urgent need for this work to be raised up to global campaign priority right now;
- One of only 2 proposals with focus on civil and political rights, so good for balance;
- Torture a core AI issue and will resonate with many supporters and audiences;
- UK Government lobbying opportunities and influence strong;
- Public attitudes to torture need challenging (both pros and cons to this)

4 Recommendations:

AIUK recommends that Freedom of Expression on the Internet and Migrants rights in Qatar are developed as the two global campaigns for 2014, with two caveats:

Freedom of Expression on the Internet has huge potential but is the least developed proposal, which is a huge concern. Significant resources would need to be allocated at the IS in terms of policy, research and campaign development in 2013 to get this ready, and a launch in 2015 would be more realistic and appropriate. It also recommend that it be brought together with/be subsumed into the Individuals at Risk standing priority during development, given the existing body of casework on this area.

The second caveat is regarding Migrant rights in Qatar. We recommend that AI takes a holistic look at sport and human rights as a potential programme of work that features “mini campaigns” on sporting events. The first of these could still be on Qatar and the 2022 World Cup, but work will also be done around the Brazil World Cup in 2014 and how these areas complement each other needs to be looked at urgently. There is a significant communications challenge to overcome given the respective timing of the events.

AI taking a lead working on major sporting events and human rights could provide us with an area where we could build high profile and become the 'lead NGO' on this issue. We believe the above approach presents exciting opportunities for national and international mobilisation, activism, fundraising and communications work. It also helps implement AIUK's ICM resolution on Sport and Human Rights.