



Campaigns & Impact Sub-Committee

**Monday 10th September 2018
17:00 – 19:00**

**Room F1
Human Rights Action Centre
17-25 New Inn Yard, London, EC2A 3EA**

Present:

Daren Nair
Ruth Breddal
Sharon Lovell (Chair)
Mayur Paul
Deepah Shah
Carl Wright
Cris Burson-Thomas

Staff attending:

Kerry Moscogiuri
Felix Jakens

Apologies:

Jenny Ross
Johnny Luk
Bell Ribeiro-Addy

Agenda Item 1 - Minutes of the last meeting, 21st May 2018

1.1 Approval of Minutes

CISC approved the minutes of the last meeting, 21st May 2018.

Action: KM to arrange for the minutes to be posted on the website

1.2 Matters arising

Sharon has spoken to Tom Sparks and he has offered to take part in CISC discussions on policy when needed.

We will be able to look at the impact of GDPR on AIUK's activist base at the Feb 2019 CISC meeting following the evaluation which will come to the December Board meeting.

Sharon suggested a discussion on CISC effectiveness at the end of the meeting

Felix reported that Jenny and Ruth had met to talk about campaign evaluation methodologies.

Felix responded to the question raised at the last meeting on AIUK's approach campaigning on the Dubs amendment which UNICEF have been campaigning on by clarifying that AIUK are prioritising campaigning to change family reunion law so that children are not separated from their families when they seek asylum in the UK.

Carl offered to be involved with Commonwealth advocacy and advice when needed.

2. Impact of the Movement

CISC members discussed the Impact of the Movement Strategy which was due to go to the board on 29th September. Kerry introduced the paper and explained that it had also been discussed by the ASC at their meeting on 8th September.

Carl Wright suggested that on page 9 where the paper gives the example of AI Australia, that we include a table which summarises some of the training and actions and key indicators that they are planning.

Carl asked what percentage of our work in AIUK is UK based work. Kerry and Felix answered this, saying it was difficult to give an exact percentage figure. One out of five of our priority campaigns in Human Rights in the UK, but we also focus other campaigns on UK human rights where relevant, for instance I Welcome with the focus on UK policy and community action.

Carl referred to the importance of the quote from Salil and the importance of linking up with the global south? He asked how we can make a better connection with our partners in the Commonwealth to help create positive human rights change?

Carl also asked that we think more about how we make sure we make global connections, for instance links with the Trade Union movement and local government.

Mayur said that he really liked the paper, and it spells out the future, building a movement. He asked where we could strengthen some of the community building aspects.

He asked whether this paper is seeking to build the Amnesty movement or the human rights movement?

Kerry answered that it was both.

Mayur suggested that we will need to think through the impact of this as we implement the strategy.

Mayur asked what the amnesty community think about it? How do you go from where we are now to a that greater sense of belonging?

Daren summarised the ASC response. The ASC felt the strategy was good and long overdue. Daren raised the point that the strategy needs to consider ways in which individuals can get more involved as individuals, rather than in groups or networks, and how we provide platforms for that?

He fed back about the importance of the use of Nationbuilder or a similar system to support that.

Mayur asked about how the community grants proposal would work? He advised that especially in the international development centre there is interest in disindetermination - whereby donors pick people to lend money too. He suggested we could develop a website where Amnesty donors do the picking - you are making a donation directly to the project - really taking that idea of giving control back to the supporters. This could be an exciting way to pilot the grants.

Kerry responded that we are at the early stage of considering what this pilot might look like and that this is an approach we could consider as part of that.

The Committee discussed the need to diversify the movement and some of the challenges of people who have a single-issue interest in human rights and how to engage with UK human rights issues.

The work on the Gangs Matrix was felt to be a step in the right direction there.

Carl asked that we consider how we manage not to get drawn into overseas political agenda?

The Committee discussed the tension inherent in this strategy - the whole premise of campaign v a movement is a releasing of control and that as a risk needs to be understood.

The committee suggested that Kerry and Andy seek the advice of Jenny to help us with more interesting ways of developing the MEL framework and managing the risk. **Action: KM**

Cris fed in that this feels like a big cultural change and asked how do we make sure this is embraced and lives and breathes. How do we prepare people for that change and to really embrace it?

Cris said that it is good that this strategy is going back to the roots of Amnesty.

Sharon summarised that overall the Committee are saying that this is a positive strategy – one we are supportive of, whilst being mindful of the fact that we need to build in more around individual actions.

3. Scoping Campaign Development

Felix presented the concept for scoping campaign development and proposed that as a first stage he would like to involve a group of CISC and ASC members in talking to our organisations who also organise activist-initiated campaigns, to understand the processes what they have in place.

Daren said that he found the paper very helpful and agreed that we need to find a way for the grass-roots movement to have a more meaningful role in campaign prioritisation. Daren suggested we could also look at how Greenpeace do it.

Cris suggested that we could look beyond NGO's to find examples of good practice, for instance Google and their 10% free time scheme and also look at how other sections do it.

Carl identified the strong link between this proposed approach and the Impact of the Movement strategy – if we implement that well then this will be easier.

The committee asked Felix to write a specific brief for CISC and ASC members to respond to then to set up a specific task and finish group to start work. **Action: FJ**

Ruth will reach out to other Chairs of Sections to see if there is good practice we can learn from.
Action: RB

4. Proposed Global Campaign Model

Felix introduced the new global campaigning proposition which has been developed by the Global Campaigns Management team of which AIUK are part.

There has been different feedback from across the movement on the current model – some people think the 2-year time period too short, others too long.

The new proposal is for there to be just one global campaign with a 3 to 5-year timeframe and for there to be a series of shorter-term tactical campaigns running alongside it.

Felix reported that he and Tom Davies are due to attend a global campaigns meeting in Athens at which the new proposition will be discussed.

The committee were broadly supportive of the proposed model. They raised the importance of exit strategies, and the role of activists in taking work forward once the global campaigns come to an end. The question was also raised of how to frame campaign exits as part of supporter journeys and the impact on activist retention.

Felix identified the legacy of the My Body My Rights campaign in the work now being done in Ireland and Northern Ireland on reproductive rights, and football welcomes as a legacy of the I Welcome campaign.

Felix said that he would feed this back to the global meeting. He said that some of the thinking informing this particular model is for more time to be spent on movement building, in particular in the global south.

Action: FJ to feed back to the global meeting and to the CISC at the next meeting.

5. Wrap-Up and Close

CISC members fed back on the effectiveness of the Committee. Key points to note:

It works well when the papers being discussed are grounded in the practical and day to day, so not too theoretical and academic

The committee members are able to do more outside of meetings and happy to be asked to advise or help by email or otherwise outside of meetings

Committee members are willing to help via specific opportunities through their work e.g. through travel and other opportunities

The meeting time of 2 hours works well.

When people can't attend in person it is better to use video conferencing rather than phone where possible

Agree to keep with Mondays as the preferred day of the week for now

6. Date of next meeting

Monday 19th November, focus on Human Rights in the UK