



PROJECT SPECIFICATION BRIEF:

To facilitate the creation of a National Youth Strategy for Amnesty International UK

1. INTRODUCTION

Amnesty International UK's Impact of the Movement Strategy aims to build a larger, more visible, diverse and inclusive Amnesty movement in the UK.

Amnesty International's global Youth* Strategy has 3 key goals: that young people's perspectives and agency are at the centre of our work, that young people in all their diversity are enabled and empowered to actively participate at all levels of our work, and that young people make up one third of our support base.

In order to contribute to the goals in both of these strategies, we need to fundamentally change the way we work young people and one of the tools in achieving this is the creation of a National Youth* Strategy.

*Youth is defined here as people under the age of 25.

2. ABOUT AMNESTY INTERNATIONAL

Amnesty International is the world's largest grass-roots human rights organisation with over seven million supporters across more than 150 countries and territories. We investigate and expose abuses, educate and mobilise the public, and help transform societies to create a safer, more just world.

Amnesty International is an unincorporated worldwide movement consisting of independent sections throughout the world and an International Secretariat (IS) which coordinates the worldwide movement and provides support for global governance structures.

Amnesty International UK represents more than 600,000 supporters in the United Kingdom. Collectively, our vision is of a world in which every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international human rights instruments. Our mission is to undertake research and action focused on preventing and ending grave abuses of these rights. We are independent of any government, political ideology, economic interest or religion.

3. BACKGROUND

Currently, Amnesty engages young people predominately through our Human Rights Education work in schools and our networks of Youth and Student groups. We have up until

now built a strong network of young people campaigning for human rights in the UK, with the strongest student and youth campaigning networks in the country.

However, our engagement has been limited and we are currently engaging the 'low hanging fruit' – those who are already aware and want to be a part of Amnesty. We do not currently have activist programmes to engage students at Further Education colleges, or young people who are not in formal education. Not only this, but even within our current networks we only engage a limited demographic of young people. For example, we have student groups in all top 30 Universities (based on the Times Higher Education league table), but only a handful in the bottom 50 universities. Within our youth network, private and independent schools are disproportionately overrepresented. We tend therefore to attract young people from a more traditionally middle class social-economic background. To diversify the Amnesty movement, we must look at entry points where people often first engage with Amnesty.

Not only this but young people are also generally excluded from our strategy and planning processes. Although our work with our Student Action Network Committee and the Youth Advisory Group provides an element of youth participation, this is usually restricted to our work that is youth focused.

If our work is to be engaging and empowering for young people, they need to actively participate in the strategy, planning and implementation of our work.

In summary, we have identified three challenges that we hope to address through the creation of a National Youth strategy:

- 1) A lack of diversity in the young people we currently engage with our campaigning and activism.
- 2) The fact that currently young people are not actively participating in our strategy or planning processes, and therefore our work is not reflecting the needs of young people.
- 3) Our current reliance on institutional structures, such as schools or universities, which can lead to gatekeeping of young people and relies on institutions having the resources to support young people's engagement with Amnesty, which contributes to and reinforces our diversity deficit.

In order for this new strategy to be youth-led we will recruit 8 youth activists to form a steering group (the young activists are currently being recruited). The steering group will work with our project group (made up of staff members) over two weekends in October and

February. The first weekend in October will focus on identifying what questions we need to answer during the research and consultation phase. The February weekend will bring all these findings together and identify the core tenants of the new strategy. The steering group and project group will feedback on the draft strategy, with the steering group having final approval before it is signed off by our Board.

4. DELIVERABLES

- Proposed approach for workshops, research and consultation including suggestions for numbers of people to involve and format of workshops and other meetings.
- Facilitation of two weekend workshops in October 2019 and February 2020 with the strategy steering group and project group.
- Facilitation of workshops/focus groups with youth activists, partners and stakeholders including at least one outside of London.
- Desk research on best practice and current trends in growth of grassroots activism and community organising, particularly for young people.
- Write up of the draft strategy with the Community Organiser (Student) and Community Organiser (Youth).

5. TIMESCALE AND KEY DATES

We would like the work to begin in September with the aim for the draft strategy to be complete by April 2020.

Steering group weekends: 12-13 October 2019 & 22-23 February 2020

6. REPORTING LINES

The Community Organisers for Students and Youth will manage the relationship.

7. REQUIREMENTS

We envisage that this assignment will be undertaken by an agency or individual that will be able to demonstrate their experience and expertise of undertaking similar types of work. We will assess the proposals based on:

- Demonstrable strategic planning skills and experience.
- Demonstrable experience of facilitation of groups of people to achieve a clear outcome
- Demonstrable experience of facilitation of groups of young people under 25.
- Demonstrable knowledge of safe-guarding issues in relation to working with young people, particularly under 18s.

- Availability against timeline.
- Understanding of the social and political context for Amnesty's work
- Understanding and experience of grass roots organising
- The ability to communicate clearly, concisely and engagingly in a way that effects change.
- Value for money.

8. BUDGET

The available budget for this project is £15,000-£20,000.

9. CONDITIONS OF CONTRACT

Amnesty International UK will pay the successful consultant a fee in two stages, at an agreed midpoint and on the finalisation of the strategy. The daily rate to be negotiated.

The consultant will be a self-employed person responsible for taxation and national insurance or similar liabilities or contributions in respect of their fee. The successful consultant will not, therefore, be entitled to Amnesty International's Staff Terms and Conditions and nothing in this agreement constitutes a Contract of Employment.

10. LOGISTICS

The consultant would be required to work from their own home, or place of work, and to be willing to come to the Human Rights Action Centre in London on a regular basis to meet and coordinate with key Amnesty staff including our Community Organising team.

Travel may be required as stakeholders are based across the United Kingdom. Expenses will be covered but need to be agreed beforehand in line with Amnesty's expenses policy.

11. CONFIDENTIALITY AND INTELLECTUAL PROPERTY

The appointed consultant should treat all information acquired following appointment as confidential and that all deliverables will be treated as the property of Amnesty International UK.

12. NEXT STEPS

Candidates are requested to provide a written proposal no longer than two pages which includes the following:

- An outline of the methodology proposed and timescale.
- A cost (or cost options) for the project.
- CV and/or other relevant information about the proposed project team or your organisation's experience and credentials such as examples of previous work (annexed).

Proposals should be submitted by email to **students@amnesty.org.uk** no later than **22nd August**. We will meet shortlisted applicants in the first week of September before making a decision.

/Ends