

Individuals at Risk ACTIVIST TOOLKIT



No-one Left Behind

Campaign to Free British nationals held in Iran

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AMNESTY
INTERNATIONAL



Individuals at Risk work

Campaigning to protect people wherever justice, fairness, freedom and truth are denied.

As an active supporter of Amnesty International, you are defending human rights around the world. This Activist Toolkit is designed to support your actions in raising awareness or lobbying the authorities about a situation.

Amnesty International's Individuals at Risk work leads campaigns with and for people around the world whose human rights are abused. For instance, those enduring unjust imprisonment and torture, people facing the death penalty, trade unionists silenced for their work, communities facing threats and harassment, and many others.

Ethical campaigning

Amnesty International's ethical guidelines ensure that any work carried out centres around six principles: dignity and agency; duty of care; non-exploitation; equity and non-discrimination; integrity and transparency; and confidentiality.

» **Read more** on page 6

Protection of UK citizens abroad is discretionary for the government. Literally, ministers choose which British citizens to protect. Campaigning makes a huge difference to their decisions. Your voices help keep people safe.

Richard Ratcliffe, husband of Nazanin Zaghari-Ratcliffe who was unjustly held for six years in Iran

Cover photo: Roxanne Tahbaz, daughter of Morad Tahbaz detained in Iran, protests for his release © TOLGA AKMEN/AFP via Getty Images

Introduction

No-one Left Behind CAMPAIGN

Amnesty International UK calls on activists to join our new campaign, No-one Left Behind, to free British Nationals held in Iran.

In March 2022, Nazanin Zaghari-Ratcliffe and Anoosheh Ashoori were reunited with their loved ones in the UK. Alongside their families, Amnesty activists have long campaigned for their freedom – staging protests, pressuring the Iranian authorities, writing to MPs, delivering petitions, lobbying the UK government, raising awareness in the media and much more.

While we celebrate their freedom, there are many others still unjustly detained in Iran including British nationals Morad Tahbaz and Mehran Raouf, who were not included in this release deal. No-one should be left behind. The campaigning has not stopped.

Please join us in calling on the UK government to do all they can to bring them home. Your actions and voices have real and tangible impact. We must act now – Morad and Mehran cannot wait any longer.

Help bring them home

Our campaign focus is for the immediate and unconditional release of Morad Tahbaz and Mehran Raouf.

Morad Tahbaz

Detained since January 2018

Morad Tahbaz was one of a group of conservationists tracking endangered wildlife in Iran. He was arrested in January 2018, charged with 'cooperating with a hostile state against the Islamic republic', and in November 2019 sentenced to 10 years in prison. In July 2022 he was released on furlough with an electronic ankle tag.



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When the UK government made a deal to free Nazanin Zaghari-Ratcliffe and Anoosheh Ashoori, Morad's family were promised that he would be included too. But instead he was left behind. Even a promised furlough held no merit as he was returned to jail after 48 hours. His wife Vida is currently subject to a travel ban in Iran.

» Morad suffers from serious health conditions including cancer, but the authorities have denied him adequate medical care. His family are increasingly worried for his welfare, and have decided to start campaigning publicly. Amnesty UK has been calling for Morad's release since 2019.

Mehran Raouf

Detained since October 2020

Mehran Raouf was arrested in October 2020 for his work as a labour rights activist. He has been held in solitary confinement in Iran's Evin prison for months at a time, and denied contact with his family. In August 2021 he was convicted on national security-related charges in a grossly unfair trial and sentenced to 10 years' imprisonment.



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Campaign objectives

We are calling on the UK government to:

- Take all available action for Morad and Mehran to secure their immediate and unconditional release so they can be reunited with their families;
- Meet with Morad Tahbaz's family to set out a plan for his release.

Dear Amnesty supporters. I am living proof that your ongoing support makes a massive difference. Without you all, I wouldn't have been reunited with my family. So please continue your good work and rest assured that your support and endeavours are beyond valuable.)



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Anooosheh Ashoori, released in March 2022 after four-and-a-half years in arbitrary detention in Iran

- Anooosheh is running the London Marathon on 2 October to raise funds for Amnesty International UK. You can **support him** and share the link with family and friends, and on social media. Also, see how you can set up your own **solidarity fundraiser**.

Three ideas for action

There are many ways you can take part in the No-one Left Behind campaign. There will be a peak of activity in October (see below on how to join in) but you can use the ideas and resources in this Toolkit to guide your campaigning activity at any time.



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1 Take the London to Tehran Challenge

Last year, Amnesty supporters and friends organised a fundraising virtual walk from London to Tehran for Nazanin Zaghari-Ratcliffe, Anooosheh Ashoori and Mehran Raouf.

This October, we are inviting everyone to join us again, and collectively walk 2,730 miles, the distance from London to Tehran, Iran's capital, while spreading awareness of Mehran and Morad's cases.

You can use this challenge to raise money to support the work of Amnesty International UK – set up a [fundraising page](#) or see [fundraising resources](#).

You can walk, run, scoot, cycle or otherwise, and take part as an individual or a group/team in your local area any time throughout the month. We also recommend marking the following key dates to organise wider community walks that engage other people to join you.

1 October Morad's 67th birthday – and his fifth birthday spent in prison

16 October Mehran's arrest date and his second year in prison

We are stronger when we are united and this challenge is no different.

Register at londontotehran.com – here you can connect with others taking on the challenge, share images and log your miles to feed into the overall total.

» It is only through collective effort that we can hope to be a catalyst for the release of Morad and Mehran. So walk with banners and signs to prompt conversations – and share your images on social media with the message to the UK government: #NoOneLeftBehind

Suggested message

Morad & Mehran are British nationals unjustly imprisoned in Iran.

I'm standing in solidarity with them by contributing to the #LondontoTehran Challenge. With every step, I'll be thinking of them.

The UK government must ensure that there's #NoOneLeftBehind

2 Call on your MP

Email your MP to ask them to raise the cases of Morad Tahbaz and Mehran Raooof with the Foreign Secretary, in parliament and publicly so they are not forgotten.

Use this tool to [find your MP](#)
Use this [template letter to your MP](#)

If you are organising a London to Tehran community event, such as a public walk or cycle, invite your MP to show support by attending and tweeting about it.

You're invited

Hear from other activists and groups taking part in the No-one Left Behind campaign, and ask questions and share ideas by joining our online forum on 5 September, 7-8pm.

[More details about booking](#)

3 Use your online voice

Sign the [petition](#) to free Morad and share it with family and friends.

Use social media to raise awareness of Morad and Mehran's cases. See sample messages, along with a [Free Morad graphic](#) (pictured below) to share. The more voices that are heard, the louder our call for their freedom becomes.



Suggested message 1

Morad is a British father in his 60s who has been unjustly imprisoned in Iran since 2018.

As of July 2022, he is on furlough with an electronic tag and still unable to get home.

Join me in calling on the UK government to do all they can to #FreeMorad #NoOneLeftBehind amnesty.org.uk/FreeMorad

Suggested message 2

Mehran is a British activist in his 60s who has been unjustly detained in Iran since 2020.

He has been subjected to prolonged periods of solitary confinement and denied contact with his family.

Join me in calling on the UK government to do all they can to #FreeMehran and secure his full and unconditional release.

#NoOneLeftBehind

» Support and resources

Have any questions? Don't be afraid to ask them – in your activist group, and to others with experience of working with rights holders and campaigning.

Online resources available

Media support

Download our **Media Handbook** for information and help on how to get the media involved in your campaign activity. It includes how to write a press release and how to handle radio interviews, as well as tips on making the headlines.

Risk assessments

Amnesty UK's **Risk Assessment Template** will help you think of potential hazards and mitigating measures ahead of your event.

Safeguarding and public liability insurance

Run any events in a safe way. You can see a copy of Amnesty UK's **Safeguarding Policy** and **Public Liability Insurance**.

Fundraising support

A step-by-step guide on how to set up and promote your **virtual challenge event**.

Contact us

- For campaign support, including ordering placards and resources, contact activism@amnesty.org.uk
- For fundraising support and resources including collection materials, contact fundraising@amnesty.org.uk

Our ethical principles

When you are working with rights holders

Amnesty International as an organisation has an ethical responsibility when we work with people or act on their behalf. Any action, project or campaign needs to be rooted in the six ethical principles:

- dignity and agency
- duty of care
- non-exploitation
- equity and non-discrimination
- integrity and transparency
- confidentiality

These principles apply to your own activities and events in support of campaigns, for example when you organise events, liaise with speakers, represent Amnesty at meetings, actions and protests, and research and feature people in materials. Working ethically is something we constantly have to remind

ourselves of. Keeping these principles in mind will ensure that the people we work with and for are safe and treated respectfully, and that we make decisions that are appropriate and create positive impacts.

Why do we have ethical principles?

As activists with good intentions, it can be easy to assume that our campaign actions are ethical, that we are treating everyone with respect, and protecting the dignity and safety of those we work for and with. Everything we do affects the fate and feelings of real people, whether this be campaigning or appeals.

However, due to the nature of our work, sometimes our best intentions can inadvertently lead to negative consequences – for example, when we're under pressure to quickly produce materials that grab people's attention or we're trying to live up to expectations of others involved. There are also limits to our own experience.

These principles are guidelines to help us work well as a global movement. They can be referred to as a checklist to identify moments when we should seek advice from colleagues, supporters, and the people we work alongside.

- These **ethical principles** are designed to reflect and embody Amnesty's values as an organisation and outline how we should treat everyone – fairly, honestly and with dignity.
- They help ensure we're acting responsibly and guide our work.
- They serve as a statement to the public, donors and rights holders that we take good practice and acting responsibly seriously.
- Having a set of principles enables local interpretation but ensures consistency across sections and the Amnesty movement.
- They are a requirement of Accountable Now (formerly known as INGO Accountability Charter) as part of responsible and transparent advocacy.



Supporters fundraise in the London to Tehran Challenge, 2021, for unjustly detained British nationals in Iran. Join this year's challenge in October.

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Dignity and agency

We're committed to:

- Respecting people's right to make independent informed choices about their futures and our work,
- Treating everyone we work with or feature in materials with dignity.

Duty of care

We're committed to:

- Doing no harm.
- Not putting people we're campaigning with or for at further unacceptable or unagreed risk, physical and psychological.
- Recognising that our work can have unintended consequences.
- Taking steps to anticipate and mitigate risks.

Confidentiality

We're committed to:

- Respecting people's right to privacy.
- Only sharing information where we have consent, even if other information is in the public realm.

Our six ethical principles

Non-exploitation

We're committed to:

- Ensuring participation in research and campaigns is voluntary and mutually rewarding. People can withdraw consent or update their information at any time.
- Treating everyone we work with sensitively.

Integrity and transparency

We're committed to:

- Ensuring the people we work with understand who we are, what we do and how we work.
- Only making agreements and promises that can be met.
- Being clear about decision-making – and how people will be involved (eg exiting a case).

Equity and non-discrimination

We're committed to:

- Promoting equal respect and equal treatment.
- In this spirit, developing relationships based on trust, respect and genuine collaboration.

How to apply our ethical principles to your own work

Here are some examples to think about and why it's important

| Principle | Example | Guidance |
|--------------------------------------|---|---|
| Dignity and agency | Inviting a speaker to an event | Speak to the person beforehand. How do they want to be introduced and represented? What pronouns do they want to use? What part of their story do they want to be at the core of our messaging and communications? |
| Duty of care | Organising an event with a visiting human rights defender | Do not post their details or what they've said on social media without their consent. First assess the risks together, for example, reprisals when returning to their country for publicly criticising the authorities or associating with Amnesty. The same applies to developing content on an individual's case. |
| Non-exploitation | Writing a piece of communication to show how Amnesty has been effective in past campaigns | Do not include a case story from 10 years ago without checking if we still have consent to feature that person. Consent expires after two years – and can be withdrawn at any time. The information or the way it is appears may also have changed. |
| | Your group is building a new relationship | Undertake a cost-benefit analysis with that person so they understand how they can benefit from working with Amnesty – and what the potential risks are. Talk through the different ways we can support and promote their work. Be transparent about the benefits Amnesty may gain from the relationship beyond creating human rights change. |
| Equity and non-discrimination | Working with an individual | Equity means putting in place everything that is needed for a person to have an experience working with Amnesty equal to the one we have in working with them. This means ensuring equal power in an unequal dynamic. Create the space for them to say no, to suggest or implement ideas, and to advance or change the course of our work. |
| Integrity and transparency | Starting a new relationship | Be upfront about the limits of our expertise and abilities, and how and when decisions on work will be made, and include steps to ensure equitable participation. Record and share agreements. Don't say 'We'll stick with you till the end' because we can't promise that. |
| Confidentiality | Writing a press release or other materials | Only include information from Amnesty, not other sources, for example the web or media outlets. We do not know if the person has given consent for the information to be shared and for the way they are represented, or whether they are happy for Amnesty to use and act on the content. |

Contact us

If you have any questions or would like to talk through anything, we can provide support for carrying out your activism and fundraising. Please contact activism@amnesty.org.uk or fundraise@amnesty.org.uk