**This framework is designed to explain to Amnesty   
 International activists in the UK how they can create   
 and run their own campaigns on human rights issues   
 on which Amnesty International UK (AIUK) is not   
 running a campaign.**

**Amnesty International UK**

**HOW TO CREATE**

**AN ACTIVIST-LED CAMPAIGN**

# WHAT IS AN ACTIVIST-LED CAMPAIGN?

**Amnesty International’s 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. An activist-led campaign is one designed and led by Amnesty activists, who are then responsible for its delivery. Any activist-led campaign must still be consistent with Amnesty International’s human rights remit, and positions on any specific human rights policy(ies) or issue positions that Amnesty International takes that are relevant to the subject of the campaign. Activists are responsible for ensuring that their campaigns are consistent with the behaviours and other standards set out in the AIUK Activist Code of Conduct, and consistent with any relevant laws or regulations relating to the activities used in their campaign.**

**An activist-led campaign can only be one which:**

* Makes a different ask to any existing campaign being delivered by AIUK or the international Amnesty movement (although must still be consistent with Amnesty International’s vision). For example, this could be on a human rights topic not currently prioritised by AIUK or the international Amnesty movement, or one which has a locally-relevant focus; and
* Does not require the diversion of resources from AIUK’s own campaigns or other activities.

*NOTE: This framework does not apply to identifying and campaigning on individuals at risk. Any campaigns on individuals must be co-ordinated with the AIUK Individuals at Risk team through relevant the case management process.*

# THE ESSENTIALS OF AN ACTIVIST-LED CAMPAIGN

1. The campaign must be on a human rights subject matter, and you take responsibility that it is consistent with any relevant Amnesty International policies or positions on that human rights issue(s).
2. The activists leading and delivering the campaign are responsible for ensuring that the campaign operates consistent with Amnesty International values and standards (such as, but not limited to, ensuring respect for others while exercising your right to protest) and any relevant laws or regulations relating to the activities in the campaign (such as, but not limited to, avoiding slander or libel, or ensuring proper regard for safeguarding in any campaign activities).
3. All activist-led campaigns must be non-party political in their strategy, partnerships, campaign tactics and any campaign demands and messages.
4. Any activist-led campaigns must make clear that it is a campaign led, developed and delivered by activists, and never claim to be an official campaign of AIUK or any other body in the Amnesty International movement; and make this sufficiently clear as relevant in delivering the campaign (e.g. on any campaigning materials produced by the campaign).
5. You must ensure, through proper due diligence, that any campaign partners are consistent with Amnesty International and AIUK values and any other expected standards.
6. You must not replicate, or overlap in a way that would cause confusion with any existing AIUK campaign or any other existing activist-led campaign
7. You must work collaboratively, for example, with other Amnesty activists and staff members who are interested in your campaign, where relevant.

**Process**

**Informing AIUK of your campaign**

You must inform AIUK of your campaign, by completing and returning an “Activist Led Campaign Information Form”. In this form you will need to tell us:

* What human rights issue is your campaign addressing (i.e what is the subject matter of your campaign, how does it relate to any of the issues in the Universal Declaration of Human Rights and/or any other human rights instrument(s), how it is consistent with Amnesty International position(s) on the relevant human rights issue(s)?
* What result or goal(s) are you aiming for in your campaign?
* Do you know if anyone else, either within the Amnesty International movement or outside (e.g. rights holder groups), is working on this issue(s) and if yes, why do you believe they would welcome you working on it too?
* Does your campaign involve any proposed partnerships, and if so with whom? How have you assured yourself that those partners are consistent with Amnesty policies, values and any other relevant due diligence questions? (e.g. that any partner is also non-party political)

**When you have completed the Activist Led Campaign Information Form, please send it to** [**activism@amnesty.org.uk**](mailto:activism@amnesty.org.uk) **with the subject line “Activist-led Campaign”.**

**If we have any concerns about your campaign, we will contact you within 20 working days. If we do not believe that your campaign is consistent with Amnesty International’s human rights remit, or specific Amnesty International position(s) on human rights issues we can ask you not to proceed with your campaign.**

Once your campaign is underway:

* You will not need to seek any approval from staff or any other group in Amnesty International for campaign materials or content; but you have responsibility for delivering your campaign consistent with the stated aims of your campaign. You are responsible for ensuring that the campaign’s messages remain consistent with Amnesty International’s human rights positions and standards on the use of/reference to relevant evidence; and that any campaign activities you choose to deliver are consistent with any relevant laws or regulations relating to your campaign activities.
* You may describe your campaign as being led and delivered by a group of activists, but must not describe the campaign as an official campaign of AIUK, nor inadvertently give that impression. You can use any existing materials that AIUK has made available relevant to the subject matter of your campaign, but cannot use the Amnesty International or AIUK identity (including any logos) on your own campaign materials, or give the impression that AIUK supports your campaign, without first seeking the authorization of AIUK (which may be refused).
* If AIUK becomes aware of any contraventions of this, or any other complaints as you deliver your campaign, we will raise these with you and can demand any relevant changes be made in the campaign (up to and including that you stop the campaign if necessary), which you must make. If refused, this could result in action under AIUK’s relevant activism codes of conduct.
* You will be responsible for ensuring relevant stakeholders (in particular any rights holder groups) are informed and given the opportunity to be involved in the campaign.
* AIUK staff, and other activists, can amplify the campaign and share any campaign materials or assets without seeking permission first, as long as they do not change any of the campaign asks and core messaging.  
   **We recommend that you monitor progress against your campaign aims, and share any learning you think is relevant with AIUK, so we can share with other activists as part of our training programmes, to help them with their campaigns in the future.**