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**Activism Subcommittee**

**Saturday 21st January 2017**

**10am – 4pm**

**Room F1**

**Human Rights Action Centre**

**17-25 New Inn Yard, London, EC2A 3EA**

**Present:**

Eilidh Douglas (Chair)

Liesbeth Ten-Ham

Holly Shorey

Katherine Walton

Rose Bennett

Bob Baron

Jerry Allen

Jamie Wheeler-Roberts

Ruth Breddal

Jenny Pollock

**Staff attending:**

Kerry Moscogiuri

Andy Hackman

Jeni Dixon

**Apologies**

Tessa Lamb

Dave Beynon

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| ***Item No. 1 Agenda Topic:* Minutes and Matters Arising** |
| * 1. **Introduction**   Thanks to Rose as student rep who is stepping down today. Congratulations to Rose on becoming West Midlands Regional Rep.  Welcome new student rep Jenny Pollock.   * 1. **Minutes and matters arising**   Minutes approved.  Post on website as approved: KM  **Matters arising**  Mike has discussed communications to young people with Katherine.  List of youth groups being removed from the website as requires too much capacity to keep it up to date online. Jeni researching a solution and will feedback at the next meeting.  Anti-death penalty – work underway Jeni  Weatherproof banners – generic Amnesty International weatherproof banner in production with the goal of taking 20 to the AGM for groups who want them  Youth group feedback:  STAN AGM and amending terms of reference: Ruth Taylor to take forward with STAN at the April meeting.  Student Conference: question over the role of STAN AGM and resolutions – Jeni has followed up with Tim for clarification |
| ***Item No. 2 Agenda Topic:* Feedback from Constituencies** |
| **Youth Report**  Only issue is the international postage for Write for Rights which is a problem for youth groups. Could they coordinate to join together with local groups so that there is one postage.  Jeni confirmed that youth actions should be sent to Anne Montague in the office so that we can log them all and pick up the postage costs centrally.  **STAN**  Major problem is retention of students following freshers and then dropping off. It’s a problem with student societies in general. Second big problem is what happens when students leave university what they do next.  Andy- we are developing the impact of the movement strategy which will look at the link between post higher education and now. Aim to complete that by the end of June 2017.  Liesbeth: local groups are part of the solution, but not the whole picture, need something specific for people in transition from university. Groups can play an active role by putting on events which people can come to but not necessarily be part of the local group  Eilidh suggested that the community platform could be used for this. Andy said that this is being used first with teachers as a pilot. Digital are looking at how we can promote more local based events which we did this year through Write For Rights.  Liesbeth: It’s good that AIUK can co-host local Facebook events, Liesbeth suggested that we could tweet these more local events.  **Action:** Andy to pick up with the digital team  **Regional Reps**  Notes that the local groups survey is open. It is a significant piece of work for the regional reps to follow this up, lots of chasing going on.  Eilidh remarked that it is very good to see that we have recruited new regional reps  **Country Coordinators**  Continued concern with the outputs from the South Asia region and an understanding that campaigning on this region would be more focussed on thematic campaigning rather than long-term individual cases and the country coordinators are concerned on how to engage local groups to take up this thematic issue rather than engaging groups in local cases and they are asking the ASC for help with this.  Some country coordinators reported that their own lack of capacity meant that it was difficult to feed into the ASC.  Eilidh suggested that student groups and networks could help with this, because they already work in this way.  Eilidh suggested that once we have more clarity from the South Asia team and clarity on the types of theme then ASC could help.  Jerry said its freedom of expression in South Asia, indigenous people’s land rights, and also UN troops, (report coming out from the Sri Lanka team).  Ruth suggested that it’s a matter of packaging – these seem like good campaigns.  Katherine – has found that campaigning on themes draws more people in than campaigning one case. Rose and Jenny said the same is true for students.  Jeni: talked about her experience as Syria CC, she didn’t work on individual cases but focussed on thematics more. Local groups when they adopt an Individual at Risk they opt into a world sub-region and also without a case, we can’t opt student groups in. Student Groups are so good on social media most of the comms are on social.  Liesbeth: the way that I see growth in groups in on thematic lines, which is how the Cambridge City group has grown. They link individual cases to themes which works well. The challenge can be where this no action to be done in thematic or cases.  **Networks – Katherine**  Main aim this year is to be more visible this year and lead on campaigning. Can the networks access databases to get the cases that the networks are campaigning on and that might help the issue with getting groups to campaign? Networks can also use UAs for that for their activism to be more focussed. Mike thinking about scoping out the possibility of the Thematic Networks being part of that process. It needs to be collaborative between CCs and thematic networks.  **Action:** Jamie - will link the South Asia Team with STAN to see how student groups can engage with South Asia thematically  Eilidh: look at how the types of campaigning approaches can be most mutually supportive and collaborative.  Kerry suggested that the HRD campaign might provide a good way of linking up individuals and themes.  **Action:** Kerry to bring the HRDs strategy to the next ASC meeting  WAN have been very involved in the women’s march. They have a very strong committee now. They have comedy events planned and focus on national events.  Children’s human rights network: are working on defining its most effective role: should it be on children’s human rights or engaging children in human rights? If it’s going to be a network for engaging children in human rights or should it overlap with the youth network?  Katherine is gathering feedback on ‘Forums’ and will feed into Eilidh. Eilidh asked that Katherine feed that back to her by email.  **Action:** Katherine  Liesbeth: suggested that we find a way to share information about networks more clearly and that there is something for people to do when they join. There is potential growth but we are not actively linking up at this time.  Jeni reported that the new groups planning pack has an opt-in to join the network.  Feedback from Trade Unions, Bob  The TUNC are looking at renewal of themselves, programme and forward planning, looking at more Trades Councils. I have met with Luton Trades Council and programming other Trades Council conferences. I have agreed to be the rep on this committee for the next year. Hubert Ballesteros release is a great success, he is a TU officer in Colombia, Amnesty has been involved in the campaign particularly UNICEF. |
| ***Item No. 3* *Agenda Topic:* Communications Strategy** |
| Kerry introduced the Comms strategy to the ASC  Liesbeth: asked another regional rep for help so feedback from both of them.  What is missing is an activist document that will come out of this. To give practical guidance to activists (Love the page don’t say this but do say this). AIUK from our official accounts put out things but we need a supporter journey that activates activists to say those same messages. If we can activate all of our activists locally they reach far more people.  Set up a google group for social media coordinators: so that people who are on social media know how to make their own messages, so that they feel that they are part of that big campaign not just a re-tweeter  Myth-busting not helpful, need to do the myth preventing. We have been successful at the HRA. Together with a lot of other orgs is going out to other groups who start to understand more about the HRA actually helps people here.  An article – don’t think about the elephant. We need to be stronger on saying what we stand for and be more values based. How can we do a social media campaign which frames things in the way that people can understand. The comms strategy and frames and values works well together.  Kerry to send around the piece on the frames and values that Liesbeth mentioned.  The framing of language us very important. Death penalty campaigning draws this out. Eg the I am Troy Davies campaign faming which appealed to the sense of justice, valuing due process and fairness.  From an activist perspective, thinking about how to frame things in the light of the comms strategy - how can we frame that message differently. How do I communicate the end goal which is to support that campaign.  Eilidh: For activists – sourcing what are the arguments that activists are getting from people and meeting those head on. Can we get activists to source those?  Jamie: We automatically assume some people can’t share our values because of a particular political party but you can’t make that assumption (CC experience on a UKIP MEP).  Bob, this is really timely - thank you. It’s about knowing your audience and the messages that work with them. The HRA defence is a natural argument for TU’s but it’s about recognising how we link it to the things that we are involved in. Trying to frame messages that reach out to the communities that we are responsible for. In the TU world, first you have to remember that TU Members are the same people as everyone you see on the street, activists are different. For them you have everyone from Christian socialist, to anarchists, to right wing - you would think Trade unionists would support immigration- need to understand where viewpoints come from and engage with it. Need to get the workers’ rights are human rights message better understood.  Think about how human rights directly affects young people as a way of engaging them.  This is timely and welcome. Need to look at packaging to our audiences.  Eilidh: our strategy should be objective led: ways of thinking that get you to our end goal which means we will have to message campaigns in different ways to different audiences  Liesbeth: not sure we should stop shouting. I don’t think it’s true that were shouting in the past. And a question around the micro-grants and how it might work. That part needs a lot more work. Can see the potential for training but not sure what else.  Kerry confirmed that much more work is required on micro-grants and the ASC will be involved in progressing any work on this.  Andy- great that activists constituencies are regrouping – can you ensure that you have this at the heart for those conversations.  Link between our work and human rights and making our work more audience-focussed.  The comments on the HRA - really brilliant to hear that because there was a lot of work done to better explain to people how human rights are relevant to what they are doing.  Rose – Hillsborough was a great way to explain the importance of the HRA  Jeni will arrange for Cathy to attend a thematic networks meeting when we can.  **Action**: Jeni |
| ***Item No. 4* *Agenda Topic:* AGM Preparation** |
| Eilidh reminded everyone to book places for the AGM  AGM resolutions - Rules - networks – concern from Katherine. Eilidh explained about how networks are established – just setting out in the rules the procedure to end network status because otherwise there is no mechanism. If there is a procedure for creating them there needs to be a procedure for removing them. Jeni clarifies that is no more or less than we had before. We need to ensure that the governance of all those processes ties up in the constitution. Good advice from Rose that this needs to be explained properly at the AGM so that people aren’t worried.  Liesbeth - suggests it would be helpful if there could be a qualifying reason as to why it would have to be shut down. Rose says it has 2 successive years of breach of mandate. Bob suggests that there should be a warning clause before triggering this.  Thank you from Ruth for the feedback.  Liesbeth: can there be an amendment to the resolution at the agm?  Jeni to give Catherine the constitution and the terms of reference ready for their meeting on 22/01.  ASC confirmed that the networks can discuss the rules resolution only at their meeting on 22/01.  Eilidh to clarify the position on the rules  Kerry to check on Monday if anything can be amended. Can amendments be made to the rules at this AGM? Kerry to confirm and put something to clarify this in the AGM papers if that is possible.  Action: Kerry  Eilidh confirmed that the Board will let ASC members have the resolutions to share once they are confirmed by SOC  Regional Reps resolution: Liesbeth suggested that where a regional rep is not there or able to provide support, then a system should be in place. ASC agree that we should look at the scope and support for the role , and indeed we have plans in place for that, but that we shouldn’t consider paying these roles. We are an activist movement and this role has a governance perspective - don’t want to convert activists who represent people into staff roles who can’t. Liesbeth said she was worried that it might pass on the proxy vote. Liesbeth would like to take this resolution to next week’s regional forum and discuss there. I think people will disagree with it and we would need to work together on it.  Liesbeth asked for permission to share it with the regional reps and ASC agreed that it would be very helpful for regional reps to talk about it next week,  Eilidh explained that this year it will be possible for the board to state their position on the background notes. Bob stated that he will oppose it. |
| ***Item No. 5* AGM - Activist Meetings** |
| Friday Regional Reps, STAN  Saturday morning: Jeni to provide.  Alex Rhys (AGM Chair) said he didn’t want the student meeting to clash with the new delegates meeting.  Eilidh will do the new delegates meeting. Nuri and Rose can help with all the acting.  Action: Eilidh and Rose  Bob asked that Jeni make a room available for TUNC meeting  Jeni is coordinating the Action Centre. Jeni asked if we need an ASC stall and/or engaging with governance stalls. There will be a comms strategy clinic and a stall to collect examples of Write for Rights campaigns. Agreed no ASC stall this year. It would be a good idea for us to have something specific on the engaging with governance stall.  Eilidh asked at the ASC report, how is ASC’s presence communicated at the AGM? Jeni will confirm if Nom Com are running a stall and if so Jeni will ensure something is there communicating the ASC?  Bob: showcase some really good work that activists have done, share the actual work of activists – for the recognition of good ideas – so we can make it more active, so people can see it. Exploring ideas of how to make the action centre more interactive and to get people to complete it. We will keep the good news on the Sunday.  Each of ASC to bring at least one example of a good idea as part of good news, Eilidh’s speech and the action centre and to make sure that we have people for good news. Deadline: 20th February.  Suggestion for ASC report  Katherine suggested to explain how the ASC works and explain that this is your route to hold the board and staff accountable, that the people on the ASC are representatives – so to make it more accessible. In terms of content we need to report on something and say what we actually do and report on what we have done.  Needs to be a report on our activism - not what the ASC does. Liesbeth: want to understand where as an activist I am sitting and how I as part of that fit in. Liesbeth remembers the old section report and that it was useful.  Some examples  W4R in general and student engagement  Largest ever number of people standing for YAG  85 local groups returned completed posters to us – march  Thematic networks conference – where thematic networks are going  Pride – only in one speech – put in in Ruth’s speech  Need a framework for the speech – comms strategy and activism manifesto.  Kerry to give Eilidh timeline and priorities on strategies to talk about. Use as the hook and incorporate all of the activist successes into that. Need a narrative on where we are going, a vision and not just a report. Talk about the communications strategy. |
| ***Item No. 6* *Agenda Topic:* The Global Activism Manifesto** |
| Andy introduced the global manifesto for activism and invited comment and feedback from the ASC.  Liesbeth: we need to explore further what it means in practical terms for the UK.  Jeni clarified that activism in sections is so varied that a global manifesto has to be very topline in order to be relevant across the movement.  **Global Activism Manifesto**  ASC discussed the activism manifesto in two groups in order to identify the priorities  We can prioritise its goals according to our own strategy rocket. We identified some practical initiatives that we need to take:  New group development programme  Move from functional to emotional connection  Tackle territoriality and collaborate to achieve our bigger goals  We can use integration as an overarching frame for what we are doing  How do we make amnesty and human rights relevant in their communities - start from where people at, go to them and use the issues that people are feeling and identify how we talk about human rights within that context  Need to learn from others on how they campaign eg PCS , constituency level campaigning  Use ‘make your vote’ during elections and have candidates justify themselves in front of our members  There are opportunities around growth, as long as its framed in the impact that we’ll have ie growth because with more people we will achieve more impact  Youth engagement – we are doing quite well in certain areas – we can invest more, maintain supporter journeys and the energy, emphasise active roles and listening and learning not just creating more journeys  Next steps – we are about to start work on the improving the impact of the strategy – advertise next week – then we’ll recruit someone to work with us to develop the process. This will feed into that process.  Likely you and others will be asked to feed into the development of the strategy by end of Q2.  Need to schedule development of the strategy into the relevant ASC meetings. Bring further thinking to the next ASC meeting.  Will be good to have more concrete proposals on how AIUK takes this forward at the next ASC |
| ***Item No. 7 Agenda Topic:* Feedback Report** |
| * Eilidh - word charts, for Donald Trump dominated. * Recommendation: “On issues that are very party political/polarising like these, a change of language similar to “At Amnesty International, we believe that human rights transcends/(trumps) party politics. But when politicians use rhetoric or suggest policies that are in direct opposition to basic human rights principles, we must speak out”. * Really hit the nail on the head, look at policies and make sure our objectives are achieved.   Andy - feedback thanks to SCT team for their huge amount of great work. Also the street fundraisers. |
| ***Item No. 9* Agenda Topic: Upcoming ASC Dates 2017** |
| 4th March - SE Regional Conference  11th March - ASC  18th March - North East Regional Conference  24th March – Youth Conference  25th March – East Midlands Regional meeting  20 May - ASC  8/9th April  24th June refugee may  9 Sept - ASC  4/5 Nov CC Conference  11/12 - Nov Student Conference  18 Nov - ASC |
| ***Item No. 12 Agenda Topic:* Wrap up and close** |
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