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**Campaigns & Impact Sub-Committee**

**Tuesday 23rd January 2018**

**5 – 7pm**

**Room F1**

**Human Rights Action Centre**

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

**Present:**

Hannah Perry (Chair)

Cris Burson-Thomas

Jenny Ross

Bellavia Ribeiro-Addy

Carl Wright

Ruth Breddal

**Apologies:**

Lucy Blake

Tom Sparks

Mayur Paul

Johnny Luk

Nola Weerwag

Sharon Lovell

**Staff attending:**

Kerry Moscogiuri

Felix Jakens

Andy Hackman

Sanam Rashid

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| ***Agenda Topic: For discussion: Impact of Movement***  |
| KM introduced the Impact of Movement (*IoM*) agenda item to the group. The aim of the *Impact of Movement* is to make Amnesty International the empowered movement it should be. AH explained the *IoM* workshops to the group and that it was a way to speak to Amnesty activists about what could further enable and empower them.*IoM* focusing on:* How can we collaborate more effectively and agree on a common purpose for the organisation
* Empowering Amnesty members and activists to be able to act and participate personally in making human rights change happen
* How we can help people to be Amnesty in their own communities and lives

We want to develop a strategy to dramatically mobilise the power of activists, members and supporters.The team worked with Jo Shaw and New Citizens Project (a consultancy that focuses on innovation and participation). AH explained that across the 8 national workshops, 6 consistent themes emerged:* The Tipping Point
* Positivity & Hope
* The Power of The Act
* Better Together
* Knowing what to do and why
* Values & Purpose

Workshops highlighted that the role of Amnesty is to create positivity and demonstrate that change is possible. Beyond these themes, participants also started to envision the future they want to see, around two key areas:**Connectivity** * Much more bottom up (More autonomy on locally meaningful issues. Let people work on what they are passionate about. Less ‘forced assimilation’)
* More recognition of local/regional priorities (less ‘Londoncentric)
* A Distributed structure (A community of communities around Amnesty as an organising idea, or a ‘container’)
* Be in new communities (Much more ethnically/economically diverse. Explicitly welcoming to all)
* Be in new conversations (Equip supporters to engage others in new settings - at work, clubs, etc)
* Commit to connection (AIUK staff to be connectors of others. Activists better able to find each other – common priorities, shareable skills)

**Empowerment*** Equip and upskill activists (a deeper commitment to moving skills and experience around Amnesty and its supporters)
* End the exclusionary language of Amnesty (vital to invite participation, and endless NGO speak, Committees/ acronyms etc can hinder this)
* Modular Campaigning Structure (explicitly invite supporters to engage from a menu of issues. Don’t expect all to support every cause and don’t judge them)
* Make the case for human rights (unashamedly, explicitly fight the counter narratives at a first principles level. Re-make the case)
* Harness the skills out there already (audit the skill base (connectivity) and encourage individuals to use their existing skills)
* Find and tell Amnesty’s story once more (the human story of Amnesty, why it exists, why it matters. Data and evidence is not enough)

We want to focus on personal agency and, connect and empower activists and create change in people to become effective leaders on the ground.Feedback/suggestions from the group:* Does the *IoM* address different groups in AI (Trade unions, etc)?
* How do we translate this into something meaningful for activists?
* Will the plan be piloted with a practical exercise?
* Think about resources that can be used to make things less ‘London centric’? Regional groups/activists can inform people of local groups and events
* How can we use *IoM* to connect people in digital spaces?
* AI needs to give platform for staff and activists to raise their issues and concerns, must lead those conversations
* Groups will have to be open to working differently, possibly with new structures if *IoM* is to work
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| ***Agenda Topic: Operational Plan*** |
| HP introduced the item to the group and asked if anyone had any questions of comments. FJ informed the group about the Online Violence Against Women (*OVAW*) work, which will include highlighting Twitter violating their own policies regarding cyber bullying and abuse. Brexit work will focus on UK Citizens not losing their rights.Feedback/suggestions from the group:* Use statistics in OVAW alongside live stories to engage more people
* Ensure there are enough resources to measure objectives in future work
* Positive Brexit focus, different from ‘remoaner’ rhetoric in the press

FJ asked the group to feedback any further thoughts before the next meeting. |
| ***Agenda Topic: AOB*** |
| HP informed the group about the dates and booking process for the AGM.KM gave a quick JLC update.HP informed the group that the next CISC meeting will be chaired by RB. HP has reached the end of her term on the Board, Sharon Lovell will be the new CISC Chair. Dates of future meetings to be rescheduled to a Monday or Friday (new dates tbc).**Action: SR to circulate AGM booking info to the group** |

**Next meeting:** 13th March