

## Campaigns and Impact Sub Committee Meeting

25 February 2019

Human Rights Action Centre F1, 5pm – 7pm

### Minutes

**Present:**

Sharon Lovell (Chair)  
Daren Nair  
Deepa Shah  
Mayur Paul

**Apologies:**

Ruth Breddal (Chair)

**Staff attending:**

Kerry Moscogiuri  
Felix Jakens  
Sam Strudwick (for Item 2)  
Ranna McArdle (Minutes)

Item no		Action
1	<p>SL welcomed everyone to the meeting.</p> <p><b>Apologies:</b> Ruth Breddal and Johnny Luk who has resigned from the committee.</p> <p>We need to examine the skills we might need on CISC when recruiting. A centre right audience perspective is useful.</p> <p><b><u>KM will redistribute specs for the roles and look at experience or skills we would welcome.</u></b></p> <p><b>Minutes of the CISC meeting of 19 Nov 2018 and matters arising</b></p> <p><b><u>P2 – Actions KM still to follow up with Jenny re MEL and IOM. SL still to follow up with Ruth to reach out to other sections on engagement best practice.</u></b></p> <p>KM updated CISC that we are looking to develop more on engaging members in campaigning with the T&amp;F group.</p> <p><b>P3 – none</b></p> <p><b>P4 – KM updated CISC that CISC/ASC Task and Finish Group will hold a conference call meeting on Thursday 28 Feb.</b></p>	<p>KM</p> <p>KM SL</p>

	<p><b><u>P5 – RM will find out which CISC members need AIUK GDPR training and organise a training session to precede the next CISC meeting on 3 June 2019.</u></b> CISC members can attend this as a refresher if they wish.</p> <p>The minutes were approved.</p>	RM
2	<p><b>Introduction to our new brand strategy</b></p> <p>SS presented AIUK new Brand Strategy and answered CISC members questions. SS clarified that AIUK is now in the implementation phase of the strategy and using this in our communications. “Humanity Wins” is the guiding thought rather than a strap line. It is not a new ‘Protect The Human’.</p> <p>DN asked do we have examples of organisations that have refreshed their brand and is it possible to benchmark progress?</p> <p>SS said that IS are developing a new global brand strategy and have used a lot of AIUK’s. Political parties do this well, using branding to mobilise people to act. Established aid organisations are moving away from images of poverty. MP said that the work on frames that the development sector carried out funded by Gates Foundation resonates with this - it doesn’t use the term ‘celebratory’ but uses positive themes like the ones in this approach. These seem to win longer term support. MP said that there may be concerns from fundraisers as the old approach may win short term commitment on the street. SS confirmed that AIUK will need to test this.</p> <p>SS confirmed that Fundraising are behind our new brand platform We are switching communications and campaigning to this guiding thought in line with AIUK’s values. We are testing channels such as DR (Direct Response) TV and different fundraising asks right now. There are challenges with DR TV and the regulators, but we are working with Fundraising to get this right.</p> <p>DN said the Obama foundation is a good example of inspirational messaging and organisation. SS said we will benchmark against large charities. We have target audience information and we will monitor whether we are reaching our targets. DN was concerned that we protect the privacy of supporters and do not compromise data. SS explained that anonymous surveys with 4 questions had been used to segment supporters into audiences.</p> <p>Ben Smith and Ella Jolly are working on conducting supporter surveys designed to get richer profile information once or twice a year. These could show whether supporters care about one issue only, are deeply aligned to our values, and whether their positions move.</p>	

	<p>SL thanked SS for the presentation and is encouraged by the celebratory element. Amnesty makes a positive difference and it's good for members and others to recognise the difference that we make.</p>	
3	<p><b>Round-up of AIUK campaigns in 2018 and objectives for 2019 –</b></p> <p>FJ recapped on the campaigns and outcomes from 2018 as presented in his report and informed CISC about activities that had accompanied the campaigns listed below:</p> <p>Toxic Twitter;  Gangs Matrix  Stansted 15  HRD Summit;  WHRD UK visit  Syria Accountability – Berlin Workshop  Syria Ta'afi – Funding  I Welcome / Football welcomes  Private members Bill – Refugee Family Reunion Bill  IAR, Istanbul 10 and Taner Kilic</p> <p>FJ explained how AIUK had supported the Stansted 15 when the charge brought against them was changed from aggravated trespass to an unusual terrorism related offence. Amnesty's presence has been felt quite clearly.</p> <p>FJ said. the team were challenged by the uncertainties around Brexit, making it difficult to establish a coherent position on some issues.</p> <p>MP pointed out that politicians are good at scenario planning. In the event of a snap general election, issues such as the return of conflict in NI, the threat to the human rights act, a regressive legislative programme would all be weighty issues.</p> <p>FJ explained that in 2019 we are continuing with campaigns from 2018; Home Office activity, the Family Reunion Bill, I welcome, the Brave campaign; UK government approach to HRD's overseas - how the government will protect these HRDS and research on homelessness after the AGM resolution. FJ drew CISC's attention to the recent "Check Out" campaign on the occupied territory. FJ mentioned Football Welcomes work with young HRDs 16-24 year olds providing training and skills to work on human rights issues of their choosing.</p> <p>SL thanked FJ for his update and invited questions from CISC members. DN asked about whether staff resource capacity is reported to the Board and whether there were resourcing issues in the team. KM responded that the Board do not get that detail. CISC receive the detail and could make recommendations to the Board if it wished. The Board receives the minutes and key strategies from this meeting.</p>	

	<p>FJ confirmed the available resources were adequate to deliver the plan. This will be reviewed when the time comes to do the next strategic plan. At the moment fixed term contracts are being to provide support for the Priority Campaigns when the campaigns are in delivery mode. That capacity is not required when campaigns are in planning and evaluation modes. Fixed term contracts can create insecurity and threaten continuity, for instance the Brave Campaigner has recently left and so we are recruiting a new fixed term role there. DN suggested that resourcing / staffing should be a standing item, led by KM and FJ. <b><u>KM would be happy to check in on resourcing and staffing.</u></b></p>	KM
4	<p><b>Human Rights in the UK - Progress update</b></p> <p>FJ reminded CISC of the NCVO interactive session at November 2018 meeting and informed CISC that AIUK had received an update with priorities for Human Rights in the UK mapped and ready for consultation. CISC had been the first group consulted. Other committees, youth advisory groups, regional reps and conferences will be consulted. There will be 2 workshops at AGM, workshops at Belfast and Scotland offices, and 2 workshops here on 12 March. There is a long list of 20 issues which AIUK must prioritise. We are building a framework to make decisions; the issues behind the issues; what are the drivers a layer up which give us more long-term themes to hang our hat on over a longer period of time; creating a human rights-based migration system for example.</p> <p>NCVO will run a Theory of Change for our Human Rights in the UK strategy workshop with senior AIUK people on 5 April. The outputs will be the basis for work at AGM where we will have another conversation.</p> <p>MP asked about tactical campaigns and said Oxfam will run an anti-Trump campaign round his next visit. What about following on from Toxic Twitter by examining other platforms, Instagram and Facebook. AIUK could have a special role. FJ explained that AIUK relies on the IS for research into tech companies and we do not set their agenda.</p> <p>MP and DN raised the issue of where we concentrate our resources, and where campaigns start. DN informed the committee of the framework being developed for how we effectively work together as staff and activist on activist-led campaigns. This has come to the ASC at its last meeting and KM had asked for the Priority Campaigns Team to be involved in developing it. We want a framework to put in place for activists to develop their own campaigns.</p> <p>SL recapped that the aim is to have one vision, which is not fragmented. CISC noted challenges ahead and <b><u>look forward to an update at on Human Rights in the UK at the next meeting.</u></b></p>	FJ KM

5	<p><b>Impact of the Movement Implementation Update – ASC paper</b></p> <p>The CISC received the Impact of the Movement Implementation paper. KM explained that we don't have all of the resources in place now to deliver the full extent of the strategy and so we are prioritising within it. The Activism Sub Committee are good advocates for the strategy and more resources would be given if the financial situation was different. However, financial constraints mean that we are not moving as fast as we would like.</p> <p>KM reported that AIUK will look at the roles within the team probably in the first half of this year. AIUK's Innovations Manager is supporting the delivery of this strategy which gives us valuable additional capacity. We are looking at a regional pilot and working with existing networks.</p> <p>DN acknowledged the importance of naming networks appropriately and getting the right people in them.</p>	
6	<p><b>Report from UNICEF UK Children's Champions network training day</b></p> <p>DN reminded CISC members of his activities on CISC, ASC, an Amnesty Local Group and Greenpeace. He compared UNICEF's UK Children's Champions network training day with training he has received from AIUK. UNICEF focused on campaigning effectively and gave course attendees everything they would need in one place on a Google drive. This included templates, public information, how to lobby, engaging friends and family and community, and success stories. There were UNICEF activists on hand to show how much an individual can do. DN found the training campaign-centric, inspiring and empowering.</p> <p>DN felt that AIUK training he had received compared unfavorably to UNICEF's. Perhaps this is because of the complexity and number of AIUK campaigns. UNICEF have fewer; one UK campaign on toxic air and a second one on refugees. While AIUK does provide Activist training and skills share at AGM it does not provide a toolkit type model delivered in one day with post event documentation as UNICEF did.</p> <p>SL suggested we have lessons to learn about how we approach our training and empowering activists and improving our support for activists.</p> <p>KM and FJ felt that next time AIUK names its priority campaigns we will deliver training and media training very differently. DN pointed out that AIUK's website is not user friendly. Eventbrite offers simple event promotion. DN said UNICEF has been delivering this training in key cities in the UK. SL considered CISC needed to take this further and carry on the discussion on community organising and activist training. Perhaps CISC should receive a further paper on training budgets, roles</p>	

	<p>and mobilisation. <u>KM would liaise with Tom Chigbo about Citizens UK training and would bring a paper on AIUK's approach to campaign training to CISC over the course of the year.</u></p> <p>SL thanked DN for this information and his feedback.</p>	<p>KM KM</p>
7	<p><b>Scoping Campaign Development – Task and Finish Group</b></p> <p>FJ reported on the progress made: ToRs have been agreed; the Task and Finish group will have a conference call on 28 February to assign tasks and responsibilities, draw up a list of organisations to contact and draft a series of questions to ask these groups.</p> <p>DN has had to resign from the group. KM asked DN to put the Task and Finish group in touch with some other organisations. SL advised <u>KM to get in touch with James Lovatt who is chair of the Green Party in Birmingham.</u> MP agreed to join the Task and Finish group and take part in the call on Thursday 28 February 2019.</p>	<p>KM</p>
8	<p><b>KonTerra Report – reaction and action –</b></p> <p>KM informed the CISC of the sad events leading to the KonTerra review. This has been a difficult time for the movement with much media attention focused on independent investigative reports into the deaths.</p> <p>The IS formed an Oversight Group with Kate Allen (UK), Seydi Gassama (Senegal) and Manon Schick (Switzerland)) who oversaw the James Laddie review into Gaëtan Mootoo's death and also appointed KonTerra to look at culture and wellbeing in the organisation.</p> <p>The KonTerra review found that there is a challenging culture going back a long time and bad management practices exist. These events and reports coincided with the early days of Kumi Naidoo, the new Amnesty Secretary General's appointment. KM assured CISC that Kumi is giving priority to this internal focus and is getting on with dealing with this. The IS SLT have offered their resignations. Kumi has responded that he may or may not decide to accept those.</p> <p>KM outlined the difficult situation AIUK is in. We are not the IS but we are indeed part of the international movement. We all need to learn lessons and are doing work on wellbeing and safeguarding. At AIUK we are using surveys and listening to understand what this means for us.</p> <p>KM praised Kumi's inspirational, human style. He connects by speaking from the heart and wants to rebuild a positive culture. KM drew CISCs attention to media coverage of accusations of caste-based discrimination at AI India. An independent review has been produced with practical advice on what AI India needs to do differently.</p>	

	<p>DN reported that he had tough questions on all of this from everywhere, particularly the Blackheath and Greenwich groups. KM said Kumi will speak at the AGM and answer these questions in an open way. DN pointed out that the public see Amnesty as one movement. These adverse reports discredit good work. SL said Amnesty must protect its reputation. We should be a shining role model about how we treat people. We champion the rights of the voiceless. We need to be role models showing compassion and humanity. Going forward we need to look at and action the recommendations of the reports and ensure good practice is in place.</p> <p>KM informed CISC that very few supporters have withdrawn. MP reminded us that while media coverage seems everywhere we will come out of this. KM told CISC how hard these events were for some staff to speak about so we must manage this with sensitivity. IF CISC members have any queries, contact KM, Kate Allen or HR. SL assured CISC that the Board would be updated and she would keep Wellbeing and Safeguarding as a standing item on the agenda.</p>	
9	SL thanked everyone for their contribution and closed the meeting at 19.00.	