

## Campaigns and Impact Sub Committee Meeting

3 June 2019

### Minutes

**Present:**

Sharon Lovell (Chair)  
Daren Nair  
Deepa Shah  
Mayur Paul  
Chris Burson-Thomas  
Jenny Ross (by Phone from 5.30)

**Apologies:**

Ruth Breddal (Chair)

**Staff attending:**

Kerry Mosconi  
Felix Jakens  
Ruth Dawson (for Item 1)  
Claire Postles (for Item 2)  
Ranna McArdle (Minutes)

Item no		Action
1	<p><b>Write for Rights Evaluation</b> – Ruth Dawson delivered a presentation on her evaluation of the W4Rs programme. AIUK have not done an evaluation of this scale for several years. CISC acknowledged the amount of work that Ruth had undertaken and the thoroughness of the investigation.</p> <p>RD confirmed there would be a scoping workshop for Campaigns and Communications Management Team (CCMT) after 20 June to look at key recommendations, go back to basics and shape the project for this year. CCMT will be the project group planning and delivering the campaign.</p> <p>The evaluation identified 52 objectives and concluded these were often blurred and not SMART. In future there would be a clear rationale for calling something an objective and these would be much fewer.</p> <p>CISC members commented that AIUK needs to take more time to understand what “solidarity” means and the best way to support the subject of the campaign in the light of the quality and quantity of letters written and actions taken, issues highlighted in the evaluation. The physical act of writing a letter engages many</p>	

	<p>people and AIUK assumes a level of engagement. In fact we do not know whether people take repeated actions or whether they take action on one case only.</p> <p>CISC noted that both IS and AIUK identify cases for campaigns.</p> <p>Some assumptions and areas to be examined by the Project group will be:</p> <ul style="list-style-type: none"> <li>• increased actions meaning increased impact;</li> <li>• focus on particular cases v lesser focus on others;</li> <li>• priority communications:</li> <li>• what does solidarity look like for the rights holder;</li> <li>• should we prioritise campaigns where we can give people what they want?</li> <li>• engagement of members and the public and where theory of change applies to each case.</li> </ul> <p>SL recapped that AIUK want a positive experience for the individual balanced with people's engagement with AIUK through a tangible, doable action.</p> <p>FJ confirmed planning will take place in June / July with campaign launch in November.</p>	
<p><b>2</b></p>	<p><b>Amnesty International Global Strategy – Claire Postles</b></p> <p>CP delivered a short planning workshop and discussion on the AI Global Strategy consultation. The strategy timeline of 15 to 20 years is ambitious and the time-frame for its formulation is 12–14 months. The Strategy will be approved at the General Assembly in August 2020. CP explained that respondents to the consultation are asked to look at 5 key questions. For the session CP asked CISC members to concentrate on the 5<sup>th</sup> question : where does Amnesty add value?</p> <p>Where should we lead, what should we drop – where we are not contributing anything unique? CP informed CISC that there is an open public survey running to the end of June. Individual responses will come from around the world. CP will <b><u>send CISC members the link for circulation to networks.</u></b> Partner bodies can respond on a separate platform and the UK section will submit a formal response. There are also 2 task forces of people under 25 from inside and outside the movement. We will look at resources, capability, capacity and wellbeing.</p> <p>CISC members wondered how the Global strategy fits with the situation at the IS right now.</p>	<p><b>CP</b></p>

This Global Strategy should tie in with Impact of the Movement strategy and pieces of work already happening. CISC suggested it is important for AIUK's submission to say something interesting; good ideas on what needs to change; garner support for good ideas that shape processes.

CISC discussed;

- the Amnesty brand,
- respect worldwide for Amnesty research;
- Amnesty's political clout;
- Strength of our membership;
- Democracy and grassroots activism;
- Investment in local chapters;
- support for empowering people to campaign at a grass roots level -
- prisoners of conscience are the heart lands of Amnesty – how far do you go outside this;
- at Amnesty's core is freedom of expression, death penalty, torture;
- boil it back to core issues.

CISC asked whether AI are the best actor on Climate change? In the context of the Universal Declaration of Human Rights Amnesty could bring neutral Human Rights expertise to a crowded issue. Amnesty's unique selling point is always coming back to the Human Rights needs of individuals.

CISC felt brand strength could be diluted and impact and effectiveness lessened if we broaden the scope of campaign issues too much. CISC felt it is important to consider Amnesty's relationship with the global north and the global south. This is a problem for all development NGOs. Elements identified by CISC are:

- polarisation, us and them;
- who's task and when does neo colonialism play a role;
- what is Amnesty's added value, how will this evolve;
- towards internationalism and moving the secretariat from the global north;
- shift of power within the movement.

In response to CP's question "Where should we be leading in 2035?" CISC raised the points below:

- Importance of autonomy for AIUK from IS, so that we can lead our communities in participatory democracy while learning to let go a little bit;

	<ul style="list-style-type: none"> <li>• preparing for UK cases, while defending the global good;</li> <li>• making sure we understand HR challenges all over the world – some of these will be around refugees and migration, climate refugees; dealing with hostile environments; refugees in northern countries; polarisation;</li> <li>• Less dependence on conservative and small scale funders – make a dynamic change to funding –</li> <li>• take a stand by leading on unpopular positions;</li> <li>• build coalitions with others: connecting people and minorities;</li> <li>• allocation of resources in the strategy as it is important to emphasise that staff cannot do everything.</li> </ul> <p>CISC members discussed AIUK’s platform for human rights, activists and the older generation and younger generation. Amnesty must relinquish control from the centre to allow young activists to campaign about what they see as abuses of human rights. AIUK could use an approach to campaigning like AAs 12 steps programme, which everyone would know.</p> <p>CP reminded CISC that there will be a formal AIUK response. She asked CISC members to <b><u>let her know of any external partners who might have ideas to share in completing the survey.</u></b></p>	ALL
3	<p><b>Apologies</b> – Bellavia Ribiero Addy sent apologies.</p> <p><b>Minutes of the last meeting and matters arising</b> – The CISC approved the Minutes of the meeting held on 25 February 2019.</p>	
4	<p><b>Human Rights in the UK – NCVO report</b></p> <p>FJ summarised the methodology and content of the NCVO report. NCVO did a workshop with CISC members in November 2018. The report brings together 3 strategies, echoes Kumi’s vision and seems to point to where the global strategy is going. The report addresses the longer-term horizon planning work of between 10 and 15 years with AIUK leading on some campaigns and being more prepared to form coalitions and partnerships. Page 38 sets out a model for change indicating 4 areas where there need to be fundamental shifts.</p> <p>While there are major challenges there is optimism that schools can empower young people by teaching rights and entitlements. Creating activists and ambassadors is at the core of what we want</p>	

	<p>to achieve. This report is a key document and will inform the next round of strategic planning for the 5 years ahead. It is a mandate for AIUK to do more work in the UK and move power away from a centralised location. The next steps are for CCMT to consider this, followed by SMT followed by Section Board approval in September in order for planning work to begin.</p> <p>CISC felt the report brings research and evidence on many of the issues CISC have discussed and raised with CP today in the earlier session. The executive summary should reflect this.</p> <p>SL thanked FJ for his summary. CISC asked FJ to <b><u>pass on its thanks to NCVO for this piece of work.</u></b></p>	FJ
5	<p><b>Task and Finish Group report and next steps</b> – FJ reported that the group comprising CISC and ASC members met by phone. 12 organisations were approached to answer specific questions about how they initiate member campaigns. Those that answered provided useful insights. Now we need to take these forward. AIUK needs a process for prioritising activist led campaigns.</p> <p>FJ is looking at:</p> <ul style="list-style-type: none"> <li>• an overall theory of change,</li> <li>• Amnesty research,</li> <li>• how change happens and the role of activists.</li> </ul> <p>AIUK needs to be able to guide, encourage and support activist groups while implementing big priority campaigns. Perhaps we could pick issues and farm them out. Investment in policy expertise in activists appears necessary to enable campaigning.</p> <p>FJ assured CISC that AIUK are doing well with regard to activist empowerment. However, we do have some way to go to implement Impact of the Movement. A new staff member will develop a project plan which will be shared with CISC.</p> <p>SL thanked all who contributed and undertook that follow up work.</p>	
6	<p><b>Check in on Campaigns resourcing and staffing</b> –</p> <p>KM reported that FJ’s team is fully staffed. Contracts within campaigns are ending as planned. I Welcome is winding down. There is a hiatus with global campaigns and we should understand that better by the end of the year.</p> <p>W4Rs will focus on cases concerning children and young people.</p> <p>KM reported that Community Organising Team is quite understaffed and needs more resources.</p>	

7	<p><b>Wrap up and close</b> – SL reminded CISC that there is a recruitment drive for this committee and diversity is a focus. Current CISC members could share links to the recruitment advertisement. LinkedIn was suggested.</p> <p>SL thanked Deepa for her contribution to CISC’s work.</p>	
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