



Index

- Introduction
- Guiding Principles & Definitions
- Focus Campaigns & Human Rights Work
- **Achieving our Goals: Theories of Change**

Introduction

We need a vision and strategic goals to guide our activism work. This will provide us with the direction we need to build stronger foundations for our activism. We need to improve training, update internal structures, and further develop relationships with activists, partners and rights-holders. Our aim is to support activists to build power with others, and to use the most appropriate tactics and activities for specific human rights campaigns.

As we come out of the global pandemic and use both virtual and in-person spaces, the timing is right to develop strategic activism goals that will allow for impactful and inclusive growth in this hybrid environment. We are also working on a number of new domestic and global areas of work.

Therefore, the need is even greater for a clear vision for activism. We are motivated in this work by the words of one activist; ‘Activism gives people the courage to fight injustice.’

Activists and staff worked together to review previous activism work and to form a working group for the development of this strategy.

Guiding Principles

Key principles that will guide and inform our activism work include:

- Diversity, Equity, and Inclusion;
- Effective Communication;
- Safeguarding and Well-Being;
- Active Participation;
- Investing in Partnerships; and
- Cross-team collaboration

Amnesty International Ireland also commits to the guiding principles and how to make these real in the [Global Children and Youth Activism Strategy](#).

Definitions

Human Rights Activist: Activists campaign to protect human rights around the world. This includes acting online and in person with other people to create positive human rights change. Activists are educated about human rights issues and use their skills, knowledge and creativity to work together as part of a movement of people who are enthusiastic and passionate about campaigning for human rights.

Activism: individuals, groups, communities and networks taking action to create human rights change.



People Power: To build power by developing the skills required of staff and activists in order to maximise the effectiveness of AI's activism, to grow the movement in size and capacity, and integrate structures and processes that foster equitable activists' leadership.

Children: Every human being below the age of eighteen year (this includes those who are 17, but excludes those who are 18).

Young People: Every human being between the age of 15 and 25 (this includes those who are 15, and includes those who are 24, but excludes those who are 25).

Active Participation: An empowering and enabling practice through which people participate in processes and can influence the decisions which affect them in their daily lives, and within Amnesty International. Active participation allows people to empower themselves and to multiply that power to other people, in all their diversity

Diversity: The variety or difference that exists among us and makes us unique. The dimensions along which diversity exists include race, ethnicity, gender identity or expression, sexual orientation, religion, socio-economic status, disabilities, language, people from rural and urban communities, and a host of other groups or categories that can be considered diverse.

Equity: 'Fair treatment, access and advancement for each person in an organisation.'

Focus Campaigns & Human Rights Work

This strategy is informed by the Global Children and Youth Strategy 2022-2025, and the Global Strategic Framework 2022-2030. Amnesty International Ireland strategies also guide our activism work, including safeguarding young people and vulnerable adults, and diversity and inclusion.

Global campaigning focus for this strategy period include:

- Ending Israel's Apartheid in Palestine and the Occupied Palestinian Territories;
- Protect the Protest;
- Securing Climate Justice; and
- Individuals at Risk.

Domestic campaigning and human rights focus in 2023 include:

- Sex Worker's Rights;
- The Right to Housing; and
- Ending the Direct Provision System.



Achieving our Goals: Theories of Change

The Vision

Activists are **connected** and **supported** across Ireland, acting **visibly and effectively** on Specific human rights issues.

This **diverse** community of people shines a light on human rights values, and **empowers others** to act online and in-person. **Positive changes** resulting from this collective **people-power** are **communicated clearly**.

Goal 1: People-Powered Change

We grow a diverse and connected community of people who are supported to organise with others for human rights change.

1.1 New Activism Models

We aim to grow a nation-wide community of activists connected in online and offline spaces. As part of this growth and recruitment, we need to ensure diversity, equity and inclusion. Facilitating cross-over and collaboration between new and current groups and networks will be essential to fostering a connected and impactful movement.

Approaches include:

- a. Develop a new ‘Amnesty Activism Network’ across Ireland that will provide a structure to allow for growth and include the below mentioned activism models and groupings.
- b. Further develop the ‘Pocket Protest’ SMS and WhatsApp activism model.
- c. Improve activist journeys for deeper engagement.

1.2 Training and Support

- a. Update and develop introductory training and welcome materials and meetings.
- b. Design training and materials on empowering activists with Amnesty.
- c. Develop training or inputs on diversity, antiracism and gender justice specifically.
- d. Provide opportunities for activists to engage with the global movement.

1.3 Local Groups

- a. Continue to support Local Groups and facilitate their participation in developing and benefiting from updated and new training and information.
- b. Support Local Groups to grow and collaborate with each other and new activism groups.

1.4 The Annual Conference

- a. Ensure activists are involved in planning the Annual Conference, and are supported to mobilise others to join and participate.
- b. Support activists to put forward motions and mobilise their members to do so.

1.5 Outreach, Diversity, Equity & Inclusion

- a. Develop a plan using a staged approach to diversify our activist base and build key alliances and partnerships over the duration of the strategy period.



Goal 2: Activism for Impact

We focus on issues we can have impact on, choosing effective tactics with activists, where positive changes are communicated clearly, and learnings inform future action.

2.1 Focus & Strategic Action

- a. Facilitate annual meetings with activists for their input into the operational plan.
- b. Develop strategies and actions on cases and campaigns with activists.
- c. Develop fundraising actions with activists.
- d. Support activists and staff to work with partners and rights-holders for increased human rights impact.

2.2 Communication and Information

- a. Provide regular and accessible updates and information on cases and campaigns to activists.
- b. Celebrate activism for human rights through media channels.
- c. Support activists and groups to increase the impact of their work through clever and timely communications, including utilising local print and broadcast media.
- d. Develop existing channels, and explore new channels of communications for activism and HRE e.g. podcasts.

Goal 3: Youth Leadership

Young people are supported to learn, develop and lead as activists, with clear pathways to meaningful decision-making and influence.

3.1 Youth activism models:

- a. Activism Academy – further develop a programme for 4th and 5th year young people.
- b. Youth Advisory Board – design a new internal leadership structure that will advise and liaise with the national board.
- c. Youth membership – further develop and grow youth membership.

3.2 Student Activism and Human Rights Education (HRE):

- a. Secure additional external funding to enable the delivery of at least one HRE project per year. Integrate HRE into our campaigning and activism work.
- b. Support and grow secondary school groups and school participation in our work.
- c. Support and grow activism in 3rd level education, through Amnesty student societies, and key partnerships.

3.4 Youth-led activism

- a. Deliver capacity building to youth activists to empower them to lead action with their peers and communities.
- b. Support youth activists and groups to increase the impact of their work through clever and timely communications.

3.5 Cross-generational activism

- a. Support youth activists to participate meaningfully and safely in meetings, groups and campaigning with older activists and staff.
- b. Support cross-generational organising and activism annually for the Annual Conference and Write for Rights, and ongoing key campaigns and actions.