

ACTIVISM MANIFESTO

In order to achieve the strategic goals of our movement, by 2019 we will have transformed our human rights activism and inspired new audiences to take injustice personally. We will have engaged far more young people and we will have become a larger, stronger and more diverse people's movement relevant to our changing world – with strengthened capacity to make a tangible difference to people's lives.

1 ENGAGEMENT AND MOBILIZATION

We will have relevant and regular conversations with our existing supporters and communities, as well as reach out to new ones. Working together, we will have greater human rights impact. We will be ready to meet any specific human rights needs and we will have a track record of more people taking more effective action leading to more change.



2 GROWTH

Our movement will be larger, broader, more diverse and more effective. We will increase the number of activists. We will match the increased number of activists with more effective activism.



3 YOUTH ENGAGEMENT

Young people will play a key role in leading and inspiring all areas of our work. We will strengthen collaboration across generations underpinned by mutual trust and shared leadership.



4 ACTIVE PARTICIPATION

Activists, partners, rights holders and human rights defenders will be at the heart of our campaigning at all stages. We will enable them to influence the processes and decisions that affect their lives and/or Amnesty International's campaigning.



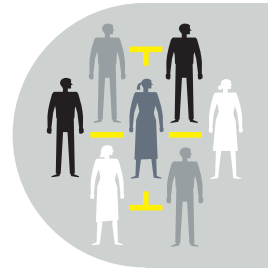
5 LEVERAGING TECHNOLOGIES

We will push the boundaries of what technology can do for our movement. We will tap the potential of technology to help us achieve our strategic objectives and build the power of our global activism, while ensuring we stay locally relevant.



6 ACTIVISM ORGANIZING MODELS

We will have evolved our organizing models, transformed our activist structures and aligned our internal processes to deliver relevant and effective activism.



7 INNOVATION

Always responsive to the changing external environment, we will explore the world around us and take risks, apply new activism tools and techniques, try out different organizing models and supporter journeys.



8 FLEXIBILITY AND SPEED

Our activism will be agile; in sync with the fast pace of global activism, and exploiting new methods and tools as they arise.



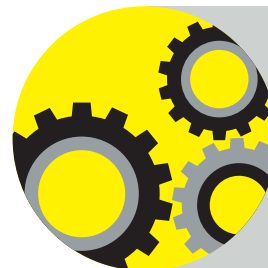
9 RELEVANCE AND ALIGNMENT

Our activism will be locally relevant, aligned to the organization's strategies and contribute to the achievement of the movement's goals. Our activism will be meaningful to our communities.



10 INTEGRATION

Activism, campaigning, communications, human rights education, advocacy, fundraising and growth will be seen as essential parts of activists' experiences that reinforce each other to multiply our effort to change people's lives.



11 CAPACITY BUILDING

All members of our movement will have regular opportunities to develop their knowledge and skills – making us all as strategic, innovative and as fearless as we can be.



12 ORGANIZATIONAL LEARNING

We will use activism key performance indicators to measure and evaluate our work. These will be supported by dynamic systems and processes for documenting, analyzing and reporting on our activism, and will increase our ability to assess what difference we make in the world. Lessons learned will be shared across the movement to maximize human rights protection.

