

YOUTH POWER ACTION!

INTERNATIONAL YOUTH STRATEGY
2017–2020

AMNESTY
INTERNATIONAL



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Amnesty International is a global movement of people who take injustice personally. We are campaigning for a world where human rights are enjoyed by all. We investigate and expose the facts, whenever and wherever abuses happen. We lobby governments, and other powerful groups such as companies. Making sure they keep their promises and respect international law. We support people to claim their rights through education and training. By telling the powerful stories of the people we work with, we mobilize millions of supporters around the world to campaign for change and to stand in defence of activists on the frontline.

INTRODUCTION

In 1961, British lawyer Peter Benenson was outraged when two Portuguese students were jailed simply for raising a toast to freedom. He wrote an article in The Observer newspaper and his call to action sparked the idea that people everywhere can unite in solidarity for justice and freedom. This inspiring moment gave birth to Amnesty International as an extraordinary people's movement.

Ever since then, young people have played a key role in Amnesty International's campaigning, including in the most recent global campaigns My Body My Rights and Stop Torture. Young people will continue to contribute to Amnesty International's vision of a world in which every person enjoys all human rights and affirms the dignity of all people. Far from being bystanders or victims, young people can be agents of change. By drawing on their energy, creativity and skills we will be able to achieve our vision, mission and Strategic Goals.

However, many of the 3.1 billion people under the age of 25 are at the bottom of their social, cultural, economic and political hierarchies. They face barriers to exercising their own human rights, and are silenced as young human rights defenders. Other forms of oppression compound the age-based discrimination which many young people face. Those under the age of 18 accounted for more than half of refugees in 2014. Hence, Amnesty International will work to protect young people's rights in a coherent, systematic and sustainable way. Young people must play a central and active role in order for this to be meaningful.

Amnesty International has set five movement-wide Strategic Goals which outline how we will change the way we work and move resources to strategic locations around the world, shift the way that human rights are fought for and achieved, and engaging where we can and confronting where we must. By maximizing the involvement of young people in our work we will have a stronger global presence and we will support more people to know, claim and enjoy their human rights. We will apply more pressure nationally, regionally and internationally. We will work with and for young people on the issues that are most relevant to their lives. Our legitimacy will grow as we build a truly global movement, defending human rights for all.

**FAR FROM BEING
BYSTANDERS OR VICTIMS,
YOUNG PEOPLE CAN BE
AGENTS OF CHANGE.**



Amnesty International adopted its first International Youth Strategy at the International Council Meeting in August 2005 (ACT 76/009/2005), which was updated to reflect Amnesty International's work from 2010 to 2016 (ACT 76/001/2011). The present International Youth Strategy has been aligned with our human rights goals (Strategic Goals 1–4) as well as our growth goals (Strategic Goal 5) in a process led by young people with input from youth activists, as well as staff from sections, structures, national offices and external organizations. This global strategy covers the period from 2017 to 2020 and aims to provide the framework for youth work at all levels of the organization.

We are inspired by a vision where young people play active roles in creating a world where everybody enjoys human rights. Through this strategy, Amnesty International affirms its commitment to take into account young people's perspectives in protecting and promoting human rights. The movement will champion non-discriminatory practices in working with young people and strengthen collaboration across generations, underpinned by mutual respect and trust. Through enabling and empowering the active participation of young people at all levels of our work, we aim to create an environment in which they actively contribute to human rights impact. We are setting ambitious growth targets for this strategy in line with Strategic Goal 5 and are aiming

towards young people making up one third of our supporter base by 2020. Young people will be engaged as supporters and activists to stand up for human rights and this will contribute to a larger youth membership. By 2020, we envision that 8 million out of the 25 million Amnesty International supporters will be under the age of 25.

The International Youth Strategy sets key directions for the whole movement and provides a framework for implementation at the global, regional and national levels. But it is important to remember that the environment for youth empowerment differs between the global North and global South. Therefore, local strategies will be required to implement the International Youth Strategy in different contexts.

The strategy will be resourced at the global and regional level by the International Secretariat, with the staff and financial resources made available in the annual budgets and earmarked fundraising for projects linked to particular goals of this International Youth Strategy. The global strategy will be pursued by sections, structures and national offices by integrating this into their strategies or developing national youth strategies and resourcing them in their annual budgets.

BY MAXIMIZING THE INVOLVEMENT
OF YOUNG PEOPLE IN OUR
WORK WE WILL HAVE A STRONGER
GLOBAL PRESENCE AND WILL SUPPORT
MORE PEOPLE TO KNOW,
CLAIM AND ENJOY THEIR
HUMAN RIGHTS





WHAT IS 'YOUTH'?

Young people under the age of 25 make up 42% of the world population today. The majority live in Africa, Latin America and the Caribbean, and Asia. In 2015, these three regions were home to 2.8 billion young people under the age of 25.

Young people can be viewed as a single, homogeneous subset of society, defined exclusively by age. In reality, they have multiple identities shaped by factors such as, but not limited to, gender, race, sexual orientation, gender identity or expression, socio-economic status, disability, nationality, immigration status and being members of Indigenous Peoples or of ethnic, religious or linguistic groups. These multiple identities can result in multiple forms of intersecting discrimination and oppression.

Young people are not a homogeneous group. Recognition of this reveals that different groups within this population may have different needs in different contexts. Amnesty International will remain flexible to ensure that the implementation of the strategy is responsive to the varying needs of young people with diverse identities and in different country contexts. However, for the purpose of this strategy and for statistical purposes of monitoring, evaluation and impact assessment, Amnesty International defines 'youth' as those aged under 25 (this includes those who are 24, but excludes those who are 25), while acknowledging that sections, structures and national offices might use different definitions based on their context and history.

This definition does not specify a minimum age. It therefore allows for flexibility to engage with adolescents (aged from 10 to 19 according to the UN) and children (aged under 18 according to the UN Convention on the Rights of the Child) as part of the heterogeneous youth population. It is important to recognize that the International Youth Strategy should be implemented using relevant approaches which may differ between groups, for example, those for 14-year-olds may be different to those for 22-year-olds. In addition, an adequate child protection and safeguarding policy must be in place when working with children.

This strategy calls for the collection and analysis of gender – and age – disaggregated data on young people to strengthen the understanding of challenges faced by heterogeneous youth populations, as well as enhance the relevance and specificity of youth research, policy analysis and programming.

YOUNG PEOPLE ARE NOT A HOMOGENEOUS GROUP.

% OF POPULATION UNDER THE AGE OF 25 BY CONTINENT:

Youth statistics according to the UN Department of Economic and Social Affairs

27%

of people in Europe

41%

of people in Asia

32%

of people in North America

38%

of people in Oceania

43%

of people in Latin America

60%

of people in Africa

STRATEGIC GOALS & YOUNG PEOPLE



Image © Reuben Steains

The world is changing. These are challenging times for justice and human rights amid disputes over natural and other resources, rising inequality, increasing movement of people within and across borders, ongoing crises and conflicts, and unlawful actions by states in the name of public order and national security. More people strive to get their voices heard – speaking out on the streets and via social media. States respond with organized crackdowns on dissent.

Amnesty International has set five Strategic Goals which outline how human rights will be fought for and defended, engaging where we can and confronting where we must. Young people's daily experiences and realities are relevant to all five Strategic Goals and will inform the context in which this International Youth Strategy will be operationalized. Priority projects for the 2017–2020 period will be referred to in some of the examples that follow.

THE FIVE STRATEGIC GOALS:

Amnesty International has set five Strategic Goals which outline how human rights will be fought for and defended, engaging where we can and confronting where we must.

**RECLAIMING
FREEDOMS**

**SECURING
EQUAL
RIGHTS
FOR ALL**

**RESPONDING
TO CRISES**

**ENSURING
ACCOUNTABILITY**

**MAXIMISING
RESOURCES &
ENGAGEMENT**

STRATEGIC GOAL 1: RECLAIMING FREEDOMS

Although the space for civil society is shrinking, young people remain determined. It is not always easy for young people, who can be perceived as immature and labelled as either troublemakers or unrealistic idealists. Such a negative perception is one of the barriers that young people face when reclaiming their human rights and can impact adversely on the ability of young human rights defenders to access financial and legal resources. This, in turn, can limit the capacity of young human rights defenders to acquire equal access to information, as well as the skills necessary to fully realize and defend their rights. As a result, young people may feel unable to fully participate and may be too afraid to challenge repressive systems. Those who have the courage to speak out can be silenced or met with oppression, including intimidation, threats, attacks on their community, stigmatization and reprisals. A lack of inclusion in and representation by political processes means that young people are often denied their due recognition, respect and security.

**YOUNG PEOPLE WHO
HAVE THE COURAGE
TO SPEAK OUT CAN
BE SILENCED OR MET
WITH OPPRESSION**

In Iran, accusations that universities are breeding grounds for political dissent have resulted in crackdowns on student activism. In 2014, the government of Myanmar adopted the National Education Law, which outlaws both student and teacher unions, and cancelled the teaching of higher education courses in minority languages. Such attacks on young people's rights serve to reinforce their exclusion from political processes.

**YOUNG PEOPLE
HAVE FOUND WAYS TO
RECLAIM
FREEDOM IN
CREATIVE &
NON-VIOLENT
WAYS**



9.2%
OF YOUNG
PEOPLE IN
→ AFRICA

ARE CLASSED AS
DIGITAL
NATIVES
COMPARED TO
79.1%
OF EUROPE

30% OF THE YOUTH
POPULATION GLOBALLY
ARE 'DIGITAL NATIVES'

Many young people use online spaces for organizing and mobilizing. In 21 countries (mainly high-income), more than 90% of 15–24-year-olds are classed as 'digital natives' (meaning they have at least five years experience of being online and using the internet). Young people's level of access to the internet varies depending on their location and socio-economic status; for example: 9.2% are classed as 'digital natives' in Africa and 79.1% in Europe. While 30% of the youth population globally are 'digital natives' today, within the next five years this percentage is expected to double in the developing world. It is important to recognize that these digital spaces are subject to surveillance and censorship, and that young online activists risk intimidation, harassment and attacks. Despite exclusion and shrinking civic spaces, young people have found ways to reclaim freedom in creative and non-violent ways, from peaceful demonstrations to writing music; from high-level advocacy to painting murals. Amnesty International's global human rights defenders campaign is an opportunity to amplify these voices.

STRATEGIC GOAL 2: SECURING EQUAL RIGHTS FOR ALL

Young people, as individuals and members of groups, may face intersecting and mutually reinforcing forms of discrimination due to one or more aspects of their identity – such as, gender, race, sexual orientation, gender identity and expression, socio-economic status, disability, nationality, immigration status and being members of Indigenous Peoples or ethnic, religious or linguistic groups. In addition, young people face age-based discrimination, which is a barrier to the enjoyment of their economic, social and cultural rights, as well as civil and political ones.

For example, in many countries parental consent is required before young people can access health services. This often contravenes the recommendations of the UN Committee on the Rights of the Child, which urges states to remove barriers such as parental consent where they have a harmful impact on young people's health and human rights. Amnesty International believes that everyone should be able to enjoy their sexual and reproductive rights free of coercion, discrimination and violence, including through equal access to comprehensive sexual and reproductive health information and services.

Amnesty International is working towards this advancement through the Americas regional project called It's My Body.

Young women and girls may also face distinct forms of discrimination, leading to other human rights violations and abuses. For example, the law in Tunisia allows for rapists to escape punishment if they marry their victims who are minors. In Burkina Faso, many girls have no option but to withdraw from school because of forced and early marriage. As of 2016, more than half of all girls aged 15–17 in the Sahel region, in the north of Burkina Faso, are already married. As part of the End Forced and Early Marriage project, Amnesty International is working in Burkina Faso to remove the barriers which prevent women and girls from accessing contraceptives.



AS OF 2016, MORE THAN HALF OF ALL GIRLS AGED 15–17 IN THE SAHEL REGION, IN THE NORTH OF BURKINA FASO, ARE ALREADY MARRIED.

Young people, and particularly children, are often subjected to unnecessary surgical and other procedures, such as forced gender reassignment surgery, and attempts to make their appearance conform to gender binary stereotypes. These procedures are regularly performed without the individual's full, free and informed consent and may violate their rights to physical integrity, to be free from torture and other ill-treatment, and to live free from harmful practices.

In the in the Czech Republic, Roma primary school children have suffered systemic discrimination and segregation for decades, in addition to racial bullying and ostracism by non-Roma pupils, with even some teachers showing open prejudice.

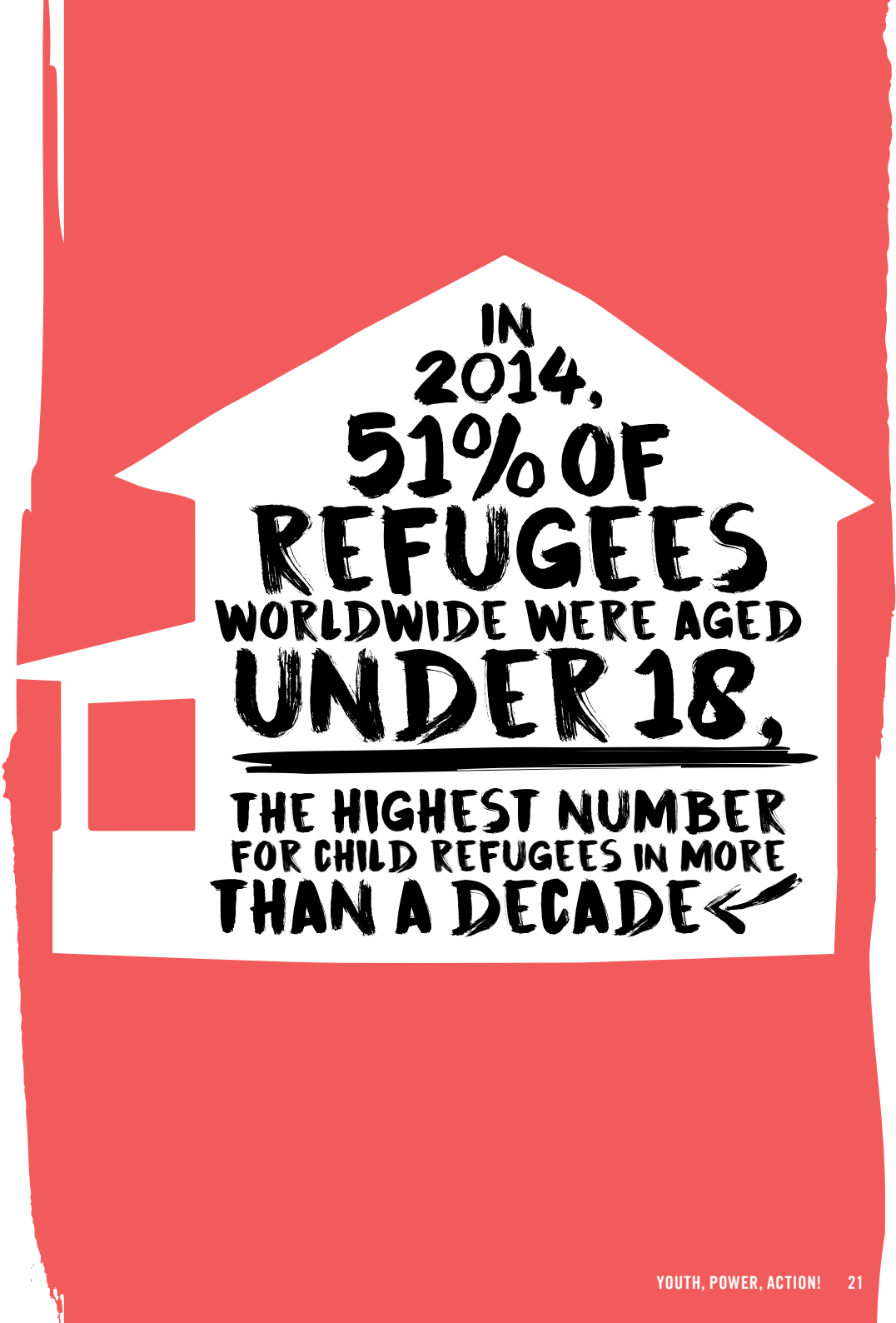


STRATEGIC GOAL 3: RESPONDING TO CRISES

Young people, including unaccompanied children and minors, are at greater risk of exploitation and abuses in conflict and crisis situations than their adult counterparts. In 2014, 51% of refugees worldwide were aged under 18, the highest number for child refugees in more than a decade. Adolescent and young women refugees and migrants often face multiple forms of intersecting discrimination and a corresponding lack of access to opportunities. This group is believed to be disproportionately represented among those who are trafficked for sexual exploitation. Many young Rohingya migrants have been trafficked, detained and sold to Thailand's local fishing boat owners as slave labour with the complicity of local state officials.

Crisis situations present particular challenges for young people. In such contexts, child soldiers live in an atmosphere of violence, being "robbed of their childhood and exposed to terrible dangers and to psychological and physical suffering. They are placed in combat situations, used as spies, messengers, porters, servants or to lay or clear landmines." In many receiving countries, young people with irregular status become vulnerable to exploitation, either by their employers or state authorities. Exploited youth migrants and refugees often do not have access to complaint mechanisms or other justice systems, partly due to their irregular status and/or age.

Young people in conflict, including refugee minors who are separated from their parents, often do not have an immediate support system and may experience limited or no access to education, health and other basic services. In 2016, UNHCR data estimated that worldwide 50% of primary school-age refugee children are out of school and 75% of adolescent refugees at secondary education level are out of school. Refugee children and adolescents are five times more likely to be out of school than their non-refugee peers. Amnesty International's global campaign on refugees is an opportunity to work together with young refugees to strengthen the protection of their rights.



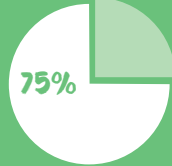
REFUGEE STATISTICS



Refugees worldwide under 18-years-old in 2014



Primary school-age refugee children out of school in 2016



Secondary school-age refugee children out of school in 2016

**INDIGENOUS
YOUNG PEOPLE IN
AUSTRALIA ARE 24 TIMES
MORE LIKELY TO BE IN DETENTION
THAN NON-
INDIGENOUS
YOUNG
PEOPLE.**



STRATEGIC GOAL 4: ENSURING ACCOUNTABILITY

Violations and abuses related to the operation of criminal justice systems and the economic activity of corporations are widespread, but states and corporations are often left unaccountable. In many countries, young people are disproportionately affected by such violations and abuses. A generation of young Egyptian activists that came to the fore around the ousting of repressive ruler Hosni Mubarak in 2011 were celebrated by the Egyptian authorities and the country's international partners. But mass protests gave way to mass arbitrary arrests, as 2011's 'Generation Protest' has become 2015's 'Generation Jail'. Although the authorities have not published official figures showing the numbers held, estimates have run into the tens of thousands.

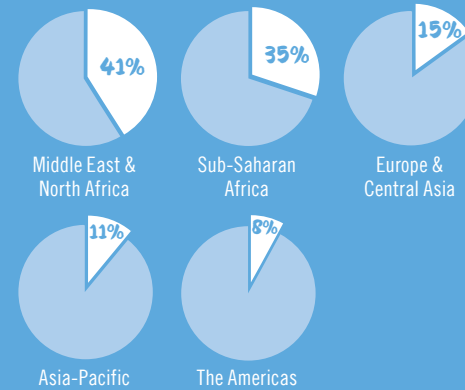
In Australia, along with several other countries, children are held criminally responsible from just 10 years of age, despite the Committee on the Rights of the Child having concluded that 12 is the lowest internationally acceptable minimum age of criminal responsibility. Indigenous young people in Australia are 24 times more likely to be in detention than non-Indigenous young people. In 2013/2014, Aboriginal and Torres Strait Islander young people made up just over 5% of the Australian population of 10- to 17-year-olds but more than half (59%) of those in detention.

In Brazil, of the 56,000 victims of homicide every year, 30,000 are people aged 15 to 29, particularly young men. That means that by the end of any given day, 82 people among this group will have died. There is also a racial element to this shocking statistic, with 77% of young victims of homicide being black. The majority of homicides are committed by the police, and fewer than 8% of cases are brought before a court. As part of the End Black Youth Homicides and Police Killings project, Amnesty International is working in Brazil to change this reality.

Poor accountability for corporate organizations affects young people as marginalized groups in their communities. For example, children are often victims of child labour exploitation in regulated or unregulated markets, such as those involved in mining cobalt in perilous conditions in the Democratic Republic of the Congo.

IN 2015,
15% OF
 AMNESTY INTERNATIONAL MEMBERS,
**SUPPORTERS &
 ACTIVISTS WERE UNDER
 THE AGE OF
 → 25**

REGIONAL PERCENTAGES OF AMNESTY INTERNATIONAL MEMBERS, SUPPORTERS AND ACTIVISTS UNDER THE AGE OF 25 IN 2015



STRATEGIC GOAL 5: MAXIMIZING OUR RESOURCES AND ENGAGEMENT

Amnesty International recognizes that its members, supporters and activists include an extremely diverse and fluid group of young people. In 2015, 15% of members, supporters and activists overall were under the age of 25. Percentages differ across regions, with the highest in the Middle East and North Africa (41%) and Sub-Saharan Africa (35%), followed by lower percentages in Europe and Central Asia (15%), Asia-Pacific (11%) and the Americas (8%). We believe that there is significant room for growth among our young supporter base, particularly in Europe and Central Asia, Asia-Pacific and the Americas where percentages of youth supporters were the lowest in 2015. The movement has set ambitious growth goals and would like to reach a large number of young people in a coherent, systematic and sustainable way. Some examples of good practice do exist: for example, as part of the My Body My Rights campaign, 100 Amnesty staff and youth activists were trained to be Human Rights Educators. As a result, they were able

to engage over 100,000 others in the campaign. However, Amnesty International is aware that it is currently failing to offer agile and flexible ways of engagement for young people. Hence broad directions for the movement are set under this strategy that would inform resource allocation decisions at the global, regional and national levels.

Older supporters (aged 25–64) currently comprise the majority of members, supporters and activists at 70% in the worldwide Amnesty International movement. This might limit the space and trust young people are given to design and implement their own campaigning efforts. Moreover, we are seeing a number of sections, structures and national offices disinvesting in youth work, as young people are not seen as able to contribute financially. We are challenging this notion, as young people can be long-term paying members as well as leaders in organizing creative fundraising events.

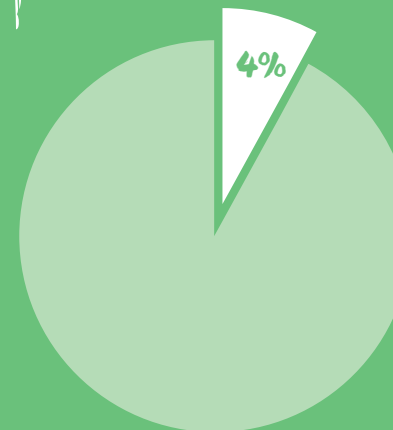


This strategy is being formulated at the same time as the Governance Reform. Amnesty International recognizes that we are falling short in offering different opportunities for a range of young people to engage with more diverse preferences. Although good retention strategies exist in a few sections, structures and national offices, nevertheless we are failing to take enough young people through rewarding supporter journeys which contribute to leadership development and sustainable growth. This results in low numbers of young people in decision-making roles. In 2015 only 4% of all board members were under the age of 25.

In order to produce our desired human rights impact, we need our youth constituency to grow. We have to maximize the involvement of young people in our work: as members, activists, decision-makers, young human rights defenders and as rights-holders. This in turn will contribute to reaching our targets set in Strategic Goal 5.

**AMNESTY INTERNATIONAL
RECOGNIZES THAT WE
ARE FALLING SHORT IN
OFFERING DIFFERENT
OPPORTUNITIES FOR A
RANGE OF YOUNG PEOPLE
TO ENGAGE WITH MORE
DIVERSE PREFERENCES.**

**ONLY 4% OF AMNESTY
INTERNATIONAL BOARD
MEMBERS WERE UNDER
25 IN 2015**



GUIDING PRINCIPLES

The International Youth Strategy sets key directions for the whole movement. The implementation will be through regional and national strategies delivered by the International Secretariat and national entities, based on their contexts and nature of their youth constituencies. Therefore, the following guiding principles are proposed to ensure consistency and quality in Amnesty International's efforts towards the realization of the goals in the International Youth Strategy.



INTERSECTIONALITY¹ AND DIVERSITY

Amnesty International recognizes that young people are not a homogeneous group. Individuals and groups face many forms of discrimination which can reinforce each other. These are due to more than one aspect of their identity, such as, gender, race, sexual orientation, gender identity and expression, socio-economic status, disability, nationality, immigration status and being members of Indigenous Peoples or ethnic, religious or linguistic groups. Young people continue to face discrimination due to the negative perceptions that are often associated with their age. Multiple forms of intersecting discrimination affect young people in specific ways, creating even more barriers to the full enjoyment of human rights. Amnesty International embraces the core approaches of intersectionality and diversity to help fulfil young people's human rights.

REALIZATION OF YOUNG PEOPLE'S RIGHTS

Amnesty International recognizes young people as rights-holders themselves, in parallel with their work in also defending other people's rights. Amnesty International defines youth agency as the capacity for young people to define and pursue choices, individually and collectively, to create human rights change. Amnesty International recognizes its responsibility to support an environment in which young people can know and claim their rights. It is particularly important to place young people as rights-holders on an equal footing as people from older generations. Amnesty International recognizes the importance of campaigning for the protection of young people's rights and addresses human rights issues which are particularly relevant to young people.

¹ Intersectionality refers to the overlapping or intersecting social identities and related discriminations and oppressions.

INTERGENERATIONAL RESPECT AND TRUST

Sadly, young people are sometimes portrayed in society as troublemakers – irresponsible, unreliable and lacking knowledge. Amnesty International recognizes its responsibility to challenge these preconceptions and it is aware of the added value that young people have within the movement. It is crucial to build on the collaboration across generations underpinned by mutual respect, shared leadership and joint decision-making in all areas and at all levels of our work in a safe environment.

SAFEGUARDING YOUNG HUMAN RIGHTS DEFENDERS

Amnesty International recognizes that young human rights defenders often face oppression, including intimidation, threats, and attacks on their communities, and stigmatization. They meet additional barriers and discrimination due to other aspects of their identity. The state has the ultimate responsibility to protect

human rights defenders, including young human rights defenders, to prevent and investigate any human rights violations and abuses committed against them and ensure that they can carry out their work in a safe and enabling environment. Amnesty International will continue to hold states to account in ensuring the safety of young human rights defenders.

MEANINGFUL ENGAGEMENT

Amnesty International recognizes engagement as a process of creating a dialogue for both new and existing constituencies, which opens the door for future campaigning, activism and active participation in social change processes. The process of engagement should be youth-led and designed by diverse young people, encompassing a plurality of voices, needs and demands. We recognize the power of language and the need to engage young people in language they connect with. Moreover, we understand youth engagement to be a process that allows young people to empower themselves and to multiply that power to other young people, in all their diversity.

EMPOWERMENT

For Amnesty International, empowerment is the process through which people develop the necessary skills, knowledge, experience and confidence to exercise their rights and to influence decisions and processes that affect their rights. Amnesty International can support this process by creating spaces for dialogue, providing capacity-building and human rights education. Empowerment helps individual agency develop. These are essential to enable the active participation and leadership of young people, young human rights defenders and their movements and organizations.

ACTIVE PARTICIPATION

Amnesty International believes active participation is an empowering and enabling process through which people participate in the processes and can influence the decisions which affect their lives and/or Amnesty International's campaigning. Creating the space for young people to actively participate in all areas of our work will bring about increased ownership and leadership by young people.

ENGAGEMENT SHOULD BE YOUTH-LED AND DESIGNED BY DIVERSE YOUNG PEOPLE, ENCOMPASSING A PLURALITY OF VOICES, NEEDS AND DEMANDS.



WORKING WITH YOUTH-LED HUMAN RIGHTS ORGANIZATIONS IS INTEGRAL TO OUR APPROACH.

YOUTH LEADERSHIP

Amnesty International recognizes the importance of creating pathways to leadership roles and opening up spaces for young people to take leadership positions across the organization, including in Governance. Amnesty International will strive to create opportunities for young people to develop the knowledge, skills, qualities, values and experience that will enable them to lead effectively.

PARTNERSHIPS

Amnesty International is part of a wider human rights movement, and working with youth-led human rights organizations is therefore integral to our approach. Collaboration and partnerships with youth networks and youth-led organizations is as much about empowering youth movements as it is about enriching Amnesty International with complementary skills and competencies to jointly achieve human rights impact.

INTEGRATION AND SUSTAINABILITY

Amnesty International recognizes the need for integrating youth empowerment and engagement in all aspects of its work. We understand the importance of making it possible for people to connect with Amnesty International through a range of entry points – fundraising, activism, advocacy, human rights education, etc. – and for them to extend their engagement. For example, activists become donors, activists can become educators, donors become activists, and so on. We will develop integrated supporter journeys for young people in Amnesty International's campaigns and human rights projects, including for long-term engagement at the national, regional and international level. Supporter journeys integrating campaigning and growth will address sustainability as a key factor for young people who move out of the youth constituency as they reach the age of 25.

VISION & GOALS

Through this International Youth Strategy, we envision that young people play active roles in creating a world where everybody enjoys human rights. By 2020 we will reach the following goals in the International Youth Strategy which cut across the areas of work under all of the movement's five Strategic Goals.



VISION: WE ENVISION THAT YOUNG PEOPLE
PLAY ACTIVE ROLES IN
CREATING A WORLD
WHERE EVERYBODY ENJOYS
HUMAN RIGHTS!

GOAL 1

Youth perspectives to be at the centre of Amnesty's work

GOAL 2

Young people actively participate at all levels of Amnesty

GOAL 3

Young people to make up one third of Amnesty supporters



GOAL 1:

YOUNG PEOPLE'S PERSPECTIVES AND AGENCY ARE AT THE CENTRE OF AMNESTY INTERNATIONAL'S HUMAN RIGHTS WORK IN THE PROTECTION & PROMOTION OF HUMAN RIGHTS.

- 1.1 Amnesty International's research and campaigning strategies, as well as its policies, programmes and projects, integrate young people's concerns and experiences.
- 1.2 Young people are empowered through human rights education and capacity-building to defend their human rights.





GOAL 2:

**YOUNG PEOPLE,
IN ALL THEIR DIVERSITY,
ARE ENABLED & EMPOWERED TO
ACTIVELY PARTICIPATE
AT ALL LEVELS OF OUR WORK,
UNDERPINNED BY
MUTUAL RESPECT
& TRUST.**

- 2.1 Amnesty International champions collaboration across generations and removes age-based discriminatory practices and barriers across the organization.
- 2.2 Young people will participate in making and influencing decisions across the organization, including human rights work and other decision-making processes.
- 2.3 Amnesty International engages young people through creative and diverse participatory methods and tools in all aspects of its work.

GOAL 3:

**YOUNG PEOPLE,
IN ALL THEIR DIVERSITY,
MAKE UP ONE THIRD
OF AMNESTY INTERNATIONAL'S
SUPPORTER BASE
IN ORDER TO CONTRIBUTE TO
HUMAN RIGHTS IMPACT.**

- **3.1** Amnesty International attracts an increasing number of young supporters into the movement.
- **3.2** Amnesty International works with young people from diverse backgrounds; and gender representation in the youth membership is balanced.
- **3.3** Amnesty International engages young supporters on an inspiring and impactful journey towards becoming human rights defenders.



In 2015, 15% of Amnesty International's supporters were under the age of 25. Over the years, Amnesty International has seen the percentage of its supporters under the age of 25 increase by 1% each year. In 2015, it reached 15%. If this trend continues, we can expect in 2020 20% of our total supporters being under the age of 25. Based on conversations with key stakeholders across the movement, and to align with targets set for the movement in Strategic Goal 5, we are aiming for one third (8 million out of the total 25 million) of Amnesty International's supporters to be under the age of 25 as a target for 2020.

THEORIES OF CHANGE



Amnesty International has identified key steps which will be taken to realize the three International Youth Strategy Goals, which cut across areas of work under all five of the movement's Strategic Goals. Enabling and protecting civic space and human rights defenders (including young human rights defenders), stepping up human rights education, reclaiming online freedoms and increasing the youth constituency – as part of a wider human rights movement and within Amnesty International under its strategic goals – will reinforce the vision of the International Youth Strategy.

The International Youth Strategy provides a framework to be implemented in conjunction with other strategies. This strategy will be implemented by the national entities and regional offices through its integration with existing strategies or by developing new strategies and operational plans based on their contexts. Therefore, while some of these steps are specific, others are deliberately broad to allow for adaptation based on diverse realities on the ground and for phased implementation. Following are the steps which will be taken to realize each of the goals.



REALIZING GOAL 1:

Young people's perspectives and agency are at the centre of Amnesty International's human rights work in the protection and promotion of human rights.

1.1 Amnesty International's research and campaigning strategies, as well as its policies, programmes and projects integrate young people's concerns and experiences.

1.1.a Project teams at national, regional and global levels will collaborate with staff who have a youth brief to develop the framework and tools to integrate young people's concerns and experiences into our research and campaigning strategies, as well as our policies, programmes and projects.

1.1.b The International Secretariat and all other Amnesty International entities will better integrate youth engagement into strategies and plans in all areas of our work (e.g. activism, advocacy, campaigning, fundraising, human rights education, media and research).

1.1.c Staff and youth leaders will create more spaces and platforms for young people to lead campaign projects in line with Amnesty International's Strategic Goals and with national, regional and global priorities at all stages of the project cycle: planning, implementation, monitoring, evaluation and impact assessment.

1.1.d People within Amnesty International responsible for the fact-finding and documentation of human rights violations will aim to strengthen the collection and analysis of gender and age-disaggregated data. This is to better understand the challenges faced by younger people, as well as enhance the relevance and specificity of youth research, policy analysis and programming.

1.1.e Campaigns and research teams will refine the campaign methodologies and approaches to integrate young people's concerns and experiences, for example by using more cases concerning young people in campaigns where relevant and appropriate.



In order to realize these objectives, we must have the following in place:

1.1.f Decision-makers with responsibility for resource allocation at the global and national level will allocate adequate financial and staff resources in annual budgets at the global and national level to allow for proper consultation with young people, and for young people to be involved in the creation of campaigns on human rights violations which disproportionately affect them.

1.1.g Amnesty International will provide ongoing capacity-building and support for staff and young people to integrate young people's concerns and experiences and to enable young people to lead on campaigning and advocacy at national, regional and global levels on human rights violations which could disproportionately affect them.

1.2 Young people are empowered through human rights education and capacity-building to defend their human rights.

1.2.a Relevant staff with a youth and/or human rights education brief will create spaces and engage with young people to allow them to develop the necessary knowledge and skills to take action to defend and promote their own and others' rights.

1.2.b The International Secretariat and all other Amnesty International entities will provide capacity-building for young people and train them as peer human rights educators.

1.2.c The International Secretariat and all other Amnesty International entities will foster activism in their human rights education initiatives to a diverse group of young people.

In order to realize the objectives above, we must have the following in place:

1.2.d Decision-makers at all the necessary levels will allocate financial and staff resources as required to train young people to be peer human rights educators.



REALIZING GOAL 2:

Young people, in all their diversity, are enabled and empowered to actively participate at all levels of our work, underpinned by mutual respect and trust.

2.1 Amnesty International champions collaboration across generations and removes age-based discriminatory practices and barriers across the organization.

2.1.a Amnesty International will update its child protection and safeguarding policy and make appropriate materials and resources available to young people under the age of majority to actively participate in our movement.

2.1.b Amnesty International will strengthen its capacity-building and initiate new programmes to support staff and board members in their efforts to enable active participation of young people in all levels of our work.

2.2 Young people will participate in making and influencing decisions across the organization, including human rights work and other decision-making processes.

2.2.a Amnesty International, its Boards, Committees and other bodies, will enable youth participation in decision-making across and at all levels of the organization by making the mechanisms, procedures and processes accessible to young people, including through guidelines, capacity-building and sharing of best practices.

2.2.b Where appropriate, Amnesty International will accommodate youth issues and perspectives in the agendas of Boards and Committee meetings as well as other forums. Agenda points on issues and perspectives concerning youth will be given the same weight as other agenda items.

2.2.c Amnesty International's Nomination Committee for the International Board will promote youth participation as part of the criteria for a diverse International Board.

2.2.d Amnesty International's International Board will include 'youth' as a priority criterion for being co-opted if no young person becomes a member through the election process.

2.2.e Amnesty International will increase the number of young people participating in decision-making bodies at all levels of the organization by election or co-option from 4% in 2015 to 15% in 2020. This will reflect the expected growth of youth supporters over this period, and ensure a balance of diverse backgrounds and gender representation among the leadership.

2.2.f Amnesty International's International Secretariat will establish and provide support for global and regional youth networks which will play a role in representing youth issues across the organization. For example, youth networks will be enabled to contribute to the agendas at Regional Meetings, General Assemblies and International Board meetings, and to make proposals concerning youth issues.

2.2.g Amnesty International's global and regional youth networks will provide input to the relevant internal global and regional decision making bodies and platforms.

2.2.h Amnesty International will develop a framework through which youth participation in decision making is monitored quantitatively and qualitatively. Findings emerging from this monitoring will be shared across the movement.

In order to realize the objectives above, we must have the following in place:

2.2.i Decision-makers at all necessary levels will allocate adequate financial and staff resources as required to remove barriers to young people's participation in decision-making at all levels of Amnesty International.



2.3 Amnesty International engages young people through creative and diverse participatory methods and tools in all aspects of its work.

2.3.a Amnesty International will initiate projects, including by mobilizing resources, to innovate, implement and showcase successes of diverse types of engagement that interest young people, in order to achieve ambitious organizational growth goals and human rights impact.

2.3.b Amnesty International will remove barriers to young people's participation in our work, particularly organizing and mobilizing, arising from the economic, social, cultural and political exclusions which affect them.

2.3.c The International Secretariat and all other Amnesty International entities will identify and use the most relevant and accessible digital tools and channels on a case-by-case basis, to ensure that the movement is reaching and engaging diverse groups of youth audiences.

2.3.d Amnesty International will set guidelines and provide tools to ensure safety and security for young people taking part in Amnesty International activism, particularly in non-violent direct action, as they increasingly face unsafe situations.





REALIZING GOAL 3:

Young people, in all their diversity, make up one third of Amnesty International's supporter base in order to contribute to human rights impact.

3.1 Amnesty International attracts an increasing number of young supporters into the movement.

3.1.a Amnesty International at all levels will use tools, adapt systems, leverage technology and create flexible structures for mobilizing and organizing young people.

3.1.b In order to reach growth targets in Strategic Goal 5, staff across all entities will strengthen outreach towards young people to become Amnesty International supporters or members, who contribute their time or as paying members, and have voting rights as part of national decision-making processes.

3.2 Amnesty International works with young people from diverse backgrounds; and gender representation in the youth membership is balanced.

3.2.a Amnesty International will strengthen existing partnerships – and build new ones – with diverse youth-led and youth-focused groups and organizations, including community-based organizations, at the national, regional and international levels. These will strengthen youth movements, enrich Amnesty International and jointly achieve human rights goals.

3.2.b Amnesty International will strengthen digital engagement to reach young people from diverse backgrounds in order to build its youth supporters' base and reach targets set in Strategic Goal 5.

3.3 Amnesty International engages young supporters on an inspiring and impactful journey towards becoming human rights defenders.

3.3.a Towards the realization of Strategic Goal 5, the International Secretariat and all other Amnesty International entities will invest in strengthening Constituent Relationship Management systems (CRMs), disaggregation of data and monitoring by developing robust supporter journeys. These will provide diverse entry points and meet the realities of youth supporters we are engaging.

3.3.b Amnesty International will enable youth activists to continue their journey with Amnesty International after they have left their youth groups.

This global strategy provides a framework and key directions for Amnesty International's work for and with young people. The successful delivery of this strategy will primarily depend on its integration into national strategies and resourcing them. To support the realization of all three goals in the International Youth Strategy, Amnesty International will invest in facilitating peer-to-peer communications and learning across the movement, between both staff and youth leaders.

ACCOUNTABILITY & MONITORING

It is the responsibility of sections, structures, national offices and the International Secretariat to implement the International Youth Strategy at the national, regional and global levels by integrating the strategy into other plans and devising specific projects.

The International Secretariat will continue to track progress through the existing movement-wide data-gathering mechanisms, for example Standard Action Report (SAR) and other means, based on the following quantitative indicators:

- Number of supporters, activists and members aged 18 to 25 and their gender diversity
- Number of supporters, activists and members aged under 18 and their gender diversity
- Number of board members aged under 25 and their gender diversity
- Number of staff members aged under 25 and their gender diversity

Amnesty International will aim to further disaggregate data in the SAR regarding board and staff members aged between 18 and 25. Amnesty International will also ask its entities to report on youth engagement under 'ways of working' in the reporting mechanisms for entities.

Various elements in the Theories of Change may be tracked as part of the monitoring, evaluation and impact assessment carried out at the global, regional and national levels. Amnesty International will review the progress of the strategy by establishing a baseline, a mid-term review and an evaluation at the end of 2020. The outcomes of this three-stage process will be shared widely across the movement to enable organizational learning and informed decision-making at all levels.



NOTES

TOGETHER
WE WILL CONTINUE OUR
STRUGGLE UNTIL OUR
SHARED DREAM FOR
HUMAN RIGHTS
AND JUSTICE FOR
ALL COME TRUE.

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INTERSECTIONALITY,
DIVERSITY, REALIZATION
OF RIGHTS, INTERGENERATIONAL
RESPECT, TRUST, INTEGRATION
SAFEGUARDING YOUNG
HUMAN RIGHTS DEFENDERS,
MEANINGFUL ENGAGEMENT,
EMPOWERMENT, ACTIVE
PARTICIPATION,
YOUTH LEADERSHIP,
REALIZATION OF RIGHTS,
INTERGENERATIONAL RESPECT,
PARTNERSHIPS, TRUST,
SAFEGUARDING YOUNG
HUMAN RIGHTS DEFENDERS,
RESPECT, PARTICIPATION, YOUTH
LEADERSHIP, PARTNERSHIPS, SUSTAINABILITY.

SHARE STORIES OF IMPACT

#YOUTHPOWERACTION