



**WHY DO
WE GET UP
IN THE
MORNING?**

**BECAUSE
WE KNOW
THAT CHANGE
IS POSSIBLE.**

Peter Benenson believed that a shared sense of humanity could unite ordinary people into common action, so that something effective could be done.

Something effective has been done.

Over the past 50 years a global network of people has supported, celebrated, and stood up for those who are willing to speak truth to power.

We have changed minds, changed laws and changed lives, and in so doing, evolved into a worldwide human rights movement of over 3 million people.

Our unity is our strength.

Who we are

We are a movement of millions of ordinary people who come together to work for justice. We support, celebrate and stand up for those who are willing to speak out for justice.

Together, we are united against injustice. We are at our most powerful when we stand together for human rights.

What we believe

We all have a conscience, a sense of right and wrong. It is a powerful human force that compels us as individuals to make things right. Solitary acts of kindness and bravery go a long way to protecting human rights. But what if all of humanity were working together for justice?

Unity is the key to real change.

Unity gives us the courage to stand up for what we know is right. It gives us the power to exert real pressure on the barriers to positive change. Through unity we have eyes and ears all over the world, so no injustice goes unchallenged.

What we do

Amnesty unites people to take a stand against injustice.

Through public pressure, and international solidarity, we research, educate, campaign and inspire people towards long-term solutions to human rights issues.

We have extraordinary goodwill with us. Our supporters want us to be strong and influential. And they want to join us in collective action towards justice.

But to do that, they need to know how they can get involved.

OUR CENTRAL IDEA

**TOGETHER
FOR HUMAN
RIGHTS,
UNITED
AGAINST
INJUSTICE**

Our members and supporters have an active role to play, and Amnesty needs to be clear what those roles are, whether they are researching, promoting, lobbying, campaigning, giving time or money or passing on the word.

The more clearly we articulate our role, the more people will stand alongside us and feel empowered.

“Together for Human Rights, United against Injustice” is a small but significant shift in focus to help us define our unity of purpose.

HOW WE COMMUNICATE

Amnesty can be relevant on the street, in the home, in the city and in the country by using compelling language to express truth.

We can bring Amnesty into the lives of millions more people by working on how we communicate. This is how we strengthen a movement that embraces collective action as the path to justice.

**SHARE,
INVOLVE,
INSPIRE...**

SHARE

Awareness of the Amnesty “brand” is high, knowledge and understanding of what we do is low. We must invest time describing the change we seek, sharing what we know, what we believe in and what we do.

Create a shared understanding of Amnesty’s ambition.

HOW?

- Describe what Amnesty means by justice and how we make the ideal a reality
- Cast everyone as part of the force for change by making what we know available to those who make change happen
- Inform people with compelling truths, and let everyone make up their own mind

INVOLVE

“Together for Human Rights” means just that: doing things together. It also means being more explicit about the different ways one can get involved.

Give others a role to play in our ambition.

HOW?

- Give everyone a clear and meaningful role in the bigger picture
- Show supporters how they can act and illustrate how their actions will make things happen
- Give the audience responsibility and cast everyone as the solution
- Help people to have the courage of their convictions
- Make people feel that being involved matters

INSPIRE

People respond better to a positive than a negative. It is easier and more effective to act on specific things than an abstract concept. Emphasize the emotional offer of hope and show positive change.

Demonstrate progress to show that change is possible.

HOW?

- Help people imagine a future
- Set out goals that are relevant to the issue and make sense for everyone
- Make things tangible (in the next 12 months not the next 12 years)
- Show our progress along the way
- Celebrate successes

**FROM SALIL SHETTY,
SECRETARY GENERAL,
AMNESTY INTERNATIONAL**

**UNITY IS
OUR KEY TO
EFFECTIVE
CHANGE IN
THE WORLD**

There is a future where we have made an even greater human rights impact. That recognizes that the world is changing and we have to change too. One in which we have tapped into the tremendous power and opportunity that we have to create a truly global organization.

The future is One Amnesty. I believe in this future. It is one that sees us all where the major human rights challenges are: reacting quickly and directly when there is a crisis that requires our intervention, and continuing to take on the most controversial and challenging human rights issues.

In this future, I see an Amnesty team – members and staff – that is increasingly representative of those whom we campaign for, and standing alongside them wherever they are.

I see us matching our strength and conviction in the north with membership, support and action in the global south – combining our efforts to be more relevant, more influential and have a greater impact.

HOW?

Our goal is to build on the legacy of the past, create a compelling future for our movement and maximize our human rights impact.

We have the reach, the scope, the expert knowledge, and the strategic partnerships to make this happen. We are going to join them up, respond to the changing political picture and create that global influence.

- We are prioritizing our work
- We are aligning our resources behind our strategic goals
- We are growing our presence in the global south
- We are moving necessary operations closer to those whose rights are being violated. We are defining a better way to integrate our structures
- We are improving our operations

Together we have a unique ability to inspire change around the world. Let's use it.

OUR VALUES

OPEN
INTELLIGENT
INVENTIVE
DETERMINED

These values form a holistic and reinforcing communications approach for the movement that will make us feel and behave in a more open and engaging manner.

Our values guide our behaviour, and our behaviour affects change.

If we understand and commit to these values, we can turn our central idea into effective action.

OPEN

DOWN TO EARTH, HONEST, INVITING, DIVERSE

We invite people in, we are all in this together, and we are equal partners. It is not about “us” and “them”. It’s not about us “telling people what to do”: we want people to participate and bring their own imagination, innovation and energy to bear.

We are not superior, and we have a capacity for learning.

We include, we celebrate, we encourage, stimulate, tantalize, provoke and engage. We “connect” with people through our communications.

INTELLIGENT

**WELL INFORMED, INTUITIVE,
CONSIDERED, INFLUENTIAL**

We use knowledge and insight to add value to the debate.

Our distinctive contribution helps those who engage with us make sense of complex issues. With knowledge and insight we enable others to create change in the world.

We communicate clearly, potently and effectively.

INVENTIVE

**FRESH THINKING,
GROUNDBREAKING, INGENIOUS,
RESOURCEFUL**

The world is constantly changing around us.

We are nimble, flexible and innovative. To keep human rights at the forefront of the global agenda, we use new techniques to stay relevant and remain captivating. We challenge our conventional ways, encourage new ideas and are not afraid to give them a go.

DETERMINED

**POSITIVELY PERSISTENT,
COURAGEOUS, INSPIRING,
FIRE IN YOUR BELLY**

We are here to stay.

We are here for the long haul.

People can count on us because we remain engaged for as long as it takes.

We do not forget. And because we inspire people into effective action we show what determination can achieve.

These thoughts and values are only words, unless we bring them to life.

What is of the utmost importance is the change they ignite in Amnesty International; the change they ignite in you, in how you work, how we all work to achieve the Movement's ambitions.

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