

# DESIGNING AMNESTY'S NEW GLOBAL STRATEGY

AMNESTY  
INTERNATIONAL



## THE BIG QUESTIONS

Amnesty International is facing an essential question: how do we stay relevant and effective in an ever-changing world?

Our next global strategy – and its design process – will answer that question. We will aim to transform HOW Amnesty functions and better prioritize WHAT we work on. We will create a firm understanding of when we should lead the charge for change, and where we are better placed to support others. Our aim is to make Amnesty truly fit for purpose to confront the challenges of our time.

We will start by gathering ideas from the public, from partners, allies and critics, and from within Amnesty about HOW we should operate to create a world in which human rights are enjoyed by all. We've identified five big questions and are seeking ideas, challenges and solutions.

You are asked to consider these headline questions, with sub-questions included to guide your discussions. For more information please contact Amnesty's Global Strategy & Impact Programme at [globalstrategy@amnesty.org](mailto:globalstrategy@amnesty.org)



### 1. POWER & SYSTEMIC CHANGE

How could we drive transformational changes that address the root causes of injustice and suffering?

- How could organisations like Amnesty influence or disrupt existing and emerging centres of power (among non-state actors, corporations, institutions, governments or others)?
- How can we nurture forms of people-power and support institutions to contribute to the fulfilment of human rights and a more just world?

**This is about changing where the power lies.**



### 2. NARRATIVES & ATTITUDES

How do we shift attitudes and encourage people to come together in solidarity around a vision of dignity and justice for the future?

- How can organisations like Amnesty meaningfully shift attitudes, behaviours & social norms in increasingly polarised societies?
- What role should human rights play in shaping narratives of dignity, justice and fairness?

**This is about winning the battle of ideas.**



### 3. STRONGER MOVEMENT & PARTNERSHIPS

How do we become a bigger, bolder, and more inclusive movement that is better at supporting social change?

- How can we better connect and support partners and emerging movements?
- How can members and supporters of a movement like Amnesty's be empowered to organise themselves with autonomy, while maintaining the capacity for global mobilisation?

**This is about building movements stronger than ever before.**



### 4. DIVERSITY & INCLUSION

How do we become an organisation that people from all walks of life can truly feel a part of?

- How can an organisation like Amnesty transform to be more attractive and inclusive to a wide variety of people whose identities are shaped by issues of class, race, gender, age and other realities - including those who are directly affected by human rights abuses and inequality?
- How can an organisation ensure it is a safe, trustworthy and supportive space for everyone involved with it?

**This is about feeling that you are truly part of the movement.**



### 5. AMNESTY'S ADDED VALUE

What areas of work should Amnesty be leading on, supporting others on, or dropping – especially in relation to partners and others who are bringing about change in the world?

- What should Amnesty's unique role become in the future?
- Thinking towards 2030:
  - In which areas of work should Amnesty take a leadership role, and why? What does that look like in practice?
  - In which areas of work should Amnesty support and complement the efforts of other organisations, and why? What does that look like in practice?
  - Which areas of work should Amnesty drop in order to focus influence and resources, and why?

**This is about priorities.**