

Amnesty International's Global Strategy (2021-2028)

First Draft – Summary

Drawing on Amnesty International's strengths, including evidence-based research and advocacy, our strategy will reinvigorate Amnesty as a campaigning force which brings together our local roots and our global reach. We will use our resources and our own constituency of people to build bridges between movements and individuals standing up for human rights, to listen, and to amplify their voices.

In doing this, we will have a dual focus. **We will stand up for freedom of expression, association and assembly, seeking to hold open and expand the space for civic engagement – offline and online. We will also stand up for economic, social and gender justice, seeking to reduce inequalities. Working with diverse communities, we will persuasively promote freedom, equality and human rights solutions which resonate with the values and needs of societies.**

OUR HUMAN RIGHTS ISSUES

Amnesty will initially focus **70%** of its work globally and invest its campaigning force behind two global priorities (increasing gradually to 80%) building on our expertise and impact on Freedom of Expression, ESCR and Gender – with an integrated inclusion of key elements for the future of human rights (Tech, corporate power and climate crisis). Long-term goals are broken down into seven outcome areas.

Amnesty will focus initially **30%** of its work (gradually moving to 20%) to keep a *watching brief* on other human rights areas - by proactively monitoring and responding to key country and regional human rights situations.

Freedom of Expression & Civic Space

Goal 1 - By 2028, people are flourishing in greater numbers thanks to the freedom and ability to shape a just and fair world for themselves and others. A reinvigorated global solidarity has been created.

1. Strengthening freedom of expression & association
2. Securing the right to peaceful assembly for all

Inequality & Discrimination

Goal 2 - By 2028, equality has been increased, as a result of actions taken by states to reduce inequalities and discrimination, reign in corporate power and address the climate crisis.

3. Reducing inequalities & promoting gender justice
4. Reducing corporate power and its negative impact on equality
5. Ending the climate crisis by securing a safer and more equal future

6. Protecting and empowering individuals and communities at risk
7. Creating knowledge, attitudes and narratives for a human rights-embracing future

Watching Brief - protecting those in conflict, the death penalty, abuses in the criminal justice system, refugees and migrants, and the arms trade.

OUR KEY CAPABILITIES

Amnesty will continue to work using a broad range of tactics and approaches - at the same time the strategy will guide where we need to invest in and strengthen our ability to achieve human rights change

Amnesty will *invest* and *innovate* in a series of **key capabilities**. These investments are necessary to strengthen Amnesty's ability to put pressure on decision-makers and become a more effective and relevant organisation.

- We will strengthen our **Research**
- We will focus our **Human Rights Education**
- We will improve our **Advocacy** infrastructure and analysis to better target increasingly influential state and corporate actors.
- We will **grow our movement** (in numbers, ability to mobilise and self-organise); grow our **resources**; and grow our work **supporting partners and other people-power movements**.

OUR SHARED VALUES

Shared values will underpin organisational culture, but also help improve diversity, inclusion, and reaffirm our commitment to gender equality and women's rights – all key components to implement the new strategy and work towards One Amnesty.

To complement the values articulated in our statute, the following values will help drive who we are as a movement and the type of organisational community we want to build together over the next eight years.

- **Equity & Inclusion**
- **Trust & Integrity**
- **Boldness & Innovation**