**CONSULTATION SURVEY – DRAFT GLOBAL STRATEGY – FEB 2020**

This survey is being conducted to gather feedback from each national entity on Amnesty International’s draft global strategy. The results will be used to inform the finalization of the strategy which will then be presented to the Global Assembly in July.

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| **Question 1** - What is the likelihood of the draft strategy providing an overall inspiring portfolio of work and vision for our supporters and society at large? |
| **1** (very unlikely) | **2** (unlikely) | **3** (unsure) | **4** (likely) | **5** (very likely) |
| Open-ended box (up to 200 words): Please provide what you believe are the **top three** opportunities and strengths of this draft strategy |
| Open-ended box (up to 200 words): Please provide what you believe are the **top three** weaknesses and the specific changes you would recommend strengthening the draft strategy |

**OUR SHARED VALUES**

The shared values committed to in the draft strategy include (see page 3 of First Draft):

- Equity & Inclusion: We celebrate the rich diversity of our movement and prioritise creating an inclusive culture.

- Trust & Integrity: We come together as a community of human rights activists with a shared purpose and commitment.

- Boldness & Innovation: As passionate human rights activists, we always seek to increase our impact.

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| **Question 2 -** What is the likelihood of these values inspiring Amnesty members, staff, and volunteers and creating the conditions to maximise our human rights impact? |
| **1** (very unlikely) | **2** (unlikely) | **3** (unsure) | **4** (likely) | **5** (very likely) |
| Open-ended box (up to 200 words): Please tell us what do these concepts mean in practice for those who are part of our movement and organisation? |

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| **Question 3 -** Should Amnesty include an explicit commitment to *feminist leadership* in its next strategy? |
| **1** (yes) | **2** (no) | **3** (unsure) |
| Open-ended box (up to 200 words): Please explain your response above including what you think this would look like in practice? |

**OUR HUMAN RIGHTS GOALS**

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| **Question 4** – The draft strategy proposes a series of goals and outcomes to be achieved by 2028 and 2024 – breaking down the suggested priorities on *Freedom of Expression & Civic Space* and *Inequality & Discrimination*. In order to refine these outcomes and turn them into ambitious yet realistic targets, please share with us your assessment of the seven focus areas identified and how you would measure them. |
| Focus 1 - Strengthening freedom of expression and association  |
| **1** This area is a prominent human rights issue in this country | **2** The section has capacity, expertise, ongoing work and partnerships on this issue | **3** Members and supporters are interested and engaged to mobilize on this issue | 4 This area of work will attract different and new audiences to Amnesty (i.e. media, fundraising, diverse members) |
| **Str. disagree** | **dis** | **neither** | **agree** | **Str. agree** | **Str. disagree** | **dis** | **neither** | **agree** | **Str agree** | **Str. disagree** | **dis** | **neither** | agree | Str. agre | **Str. dis** | **dis** | neith | agree | Str agre |
| Open-ended box (up to 200 words): Please explain your answers and suggest any adjustments you would make to strengthen this focus area (please be as specific as possible) |
| Focus 2 – Securing the right to peaceful assembly for all  |
| **1** This area is a prominent human rights issue in this country | **2** The section has capacity, expertise, ongoing work and partnerships on this issue | **3** Members and supporters are interested and engaged to mobilize on this issue | 4 This area of work will attract different and new audiences to Amnesty (i.e. media, fundraising, diverse members) |
| **Str. disagree** | **dis** | **neither** | **agree** | **Str. agree** | **Str. disagree** | **dis** | **neither** | **agree** | **Str agree** | **Str. disagree** | **dis** | **neither** | agree | Str. agre | **Str. dis** | **dis** | neith | agree | Str agre |
| Open-ended box (up to 200 words): Please explain your answers and suggest any adjustments you would make to strengthen this focus area (please be as specific as possible) |
| Focus 3 – Reducing inequalities and promoting gender justice  |
| **1** This area is a prominent human rights issue in this country | **2** The section has capacity, expertise, ongoing work and partnerships on this issue | **3** Members and supporters are interested and engaged to mobilize on this issue | 4 This area of work will attract different and new audiences to Amnesty (i.e. media, fundraising, diverse members) |
| **Str. disagree** | **dis** | **neither** | **agree** | **Str. agree** | **Str. disagree** | **dis** | **neither** | **agree** | **Str agree** | **Str. disagree** | **dis** | **neither** | agree | Str. agre | **Str. dis** | **dis** | neith | agree | Str agre |
| Open-ended box (up to 200 words): Please explain your answers and suggest any adjustments you would make to strengthen this focus area (please be as specific as possible) |
| Focus 4 – Reducing corporate power and its negative impact on equality  |
| **1** This area is a prominent human rights issue in this country | **2** The section has capacity, expertise, ongoing work and partnerships on this issue | **3** Members and supporters are interested and engaged to mobilize on this issue | 4 This area of work will attract different and new audiences to Amnesty (i.e. media, fundraising, diverse members) |
| **Str. disagree** | **dis** | **neither** | **agree** | **Str. agree** | **Str. disagree** | **dis** | **neither** | **agree** | **Str agree** | **Str. disagree** | **dis** | **neither** | agree | Str. agre | **Str. dis** | **dis** | neith | agree | Str agre |
| Open-ended box (up to 200 words): Please explain your answers and suggest any adjustments you would make to strengthen this focus area (please be as specific as possible) |
| Focus 5 – Ending the climate crisis by securing a safer and more equal future for all  |
| **1** This area is a prominent human rights issue in this country | **2** The section has capacity, expertise, ongoing work and partnerships on this issue | **3** Members and supporters are interested and engaged to mobilize on this issue | 4 This area of work will attract different and new audiences to Amnesty (i.e. media, fundraising, diverse members) |
| **Str. disagree** | **dis** | **neither** | **agree** | **Str. agree** | **Str. disagree** | **dis** | **neither** | **agree** | **Str agree** | **Str. disagree** | **dis** | **neither** | agree | Str. agre | **Str. dis** | **dis** | neith | agree | Str agre |
| Open-ended box (up to 200 words): Please explain your answers and suggest any adjustments you would make to strengthen this focus area (please be as specific as possible) |
| **Focus 6** – Protecting and empowering individuals and communities at risk  |
| **1** This area is a prominent human rights issue in this country | **2** The section has capacity, expertise, ongoing work and partnerships on this issue | **3** Members and supporters are interested and engaged to mobilize on this issue | 4 This area of work will attract different and new audiences to Amnesty (i.e. media, fundraising, diverse members) |
| **Str. disagree** | **dis** | **neither** | **agree** | **Str. agree** | **Str. disagree** | **dis** | **neither** | **agree** | **Str agree** | **Str. disagree** | **dis** | **neither** | agree | Str. agre | **Str. dis** | **dis** | neith | agree | Str agre |
| Open-ended box (up to 200 words): Please explain your answers and suggest any adjustments you would make to strengthen this focus area (please be as specific as possible) |
| **Focus 7** – Creating knowledge, attitudes and narratives for a human rights embracing future  |
| **1** This area is a prominent human rights issue in this country | **2** The section has capacity, expertise, ongoing work and partnerships on this issue | **3** Members and supporters are interested and engaged to mobilize on this issue | 4 This area of work will attract different and new audiences to Amnesty (i.e. media, fundraising, diverse members) |
| **Str. disagree** | **dis** | **neither** | **agree** | **Str. agree** | **Str. disagree** | **dis** | **neither** | **agree** | **Str agree** | **Str. disagree** | **dis** | **neither** | agree | Str. agre | **Str. dis** | **dis** | neith | agree | Str agre |
| Open-ended box (up to 200 words): Please explain your answers and suggest any adjustments you would make to strengthen this focus area (please be as specific as possible) |

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| **Question 5** - What is the likelihood that the proposed balance between the priorities and watching brief will bring adequate FOCUS to our work, yet allowing for FLEXIBILITY? |
| **1** (very unlikely) | **2** (unlikely) | **3** (unsure) | **4** (likely) | **5** (very likely) |
| Open-ended box (up to 200 words): Please explain your response above, suggest any adjustments you would make, and include what steps your section would need to take to transition to a 70/30 split |

**KEY CAPABILITIES**

**Research, Human Rights Education, and State & Corporate Advocacy**

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| **Question 6** - What is the likelihood that investment in these capabilities would make Amnesty more effective in achieving human rights impact – especially in the two global priorities identified? |
| **1** (very unlikely) | **2** (unlikely) | **3** (unsure) | **4** (likely) | **5** (very likely) |
| Open-ended box (up to 400 words): Please explain your response above and suggest any adjustments you would make. |

**Growing our movement, resources and people-power**

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| **Question 7** - What is the likelihood that the proposed outcomes on growth in *supporter base*, *activism* and *organising* gives Amnesty an ambitious vision of what our movement should look like and of our movement's capacity to take more effective action by 2028?  |
| **1** (very unlikely) | **2** (unlikely) | **3** (unsure) | **4** (likely) | **5** (very likely) |
| Open-ended box (up to 200 words): Please explain your response above and suggest what adjustments you would make to strengthen this focus area. |

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| **Question 7B** – How important are these outcomes for your section?  |
| **1** (Not important at all) | **2** (Minor importance) | **3** (Neutral) | **4** (Important) | **5** (Top priority) |

**Strengthening our work with partners and other people-power movements**

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| **Question 8** - What is the likelihood of the suggested outcomes helping Amnesty become a more desirable partner and one that can add value to the work of other human rights partners and people-power movements? |
| **1** (very unlikely) | **2** (unlikely) | **3** (unsure) | **4** (likely) | **5** (very likely) |
| Open-ended box (up to 200 words): Please explain your answers and suggest what adjustments you would make to strengthen this focus area. |

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| **Question 8B** – How important are these outcome for your section?  |
| **1** (Not important at all) | **2** (Minor importance) | **3** (Neutral) | **4** (Important) | **5** (Top priority) |

**FINANCIAL SUSTAINABILITY, GROWTH & FUNDRAISING**

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| **Question 9** – The paper on financial sustainability puts forward a series of ideas on how we can adopt a fundraising and growth approach that can support the new global strategy. Please tell us how you rate each of the ideas and what further ideas you have. |
| Amnesty should re-direct a proportion of its total investment into a global fund where marginal returns will be better because of the ability to prioritise where opportunities are best. This will require adjustments to the Distribution Mechanism to secure global funding.  |
| **1** (strongly disagree) | **2** (somewhat disagree) | **3** (neither agree nor disagree) | **4** (somewhat agree) | **5** (strongly agree) |
| Open-ended box (up to 200 words): Please explain your response above |
| Amnesty should drive growth by optimisations, diversifications and in some cases by shifting inefficient investments to more opportune markets or income streams |
| **1** (strongly disagree) | **2** (somewhat disagree) | **3** (neither agree nor disagree) | **4** (somewhat agree) | **5** (strongly agree) |
| Open-ended box (up to 200 words): Please explain your response above |
| Amnesty should create a digital platform where we own our relationship with our supporters and which helps grow their number. The platform would allow our supporters to connect with others worldwide, get the latest news, express solidarity, and take action for human rights.  |
| **1** (strongly disagree) | **2** (somewhat disagree) | **3** (neither agree nor disagree) | **4** (somewhat agree) | **5** (strongly agree) |
| Open-ended box (up to 200 words): Please explain your response above |

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| **Question 9a** – How important is financial growth in your view for your section?  |
| **1** (Not important at all) | **2** (Minor importance) | **3** (Neutral) | **4** (Important) | **5** (Top priority) |
| Open-ended box (up to 200 words): Please explain your response above and suggest what adjustments you would make to strengthen this focus area. |

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| **Question 9b** – How important is supporter growth in your view for your section?  |
| **1** (Not important at all) | **2** (Minor importance) | **3** (Neutral) | **4** (Important) | **5** (Top priority) |
| Open-ended box (up to 200 words): Please explain your response above and suggest what adjustments you would make to strengthen this focus area. |

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| **Question 10 –** How would your section reallocate resources internally to support the new global strategy? |
| Open-ended box (up to 200 words):  |

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| **Question 11** – How do the current estimates and suggested investments match your *view* of what the organisation needs to implement the strategy? Would sections consider reducing resources/investment in any area of work not mentioned in the strategy – either at section or IS level? |
| Open-ended box (up to 200 words):  |

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| **Question 12** – How long will it take for your Section to be ready to deliver work in line with the global strategy? What support or guidance would be useful to your section during this transition period? |
| Open-ended box (up to 200 words):  |

**Other**

**Question 12 (open-ended – up to 400 words):**

This questionnaire seeks and welcomes feedback on key areas of the strategy proposal. If there is any feedback on other parts of the proposal not explicitly mentioned please share here: