

BEING AN ACCOUNTABLE

HUMAN RIGHTS MOVEMENT

IN THE DIGITAL AGE

INGO Charter Webinar

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Maro Pantazidou, Lead Adviser Organisational
Learning and Accountability

AMNESTY
INTERNATIONAL



If you 've been to a conference the past 12 months you probably have seen this.....



Uber, the world's largest taxi company, owns no fleet.



AirBnb, the largest accommodation provider owns no real estate.



Facebook, the most popular media owner, creates no content.

ACCOUNTABILITY QUESTIONS ?



**CAN WE BE MORE OF A PLATFORM FOR
HUMAN RIGHTS?**

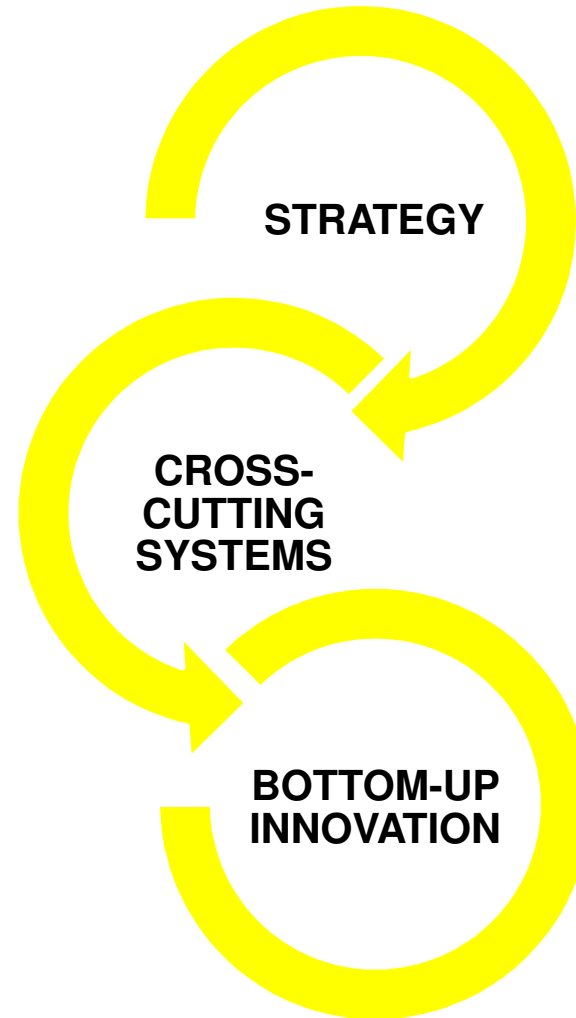


**CAN WE USE CONNECTIVITY STRATEGICALLY
TO SHARPEN IMPACT?**



**CAN WE CREATE DIFFERENT
RELATIONSHIPS WITH OUR
STAKEHOLDERS?**

MUTUALLY REINFORCING LEVELS OF CHANGE



STRATEGY

- Focus on national level change and accountability
- Focus on supporting others to claim their rights and empowering human rights defenders
- Focus on responding to crises in fast and holistic ways

In the context of longer-term strategies:

- **Decentralisation**
- **Governance Reform**



CROSS-CUTTING SYSTEMS

- **Planning for impact** = Planning for relationships and influence (and not only towards the bad guys!)
- **Impact and Learning system** focused on outcomes, stories of change and involvement of partners and stakeholders in impact assessment
- **Global Theory of Change** groups that 'listen' and scan the horizon thematically
- Ideas of co-creation incorporated in **core training** for front-line roles

PARTICIPATORY APPROACHES AND PROJECT STRATEGY:

WHAT'S PARTICIPATION GOT TO DO WITH IMPACT?

DATE & TIME: TUE 12 APRIL 10:00AM - 5:30PM UK TIME

CONTENT / KEY TOPICS:

INTRODUCTION TO PARTICIPATION (WHY, WHAT, WITH WHOM)

PARTICIPATION AND PROJECT STRATEGY: CO-CREATING

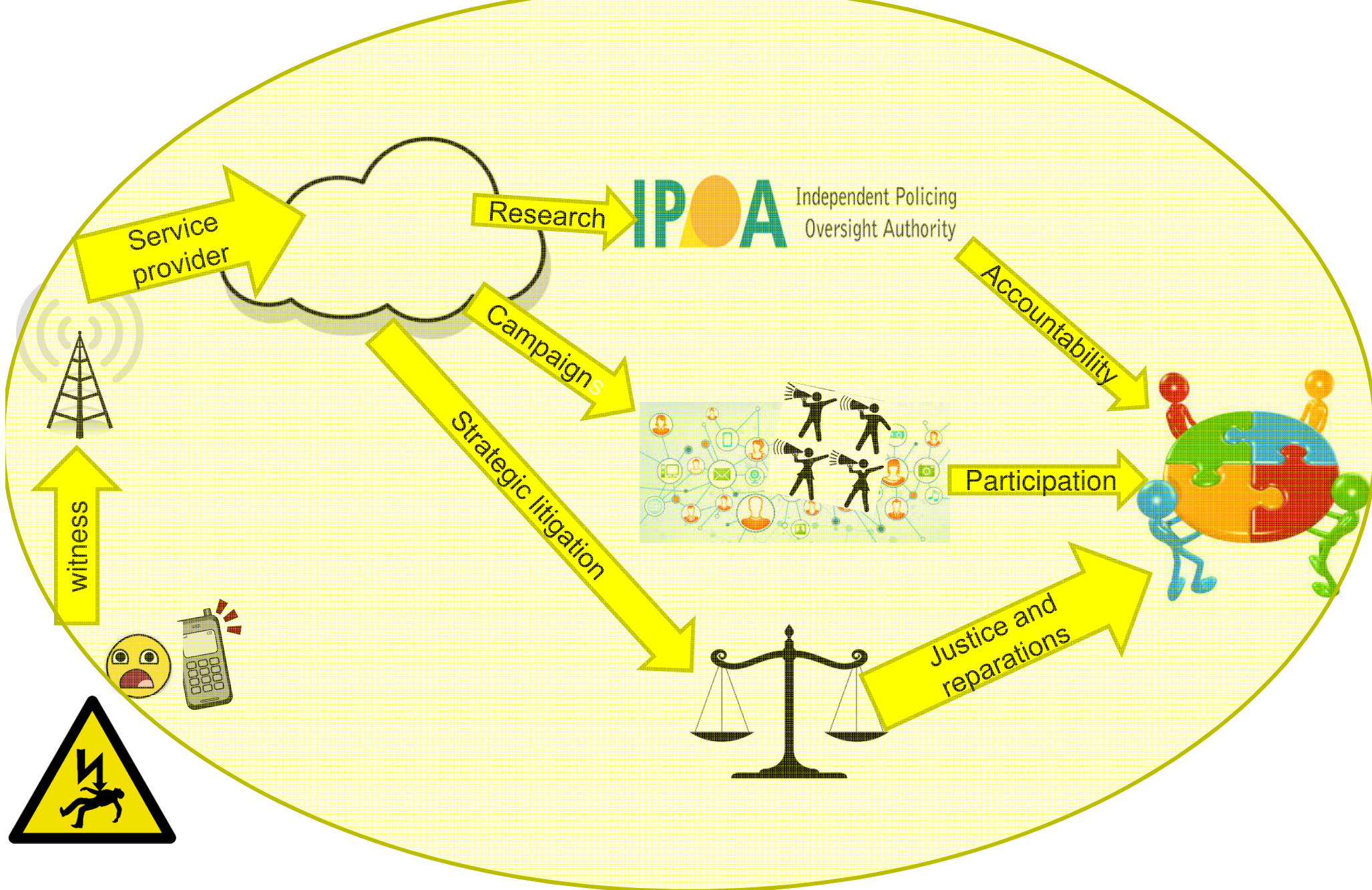
IMPACT

CHALLENGING POWER RELATIONS FOR CREATING CHANGE

ATTITUDES AND BEHAVIOURS IN PARTICIPATORY PROCESSES

SHOW IT *CAN* BE DONE

- Democratising knowledge for human rights (→ stakeholder involvement in research and fact finding)
- Scaling-up Human Rights Education (and scaling across) (→ massive online courses and MENA academy)
- Leveraging people's energy in new ways (→ micro-tasking, taking the refugee crisis personally)
- Being a convenor for civil society and other who wants to act & Increase joint decision-making



Using Science as a Tool to Protect Human Rights

The Science for Human Rights (SHR) project leverages technological and scientific progress for human rights advocacy and campaigning. We currently focus on utilizing geospatial technologies like satellite imagery for human rights monitoring and conflict prevention. These new tools allow us to gain access to previously inaccessible conflict zones, provide compelling visual evidence and present information in a new and engaging way, all of which assists our activists in their campaigning efforts.

FEATURED PROJECTS



Mapping Repression in Syria

Eyes on Syria is an interactive platform that maps cases, presents research on human rights abuses in Syria and prompts concerned individuals to take action.

[READ MORE >](#)



Eritrea's Forgotten Prisons, Exposed

Explore Amnesty's interactive map of suspected places of detention in Eritrea, a country that has endured 20 years of brutal repression.

[LEARN MORE >](#)

It's time to take the refugee crisis personally.

Instead of tackling one of the worst humanitarian emergencies of our time, our governments are closing their doors and turning away. Instead of finding solutions, they're letting fear and racism poison public debate.

We cannot stand by in silence while people's lives and futures are destroyed.

No one seeking safety should have to risk death just to cross a border. Refugees fled bombs and persecution believing that other countries would respect their human rights, and offer them sanctuary. We cannot prove them wrong.

LOTS STILL TO FIGURE OUT...

- How much listening to do centrally vs at the project/programme level?
- How to empower our staff to spend more time 'externally' while staying focused?
- How to use technology for real-time feedback while guaranteeing security?
- How to create more rewards for putting the eco-system first?

THANK YOU!

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OPENLY DISCUSSING...WHAT IS IT FOR?

Increase numbers



to



Increase
influence

More sophisticated
engagement



for



Targeted impact