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AMERICAS CENSORSHIP AND FREEDOM OF EXPRESSION

SHARE



world is changing. We're changing with it.

e changing the way we work and shifting resources to strategic locations around world.

a stronger global presence, we'll support more people to know, claim and enjoy their human rights. apply more pressure nationally, regionally and internationally.

move faster. We'll work on a greater scale. We'll focus on the issues most relevant to people's lives.

Legitimacy will grow as we build a truly global movement, defending human rights for all. These are changing times for justice and human rights. Inequality is rising. Conflicts, migration and battles over resources are leaving people vulnerable.

While more people are striving to get their voices heard, states are responding by cracking down on rights – often in the name of protecting public order or ending terrorism.

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Amnesty International

TO RESPOND TO OUR CHANGING WORLD, WE'RE UNDERGOING THE BIGGEST TRANSFORMATION IN OUR HISTORY.

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**Joan Baez, Folk singer, activist and amnesty ambassador of conscience
2015**

ACTION IS THE ANTIDOTE TO DESPAIR



*hundreds of balloons released to celebrate the 50th birthday of Amnesty International in Helsinki, 28 May
© Katja Tähjä*

Our goals outline how we will shift the way that human rights are fought for and achieved, engaging where we can and confronting where we must.

To achieve lasting progress worldwide, we will ensure we always:

- Analyse why human rights abuses happen, guided by the people whose rights are violated
- Identify the most effective ways to create change
- Confront and expose states, corporations and institutions that violate rights
- Act quickly and effectively to support prisoners of conscience and people facing injustice
- Innovate to achieve the most powerful impact
- Put women's human rights and gender equality at the heart of our work
- Remain ready to change in the face of new challenges
- Work with partners who share our determination
- Support people to claim the human rights that we all share.

1. RECLAIMING FREEDOM

A world in which everyone knows and can claim their rights

Across the globe, unaccountable and unethical leadership has triggered passionate protest – often led by young people via mobile phones and online.

As people push for greater involvement in decisions that affect their lives, attacks on peaceful protestors, journalists, human rights defenders and civil society organizations are growing.

We must turn the tide in favour of fairness and justice. To do this, we will help communities to access the information and tools they need to claim their human rights - and to build societies that truly respect them.

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Protestors in Mexico demand justice for 43 students in Ayotzinapa who disappeared in September 2014. © Laboratorio de Arte Documental/Sergio Ortiz Borbolla



Amnesty International's human rights defender Fawzia Nawabi shares stories with women at a refuge in Afghanistan, 2015. © Marcus Perkins.

We will work to create a world where:

Everyone defending human rights are safe and supported

do this by:

- Highlighting and reducing attacks on human rights defenders
- Providing training and new technology – especially to women and marginalized individuals
- Supporting laws and policies that allow civil society to thrive
- Tackling laws and policies that prevent people from defending human rights.

Everyone knows their rights and are empowered to claim them

do this by:

- Pushing for government action that ensures human rights education
- Empowering people – especially young people – to defend human rights, starting in their communities.

Everyone can claim their rights to speak out, organize and challenge injustice

do this by:

- Tackling laws that prevent people from protesting on or expressing their views
- Pushing for effective legal protections for whistleblowers
- Ensuring surveillance measures meet human rights standards.

2. SECURING EQUAL RIGHTS FOR ALL

A world in which human rights and justice are enjoyed without discrimination

ard the globe, millions of people face political, economic, cultural and social exclusion – often in spite of anti-discrimination laws.

en have less economic and political power than men, even in countries where rights are well protected. Gender-based violence remains a huge problem. And for the many people who face multiple types of discrimination – for example, a combination of prejudice based on race, ethnicity, gender or sexuality – the impact can be particularly severe.

Amnesty International, we will continue to fight for equality – and especially gender equality – worldwide. And we will protect the rights of groups who are discriminated against on multiple grounds.

© REUTERS



ers in Sarlingyi, Myanmar, protest the seizure of land for a proposed copper mine, March 2013. ©
rs/Soe Zeya Tun



a Ixtemoc Juarez defends her home during a forced eviction of indigenous communities in Guatemala,
try 2007. © James Rodriguez/ MiMundo.org

will work to create a world where:

ress is made towards equality based on gender, gender identity and sexuality

do this by:

Campaigning for more effective laws to prevent sexual and gender discrimination

Supporting people who experience discrimination because of their gender, gender identity or sexuality to stand up for their rights and seek justice.

Discrimination, including violent discrimination, is reduced

do this by:

- Supporting people who face discrimination to speak out and seek justice
- Working to reduce hate crime
- Pushing governments to provide protection from violent discrimination
- Ensuring that discrimination doesn't affect criminal justice
- Tackling laws, policies and organisations that discriminate
- Supporting stronger national frameworks to promote equality.

Everyone can enjoy their economic, social and cultural rights

do this by:

- Giving people the tools, information and opportunities to demand their rights and hold decision-makers to account
- Supporting people to access services that help them enjoy their rights
- Pushing for stronger legal frameworks to protect economic, social and cultural rights
- Supporting the UN Sustainable Development Goals.

3. RESPONDING TO CRISES

A world in which people are protected during conflict and crises

Every year, hundreds of thousands of people are killed during conflicts and crises, while millions more are left needing protection and support.

The widespread availability of weapons puts civilians at enormous risk. Regional and international bodies often fail to provide adequate protection. And perpetrators of war crimes and other violations frequently escape punishment.

We will continue to play a leading role in responding to conflicts and crises by pushing international institutions to act effectively, protecting people from the irresponsible arms trade and seeking to ensure that international borders are never closed to people who need aid or refuge.

© Carsten Koall/ Getty Images



*1 takes a wash after being rescued from an overcrowded boat in the Mediterranean, Italy, September
© Giles Clarke/Getty Images*



*se burns during attacks on property belonging to Muslims in north Bangui, Central African Republic,
try 2014. © Amnesty International*

will work to create a world where:

ians are better protected through effective action by national, regional and national institutions and mechanisms

do this by:

Calling on permanent members of the UN Security Council not to use veto powers if mass atrocities are taking place

Supporting peacekeeping missions to protect rights, particularly women's rights

Campaigning for UN Security Council resolutions to be consistently implemented

Pushing for early warning mechanisms to identify growing conflicts and crises.

e responsible for human rights abuses are held accountable and victims have ss to justice, truth and reparation

do this by:

Seeking effective national laws on genocide, war crimes, crimes against humanity, enforced disappearances and torture

Pushing for laws and measures that ensure universal jurisdiction for international crimes

Supporting hybrid and international courts when domestic legal systems lack accountability for international crimes

Helping people – especially women – to seek justice when their rights are violated during conflicts and crises

Exposing and pushing for action on damaging arms transfers

Reducing the use of explosive weapons in populated areas.

People affected by conflict, crisis, torture or persecution have access to adequate protection and assistance

do this by:

Supporting refugees, asylum seekers and people displaced by conflict to safely access support and protection

Pushing for better protection for refugees and asylum-seekers

Campaigning against illegal attempts to close or protect borders.

4. ENSURING ACCOUNTABILITY

A world in which human rights abusers are held accountable

Justice systems too often fail to deliver accountability – particularly for marginalized groups. When this happens, human rights treaties and laws become empty gestures.

Holding governments to account is critical, and persuading emerging powers to consistently support human rights has never been more important.

These challenges remain significant. Regional mechanisms are overstretched. The International Criminal Court faces difficulties. Abuses by non-state bodies, such as businesses, make the situation more complex. As do abuses by governments beyond their borders.

But we will continue to demand accountability focusing on change, at a national level while working regionally and internationally.

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st Shahzadi Bi demands justice for victims of the factory disaster in Bhopal, India, which claimed up to 10 lives within three days in December 1984. © Giles Clarke/Getty Images Reportage

will work to create a world where:

national and global human rights mechanisms are reinforced where national rights action is failing

do this by:

Improving access to justice through regional rights systems

Strengthening international bodies to ensure accountability for the most serious human rights abuses.

national rights governance and accountability are strengthened at a national level

do this by:

Pushing for national laws and standards that comply with international laws and standards – and deliver justice for everyone

Strengthening mechanisms for bringing perpetrators of international crimes to justice

Working to eliminate the death penalty

Pushing for stronger protections against corporate human rights abuses

Persuading governments – especially of emerging powers – to promote human rights in foreign policy

5. MAXIMIZING OUR RESOURCES AND ENGAGEMENT

We will be a truly global human rights movement of people defending human rights for all

Our ability to change the world depends on our ability to move millions of people worldwide to join us.

we will focus on building the strongest possible global movement of people who are passionate about defending human rights.

and we will ensure we are set up to deliver success – and to achieve the strategic goals outlined in this document.

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writing marathon 2014 © AI Netherlands

will work to ensure that:

Amnesty International is a larger, stronger and more diverse movement with greater capacity to achieve human rights impact.

do this by:

Engaging 25 million people to take action for human rights each year with us by 2020

Inspiring four million people to donate in support of human rights each year – raising €400m in combination with gifts from our biggest donors.

Amnesty International is strengthened through active and diverse participation at all levels

Join the Amnesty movement

**HELP US ACHIEVE OUR GOALS AND PROTECT HUMAN RIGHTS
TODAY**

JOIN NOW
