

2014 IMPACT AND LEARNING REPORT

STOP ~~TORTURE~~



AMNESTY
INTERNATIONAL



Amnesty International is a global movement of more than 7 million people who campaign for a world where human rights are enjoyed by all.

Our vision is for every person to enjoy all the rights enshrined in the Universal Declaration of Human Rights and other international human rights standards.

We are independent of any government, political ideology, economic interest or religion and are funded mainly by our membership and public donations.

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Cover photo: Amnesty International Ireland mark International Day in Support of Victims of Torture on 26 June 2014 at the O'Connell Monument in Dublin. Amnesty International activists joined activists and survivors of torture from the organization SPIRASI to call for an end to torture. © Amnesty International, Graham Seely

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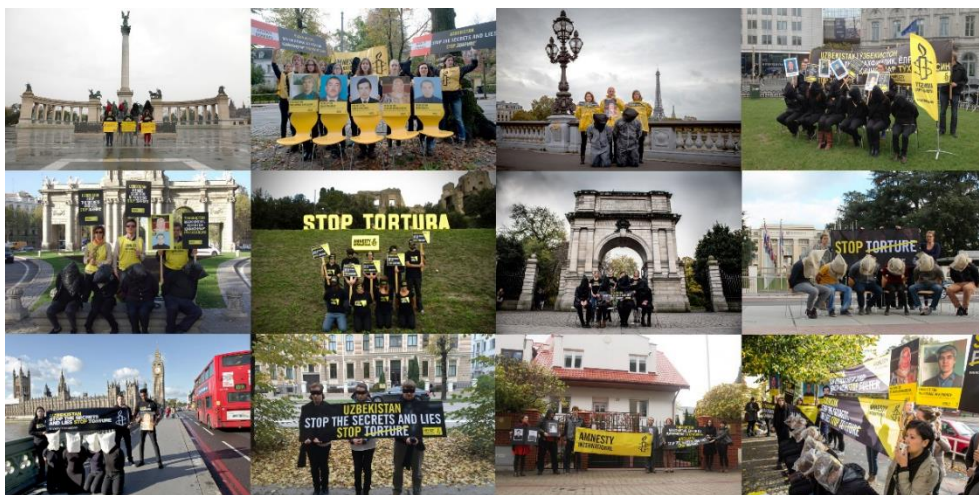
1. INTRODUCTION

In May 2014, Amnesty International launched the Stop Torture global campaign. This internal report outlines some of the highlights of the impact achieved in the campaign's first seven months as well as key reflections and lessons learned.

Impact has been monitored through a series of indicators identified during the strategy development phase and adapted to the five countries of focus of the campaign: Mexico, Morocco/Western Sahara, Nigeria, Philippines, and Uzbekistan. The data and information used to track progress on these indicators were collected from various teams at Amnesty International's International Secretariat and 39 country sections and structures.

The first section of the report highlights some of the impact achieved in support of the theory of change for the five countries of focus of the campaign. The second part carries out an analysis and reflection of how Amnesty International achieved such progress, and draws out some key recommendations and lessons learnt going forward.

This internal report is the first of three planned reports monitoring and evaluating the campaign throughout its two-year duration.



Uzbekistan petition delivery - (From top left to right - row by row): AI Hungary (In Vienna, Austria), AI Austria, AI France, AI Belgium, AI Spain, AI Italy, AI Ireland, AI Switzerland, AI UK, AI Latvia, AI Poland, AI Germany, October 2014. ©Amnesty International

2. METHODOLOGY

2.1 FRAMEWORK

The outcomes and learning outlined in this report are based on the monitoring and evaluation mechanisms developed as part of the Stop Torture campaign strategy. Building on the campaign's theory of change, an 'impact monitoring framework'¹ was developed which identified key success indicators for the wider campaign in line with Amnesty International's 'dimensions of change framework'. Research teams from the campaign's countries of focus also developed more specific indicators based on the overall impact framework of the campaign. The impact monitoring frameworks provided the overall basis for assessing the campaign's progress.

WHAT INFORMED THE CONTENT OF THIS REPORT?

- Based on the impact monitoring framework of the campaign
- Data on supporter engagement, partnership, advocacy and media from 39 sections and structures
- Review and reflection of key outcomes and learning by various IS teams
- Four 'reflection and learning meetings' involving relevant IS teams, sections and structures

2.2 DATA COLLECTION

In order to collect relevant data to assess progress, a simple on-line tool was developed that allowed relevant sections and structures to input real-time data on four key areas: supporter engagement, partnership, advocacy and media. Thirty-nine sections and structures² provided an assessment of their work using this tool, which helped to demonstrate how their actions contributed to outcomes and impact in the countries of focus. At the International Secretariat (IS) level, the relevant research teams and the Global Campaign team, in consultation with relevant sections, structures and other IS teams, reviewed and reflected on key outcomes and learning in the countries of focus, which were recorded in the internal projects database.

2.3 CONSOLIDATION AND VERIFICATION

The information gathered and lessons learned from these different processes and platforms were further verified in four 'reflection and learning meetings' with the IS teams, sections and structures concerned.

¹ See Annex 1 on page 32

² The following Amnesty International sections contributed to the mid-term assessment of the campaign: Australia, Austria, Belgium (Flemish), Belgium (French), Brazil, Burkina Faso, Canada (English), Côte d'Ivoire, Denmark, Finland, France, Greece, Germany, Hungary, Iceland, Ireland, Japan, Malaysia, Mali, Moldova, Mongolia, Nepal, Netherlands, New Zealand, Norway, Poland, Portugal, Senegal, Sierra Leone, Slovakia, Spain, Sweden, Switzerland, Togo, Thailand, UK, Uruguay, USA and Venezuela. Amnesty International sections in Morocco, Philippines and Mexico, as countries of focus for the campaign, fed into the process through the internal projects database.

3. KEY OUTCOMES AND IMPACT

The following section outlines highlights from the impact that Amnesty International reported in the first seven months of the Stop Torture campaign, following the model of Amnesty International's four dimensions of change³. Under each of the dimensions of change specific indicators were carefully selected at the strategy planning process for each of the five countries of focus: Mexico, Morocco/Western Sahara, Nigeria, Philippines and Uzbekistan. Impact is therefore identified when progress has been observed on any of the indicators. This includes progress inside the country of focus (for example from a legislative and policy point of view) as well as progress in the behaviour of other influential actors and channels of influence outside the focus countries (for example foreign governments, the media and engagement by the Amnesty International movement).

The impact reflected in this document represents those areas where we are confident that Amnesty International contributed to achieving change. Where we have specific information to confirm this, it is outlined in this report.

While the following section outlines some highlights of the impact achieved, the full extent of how we progressed the dimensions of change in each country of focus is recorded in detail in Amnesty International's internal projects database and can be accessed on <http://projects.amnesty.org/>.



*AI Austria Petition delivery for Claudia Medina, September 2014 ©Amnesty International
©Laurent Ziegler*

³ Changes in civil society, media and other channels of influence; changes in laws, policies, and standards; changes in practice and accountability; changes in people's lives.

3.1 CHANGES IN LAWS, POLICIES, STANDARDS AND ACCOUNTABILITY

In almost all countries of focus, new, concrete steps are being taken by decision makers to put in place or strengthen effective safeguards to prevent torture. This progress will be instrumental in creating momentum in the campaign and moving closer to the achievement of the campaign objectives in 2015.

Highlights include:

- On 10 December 2014, the Nigerian Police Force released a Human Rights Practice Manual setting out standards expected of police officers and guidance on how to achieve these. The manual, which Amnesty International had pushed for, was drafted by one of Amnesty International's partners and is a welcome development.
- The Draft Code of Criminal Procedure presented by the Moroccan Ministry of Justice and Liberties contains partial versions of Amnesty International's recommendations such as improving the presence of lawyers during interrogation of minors, and video-recording of interviews for offences punishable by two years' imprisonment or more.
- Morocco completed the process of ratifying the Optional Protocol to the International Convention against Torture on 26 November 2014. Partners say that they believe the Stop Torture campaign is one of the contributing factors that pushed the government to take this step.
- In Mexico, in the wake of the disappearance of 43 students (the Ayotzinapa case), the President announced on 27 November that he would present a comprehensive bill on torture to be passed by Congress. Although this is not a direct result of the Stop Torture campaign, the fact that Amnesty International and many other actors have criticized the current federal law on torture prompted the President to include this issue, among many others, in his initiatives for early 2015.
- Mexico's Federal Attorney General's Office has sought the input of at least one local human rights organization on the reform of the medical examination protocol – one of Amnesty International's specific objectives.
- In the Philippines, a senate hearing was conducted in early 2015 into the conduct of the police, based on the findings of Amnesty International's report on torture by the police in that country. The senate inquiry is ongoing; it is hoped that it will ultimately lead to an examination of the existing accountability mechanisms for torture in the Philippines.

3.2 CHANGES IN PEOPLE'S LIVES

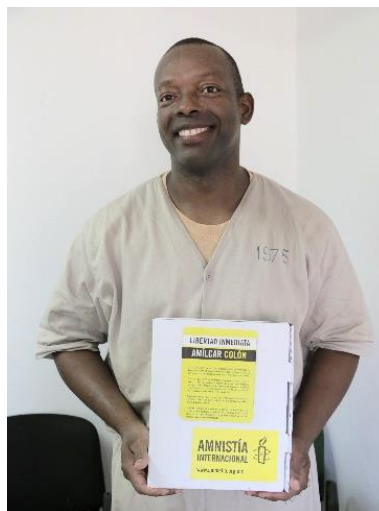
Work on individual cases has been at the core of the Stop Torture campaign – particularly from a public mobilization point of view.

We were able to actively campaign on key individual cases from each of the countries of focus from the very start of the campaign and before new research outputs were released on those countries. The campaign launched with five key cases – those of Ali Aarrass, Claudia Medina, Moses Akatugba, Dilorom Abdukadirova and Alfreda Disbarro – around which mobilization efforts peaked on 26 June 2014, International Day in Support of Victims of Torture. Some of these cases were subsequently included in the Write for Rights campaign at the end of 2014 together with two new cases – Erkin Musaev and Jerryyme Corre.

In addition to priority cases, the campaign was able to integrate in its body of work some urgent actions which were closely linked to the campaign's narrative and helped to provide a more global picture of the problem of torture. In 2014 the campaign promoted urgent actions on Ángel Amílcar Colón (Mexico) and Raif Badawi (Saudi Arabia). The aim for the campaign going forward is to continue such approach for 2015 and integrate into the campaign more urgent actions from outside countries of focus.

As a result of Amnesty International's work there has been significant progress on the majority of the cases mentioned above.

- **Ángel Amílcar Colón**, torture victim and prisoner of conscience, was released without charge on 15 October, after more than five years in pre-trial detention. Ángel has returned to Honduras where he is trying to resume his normal life. His legal representatives in Mexico continue to pursue his case and Ángel continues to campaign on his own case.
- Torture survivor **Claudia Medina** saw important progress in her personal situation. An appeals judge ruled in October that one of the charges against her was illegal. By early 2015, all charges had been dropped. Claudia also received the full copy of the report of her independent forensic examination by the National Human Rights Commission, which in Mexico is extremely difficult to obtain.



Ángel Amílcar Colón Quevedo, torture victim, prisoner of conscience, Tepic city, Nayarit state, Mexico. Federal prison Number 4. Receiving box with over 2,000 solidarity messages gathered by AI Mexico, September 2014 ©Amnesty International

- In October 2014, as a result of a targeted social media campaign and global membership support for the case of **Moses Akatugba**, the governor of the Niger Delta state responded publicly by saying that he is looking into Moses' case. He expressed his willingness to pardon Moses and we are following up on this commitment. Feedback



*Action for Moses Akatugba at Amnesty International Aotearoa New Zealand's Annual Meeting on 24-25 May 2014.
©Amnesty International*

- from Moses and his lawyer show how the support he is receiving through international solidarity are helping Moses and lifting his spirits in this tough time.
- **Alfreda Disbarro's** case has been heard by the Internal Affairs Service in the Philippines and is now awaiting a decision. This was one of the campaign's direct asks for Alfreda and information received by Amnesty International suggests the investigation was opened directly as a result of international membership mobilization.
- **Jerry Corre's** allegations of torture are currently being heard in court in the Philippines. The case will hopefully be submitted for resolution in 2015 and a decision may be expected within the following six months. If so, this will be the first torture complaint in the country decided by a Philippine court. As of April 2015, the Philippines police also opened an internal investigation into Corre's torture allegations directly as a result of Amnesty International actions received and petition delivery. In part because of Amnesty International's support, Jerry remains committed to pursuing justice⁴.
- In May 2014, the Moroccan authorities opened an investigation into the torture of **Ali Aarrass**, in line with Amnesty International's recommendations. As a result of co-ordinated advocacy efforts, Ali Aarrass was also granted a medical examination by an independent expert, though the Moroccan authorities did not accept any of the experts suggested by Amnesty International.
- Relief work was particularly beneficial for individuals and their families, especially to support cases going through judicial proceedings. Positive impact as a result of relief work was especially reported in the cases of Claudia Medina (especially legal aid), and Alfreda Disbarro (in the form of providing assistance and protection to Alfreda's family).

⁴ In April 2015 the Philippines police opened an investigation into Jerry's allegations through its internal Affairs Service (IAS), directly as a result of Amnesty International's activism generated through Write for Rights and as a result of a petition delivery organised by AI Philippines.

3.3 AMNESTY INTERNATIONAL MOVEMENT ENGAGEMENT

The vast majority of Amnesty International sections and structures committed to working on the Stop Torture global campaign. At least 60 sections signed up to the campaign and have carried out activities since it was launched in May 2014. The engagement of sections has varied depending on their capacity and resources, ranging from those sections who have capacity to work on most of the countries of focus as well as the national context (for example sections in the UK, France and Spain) to more modest bodies of work focusing on one focus country (typically within the most relevant region) and pushing their national agenda (for example Hungary, Burkina Faso, Kenya and Mongolia).

As an indication of sections' commitment to the campaign, we can highlight that:

- Over 50 sections organized public events to mark International Day in Support of Victims of Torture on 26 June;
- Over 1 million people were mobilized to take action. (This figure is reached by combining the individual actions and petitions on the priority cases.)

Human rights education, capacity building and growth

By analysing the very detailed list of activities reported by sections, it emerges that in order to carry out effective membership mobilization throughout the campaign, many sections invested considerable resources and capacity to support and train their most dedicated activists and groups. Awareness raising, capacity building and human rights education (HRE) activities were successfully carried out by many sections. This work aimed at increasing knowledge and challenging perceptions of torture for key activists and groups. Face-to-face training and other HRE activities were organized by sections including Burkina Faso, Canada, Finland, Iceland, Morocco, Philippines, Poland and the UK.

One key indicator in our impact framework relates to growth in key target audiences⁵. Of particular strategic importance were those audiences in four out of the five countries of focus in the campaign (Mexico, Morocco/Western Sahara, Nigeria and Philippines) – where Amnesty International has an established presence. The data shows that some growth was achieved in each of these countries as a result of the campaign.

- Membership of Amnesty International Morocco grew as a result of the campaign, according to figures from July to December 2014. In the seven-month period, 27% of Amnesty International Morocco's total annual recruitment was achieved through the Stop Torture campaign's key activities. (See case study on page 28 for more information.)
- Website analytics from Amnesty International Philippines show an increase in traffic and user flow to the section's website, including an increase in individuals interested in joining the section. In December 2014 Amnesty Philippines registered a noticeable spike in the number of registrations to become new members.

⁵ Indicators on growth covered several components: 1) supporter engagement, such as new leads, contacts and members, 2) capacity of the Amnesty International movement, and 3) finances

Between November 2014 and February 2015, a total of 41 new membership applications were received.

- Amnesty International Mexico reported a noticeable increase in local media coverage as a result of the campaign, which is expected to enhance the section's outreach and public awareness on torture issues. Amnesty International Mexico's social media reach and engagement also noticeably increased.
- In Nigeria, Amnesty International promoted the campaign to international members, recording an increase in both the creation of new leads and the number of people taking action.
- A small increase and outreach to new audiences in target countries has also been confirmed by looking at analytics of campaign content on social media⁶.

Other sections were also able to successfully target specific audiences that are considered strategic to the campaign:

- Amnesty International Canada developed a 'supporter journey' around the issue of torture in Mexico that specifically targeted people seeking cheap travel deals to Mexico. Two thirds of people who clicked on a mock website subsequently clicked through to the Amnesty International site. As a result, more than 400 new signatures were generated to an e-action on Mexico, and thousands of users saw the related billboard and movie advertisements.
- Amnesty International Moldova organized successful fundraising work targeting lawyers' groups, which resulted in greater engagement in the campaign as well as donations of money. While donations ranged from relatively large amounts to small, symbolic sums, all those who donated became engaged in the campaign as a result.
- Amnesty International New Zealand and Amnesty International Switzerland successfully carried out a restricted fundraising action to crowd-fund Stop Torture advertisements in the Philippines.

⁶ Data was compared between numbers of people reached by campaign content and the percentage of existing followers and supporters in those countries on social media channels. The data is provided by Sprinklr, the software used by 20 sections to track social media content.

3.4 PARTNERSHIPS AND CIVIL SOCIETY

In each of the countries of focus, Amnesty International was able to create or strengthen collaboration with networks and partners, human rights defenders and organizations working on torture. This benefited Amnesty International's research and campaigning. In some cases, Amnesty International's work also provided support and increased capacity for local organizations.

- Uzbekistan: Amnesty International is in close contact and working in collaboration with key Uzbekistani human rights defenders (HRDs) in exile and in the country via safe and secure means. Good working relationships are in place and these individuals were consulted as required as the campaign developed. HRDs were involved in campaign events, including speakers' tours, media events and demonstrations. In June, Amnesty International brought HRDs from Uzbekistan to a safe location outside Uzbekistan to conduct research and provide training and capacity-building to support their work. As a result, the HRDs also got some much-needed respite from the stressful circumstances in which they operate.
- Mexico: research and campaign activities were carried out in close collaboration with local NGOs, lawyers and human rights defenders. The publication of Amnesty International's report in September 2014 was appreciated by local partners, especially in a context in which the interest of key stakeholders in torture seemed to be dwindling. Apart from benefiting Mexico City-based NGOs, Amnesty International launched its report in various states in the following weeks and months, with the support of Amnesty International Mexico, which also helped local NGOs in those regions in terms of visibility and legitimacy. Amnesty International worked with dozens of NGOs over this period, in one way or another. The majority of the 22 cases featured in our report are being litigated by partner NGOs. These NGOs include Centro de Derechos Humanos Miguel Agustín Pro Juárez (Claudia Medina, Ángel Colón, Atenco women), Comisión Mexicana de Defensa y Promoción de los Derechos Humanos (Miriam López), Paso del Norte (Rogelio Amaya and others), Comisión de Derechos Humanos del Noroeste, Centro de Derechos Humanos de la Montaña Tlachinollan, and many others.
- Morocco: Amnesty International Morocco partnered with other Moroccan civil society organizations in campaigning activities, strengthening the section's pressure base and attracting more activists and sympathizers. However, this increased engagement may have also partly contributed to a backlash against human rights groups by the Moroccan government. National civil society organizations engaged more with torture as a theme in their reporting and mobilization on human rights. The partner organizations included, among others, the Moroccan Association of Human Rights (AMDH), the Committee for the Defense of Islamist Detainees (CCDDI) and the Medical Association for Rehabilitation of Torture Victims (AMRVT).

- Philippines: National and local NGO partners in the United against Torture Coalition in the Philippines were increasingly aware of the importance of working on all torture cases, not only historical torture cases with political links. Amnesty International Philippines is examining the potential of working with new partners, including lawyers' groups and other NGOs.
- Nigeria: Amnesty International continued to maintain a strong network with Nigerian partner organizations working on torture. In September, prior to the launch of an Amnesty International report on torture in Nigeria, the Nigeria Research team from the IS held a campaigns workshop with more than 10 local partners to update them on upcoming activities and explore ways of collaborating. Partners have referred cases to Amnesty International and complimented Amnesty International's work by undertaking advocacy and media work with the objective of criminalizing torture. A funding project is also currently underway between Amnesty International and key partner HURSDEF to build the capacity of Nigerian lawyers through a Legal Intervention Network to intervene in urgent cases of individuals at risk of torture in police custody. Funding for the project was secured and will be developed in 2015.

At the global level, Amnesty International was able to consult with key international NGOs working on torture during the campaign's strategy development phase. These include the Association for the Prevention of Torture (APT), the International Rehabilitation Council for Torture Victims (IRCT) and the World Organisation against Torture (OMCT). Amnesty International has continued to work with these organizations throughout the campaign and has identified opportunities for further collaboration.

Amnesty International (mainly sections and structures) also established or strengthened relationships with local partners and NGOs outside of countries of focus, with three main objectives:

1. To deepen understanding and identify further campaigning opportunities for sections and structures in the countries of focus (by working with partners in, for example, Côte d'Ivoire, Germany, Uruguay and Australia);
2. To deepen understanding of the national agenda and carry out more locally relevant work on torture (for example in Ireland, Burkina Faso, Poland and Hungary);
3. To develop strategic partnerships with influential audiences for the campaign (for example Amnesty International Norway working with national associations of lawyers, doctors and psychologists; Amnesty International UK engaging with the British Medical Association).

3.5 MEDIA

Media coverage during the first seven months of the campaign was focused around the campaign launch in May and the release of three major reports on the countries of focus. Data from international media suggests good coverage for each event. Expectations for media coverage of the campaign launch were significantly exceeded.

The Stop Torture campaign was launched in London on 13 May 2014 with a press conference including Amnesty International spokespeople and torture survivors. The campaign launch was supplemented by the publication of a media briefing on the extent of torture in the world today, a GlobeScan survey on worldwide attitudes to torture and a selection of audio-visual materials, including a short animated film by a prestigious French director. The media coverage achieved overwhelmingly surpassed all targets in traditional hard news media, making it Amnesty International's second biggest media story in 2014⁷. Some sections also launched the campaign with a press conference, including those in France, Germany, Italy, Kenya, Luxembourg, Mongolia, Morocco, Philippines, Spain, Switzerland and Venezuela.



Amnesty International Nepal staff and activists marking the Launch of STOP TORTURE Campaign with a Solidarity Message, May 2014. ©Amnesty International Nepal

⁷ Meltwater (the software used by Amnesty International's media team to monitor press coverage) reports the following results: 2,107 online hits; 283 of those outlets have a potential reach of over 10 million people, 787 outlets have a potential reach of over 1 million people, and 1,311 outlets have a potential reach of over 100,000 people. Coverage was reported in at least 106 countries and articles were written in at least 20 languages.

Each of the three report launches were considered successful from a media point of view.

Highlights include:

- The release of the report on Nigeria was the most successful of the three report launches, based on a comparison of unique hits. Coverage was also enhanced by a strong public response of denial by the Nigerian police, to which Amnesty International was able to publicly respond.
- In the Philippines good coverage was recorded on the day of and also in the lead up to the release of the report. Ultimately, coverage was helped by the presence of Salil Shetty, Amnesty International's Secretary General, in the country. The good coverage came in spite of external news developments on the day which worked to our disadvantage (impending typhoon in the country).
- For the launch of the report on Mexico we recorded a noticeable increase in local media coverage, resulting from local press launches organized by Amnesty International Mexico, as well as global news coverage.



Amnesty International representatives holding copies of an Amnesty International report taken at the launch event for Amnesty International's torture report - Above the Law: Police Torture in the Philippines, December 2014. ©Amnesty International

3.6 ENGAGEMENT BY OTHER KEY ACTORS

Inter-governmental organizations (IGOs)

Working with strategic IGOs has proved to be particularly important for influencing progress in the countries of focus. Particularly relevant has been the role of the United Nations (UN) and the European Union (EU).

At the UN, highlights include:

- Amnesty International has worked effectively with the UN Special Rapporteur on torture and other ill-treatment. Amnesty International submitted information to the Special Rapporteur in advance of his visit to Mexico. In the end, the Special Rapporteur's recommendations and findings on Mexico are in line with Amnesty International's concerns. Similar impact was also achieved with regards to the Special Rapporteur's thematic report on the role of forensic and medical sciences. Furthermore some of the individual cases Amnesty International has focused on were highlighted during the Special Rapporteur's individual communications with states.
- At the treaty-body level, the list of issues for the review of Uzbekistan by the UN Human Rights Committee are in line with the priorities and objectives of the Stop Torture campaign for that country. Furthermore, the UN Committee against Torture and the UN Human Rights Committee issued decisions in favour of Ali Aarrass, a priority individual case for the campaign.

At the EU level, Amnesty International has carried out significant work to ensure that a commitment to end torture underpins the EU's foreign policy agenda.

- During the first seven months of the campaign the EU's High Representative for Foreign Affairs and Security Policy/Vice-President of the European Commission issued two public statements which reaffirmed the EU's commitment to combat torture in its foreign policy work. This followed concerted lobbying efforts by Amnesty International and partners in Brussels.
- Also following intensive lobbying by Amnesty International, an urgent resolution on Human Rights in Uzbekistan calling on the Uzbek authorities to stop torture was passed by the European Parliament in October 2014.

The General Assembly of the Organization of American States adopted a resolution on torture in the lead up to the 30th anniversary of the Inter-American Convention to Prevent and Punish Torture in 2015. The resolution had been introduced by Uruguay and discussed and adopted previously at the organization's Permanent Council. Amnesty International was squarely behind the initiative and its successful conclusion.

Influential governments

Many Amnesty International sections contributed to change in the countries of focus by targeting their own governments as well as the overseas diplomatic representatives of the countries of focus. Impact as a result of these activities is not always easy to track. Work with embassies will usually show progress within a longer-term time frame, and responses from such advocacy targets in the initial months of the campaign were limited, as expected. Some signs of progress can, however, be identified, especially when sections managed to strategically use an existing bilateral relation between their government and the government of a country of focus. Among others:

- Notable results were achieved in Germany where the Minister of the Interior decided to postpone a planned security agreement with Mexico in order to achieve higher human rights standards (see case study on page 20).
- In Spain, Amnesty International influenced Members of Parliament to raise questions on Uzbekistan and Morocco.

In-country channels of influence

Within countries of focus, Amnesty International managed to successfully influence the behaviour and work of several key strategic actors and decision-makers. Highlights include:

- In Morocco, the National Human Rights Institution acknowledged during its annual reporting in parliament that torture persists, and asked for investigations into torture allegations in specific cases.
- In the Philippines, Amnesty International made some progress in opening a channel of communication with some influential actors in the country. For example Archbishop Socrates Villegas, president of the Catholic Bishops Council of the Philippines, is now committed to address the issue of torture through his diocese and the Bishops Council. Similarly, the Philippines National Police's Human Rights Affairs Officer is committed to work with Amnesty International on awareness-raising initiatives for torture victims in Philippines' prisons.

4. REFLECTION ON AMNESTY INTERNATIONAL'S CONTRIBUTION TO CHANGE AND KEY LEARNINGS

The following section presents a series of reflections drawn from analysing data and information provided by Amnesty International staff – both at section and international level. In addition, several internal reflective discussions were held to explore further some emerging trends and issues. The input of external partners was also included via Amnesty International research teams.

Each of the issues discussed below is accompanied by a series of recommendations aimed at informing and guiding the Stop Torture global campaign in the future, as well as contributing to the strength of Amnesty International's overall global campaigning.

4.1 GLOBAL ACTIVISM

One of the areas where Amnesty International has achieved the most significant progress is on individual cases. Our analysis suggests that intensive membership mobilization and activism played a crucial role in achieving this progress. This was confirmed by verification from partners and decision makers – the latter having in some cases publicly acknowledged the role of Amnesty International's membership (for example in Morocco, Nigeria and Philippines). This reflection is not new to Amnesty International and confirms the assumption that activism is most effective around individual cases.

The same cannot be said about activism around calls for systemic change. It is worth noting that none of the progress achieved in first seven months of the campaign from a legal and policy change perspective was achieved through public activism. It was achieved through communicating Amnesty International's analysis and recommendations to targets and decision makers directly or through advocacy channels. Having said this, it should not be concluded that activism and public mobilization do not contribute at all to systemic change; indeed, our membership mobilization efforts give us the visibility and status to gain direct access to decision makers. Also worth noting is the relatively short time-frame this evaluation covers and the fact that systemic change is often a longer process.



“The story changed when Amnesty came in. I regained hope and this hope now keeps me moving. When I leave prison, the first thing I plan to do is to go back to school and study.”

Moses Akatugba, Nigeria

Amnesty International Togo activists take a photo action in support of Moses Akatugba. © Amnesty International

“It’s been great to extend the reach of our activism to countries we never worked on before (for example Morocco). This has also given us the international legitimacy to expose the widespread use of torture here in a period of political turmoil.”

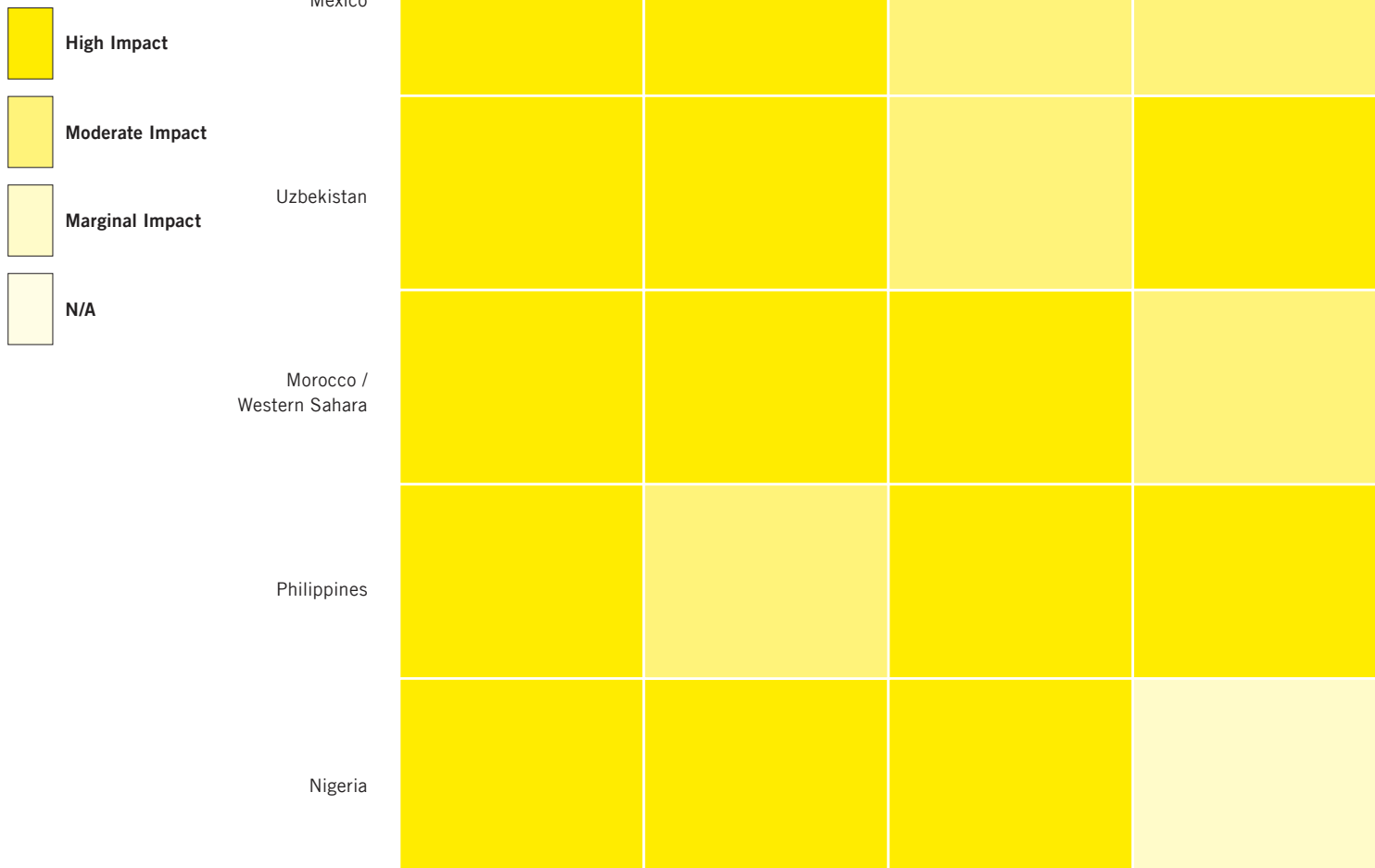
Amnesty International Venezuela

“People ‘got’ the issue [of torture] and why we should care and act, but no one was jumping up and down feeling outraged and wanting to bend over backwards to work on the campaign. However, work on Ángel Colón and Raif Badawi’s cases enthused people. Suddenly the campaign felt real and immediate to people.”

Amnesty International Canada

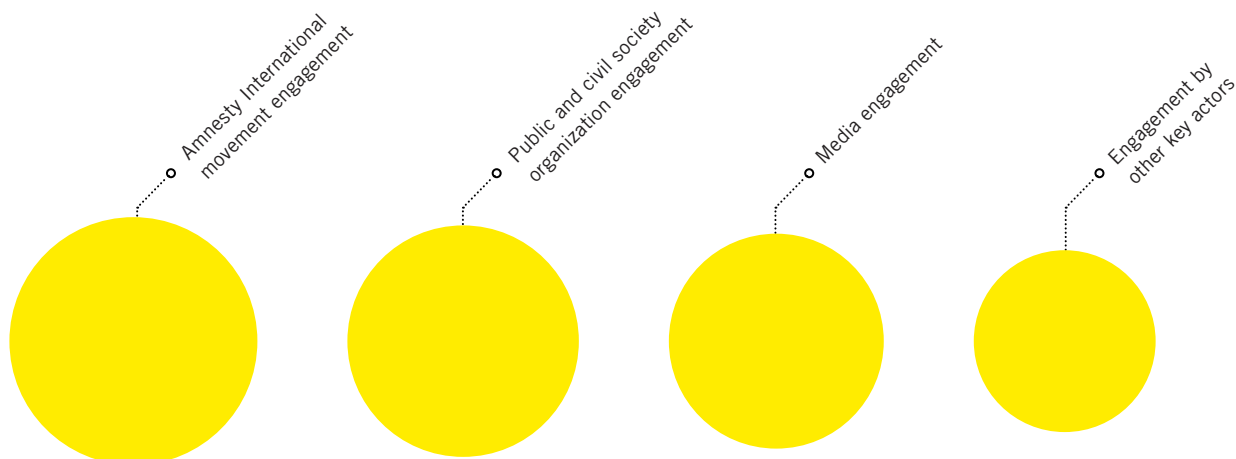
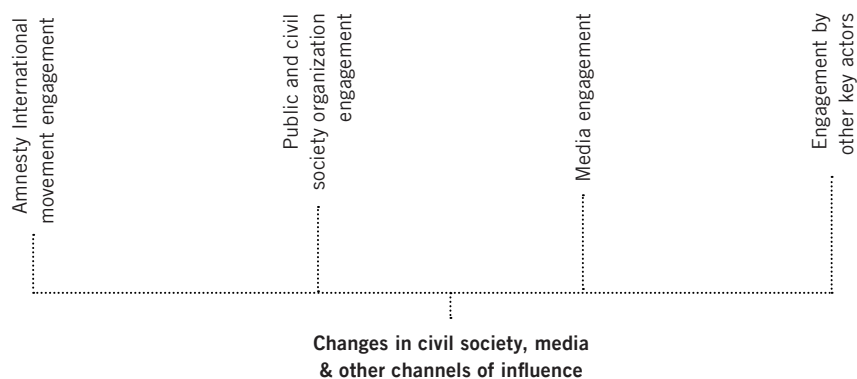


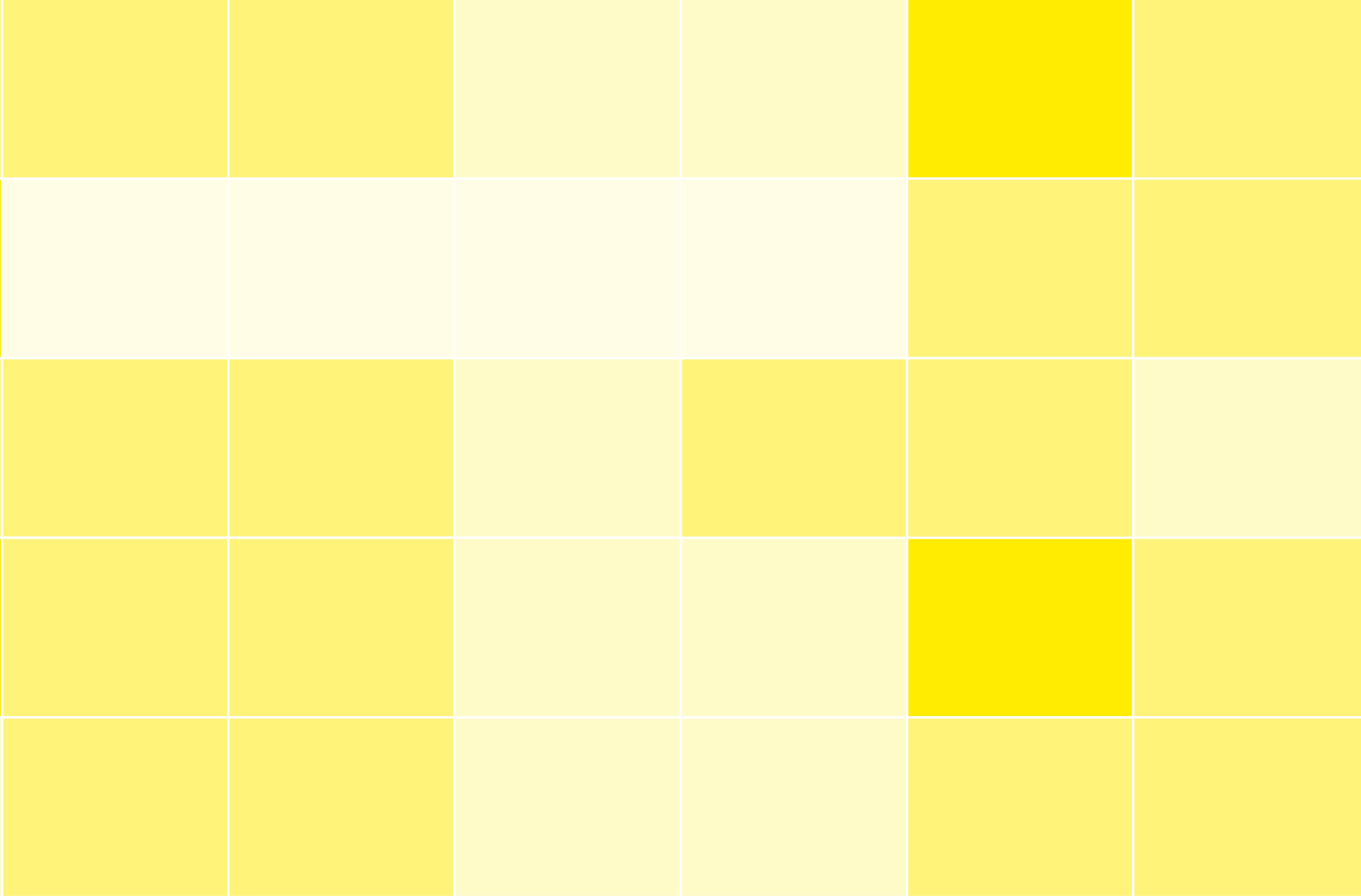
A demonstration held by Amnesty International Germany on behalf of Raif Badawi in front of the Saudi Arabian embassy, Berlin, January 2015. © Amnesty International Germany



PROGRESS INDICATORS

The following charts provide a snapshot of the campaign's progress against the pre-defined indicators and dimensions of change. The above chart provides a detailed break-down of progress by country of focus. The below chart aggregates data by dimension of change. Progress has been assessed based on the data provided for the content of this report and the reflections of the campaign's core team.





Key target decision makers' attitudes and engagement with respect to Amnesty International positions

Introduction, amendment, repeal of laws, policies and standards

Changes in laws, policies and standards

Actual implementation of laws, policies and standards

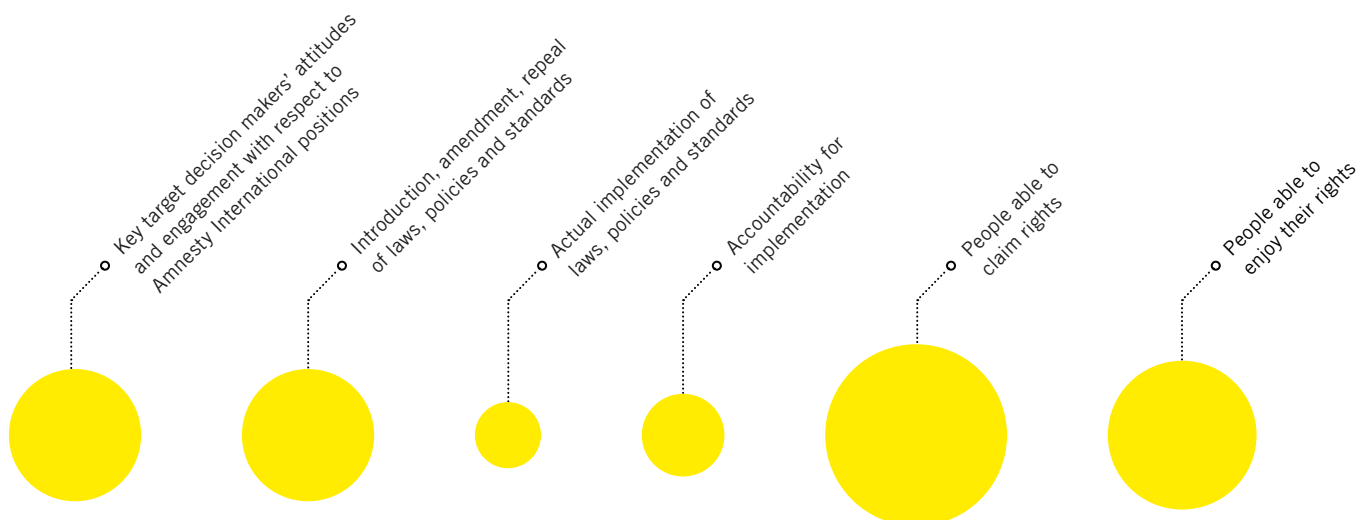
Accountability for implementation

Changes in practice and accountability

People able to claim rights



People able to enjoy their rights

Changes in people's lives



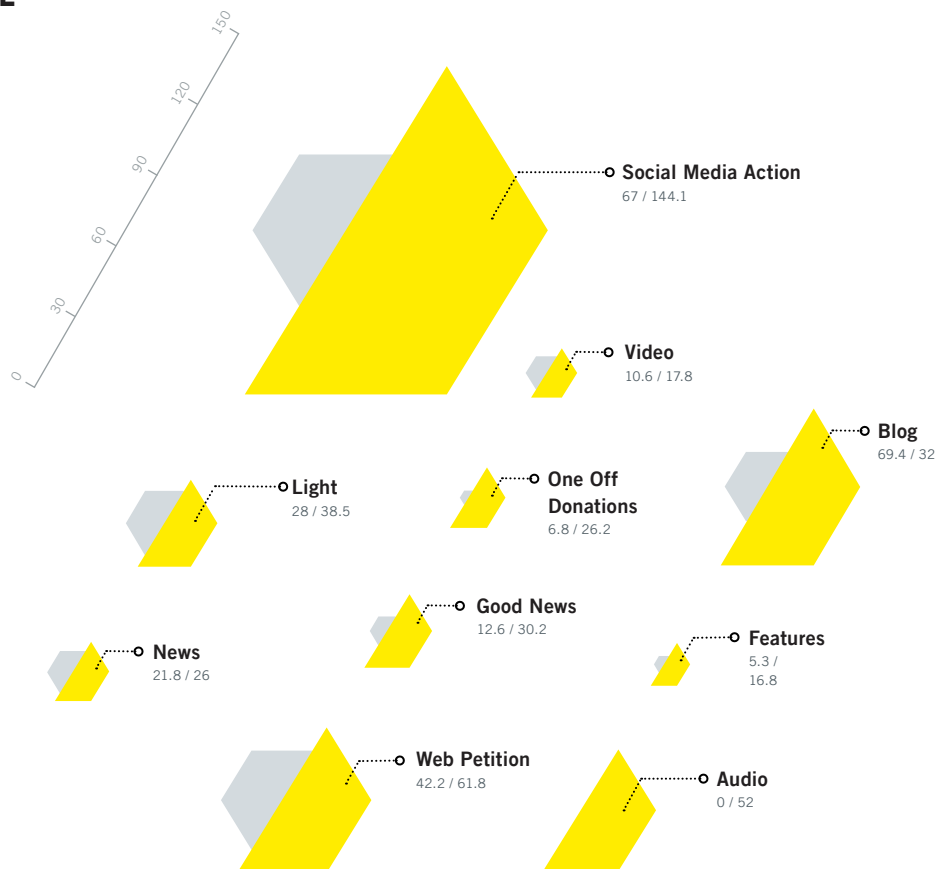
SOCIAL MEDIA

The data presented below has been collected via Sprinklr, a social media analytics tool which compiles information about social media across the Amnesty International movement for various social networks. The data is gathered from the work of the International Secretariat and 20 sections.

-  Average clicks per post
-  Average engagements per post (retweets, replies, favourites)

ENGAGEMENT BY CONTENT TYPE TWITTER

This graph shows the number of and relationship between social engagements and clicks on Tweets by content type. are categorized based on the type of content. Most posts are accompanied by a still image.



BREAKING DOWN THE CONTENT:

Audio

Link to audio content such as podcasts and interviews

Blog

First person account of campaign events, updates, stories

Features

Magazine-styled piece, focusing usually on personal story

Good news

Updates on positive campaign progress and impact

Light

Non-action related content, campaign updates on global/thematic issues

News

Content aimed for media outlets, including press releases

One off donations

fundraising-related content

Social media action

Action-oriented posts targeted at decision-makers

Video

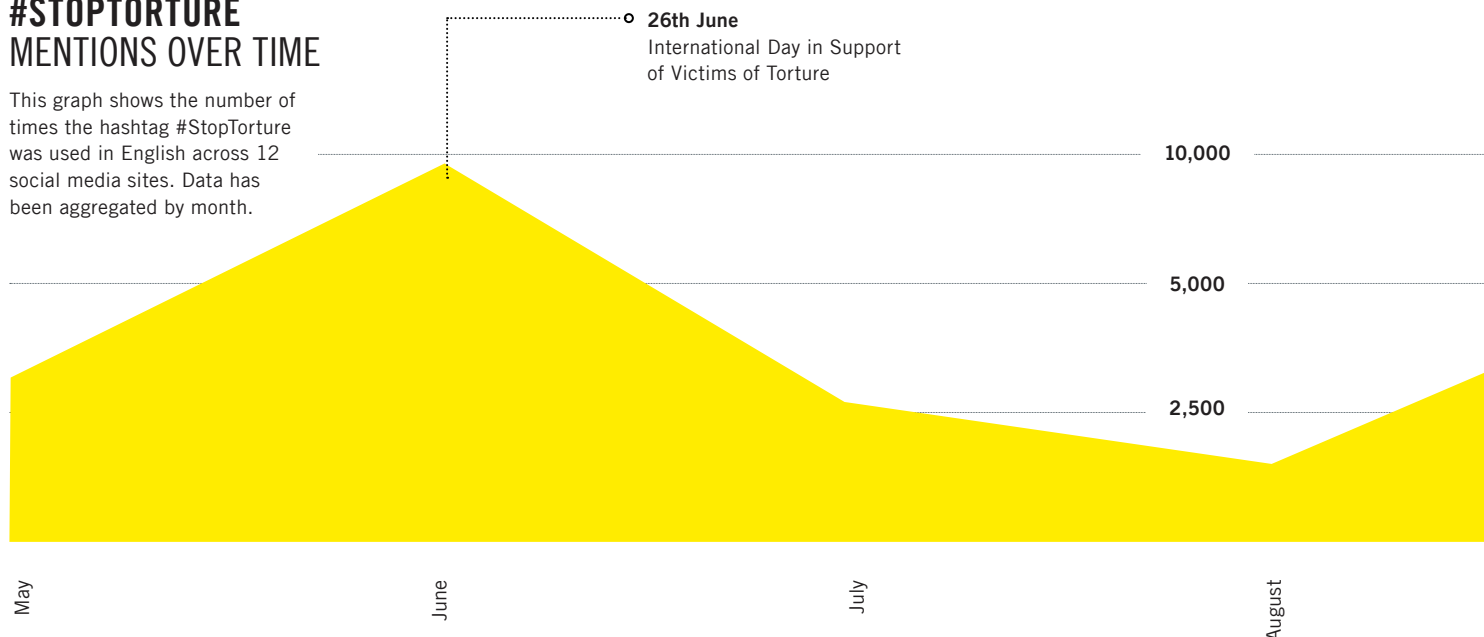
Video content posted on social media channels or through youtube

Web petition

Call to action, mainly an ask to sign web-based actions and/or petitions



#STOPTORTURE MENTIONS OVER TIME

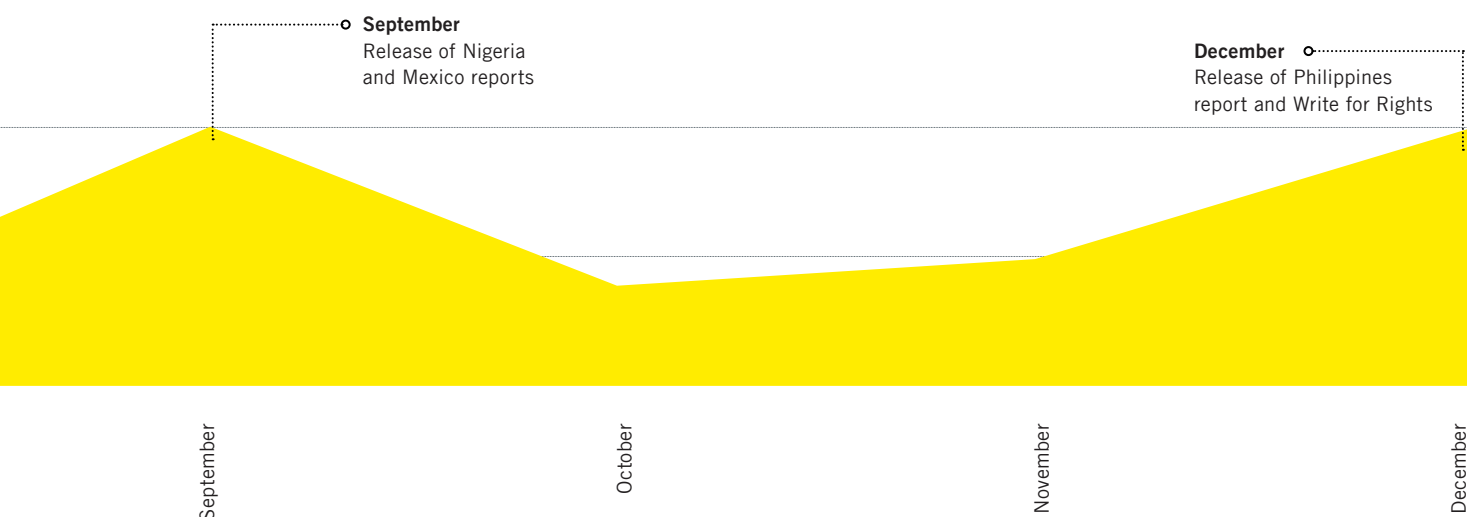
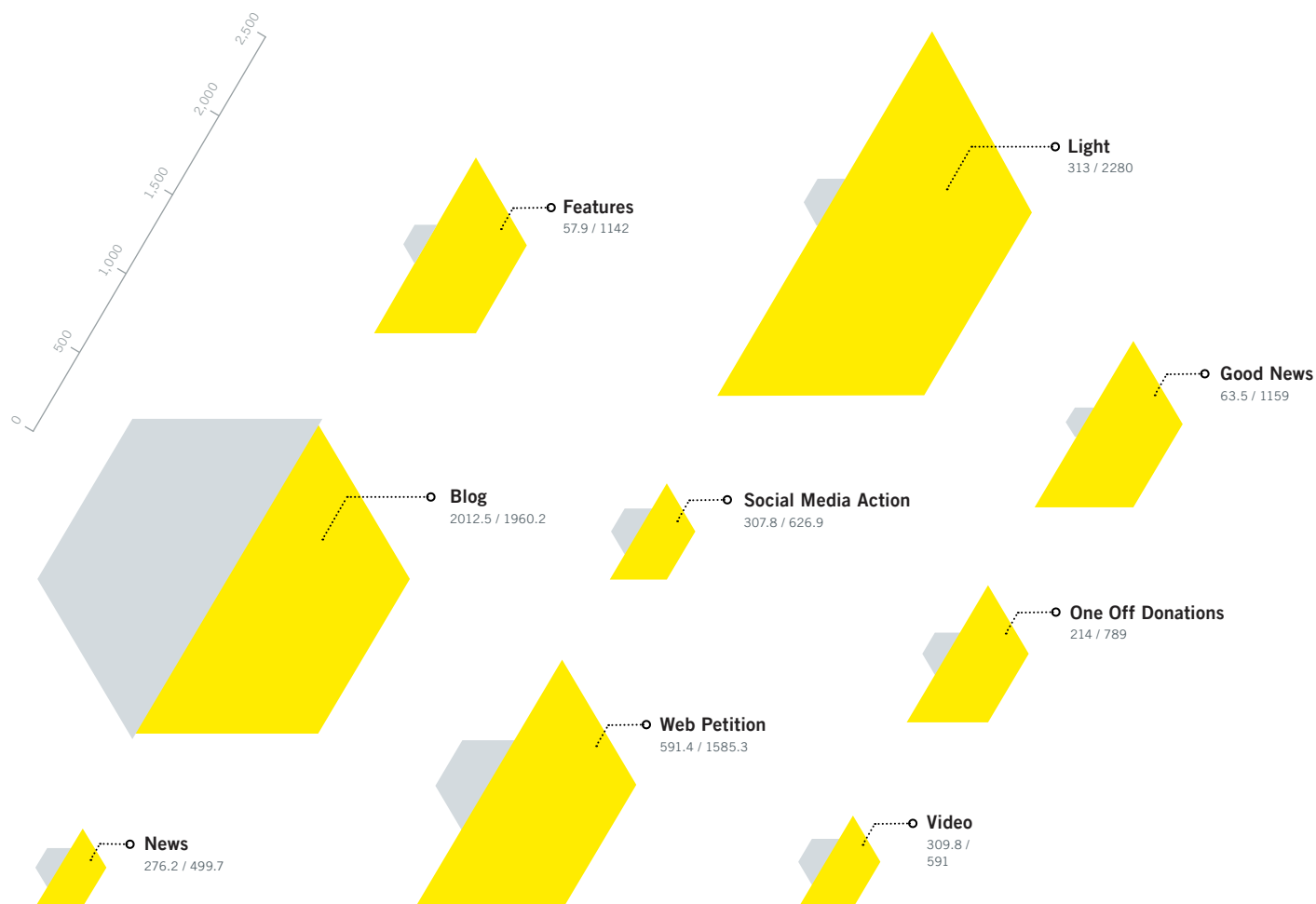
This graph shows the number of times the hashtag #StopTorture was used in English across 12 social media sites. Data has been aggregated by month.



ENGAGEMENT BY CONTENT TYPE FACEBOOK

This graph shows the number of and relationship between social engagements and clicks on Facebook content. are categorized based on the type of content. Most posts are accompanied by a still image.

-  Average clicks per post
-  Average engagements per post (likes, shares, comments)



“For Amnesty International Uruguay, it was key to have a country in the region to focus on... Mexico. We could do lobbying actions and approach the media as we have a ‘familiar case’ for everybody here in Uruguay.”

Amnesty International Uruguay



A group of Amnesty International Brazil activists organized a public stunt in Rio de Janeiro to mark the launch of the report on torture in Mexico, September 2014. © Adil Guedes/Anistia Internacional Brasil

“I want to thank members of Amnesty International all over the world. Also my lawyers in the Centro de Derechos Humanos Miguel Agustín Pro Juárez. Many thanks in particular to the more than 300,000 people that sent letters about my case that were delivered to the Attorney General in September. Knowing that I am not alone has made a big difference to me.”

Claudia Medina



Amnesty International Mexico and partner NGOs host a press conference together with torture survivor Claudia Medina to announce the dropping of the charges against her, Mexico City, February 2015. © Amnesty International Mexico



“I can never give enough thanks. These [letters] give me strength. It even changed the course of my case as compared to before. It also gives courage to my wife. We are not alone in this fight. Many people also seek justice for us.”

Jerry Corre, Philippines

Amnesty International Philippines staff visit Jerry Corre along with his wife, the day before his birthday, to deliver some of the many letters sent to him from Amnesty International activists across the world as part of Write for Rights 2014. © Amnesty International

“It was very important to have a country like Uzbekistan where the torture issue is similar to Moldova, and people can understand it more easily through their own experiences.”

Amnesty International Moldova



Selmin Çalışkan, Director of Amnesty International Germany and Umida Niyazova, an Uzbekistani human rights activist living in Germany, hand over 37,181 petitions to the embassy of Uzbekistan in Berlin. © Amnesty International / Henning Schacht

“It is very difficult for me to express in words our family’s deep feelings of gratitude and appreciation. When we look at the photos [of the Amnesty International actions] we are deeply touched that somewhere far away from us, there are people who care about the fate of my son who was convicted unjustly.”

Aidzhan Musaev, father of Erkin Musaev

“The Stop Torture campaign was eagerly awaited by our activists. Thanks to the clear global strategy shared with sections many months in advance, we’ve been able to launch the campaign with success and engage a lot of our supporters by giving them a clear understanding of the specific goals of this campaign. The clear timeframe of the campaign is also a key factor to keep pace in the mobilization.”

Amnesty International France



Amnesty International France takes part in a joint demonstration across 12 European capitals in support of Uzbekistani prisoner of conscience Dilorom Abdukadirova, October 2014. © Pierre-Yves Brunaud / Picturetank

There is consensus among key internal campaign stakeholders that we should focus on activism that we know is effective and strategic (for example focusing on individual cases) but which can also contribute indirectly to the legal and policy objectives identified in the country. By looking at the current strategy in the campaign's countries of focus, it was observed that membership mobilization and public activism can have an indirect impact on calls for systemic change when it is focused on individual cases that are emblematic of the systemic calls and wider campaign objectives. In addition, public activism could also play a key role in contributing to systemic change when there is a legal or policy review process ongoing and nearing completion (for example during the final stages of a parliament approving a bill).



Amnesty International Latvia activists call for an end to torture and other ill-treatment by security forces and prison personnel in Uzbekistan. On Tuesday the 21st of October 2014 almost 200,000 signatures were delivered to Uzbek embassies across Europe. ©Amnesty International

Activism results differ depending on the types of audiences and constituencies mobilized. In countries of focus, the most successful activism has been achieved when there is a greater geographical spread of signatories for petitions, but also when national audiences are mobilized in tandem. While this is a model that has also proved successful in previous campaigns, there was consensus among key campaign stakeholders that more could be done to effectively “segment” audiences for activism purposes. Within countries of focus more research can be carried out to identify national “agitators” or prominent figures that can help to mobilize key national audiences and facilitate growth. Similar segmentation can also be done at section level. Some sections have already taken this route, for example by reaching out to diaspora communities from countries of focus or targeting specific professional categories such as doctors and lawyers. However, feedback from sections suggests that where strategies narrow down specific audiences for activism purposes, more could be done to find creative and innovative ways of taking action – beyond petitions and web actions – that are specifically tailored to those audiences.

KEY RECOMMENDATIONS

- Activism on individual cases should be linked as much as possible to systemic call/objectives and these systemic calls should be reflected where possible alongside the individual case calls.
- Additional capacity and resources should be granted to segmenting and researching audiences for activism purposes and develop actions tailored to specific audience
- We should challenge any assumption that mobilization of global membership is always necessary and useful, in some cases, the focus should be on national audiences only
- We should always carry out a careful analysis of the contribution that activism can bring to legal and policy changes

4.2 LOBBYING AND ADVOCACY

Lobbying and advocacy directed at decision makers in countries of focus and strategic channels of influence is one of the strongest tactics deployed in the campaign. The strongest results in influencing decision makers on legal or policy changes in countries of focus were observed when Amnesty International's research exposing the practice of torture was accompanied by a detailed legal and policy analysis. In each case, this analysis outlined the rationale for Amnesty International's calls and gave precise solutions. The campaign was launched with an initial legal and policy analysis of what needed to change (largely based on pre-existing research), on the basis of which objectives were selected. Further research was able to expand and support those objectives.

Advocacy work has been particularly effective within the UN context. Feedback suggests that strategies benefited from including the UN as part of the theory of change, especially when opportunities have been well mapped out in advance of and during the strategy development process. This has allowed for a robust proactive (rather than strictly reactive) approach. UN treaty bodies and Special Procedures (Special Rapporteurs) emerged as particularly effective in raising the profile of Amnesty International's recommendations to decision makers. UN opportunities have certainly been helpful in building momentum for Amnesty International's work (although, due to the periodicity of reviews, some opportunities present themselves only into the second year of the campaign). Perhaps less effective so far has been the follow up at the national level to push recommendations with target countries. While this responsibility officially lies with the governments, UN mechanisms and civil society can all play a role in encouraging follow up. Increased proactive advocacy work by Amnesty International could be beneficial to address this in the future. Similarly, in order to engage successfully with UN opportunities, it is helpful for country teams to be consistently engaged and ready to respond reactively to opportunities.

Of particular note has been the advocacy work carried out with the UN Special Rapporteur on torture and other ill-treatment where the campaign benefitted from the timing of the Special rapporteur's plans. Direct access and well-co-ordinated contact with his office was instrumental. This was important not only to ensure cohesive and effective communication but also to carry out work in line with campaign priorities. This enabled us to make good use of time and resources.

The EU has also been a key target and an effective channel of influence on the countries of focus. The main progress was achieved through a well-co-ordinated and proactive awareness-raising push of Amnesty International's work on torture which targeted all major EU actors working on the issue. This raised the profile of the campaign and ensured EU targets were informed and aware of Amnesty International's priorities. As a result of this groundwork it was easier for Amnesty International to engage quickly with opportunities at the EU such as human rights dialogues, urgent resolutions, official visits and so on.

KEY LEARNINGS

- The sooner that detailed and sound campaign objectives and sub objectives are identified, the more effective Amnesty International can be in developing research, policy and legal work that is shaped to best support such objectives.
- We must continue to ensure that there is adequate flexibility to refine and adjust campaign objectives as the campaign and the research progress.
- Mapping UN opportunities during strategy development is key. Once these opportunities have produced positive outcomes (for example strong UN recommendations), proactive follow-up work is necessary to maintain momentum and pressure decision makers.
- We must continue to maintain co-ordinated communication with the office of the Special Rapporteur on torture and other ill-treatment, in order to prioritize in line with campaign priorities.
- We must continue to build the profile of the campaign with key IGO targets in order to effectively respond to opportunities.
- We must consistently analyze opportunities for the EU to influence countries of focus. Specific opportunities should be mapped out.

The most remarkable progress with the EU can be observed when specific opportunities are identified that are unique to the relationship between an EU member and a country of focus. influencing the communiqué of an EU-Nigeria ministerial meeting; influencing the EU baseline in evaluating progress in the Philippines on human rights commitments; influencing EU-Mexico dialogue (or at least the statement issued by civil society in advance of the dialogue); and the European Parliament urgent resolution on Uzbekistan. We are seeing similar progress on a more thematic level around the implementation of the EU Guidelines on Torture and the Tools of Torture Trade regulation.

When it comes to reflecting on the role that advocacy has played in influencing foreign governments, a mixed picture emerges. Feedback suggests that as a result of reaching out to authorities, governments are certainly more informed about torture happening in the countries of focus and some have promised to “relay back” the information to relevant higher authorities. In some cases we have seen remarkable tangible impact when sections have been able to influence a specific existing bilateral relationship between their country and a country of focus. Carrying out an in-depth analysis of a country's bilateral relationship with countries of focus seems to be a key component in ensuring that sections can create an impact in line with the campaign's theory of change.

Advocacy work targeting the embassies of countries of focus has produced some gains. However it is important to acknowledge that developing relationships between Amnesty International sections and embassies should be seen as a long-term investment and at this point in the campaign it may be premature to draw any conclusions about the effectiveness of this tactic. What has emerged is that this area of work can be effective in the short-term for gathering intelligence on bilateral relations between countries, and countries' attitudes towards international pressure (the response and tone of embassy meetings can be indicative of governments' openness and potential reaction to international pressure).



Claudia Medina petition delivery, Rome, Italy. The Petition was delivered to the Mexican Embassy in Rome, September 2014. ©Amnesty International

KEY RECOMMENDATIONS

- Sections should research and analyze their government's relationship with countries of focus in order to develop a focused body of advocacy work, and mobilize national members when appropriate.
- Theories of change should include an in-depth analysis of influential foreign governments and be developed in partnership with relevant sections.

CASE STUDY: TARGETING INFLUENTIAL FOREIGN GOVERNMENTS – AMNESTY INTERNATIONAL GERMANY

Before the launch of the Stop Torture campaign, Amnesty International Germany learned via official inquiries in Parliament that the German Government had significantly failed to acknowledge the issue of torture in Mexico.

In order to change this, Amnesty International Germany identified three key targets:

- The German Ministry of Foreign Affairs, responsible for assessing the human rights situation of countries abroad. This included the German Embassy in Mexico, which has a focus on the state of Guerrero.
- The German Ministry of the Interior, which had planned security co-operation with Mexico.
- The German Ministry for Economic Co-operation and Development, which provided aid to Mexico on renewable energy.

The activities carried out by the section include:

- Lobbying parliament to put pressure on the government.
- Regular contact with the Ministry of Foreign Affairs (regarding the Universal Periodic Review process; new Amnesty International reports; requesting information on activities of the German Embassy in Mexico; writing to the Foreign Minister before his trip to Mexico).
- Meeting with the Minister of State before her trip to Mexico.
- Briefing the new German Ambassador to Mexico.
- Meetings with the Ministry of the Interior
- Meeting with the human rights delegate of the German government
- Meetings with individual parliamentarians, committees and working groups.
- A speaker's tour with Mexican human rights activist Abel Barrera, including public events and advocacy meetings.

- Press work pushing a national angle on the planned security co-operation with Mexico.

Amnesty International Germany was able to use the planned security co-operation as leverage. The section underlined to the government and parliamentarians that if Germany agrees to the security co-operation plan, they must take seriously the issue of torture and negate any potential risks; otherwise Germany could be complicit in torture. Amnesty International Germany also found that working together with a network of NGOs on this issue was very helpful.

In terms of impact, the section was successful in influencing the German Government and Parliament – and not only in relation to the planned security co-operation. The fact that Mexico is a corrupt state with serious deficiencies regarding rule of law is now widely accepted and discussed among politicians and in the media in Germany. German politicians used their visits to Mexico to raise these issues with Mexican politicians. The Ministry of Foreign Affairs has started a regular “round table” discussion on the human rights situation in Mexico with a wide range of Ministry officials and civil society representatives. The Ministry is also considering starting an official dialogue with Mexico on the rule of law. The Ministry of Economic Co-operation and Development is re-adjusting its development co-operation and focusing more on poverty reduction and training of forensic experts. The Ministry of the Interior has postponed the planned security agreement in order to achieve higher human rights standards. Several German parliamentarians now work regularly on Mexico, compared to previous years. They show a high awareness of issues including torture and enforced disappearance and a critical awareness of Mexican-German relations.



Amnesty Germany activists demonstrated for an end to torture in Mexico and for the elucidation of the alleged killings of 43 students. Participant was also the Mexican human rights activist Abel Barrera, November 2014 ©Amnesty International, ©Henning Schacht

4.3 WORKING WITH OTHERS – PARTNERS AND RIGHTS HOLDERS

Working with victims of torture

Work with and on behalf of individuals has been at the core of the global campaign from the beginning. It also emerges as a key dimension of change where significant progress has been achieved so far. It has already been outlined above how mobilization and activism efforts have contributed to achieving change.

Reflecting further on this area of work, it emerges that relief also played a key role in improving the situation of individuals and their families, especially when supporting individuals and their families in ongoing judicial proceedings (for example by contributing to legal aid).

Activism efforts in the form of international solidarity have also been particularly well received. Including some cases from the campaign in the annual Write for Rights (W4R) letter writing marathon gave a strong push to solidarity efforts. All individual torture survivors whose cases were included in W4R reported being positively touched by the international solidarity generated as a result.



"I can never give enough thanks. These [letters] give me strength. It even changed the course of my case as compared to before. It also gives courage to my wife. We are not alone in this fight. Many people also seek justice for us." - Jerry Corde, Philippines

Amnesty Philippines staff visit Jerry Corde along with his wife, the day before his birthday, to deliver some of the many letters sent to him from Amnesty activists across the world as part of Write for Rights 2015, February 2015 ©Amnesty International

KEY RECOMMENDATIONS

- Where possible, relief options should be actively explored to support individual cases. A more detailed analysis of the role of relief in the campaign strategy going forward would be beneficial.
- Continue working with W4R to help push Stop Torture cases, especially to create solidarity.
- Wherever possible we should work towards the ensuring active participation of torture victims in the campaign, especially by involving them when possible in strategy development

Partners and civil society in the countries of focus

Working with local partners, civil society and human rights defenders has been a key component of the campaign strategy and has enabled us to carry out effective research and campaigning work. A renewed effort by Amnesty International to work on the issue of torture in the countries of focus is emerging as having the indirect impact of raising expectations of local NGOs and, in some case, influencing their agendas. In Morocco, for instance, more NGOs shifted their attention to the issue of torture, and in the Philippines more NGOs now work on torture cases beyond those with political/historical links. At the same time, increased activity on the issue of torture caused an unintended consequence in Morocco when the government took a more aggressive stance towards NGOs – including Amnesty International – by banning a youth camp by Amnesty International Morocco and limiting access to the country for research purposes.

Feedback also suggests that the raised profile of the issue of torture on the public and civil society agenda may have contributed to an increase in the number of torture survivors speaking up and sharing their story with Amnesty International, other partners, or on other public platforms.

This is a positive reflection for the first months of the campaign, but in the longer-term, more thought should be given to how work with partners and civil society may be affected once the campaign comes to a close in 2016. National partners and civil society could help to ensure that the work on torture carries on beyond the campaign's timeframe. However, in order to achieve this it is important that the expectations of partners are managed sensitively and this is factored into the campaign's exit strategy.

National Human Rights Institutions (NHRIs) are emerging as instrumental channels of influence for the campaign (either as partners or as advocacy targets). Analysis suggests that governments are more open to listen to and work through these bodies, while NHRIs can sometimes be a positive ally for Amnesty International (for example by issuing public statements or raising individual cases with the authorities). There are of course significant differences between NHRIs, especially with regards to their level of independence from the government. At the same time, NHRIs may have an important role to play in the campaign's exit strategy and further steps could be considered towards building their capacity to work effectively on torture.

KEY RECOMMENDATIONS

- The exit strategy for the campaign should be carried out in partnership with national civil society in the countries of focus taking into consideration civil society's raised expectations and capacity to continue working on torture.
- We should continue to develop and foster Amnesty International's relationship with NHRIs.
- We should carry out a more in-depth risk-analysis at the start of a new campaign into potential negative impacts that the campaign may have on civil society domestically (to avoid government retaliation, for example).

Partnerships and civil society work in Amnesty International sections

Work with local partners has been essential for the work of sections. This line of work has proved successful for the purpose of gaining access to survivors of torture based in their country. This access, in turn, helps in the creation of stories for supporters and the media to help link the campaign to the local context and make the issue more relatable for members of the public. In some cases, local partners also helped sections to enhance lobbying and mobilization efforts around countries of focus. This included working with organizations that specifically cover the issue of torture but also working with torture survivors directly.

Working with local partners has also helped sections to develop their plans for locally relevant work on the campaign. Many sections developed domestic work on torture by linking up with national networks and organizations

KEY RECOMMENDATION

- Sections should be encouraged to analyse national civil society in order to identify opportunities for further work on countries of focus but also to develop work with local relevance.

Working with legal and medical communities

Since the beginning of the campaign, legal and medical communities and networks were identified as a strategic audience for the campaign. It has emerged that some sections have engaged in such partnerships either by working with professional bodies, or by reaching out to individuals in this target group. Our analysis confirms that these audiences are indeed a good targeted channel to promote campaign messages and outputs, and in some cases can also provide a good advocacy platform (especially professional bodies such as Bar Associations and Medical Associations). Yet this line of work has not been taken up by a significant number of sections and feedback suggests that there might have been a gap in terms of valid options for these audiences to get involved in the campaign.

KEY RECOMMENDATIONS

- Further analysis needs to be carried out to understand why engagement with medical and legal practitioners is not yet as deep as expected and how that can be remedied.
- We must ensure that we build these audiences very clearly into the theories of change (both professional bodies and individual practitioners), provide options for relevant actions in strategy circulars, and keep exploring options for specific projects involving these audiences (training, support networks etc).

4.3 SUPPORTER ENGAGEMENT, GROWTH AND HUMAN RIGHTS EDUCATION

As reported in the first section of this report, a large number of sections took the time, resources and capacity to involve and train their most dedicated activists and groups. The feedback from most human rights education and capacity-building activities is very positive and information provided by sections suggest that those who did invest in such activities were able to be more effective in mobilizing both existing and new audiences throughout the campaign. For this reason many of the human rights education activities took place before the campaign was launched. This feedback is in line with the global supporter engagement vision which was adopted during the planning stage of the campaign – namely focusing on “key activists” and turning them into “multipliers” who would reach out to new audiences and be advocates for the campaign.

Feedback from sections suggests that the mobilization of local groups through this campaign was relatively easy as it was considered to be “core Amnesty work”. Several sections seem to suggest that our existing audiences (groups and dedicated activists) understood the issue of torture easily; the campaign narrative was easy and clear to communicate. However this wasn’t always matched with outrage and motivation to take action on the part of activists. This may be particularly relevant as the issue of torture may not be perceived as particularly “topical” or “hot” in the media or current affairs.

It has been suggested that we need to develop content that can help build a stronger sense of urgency and energy for the campaign. Some action has already been taken to address this by incorporating urgent actions into the campaign. Urgent reactive cases such as those of Ángel Colón and Raif Badawi were particularly well received and supporter engagement has been high in such cases. For the same reason, it is unsurprising that Moses Akatugba’s case has seemingly received the most support so far, the sense of urgency created by his impending execution being no doubt a contributing factor.

“People ‘got’ the issue [of torture] and why we should care and act, but no one was jumping up and down feeling outraged and wanting to bend over backwards to work on the campaign. However work on Ángel Colon and Raif Badawi’s cases enthused people. Suddenly the campaign felt real and immediate to people.”

- Amnesty International Canada

“The injustice in [Moses’] case is very clear-cut and the death sentence gives it a sense of urgency. The ask in his case is very clear: you can save his life! Also it helped to have a good, emotional quote to work with.”

- Amnesty International Denmark

CASE STUDY: EFFECTIVE INTEGRATION OF HUMAN RIGHTS EDUCATION – AMNESTY INTERNATIONAL POLAND

During first months of the Stop Torture campaign Amnesty International Poland organized a series of training sessions and workshops for various groups of participants. Staff at Amnesty International Poland conducted eight training sessions in seven Polish cities for a total of 136 activists, fundraisers and local educators/trainers.

The training sessions included workshops exploring the campaign issues, the torture debate, the Polish context and work on the different scenarios that “multipliers” might face when reaching out to new audiences. Afterwards, the trainees were able to organize workshops on their own: they conducted 11 regional training sessions for a total of 240 activists and school pupils. Several webinars were also organized to support trainers and key activists. The biggest human rights education event organized by Amnesty International Poland was a European Youth Meeting where 40 people from 15 countries were trained using human rights education methodologies and approaches and a public action was organized as a result.

“These activities were important and necessary because they enabled our activists, supporters, school pupils and fundraisers to work effectively on the campaign. Trainings gave them specific knowledge, helped them understand the foundations and goals of the campaign, and motivated them to campaign in their regions, cities and neighbourhood.”

Amnesty International Poland recorded the following impact as a result of these activities:

- Growth in new membership: 3,622 new supporters on the section’s database (14% of all new supporters for 2014) and 12 new paying members between May and December.
- Increased capacity of existing members: five public actions in three cities in Poland, actions during three summer music festivals in three cities in Poland, and 55 new school groups created during 2014.
- Outreach to key public audiences: Human rights education enabled people to reach existing and new local audiences in their cities and communities, for example local journalists, fellow school pupils and teachers.



Over 40 AI activists from 15 different European countries took part in European Youth Meeting 2014 organised in Poland, July 2014. ©Amnesty International Poland

In terms of which campaign content appears to be most useful for supporter engagement, the following trends are emerging from data provided by sections, feedback from Amnesty International activists and analysis of social media:

- Good news and campaign updates have been well received and are helpful for showing ongoing results and sustaining momentum for the campaign.
- Focusing on the tools and instruments of torture seems to resonate really well with the general public as it captures peoples' attention on the issue of torture without being too graphic or directly describing torture techniques.
- The human element in our campaign content helps the public to relate emotionally to the issues of the campaign.

Supporter engagement efforts of sections as part of the Stop Torture campaign were often linked to ensuring that it would generate growth. There seems to be no clear pattern to indicate the largest area of growth as a result of the global campaign, and the meeting of national growth targets varies from section to section. However, we can clearly see the different areas of work that sections have been able to engage with for this purpose:

- Capacity building and human rights education work aimed at existing Amnesty International audiences, for example local groups and activists;
- Generating new leads through web-based actions and petitions (in some cases through mobile technology) and thus reaching out to new audiences;
- Generating new leads through offline activities and events, for example music festivals, street actions, pop-up stores, conferences and seminars;
- Fundraising activities – particularly by using individual cases with fundraising consent as an entry-point.

KEY RECOMMENDATIONS

- Continue to invest in human rights education resources for global campaigns to enhance the supporter engagement of the campaign.
- Continue working on urgent actions and integrate them into the campaign.
- Develop creative content for the campaign, beyond outputs supporting the report launches, that can help build a sense of urgency and motivate our members to be involved in the campaign – especially content with a human angle, which is emotive or relatable.
- Obtain fundraising consent where possible on individual cases.
- Consider phasing the delivery of campaign outputs more evenly to ensure actions and opportunities for public engagement are spread out across the year. This will avoid overloading sections with too many actions or activities at any given time.
- Develop new channels to push our campaign messages such as influencing key figures and artist engagement.
- Ensure that the tension between creativity and our obligation to be accurate is managed well. We need to balance the need for language that is communications-friendly and the sensitive nature of the work.

CASE STUDY: A SECTION'S PERSPECTIVE OF BEING IN A COUNTRY OF FOCUS – AMNESTY INTERNATIONAL MOROCCO

These past months created new opportunities for the Moroccan section to engage in a global campaign with Morocco/Western Sahara as one of the campaign's priority countries. For the first time, Amnesty International Morocco engaged in domestic work and mobilized its membership and sympathizers around locally relevant issues. This allowed the section to carry out capacity-building activities for its membership and local partners around issues related to torture; train their activists on how to plan for and manage actions; and develop ways to strategically recruit new members and build new partnerships through the work being done around this campaign. Working on their own country allowed the section to open up to a new and wider audience that had previously seen Amnesty International as a global organization with few locally relevant campaigns and thus could not identify their activism interests with those of the movement.

One major highlight brought on by this campaign, which was also a challenge, was the increased interaction and intense friction between the local authorities and Amnesty International Morocco. So far, the Moroccan Government has been extremely sensitive to this campaign, publicly questioning the "transparency" and "objectivity" of Amnesty International in choosing to target Morocco/Western Sahara as a regional priority country and conducting an intense media campaign to dispute and discredit Amnesty International's actions and public statements. The reaction of the government and local authorities to the campaign has affected, to some extent, the level of engagement of some of our activists and the retention of support of a number of "Amnesty-friendly" government officials and media representatives.

On the positive side, the campaign launch in May 2014 rapidly gained national media attention, allowing for broader visibility of Amnesty International Morocco's activities and resulting in open debates within the parliament and political parties. Further impact in Morocco is outlined section 1 of this report.

Overall, 27% of Amnesty International Morocco's annual direct membership recruitments occurred during major mobilization periods for the Stop Torture campaign, 10 out of 15 local and youth groups have been involved in the organization of local activities, and 4,091 online and offline actions had been taken up to the end of 2014. This was achieved despite the timing of actions for Ali Aarass, the priority case for Morocco/Western Sahara, not being ideal for activism opportunities (June to August 2014 being the period for final exams, Ramadan and vacations).

4.4 CAMPAIGN LAUNCH AND GENERAL FRAMEWORK

As previously outlined, the media coverage generated as a result of the global campaign launch overwhelmingly surpassed all our targets in traditional hard news media. The quality of the outlets that covered the launch was of the highest standard and coverage was extremely wide reaching. The same can be said for coverage generated by sections' national launches. Campaign launches are generally not hard news events, but it was felt that hard pitching by media worker and a strong message, in addition to the briefing and GlobeScan statistics, gave us enough impetus to overcome this. Surprisingly, some media coverage was also generated from our work on International Day in Support of Victims of Torture, which had not been identified as a media moment for the campaign.

At the launch of the campaign, Amnesty International publicly outlined its choice of focusing on five key countries to achieve progress during the campaign's timeframe. Feedback received from key internal stakeholders outlines that, while the choice of countries was effectively and clearly rooted in a rationale driven by impact, more work could have been done to diversify internal



Amnesty International Secretary General, Salil Shetty speaks to journalists during the Stop Torture Campaign launch Press Conference, The International Secretariat, London, 12th May 2014. ©Amnesty International

and external messaging. While a clear choice of focus countries might be beneficial for internal and planning purposes, for external audiences and outputs a more nuanced message should be developed. This is particularly relevant to avoid any risk of backlash from governments that might be particularly sensitive to threats to their international image. To avoid such risks, global campaigns must also have sufficient pre-existing research to support the rise in public expectations on countries of focus.

At section level, the choice of five countries around which to focus the global movement's efforts and resources was received positively overall. Importantly, feedback suggests that the campaign framework and thematic remit were clear and narrow enough to allow sections to complement global work with locally relevant work on the national torture agenda.

While sections with more capacity were able to work on several of the countries of focus, small and medium sections mostly opted to direct their efforts to the country of focus in their region, therefore connecting the regional dimension of the campaign to the domestic realities. For example, sections in former Soviet Union countries worked mainly on Uzbekistan and on their locally relevant issues. Latin American sections mainly worked on Mexico and on locally relevant work.

"For Amnesty International Uruguay, it was key to have a country in the region to focus on... Mexico. We could do lobbying actions and approach the media as we have a 'familiar case' for everybody here in Uruguay." – Amnesty International Uruguay

CASE STUDY: LINKING GLOBAL WORK WITH LOCALLY RELEVANT ISSUES – AMNESTY INTERNATIONAL CÔTE D’IVOIRE

Since the launch of the Stop Torture campaign Amnesty International Côte d’Ivoire has carried out many activities connecting the global campaign priorities to the issue of torture in the country. The section worked on the cases of Moses Akatugba and Ali Aarrass throughout the campaign and during Write for Rights. The choice of these cases was important because they are emblematic and reflect the situation of torture in Côte d’Ivoire. Through these cases Amnesty International Côte d’Ivoire was able to carry out awareness raising events on the issue of torture and ask people to join the section.

The section partnered with national network of NGOs working on torture and identified as a national objective the criminalization of torture in the Ivorian Penal Code. With this network, Amnesty International Côte d’Ivoire conducted advocacy work and produced supporting outputs. Results were seen in the first months of the campaign; during a conference organized by Amnesty International on 26 June – International Day in Support of Victims of Torture – the Ivorian Minister of Justice and Human Rights committed to look into the matter of criminalization. Furthermore, national parliamentarians suggested that a bill had been tabled to review the Penal Code’s provisions on the use of torture.

Amnesty International Mongolia has been working actively on torture for over 10 years. The global campaign Stop Torture, activated and inspired our members and activists. AI Mongolia mainly focused on delivering the campaign to target audiences through human rights education work. For example we conducted a number of training to law enforcement officials including police, prosecutor and judges on the prevention from torture and ill treatment and organized number of round table meetings and conferences including state key officials and NGOs. The ratification of the Optional Protocol of the UN Convention against Torture in Mongolia is the latest impact of our advocacy and awareness raising work under the campaign. – Amnesty Mongolia

KEY RECOMMENDATIONS

- If a global campaign chooses to select countries of focus then a nuanced approach should be developed to communicate this to audiences, both internal and external to Amnesty International.
- In order to carry out effective strategy development for global campaigns, it is essential to work on countries where there is pre-existing research and/or expertise on the campaign issue.
- Global campaigns should seek opportunities for the production of outputs that are global in their coverage, with analysis and/or an overview of specific issues. This is particularly helpful for media and communications purposes.

DIMENSIONS OF CHANGE →	Changes in Civil Society , Media and Other Channels of Influence				Changes in Laws, Policies and Standards		Changes in Practice and Accountability		Changes in People's Lives	
BROAD INDICATORS →	AI movement engagement	Public and civil society organization engagement	Media engagement	Engagement by other key actors: influential second governments, diplomats, IGOs, etc.	Key target decision makers' attitudes and engagement with respect to AI positions	Introduction, amendment, repeal of laws, policies and standards	Actual implementation of laws, policies and standards	Accountability for implementation	People able to claim their rights	People able to enjoy their rights
INDICATORS FOR MONITORING CAMPAIGN PROGRESS →	<p># of sections engaged in the campaign and depth of their engagement</p> <p># of actions taken by AI membership and effectiveness of action supporting individual cases and key policy asks</p> <p>Growth in new membership and capacity of existing members and supporters to take action against torture by key influential audiences</p> <p># of activities aiming at increasing knowledge on and challenge perceptions of torture in key audiences</p>	<p>Incidences of effective partnerships / collaborations with civil society organizations and human rights defenders</p> <p># of key professional societies (e.g., doctors, lawyers) reached by AI and incidences of these societies taking action</p> <p>Incidences of public criticisms of and engagement against government torture</p>	<p>Increased coverage of issues raised by AI in key media (including social media) at all levels</p> <ul style="list-style-type: none"> - globally - in countries of focus - in influential countries <p>Incidences of key media contacting AI for comments or advise on issues related to torture</p>	<p>Incidences of influential governments raising the issue and/or taking measures at bilateral forums with countries of focus and in different IGO platforms</p> <p>Incidences of IGOs using their existing mechanisms to raise the issue and/or take measures with the countries of focus</p> <p>Incidences of key actors adopting and supporting AI recommendations (i.e. law enforcement agencies, government officials, lawyers, medical professionals, NHRIs)</p>	<p>Public and private statements by targeted decision maker/s on the issue (i.e. law enforcement agencies, government officials, NHRIs)</p> <p>Debates, discussions & questions on issue in Parliaments of target countries</p> <p>Incidences of targeted corporates upholding responsibility to respect prohibition against torture</p> <p>Incidences of effective monitoring and oversight mechanisms set up to prevent torture in all places of detention (NPM, NHRI, etc.)</p>	<p># of governments adopting international treaties and standards (CAT, OP-CAT, regional IGO standards)</p> <p>Incidences of governments repealing/ amending/ adopting legislation/ criminal code/directive/ regulation with the purpose of preventing torture</p>	<p>Incidences of government/s and/or law enforcement agencies (LEOs) eliminating conditions conducive to torture; strengthening protective conditions; and implementing existing safeguards</p> <p>Incidences of courts insisting on access to habeas corpus and refusing admission of torture statements</p> <p>Level of skills, capacity and resources available to national monitoring bodies and practitioners (i.e. NHRIs, NPMs, Ombudsman, doctors, lawyers etc.)</p>	<p>Incidences of effective monitoring mechanisms for places of detention set up by authorities</p> <p>Incidences of effective external and internal oversight mechanisms of LEOs are set up</p> <p>Incidences of LEOs brought to justice through:</p> <ul style="list-style-type: none"> - formal criminal prosecutions (investigations, charges etc)- external oversight mechanisms, - internal disciplinary measures <p>Incidences of national and international monitoring bodies getting access to places of detention and take action on information collected</p>	<p>Level of awareness of victims of torture, their families and HRDs of different mechanisms in claiming their rights</p> <p>Incidences of victims, families and HRDs taking action, engaging with external mechanisms and avenues for justice, engaging in AI initiatives</p>	<p>Incidences of detainees given access to</p> <ul style="list-style-type: none"> - lawyers, doctors and family members, external monitoring bodies - due process with no recourse to evidence obtained through torture <p>Incidences of victims (and their families) receiving effective remedy and justice</p> <p>Evidences of people not being tortured</p> <p>Specific progress in I@R cases of AI – particularly from an accountability point of view</p>



WHETHER IN A HIGH-PROFILE CONFLICT
OR A FORGOTTEN CORNER OF THE
GLOBE, **AMNESTY INTERNATIONAL**
CAMPAIGNS FOR JUSTICE, FREEDOM
AND DIGNITY FOR ALL AND SEEKS TO
GALVANIZE PUBLIC SUPPORT TO BUILD
A BETTER WORLD



2014 IMPACT AND LEARNING REPORT

STOP ~~TORTURE~~

In May 2014, Amnesty International launched the Stop Torture global campaign. This internal report outlines some of the highlights of the impact achieved in the campaign's first seven months as well as key reflections and lessons learned.

Impact has been monitored against a series of indicators identified during the strategy development phase, which were adapted to the five countries of focus of the campaign: Mexico, Morocco/Western Sahara, Nigeria, Philippines and Uzbekistan. The data and information used to track progress on these indicators were collected from various teams at Amnesty International's International Secretariat and 39 country sections and structures.

This internal report is the first of three planned reports monitoring and evaluating the campaign throughout its two-year duration.

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