

STUDENT-LED CAMPAIGN CALLING FOR RELEASE OF MYANMAR PEACEFUL STUDENTS

YOUTH CASE STUDY: AMNESTY INTERNATIONAL



SUMMARY

The 'Release Myanmar Peaceful Students' campaign was a student-led campaign with the aim of mobilizing student activists all around the world to show solidarity with peaceful student protesters who had been detained or were facing charges solely for peacefully protesting against the National Education Law in Myanmar in the period between December 2015 and April 2016.



DESCRIPTION

The 'Release Myanmar Peaceful Students' campaign was a campaign led by students from Amnesty International sections across the globe including Australia, the Philippines, Norway and Germany. The campaign was led by a Student Campaign team, which included youth activists from the aforementioned Amnesty International sections. The role of this group was to develop a plan to mobilize movement wide support for the detained peaceful Myanmar students. All of the Student Campaign Team members are passionate supporters and volunteers of Amnesty International and have worked as a team from across the globe. Their aim was to create a campaign to bring justice to the Myanmar students who were in detention and facing imprisonment for expressing their opinion peacefully. A two page guide for student groups was developed with examples of different way students could get involved in the campaign. Some options included: signing and sharing a petition, showing solidarity with a picture, sending a solidarity video, joining solidarity marches, engaging celebrities in the campaign to raise awareness, and sending solidarity letters to the detained students. The Campaign team reached out directly to the detained students, communicating solidarity and creating a united student-led movement to defend student rights.

"Every team member went out in their country and engaged other students in the campaign. It was great to see more and more responses from all over the world." – Lea, Germany

OBJECTIVES

- To mobilize student activists all around the world to support local solidarity activism calling for the release of the peaceful students.
- To highlight the actions of the authorities in Myanmar and put pressure on the President of Myanmar to release the peaceful students.



IMPACT

- 5 marches or actions were organized at various embassies.
- 18 solidarity videos and 1,291 solidarity pictures were posted.
- The campaign involved 15 sections across Amnesty International and 3,489 people took action.
- All the detained students were released on 8 April and the courts dropped all charges.
- Amnesty International's visuals were used widely by others on social media.

TIPS AND TRICKS

- *For & By Students!* If you are running a student campaign, *emphasize* that it is a campaign developed by students for students, as it brings the campaign closer to the realities of those taking action.
- *Catch up regularly!* Have regular meetings to catch up on progress and update each other.
- *Assign a Group Leader!* A group leader can coordinate the process of a campaign from the very beginning.
- *Share & Assign Responsibilities!* If you work with joint social media accounts share and assign who will be responsible for managing it for a set period to share the workload.

STAKEHOLDERS

- Student-led Campaign Team with youth activists from Amnesty International Australia, The Philippines, Norway and Germany.
- Sections worked in partnerships with local student organisations as well as universities on this campaign beyond Amnesty International.

“I believe that this type of working group is a great way of involving student and group leaders in more hands-on activism.”

— Pascual, Norway

“This experience was one of the many reasons why I joined our national board. Being able to translate governance work into effective campaigning with young people as a youth board member is really important.”

- Andrew, The Philippines

VICTOR IN THE SPOTLIGHT

Victor, youth activist from Amnesty International Norway, was part of the student campaign team, Victor shares: “The experience of being a part of this student team, assisting student groups from several countries in campaigning and engaging with student organizations and local student politicians to defend the peaceful Myanmar students was truly informative and inspiring. Having communicated directly with Phyo Phyo Aung over the course of the campaign, the opportunity to meet her in person at the national Assembly of Amnesty Norway after her release felt very rewarding! Based on friendships from the campaign, I have had the opportunity to engage in new and productive cross-border communication with student activists from other Amnesty sections such as the Philippines Youth Assembly delegates. I find this type of international collaboration and discussion an inspiring and crucial aspect of my work as a student activist.”



LEARN MORE!

- For more information, contact youth@amnesty.org.

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