Global Survey Report

#NextStrategy

Executive Summary

Amnesty International is in the process of designing its next global strategy (#NextStrategy), one that charts a direction that is future-proof, adaptive and responsive – capable of keeping up with a rapidly evolving human rights landscape. There are five big questions that Amnesty International is seeking answers to (more detail below). One means of getting answers to these questions included having a global online survey open for the public to respond in their **individual capacity**; not on behalf of another organisation or occupation.

What do the results mean for the #NextStrategy?

The results of this survey will be essential to help complement internal discussions and processes, as well as more formal input coming from external partners and national sections of Amnesty from around the world. Because of the structure of the survey and the software we used (Pol.is) we can identify key areas emerging of consensus as well as issues that could be perceived as more contentious – where we have an equal split of agreement and disagreement. Regarding the broad areas of **consensus** emerging from the survey, the steer is to engage more with **schools and grassroots communities**, create **shared agendas** for change with partners, consider **non-traditional partnerships**, and improve the **accessibility of our work.** Finally, the quality of our **research** should remain at the forefront of Amnesty's work.

On the other hand, areas that could be perceived as contentious are Amnesty **working more with political parties**, focusing on **prisoners of conscience**, **supporting grassroots** movements with resources and infrastructures, having **quotas** from marginalised groups in our leadership structures, **hiring less people with master's degrees**, and reducing work **on conflict/humanitarian crises.** Finally, the issue of which level of priority should be dedicated to **climate change** also emerges as a contentious area.

In our own qualitative assessment of the survey results across all questions, there are four key points that emerge overall:

1. The **centrality of Amnesty's research** comes through strongly with a high level of consensus;
2. Amnesty should **invest in human rights education (HRE) and capacity-building** to connect with others;
3. Amnesty should consider its use of **language** (and communication in general) as to how it can be more inclusive, accessible and resonate with the public;
4. **Climate change** is an issue that featured strongly in all conversations – so while there is a clear sense that this is a very topical and important issue, there is disagreement as to what level of priority Amnesty should allocate to it.

These are some of the key points to consider when reviewing the rest of the results and that will be considered with the rest of the input received for the design of Amnesty International's #NextStrategy.

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Global Strategy & Impact Programme

August 2019

Methodology

An online participatory ideation tool (*Pol.is*) was used to gather open-ended feedback from the public. The tool combines aspects of a traditional survey, comment board, and voting system into one application. People could participate by:

- Submitting their own statements/ideas (in the language of their choice).
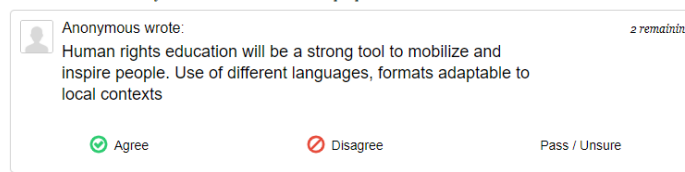- Voting on other people's statements by agreeing, disagreeing, or passing.

The survey automatically translated answers into the language of the user's browser setting but the landing page was specifically available in English, French, Spanish, Arabic, Simplified Chinese, and Urdu.

The platform runs statistical analyses on the voting patterns of participants, producing opinion groups and highlighting the statements that bring the groups together (**consensus**). It also surfaces statements

Improving diversity and inclusion

Welcome to a new kind of conversation - vote on other people's statements.

Anonymous wrote: *2 remaining*
Human rights education will be a strong tool to mobilize and inspire people. Use of different languages, formats adaptable to local contexts

⊘ Agree   ⊘ Disagree   Pass / Unsure

Figure 1 - Example of Pol.is Voting

that are the most **contentious** (a roughly equal split between agrees and disagrees). This can be seen in the example statement below. In this example (see Figure 2), there are 2 'opinion groups' (A and B) that are automatically generated based on if participants have similar voting trends across all statements – meaning that the group of participants have similar sentiments regarding various statements made. Overall, there were 554 people who saw the statement below. 383 of those people voted on it. Of those 383, 42% agreed with it, 31% disagreed, and 26% passed/unsure. It is important to note that participants don't vote on every statement; the numbers depend on how long people spend on the survey.

STATEMENT		OVERALL 554	A 202	B 352
9	Amnesty should stop talking about problems and propose bold alternatives for future political, social, and economic systems.	42% 31% 26% (383)	83% 2% 13% (162)	11% 52% 36% (221)

Figure 2- Example statement with votes and opinion groups

The survey was live from May 6th to June 24th, 2019 and was fully anonymous. To ensure that there was no repetition or offensive statements made, all statements were moderated by members of the Global Strategy & Impact Programme of Amnesty International's International Secretariat.

As we had five big questions that we wanted answers to, we had created five separate surveys that people could choose to respond to. This was done to ensure that people could contribute to the topics they were most interested in. Because of this and the scale of the survey, the moderators would upload a maximum of 250 statements per question, after which participants could only vote on existing statements, rather than submit additional ones

Big questions

To guide the design process, five big questions have been posed to seek ideas, challenges, and solutions. These questions were the basis of the global survey. These questions are:
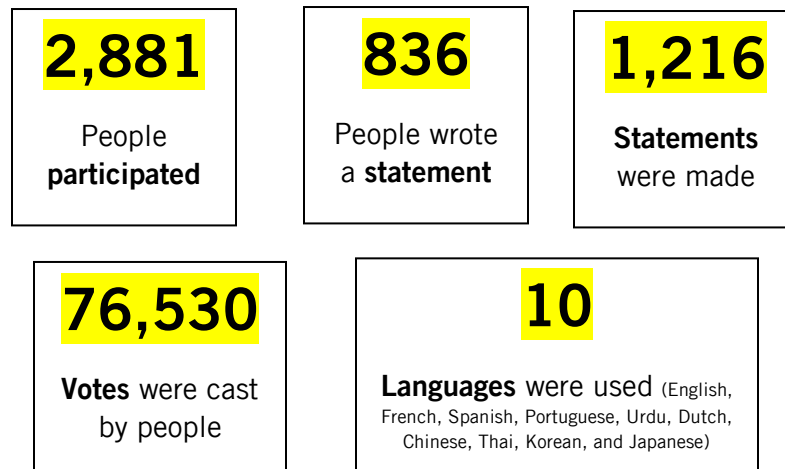
1. How should Amnesty influence or disrupt power?
2. How can Amnesty change narratives and attitudes?
3. How can Amnesty strengthen its movement and become a better partner?
4. How does Amnesty become more diverse and inclusive?
5. What should Amnesty's added value be?

Figure 3 - The big questions

Respondents

As previously mentioned, each big question had its own survey link so that participants could decide which question they related to most or wanted to answer. Regardless, when looking at the respondents collectively we can say the following:

|		
2,881 People **participated**	**836** People wrote a **statement**	**1,216** **Statements** were made
76,530 **Votes** were cast by people	**10** **Languages** were used (English, French, Spanish, Portuguese, Urdu, Dutch, Chinese, Thai, Korean, and Japanese)	

As this survey was public and anonymous, we did not collect much demographic information. However, the demographic data we did capture was by asking participants to agree or disagree with specific statements:

- I am under 25 years old.
- I am from the Global North.
- I am from the Global South
- I am involved with Amnesty International (member, volunteer, staff, etc.)

Based on participants' votes on these statements, a sense of the demographics of the participants of this survey could be made.
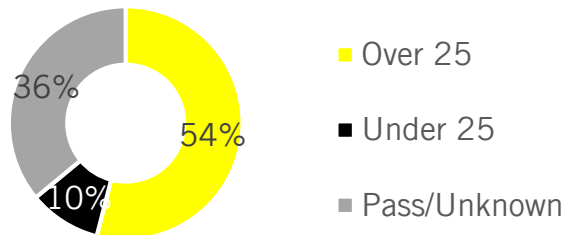
Age

Majority of the respondents (54%, around 1,555 people) were over 25 years old. 10% (around 288 people) of the participants identified as under 25 years old. The rest of the participants (36%, around 1037 people) passed this statement.

Age

- Over 25 — 54%
- Under 25 — 10%
- Pass/Unknown — 36%

Location

Half of the participants identified as being from the Global North (50%, around 1440 people). A smaller portion of participants (15%, around 432 people) identified as being from the Global South. 1008 people (35%) passed on this question. Some statements were made regarding the confusion of using terms such as Global South and Global North, which could explain the high number of passes.

Location

- Global North — 50%
- Global South — 15%
- Pass/Unknown — 35%
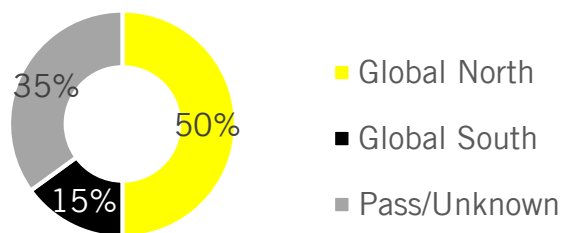
Membership
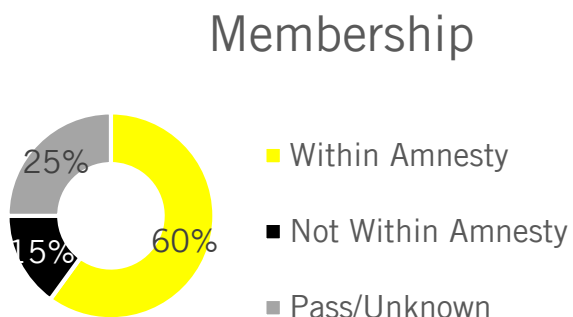
As was expected, majority of participants (60%, around 1728 people) were from within the Amnesty movement (staff, volunteer, member, etc.). 15% (around 432 people) was external to the Amnesty movement. 720 people (25%) passed this question.

Membership

- Within Amnesty — 60%
- Not Within Amnesty — 15%
- Pass/Unknown — 25%

What do we agree on?

Based on the five different questions, there were many **areas of consensus**. These are statements when the majority of participants (70% or over) agreed with a statement. The main areas of consensus are as follows:

- Speaking truth to power
- Being transparent
- Being well-researched
- Engaging with schools/grassroots communities
- Setting a shared agenda for collective impact

- Communicating impact achieved with members
- Exploring non-traditional partnerships
- Staff training on inclusivity & diversity
- Accessibility of research and other material

- Research as AI's added value
- Collaborating with local civil society organisations for research
- Not stopping work on individuals at risk.

An overview of the specific statements as submitted in the survey can be found below.

Big Question	Statement	Statistics
Influencing & Disrupting Power	**Continue speaking truth to power** and challenging authoritarian regimes.	81% agree, 1% disagree, 17% pass
	Transparency, that is the key to disrupt the wrongdoers.	70% agree, 2% disagree, 27% pass
Shifting Narratives & Attitudes	Always always **be correct and well researched**, not fall into the fake news and easy emotional narratives of populists and other opponents	81% agree, 1% disagree, 17% pass
	Engage with schools, **involve grass-roots communities**, **use story telling**/stories of change to demonstrate what worked/successes.	87% agree, 2% disagree, 10% pass
Stronger Movement & Partnerships	Amnesty should set out a **shared agenda** with other organisations so common objectives are identified and worked towards (collective impact).	74% agree, 3% disagree, 21% pass
	Amnesty should **communicate its impact** achieved with members or involve them in the analysis.	72% agree, 1% disagree, 25% pass
	We need to explore **partnering with non-traditional HRs orgs** – e.g. unions, enviro groups – without diluting our core mission and brand.	70% agree, 4% disagree, 24% pass
Being More Diverse & Inclusive	Staff should go through a **mandatory training about inclusivity & diversity**, including how to respect cultural differences and neurodiversity.	72% agree, 7% disagree, 19% pass
	AI should make its **research more accessible** to people of diverse educational backgrounds.	78% agree, 3% disagree, 17% pass
	Amnesty's material and language must be **fully accessible** – especially to those who don't have access to the internet.	71% agree, 4% disagree, 24% pass
Amnesty's Added Value	Amnesty's added value lies in its **independent, non-political and strong research** work on human rights violations worldwide.	80% agree, 4% disagree, 15% pass
Amnesty's Added Value	Amnesty should be delivering research exposing human rights abuses in **collaboration with local civil society organisations**.	80% agree, 4% disagree, 15% pass
	Amnesty should never stop working on behalf of **individuals at risk.** These personal stories are what energizes our base.	82% agree, 4% disagree, 13% pass

What do we disagree on?

This section discusses the main **areas of contention** of the global survey. An area of contention is defined as a statement where the percentage of people who agreed, disagreed and passed was similar – roughly when 30% agreed, 30% disagreed, and/or 30% passed with a margin of 20%. In short, there are 13 main areas[1] of contention across the five big questions.

- Working with political parties
- Creating new global democratic institutions
- Changing the way we talk about human rights
- Less problem-based and more solution-based communication
- Focusing on prisoners of conscience

- Members being able to start their own campaigns
- Supporting grassroot movements
- Having quotas of marginalised groups in Amnesty's board & leadership
- Being humbler as an organisation
- Hiring fewer people with master's degrees

- Working less on conflict/humanitarian crises and more long-term work on root causes
- Focusing on climate change
- Condemning corporations

An overview of each contentious statement as submitted in the survey can be found below.

Big Question	Statement	Statistics
Influencing & Disrupting Power	Amnesty should create new **global democratic institutions** controlled directly by the people.	20% agree, 47% disagree, 31% pass
	Amnesty should **work with political parties** as it does with other organisations: collaborate on certain things but not others.	23% agree, 39% disagree, 37% pass
Shifting Narratives & Attitudes	The concept of human rights is dated. **New language is needed** to address the realities of today.	29% agree, 44% disagree, 26% pass
	Amnesty should **stop talking about problems** and propose bold alternatives for future political, social, and economic systems.	42% agree, 31% disagree, 26% pass
Stronger Movement & Partnerships	Amnesty should focus on the founding goals of the organisation – **prisoners of conscience**.	32% agree, 35% disagree, 32% pass
	Amnesty members should be able to **independently start their own campaigns** and actions that are relevant to their local contexts.	42% agree, 28% disagree, 29% pass
	Amnesty **should step back and use its resources to support** and build other grassroots movements – through transferring skills, resources, and infrastructures.	40% agree, 23% disagree, 35% pass
Being More Diverse & Inclusive	Amnesty should have **quotas** that enforce the participation of people from marginalised groups and minorities on its boards and leadership structures.	52% agree, 22% disagree, 25% pass
	Amnesty should **be more humble**. Portraying this image of the most prestigious human rights organisation organisation doesn't really do much good.	38% agree, 27% disagree, 33% pass
	Amnesty should **hire people with less masters degrees** and more activism and grassroots experience!	48% agree, 21% disagree, 29% pass
Amnesty's Added Value	Amnesty should **reduce work around conflict and humanitarian crises** and focus on the long-term issues that fuel conflict and migration – climate change, discrimination, economic inequality.	40% agree, 39% disagree, 20% pass
	Amnesty should focus on **climate change**, as Amnesty won't be able to stand up for human rights around the world if there is no world left.	40% agree, 36% disagree, 23% pass
	Climate breakdown is absolute priority. AI value added is a systemic view of social consequences.	46% agree, 24% disagree, 29% pass
	Publiciz**e and condemn corporations and wealthy people** who make huge profits without contributing a fair share of taxes.	45% agree, 27% disagree, 27% pass

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[1] The numbering is not representative of what is most contentious or not as this differed per survey question.

Appendix: Analysis Per Big Question
1. Influencing & Disrupting Power

9,381	206
Votes cast	**Statements** made

One of the questions in this survey was: **how should Amnesty International influence or disrupt power?** In this conversation, 398 people participated and voted 9,381 on 206 different statements. The topic included questions like: *how can Amnesty drive change that addresses the root causes of injustice? Which powerful actor should Amnesty target? How?* This was the prompt for respondents to leave comments.

Major Themes

When grouping all the statements into themes, the following three emerge:

1. Influencing corporations, financial institutions, or wealthy and powerful individuals
2. Working with governments or being (politically) independent
3. Organising protests and disruptive actions

Opinion Groups

The participants in this survey question formed two opinion groups with a very clear division based on whether those participants agreed or disagreed with **working with political parties**. This means that depending on if people agreed or disagreed with this, they had a similar voting trend with other statements too. Opinion Group A (with 57 participants) agreed on the need to work with political parties. The other opinion group (Opinion Group B) consisted of 190 participants who disagreed with the idea of working with political parties. The remaining participants could not be placed in these opinion groups.

Areas of Consensus

The statement that most people agreed with regarding how Amnesty should influence or disrupt power was "*Continue speaking truth to power and challenging authoritarian regimes*". 111 people voted on this statement and 81% agreed, 1% disagreed and 17% passed or were unsure. Another statement that majority agreed with was "*Transparency, that is the key to disrupt the wrongdoers*", which was voted on by 122 people of which 70% agreed, 2% disagreed, and 27% pass or were unsure.

There were also two statements that majority of participants disagreed with in terms of how Amnesty should influence power. One was that "*Amnesty should choose a side. Be entirely antagonistic or work hand in hand with states or corporates. Give up the middle ground.*" 91 people voted on this and 12% agreed with it but 57% disagreed and 30% passed or were unsure. Another statement where there was consensus in terms of disagreement was that "*Amnesty should stop focusing on individual cases because this can only achieve limited impact*". Of the 113 people that voted, 14% agreed, 58% disagreed, and 27% passed or were unsure.

Areas of Contention

The most contentious statement in this conversation was that "*Amnesty should **create new global democratic institutions** controlled directly by the people*". As can be seen in the image below, this statement was voted on 144 times and 47% of participants disagreed with this, 20% agreed, and 31% passed or were unsure.
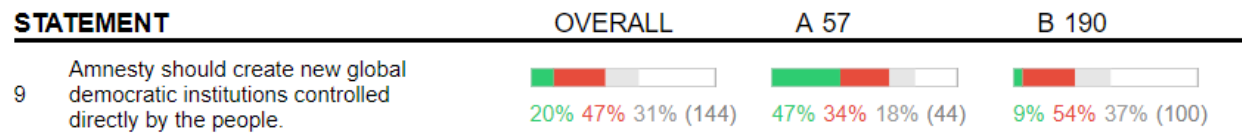
STATEMENT		OVERALL	A 57	B 190
9	Amnesty should create new global democratic institutions controlled directly by the people.	20% 47% 31% (144)	47% 34% 18% (44)	9% 54% 37% (100)

Figure 4 - Most contentious statement in Influencing & Disrupting Power question, including 2 opinion groups (A, B)

Another area of contention was "*Amnesty should work with **political parties** as it does with other organisations: collaborate on certain things but not others*". 99 participants voted on this statement and 39% disagreed, 23% agreed, and 37% passed or were unsure.

2. Shifting Narratives & Attitudes

21,615	263
Votes cast	**Statements** made
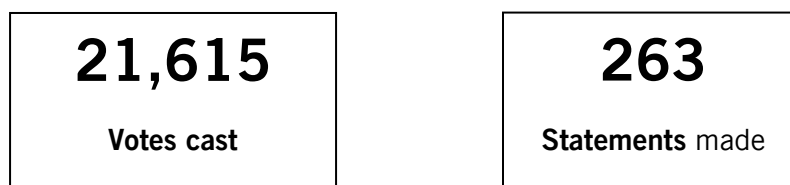
The question in the whole global survey that registered the highest engagement was: **how can Amnesty International change narratives and attitudes?** This question had 862 participants who voted 21,615 times and left 263 statements. The participants were asked to respond to this question as well has the questions: *how can organisations like Amnesty change narratives that fuel discrimination, inequality, and conflict (in media or in society)? How can Amnesty encourage people to come together in solidarity around a vision of dignity and justice for the future?*

Major Themes

When grouping all the statements into themes, the following three emerge:

1. Changing language used and messaging (legal language, jargon, hope-based)
2. Investing in human rights education or capacity building (grassroots, schools, youth, etc.)
3. Using evidence-based (research-based) communication

Opinion Groups

In this survey question, there were two distinct opinion groups. Opinion Group A (with 202 participants) were considered unique by how they considered **human rights language outdated** and that it requires less (legal) jargon and more humanity. Opinion Group B (352 participants) was defined by their disagreement with the above point but also agreed that you need to communicate about problems as well as solutions.

Areas of Consensus

The statement with the most consensus from participants was "*Always, always **be correct and well researched**, not fall into the fake news and easy emotional narratives of populists and other opponents.*" 164 people voted on this statement and 81% agreed with it, 1% disagreed, and 17% passed or were unsure. Another area of agreement was "*Engage with **schools**, involve **grass-roots communities**, use **story**

9

telling/stories of change to demonstrate what worked/successes" which 157 people voted on (81% agreed, 1% disagreed, and 17% passed or were unsure).

At the same time, there were two main statements that majority of respondents disagreed with when it comes to shifting narratives and attitudes. The first one was "**You can't do it**." Of the 86 people who voted on it, 3% agreed, 56% disagreed, and 39% passed or were unsure. The second statement was that "*Amnesty should focus on **Human Rights Education for wealthy and privileged** groups to build an enlightened elite for the future*". Of the 141 people who voted, 18% agreed, 52% disagreed, and 29% passed or were unsure.

Areas of Contention

For this question, there were two statements that were clearly the most contentious. One of these statements was that "*The **concept of human rights is dated**. New language is needed to address the realities of today*". Of the 323 participants, 29% agree, 44% disagree, and 26% passed or were unsure. The other statement that 383 participants voted on was that "*Amnesty should **stop talking about problems** and propose bold alternatives for future political, social, and economic systems*" (42% agree, 31% disagree, and 26% passed or were unsure). These contentious statements are closely related to the division in the opinion groups as can be seen in the image below when looking at groups A and B.
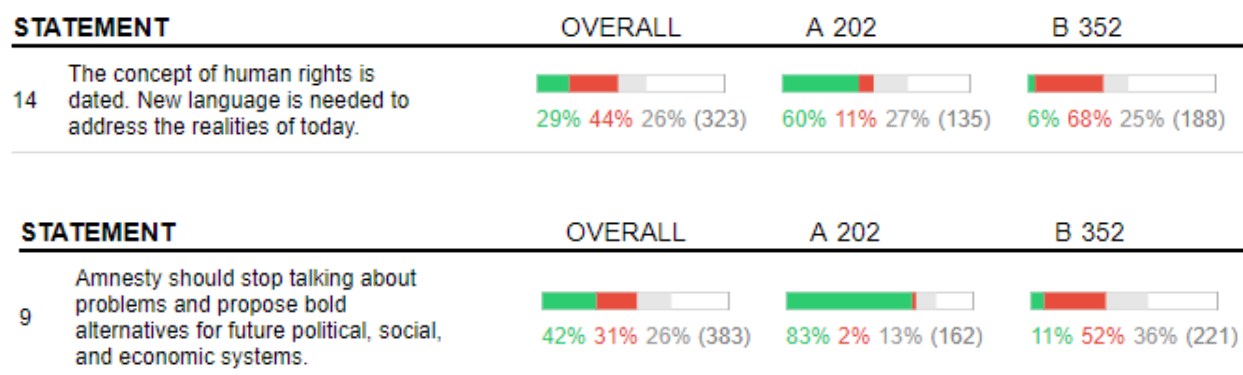

STATEMENT		OVERALL	A 202	B 352
14	The concept of human rights is dated. New language is needed to address the realities of today.	29% 44% 26% (323)	60% 11% 27% (135)	6% 68% 25% (188)

STATEMENT		OVERALL	A 202	B 352
9	Amnesty should stop talking about problems and propose bold alternatives for future political, social, and economic systems.	42% 31% 26% (383)	83% 2% 13% (162)	11% 52% 36% (221)

Figure 5 - Most contentious statements in Shifting Narratives & Attitudes question, including the opinion groups (A, B).

3. Stronger Movement & Partnerships

8,895	**204**
Votes cast	**Statements** made
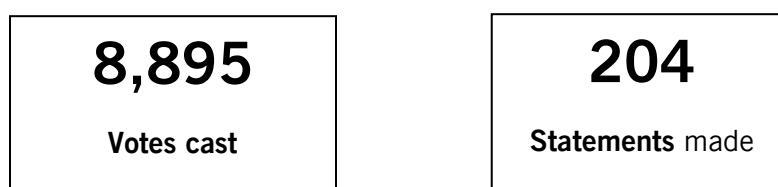
This question of the global survey asked participants: **how can Amnesty strengthen its movement and become a better partner?** Participants were prompted to think of *how Amnesty can become a bigger, bolder, and more inclusive movement that is better at supporting social change?* In this survey question, 403 people participated and voted 8,895 times. A total of 204 statements were left by participants to vote on.

Major Themes

When grouping all the statements into themes, the following three emerge:

1. Creating local and global partnerships selectively based on similar objectives.
2. Having a clear global mission and strategy to help prioritise
3. Investing in capacity building and human rights education (grassroot activists, youth, media, members, etc.)

Opinion Groups

In this conversation, the three opinion groups were less distinct. Group A had 40 participants and was unique due to their disagreement with the idea of focusing on **prisoners of conscience** to strengthen the movement. Opinion Group B (53 participants) was unique since they agree with a statement on sticking to our human rights mandate and not by supporting other movements. However, the majority opinion group is Group C (155 participants) that are defined by their agreement to go into partnerships with other member-based institutions and providing support and resources to other movements. These opinion groups can be reflected further in what areas were most contentious or where there was the most consensus.

Areas of Consensus

There were three statements in this survey question that most participants agreed with. Firstly, that "*Amnesty should set out a* **shared agenda** *with other organisations so common objectives are identified and worked towards (collective impact)*". Of the 119 people who voted on this statement, 74% agreed, 3% disagreed, and 21% passed or were unsure. Similarly, there was consensus on the statement that "*Amnesty should* **communicate its impact** *achieved with members or involve them in the analysis*" (128 people voted, 72% agreed, 1% disagreed, 25% passed or were unsure). The last statement that majority agreed with is that "*We need to explore* **partnering with non-traditional HRs [human rights] orgs [organisations]** *– e.g. unions, environ[mental] groups – without diluting our core mission and brand.*" Of the 82 people who voted on this statement, 70% agreed, 4% disagreed, and 24% passed or were unsure.

There were also areas of consensus based on what majority of participants disagreed with. One of these statements is that "*Amnesty is* **too focused on rights of users within the Global South**" (90 participants of which 6% agreed, 57% disagreed, and 35% passed or were unsure). Another statement that majority disagreed with was that "*Amnesty is* **morally bankrupt** *and should* **focus its efforts inwards** *before looking out*". Of the 81 people who voted on this, 7% agreed but 60% disagreed (32% passed or were unsure).

Areas of Contention

In this survey question there were three areas of contention. The first one with an equal division in opinions was that "*Amnesty should focus on the founding goals of the organisation –* **prisoners of conscience**". Of the 134 voters, 32% agreed, 35% disagreed, and 32% passed or were unsure.

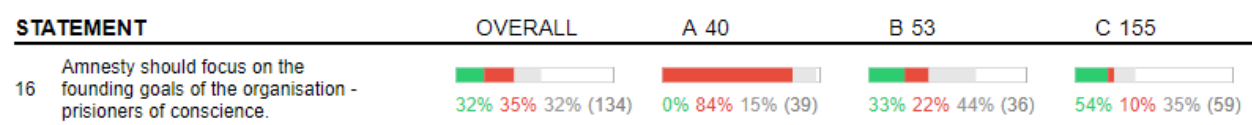| STATEMENT	OVERALL	A 40	B 53	C 155
16 Amnesty should focus on the founding goals of the organisation - prisoners of conscience.	32% 35% 32% (134)	0% 84% 15% (39)	33% 22% 44% (36)	54% 10% 35% (59)

Figure 6 - Most contentious statement in Stronger Movement & Partnerships question, including the 3 opinion groups (A, B, C)

Another contentious statement that 147 people voted on was that "*Amnesty* **members should be able to independently start their own campaigns** *and actions that are relevant to their local contexts*", of which 42% agreed, 28% disagreed, and 29% passed or were unsure. The last contentious statement was that "*Amnesty should step back and* **use its resources to support and build other grassroots movements** *– through transferring skills, resources, and infrastructures*". Of the 162 people who voted on this, 40% agreed, 23% disagreed and 35% passed or were unsure.

4. Being More Diverse & Inclusive

<table>
<tr><td>11,377
Votes cast</td><td>248
Statements made</td></tr>
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The question asked in this survey was: **how does Amnesty become more diverse and inclusive?** Participants were prompted by questions like: *how can Amnesty become an organisation that appeals to a variety of people including all races, classes, genders, ages, and other realities? What can Amnesty do to make people feel involved?* There were 443 people participating and they made 248 statements. These statements were voted on 11,377 times by this group.

Major Themes

When grouping the 248 statements made into themes, most statements were made in relation to four themes:

1. Accessibility and clarity (of language, campaigns, research, international presence, etc.)
2. Internal organisational culture (celebrating diversity, being Eurocentric, etc.)
3. Recruitment of volunteers and staff
4. Working on supporting the most marginalised

Opinion Groups

For this survey question, there were two very distinct opinion groups due to three issues: enforcing **quotas**; focusing on issues affecting poor and **marginalised people**; and less **recruitment** of people with master's degrees. Opinion Group A (52 participants) disagreed with the three topics mentioned above whilst the majority group (Group B with 237 participants) agreed with all three topics. This is also reflected in the areas of contention.

Areas of Consensus

Most participants in this survey question agreed with three statements. Firstly, participants agreed that "*Staff should go through a **mandatory training about inclusivity & diversity**, including how to respect cultural differences and neurodiversity*" (117 people voted and 72% agreed, 7% disagreed, and 19% passed or were unsure). Another statement that majority agreed with was that "*AI should make its **research more accessible to people of diverse educational backgrounds**". Of the 101 people that voted, 78% agreed, 3% disagreed, and 17% passed or were unsure. A similar statement that many participants agreed with was that "*Amnesty's material and language must be fully accessible – especially to those who don't have access to the internet*"; of the 141 people who voted, 71% agree, 4% disagree, and 24% pass or are unsure.

For this survey question, there was only one statement that majority of the participants disagreed with. This was "*Make strategic accords or letters of intention on cooperation with political parties in one country*" (82 people voted, 8% agree, 41% disagree, and 50% passed or were unsure). This is a statement that is like those received in the Influencing & Disrupting Power question, except majority of the group passed it in this survey as perhaps they didn't think it related to the question. Nonetheless, it was still one where the percentage that disagreed was significantly more than the group that agreed.

Areas of Contention

This question resulted in three main areas of contention, that also were closely related to the various opinion groups. The first is that "*Amnesty should have **quotas** that enforce the participation of people from marginalised groups and minorities on its boards and leadership structures*". Of the 198 people who voted, 52% agreed, 22% disagreed, and 25% passed or were unsure.

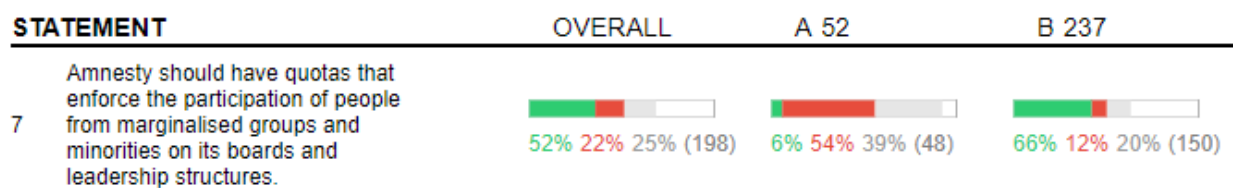| STATEMENT		OVERALL	A 52	B 237
7	Amnesty should have quotas that enforce the participation of people from marginalised groups and minorities on its boards and leadership structures.	52% 22% 25% (198)	6% 54% 39% (48)	66% 12% 20% (150)

Figure 7 - Most contentious statement in Diversity & Inclusion question, including two distinct opinion groups (A, B)

The other two areas of contentious were that "*Amnesty should **be more humbl**e. Portraying this image of the most prestigious human rights organisation doesn't really do much good*" (136 people voted of which 38% agree, 27% disagree, and 33% passed or were unsure) and "*Amnesty should **hire people with less masters degrees** and more activism and grassroots experience!*" Around 48% of the 180 people who voted on that last statement agreed, 21% disagreed, and 29% passed or were unsure.

5. Amnesty's Added Value

24,799	295
Votes cast	**Statements** made
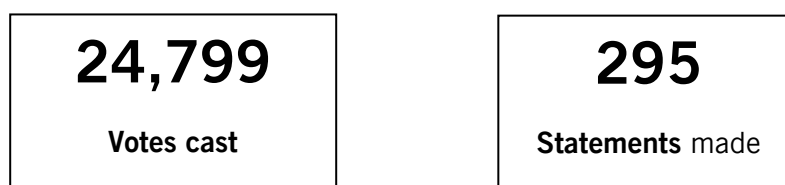
Another popular question in the global survey was: **what should Amnesty's Added value be?** This question had 775 participants making 295 statements and that voted 24,799 times, which is the most out of all 5 questions. The participants were prompted with the questions: *in the future, what areas of work should Amnesty lead on, support others on, or drop? Why? What should Amnesty's unique role become in the future?*

Major Themes

When grouping all the statements made into themes of what the added value of Amnesty is, there were 5 themes that were mentioned the most. The themes that came up the most were:

1. Climate Change
2. Research
3. Capacity building or human rights education for youth, activists, members, civil society, etc.
4. Campaigning & mobilising
5. Prisoners of conscience

Opinion Groups

Participants in this survey question formed two relatively distinct opinion groups around one theme: **climate change**. One of the opinion groups was also much larger than the other. Opinion Group A (71 participants) was defined by the fact that participants disagreed with any statements related to working on climate change. The majority group, Opinion Group B, with 423 participants was defined by agreeing that we need to work on climate change. This also comes up in the Areas of Contention.

Areas of Consensus

There are three areas that majority of participants agreed with. Firstly, that "*Amnesty's added value lies in its **independent, non-political and strong research** work on human rights violations worldwide*". Of the 2016 people who voted, 80% agreed, 4% disagreed, and 15% passed or were unsure. Another similar, yet slightly different, statement that majority agreed with was that "*Amnesty should be delivering research exposing human rights abuses in **collaboration with local civil society organisations**". 80% of the 181 people who voted agreed with this, 4% disagreed, and 15% passed or were unsure. The last area where majority of participants agreed was that "*Amnesty should **never stop working on behalf of individuals at risk**. The personal stories are what energizes our base*" (153 people voted, 82% agreed, 4% disagreed, and 13% passed or were unsure). This is particularly interesting because in the question *Stronger Movement & Partnerships*, the idea of going back to the founding goals of the organisation – prisoners of conscience – is an area of contention. This signals that we may perhaps need to evolve our work on individuals at risk to go beyond prisoners of conscience.

There were also three statements that majority of participants disagreed with. This included topics of LGBTI+ campaigning, international justice work, and letter writing. One of the statements was that "*Amnesty should **drop campaigning on LGBTI issues** as other specialized organizations can deliver better and more focused work*" (159 people voted, 12% agreed, 57% disagreed, and 30% passed or were unsure. Another area of consensus where majority disagreed was that "*Amnesty should **drop proactive work on international justice – but only monitor reactively**" where 11% of the 168 participants agreed, 56% disagreed, and 32% passed or were unsure. The last statement that majority of participants disagreed was that "*Amnesty should **move away from letter writing**", where 138 people voted of which 20% agreed, 50% disagreed, and 29% passed or were unsure.

Areas of Contention

Regarding what Amnesty's added value is, there were three areas of contention regarding: reducing work on crisis, focusing on climate change, and condemning corporations. The first contentious statement was that "*Amnesty should **reduce work around conflict and humanitarian crises and focus on the long-term issues that fuel conflict and migration – climate change, discrimination, economic inequality**". Of the 342 people who voted, 40% agreed, 39% disagreed, and 20% passed or were unsure.

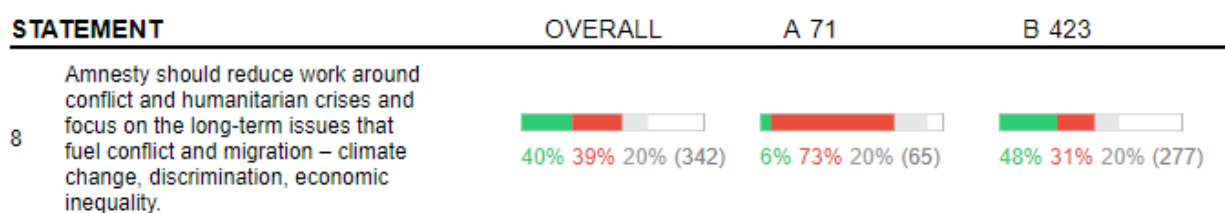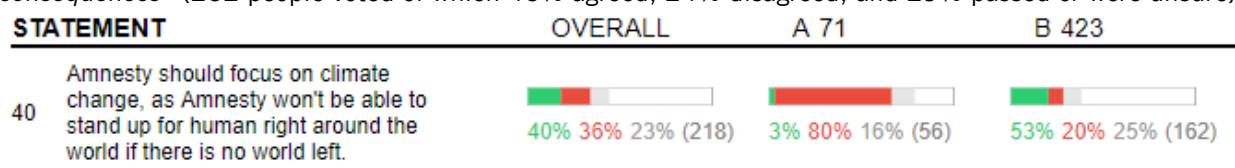| STATEMENT		OVERALL	A 71	B 423
8	Amnesty should reduce work around conflict and humanitarian crises and focus on the long-term issues that fuel conflict and migration – climate change, discrimination, economic inequality.	40% 39% 20% (342)	6% 73% 20% (65)	48% 31% 20% (277)

Figure 8 – Most contentious statement in Added Value question, including opinion groups (A, B)

Another topic of contention was climate change. Statements to highlight this included that "***Amnesty should focus on climate change**, as Amnesty won't be able to stand up for human rights around the world if there is no world left*" (218 people voted, 40% agreed, 36% disagreed, and 23% passed or were unsure) and "***Climate breakdown is absolute priority**. AI [Amnesty International] value added is a systemic view of social consequences*" (262 people voted of which 46% agreed, 24% disagreed, and 29% passed or were unsure).

STATEMENT		OVERALL	A 71	B 423
40	Amnesty should focus on climate change, as Amnesty won't be able to stand up for human right around the world if there is no world left.	40% 36% 23% (218)	3% 80% 16% (56)	53% 20% 25% (162)

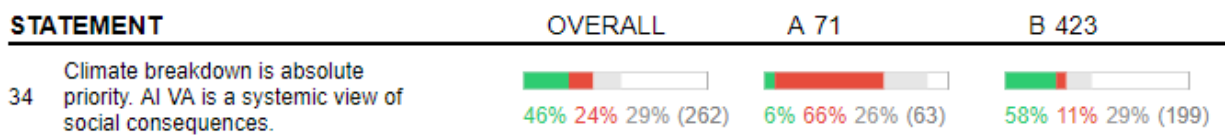| STATEMENT		OVERALL	A 71	B 423
34	Climate breakdown is absolute priority. AI VA is a systemic view of social consequences.	46% 24% 29% (262)	6% 66% 26% (63)	58% 11% 29% (199)

Figure 9 – Contentious statements regarding climate change in Added Value question, including opinion groups (A, B)

There were other statements made regarding climate changes that did not have as many voters, but the distinction between the opinion groups remained very clear. Finally, the last contentious statement was "**Publicize and condemn corporations and wealthy people** *who make huge profits without contributing a fair share of taxes*". 204 people voted, of which 45% agreed, 27% disagreed, and 27% passed or were unsure.

Appendix: Automated Pol.is Reports

The Pol.is tool automatically generates interactive reports based on all the statements made per questions and voting trends. If you want to take a closer look at the data, please select the corresponding reports below:

- **Influencing & Disrupting Power**
- **Shifting Narratives & Attitudes**
- **Stronger Movement & Partnerships**
- **Being More Diverse & Inclusive**
- **Amnesty's Added Value**
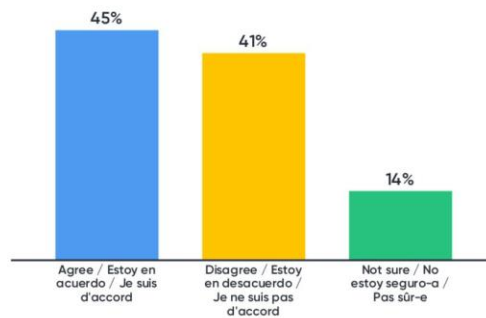
Appendix: 2019 Global Assembly Survey Voting

The preliminary survey results were presented at the 2019 Global Assembly – the decision-making body of the Amnesty International movement. As part of this exercise, some of the most contentious statements were shared and then voted on live. The results of the live polling can be found below (blue = agree, yellow = disagree, green = not sure). Although this is an initial source that was not part of the survey analysis, it is interesting to notice which ideas are closer to agreement when surveying our organisation's volunteer leadership. The following statements are worth noticing from that perspective:

- *Amnesty should create new global democratic institutions controlled directly by the people* - of which 73% disagreed and only 12% agreed with.
- *Amnesty should stop talking about problems and propose bold alternatives for future political, social, and economic systems* – 66% of the participants agreed with this and 24% disagreed.
- *Amnesty members should be able to independently start their own campaigns and actions that are relevant to their local contexts* – 64% agreed and 25% disagreed.
- *Amnesty should have quotas that enforce participation of people from marginalised groups and minorities on its board and leadership structures* – 63% agreed and 26% disagreed

This voting at the Global Assembly was used as a validation of the preliminary results and should not be regarded as any type of decision being made.

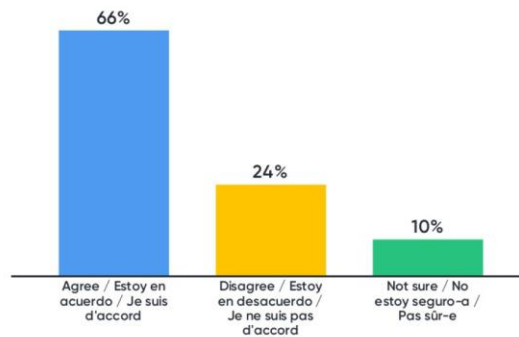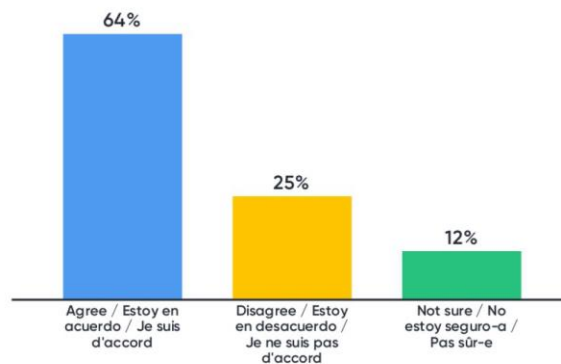## The concept of human rights is dated. New language is needed to address the realities of today

Mentimeter

45%	41%	14%
Agree / Estoy en acuerdo / Je suis d'accord	Disagree / Estoy en desacuerdo / Je ne suis pas d'accord	Not sure / No estoy seguro-a / Pas sûr-e

👤 176

Amnesty should stop talking about problems and propose bold alternatives for future political, social, and economic systems

Mentimeter

66%	24%	10%
Agree / Estoy en acuerdo / Je suis d'accord	Disagree / Estoy en desacuerdo / Je ne suis pas d'accord	Not sure / No estoy seguro-a / Pas sûr-e

👤 184

Amnesty members should be able to independently start their own campaigns and actions that are relevant to their local contexts

Mentimeter

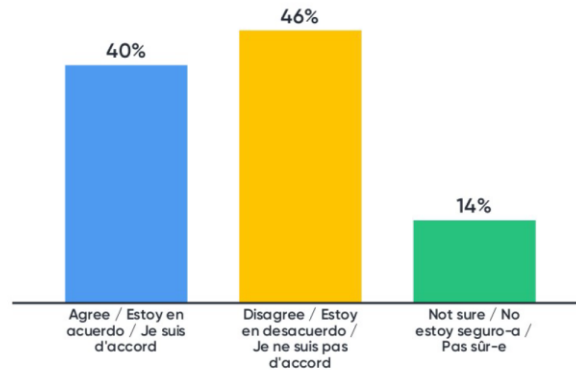|		
64%	25%	12%
Agree / Estoy en acuerdo / Je suis d'accord	Disagree / Estoy en desacuerdo / Je ne suis pas d'accord	Not sure / No estoy seguro-a / Pas sûr-e

👤 190

Amnesty should step back and use its resources to support and build other grassroots movements – through transferring skills, resources and infrast
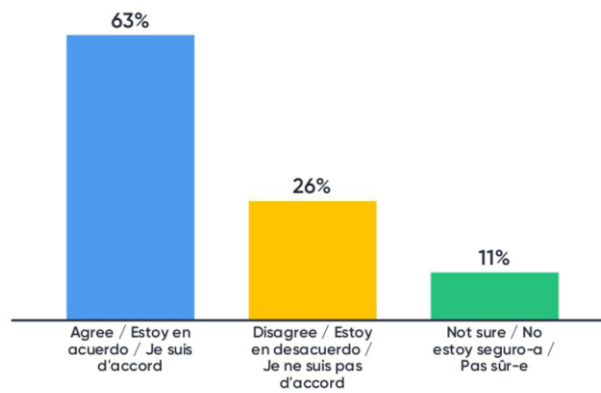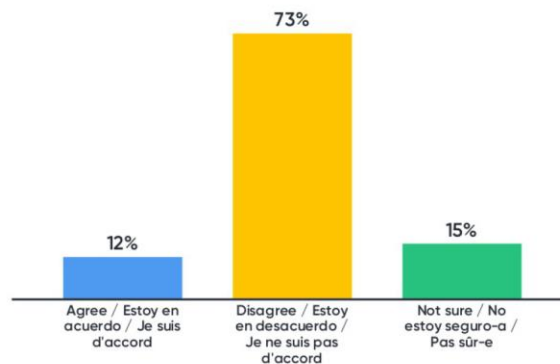
Mentimeter

- Agree / Estoy en acuerdo / Je suis d'accord: 40%
- Disagree / Estoy en desacuerdo / Je ne suis pas d'accord: 46%
- Not sure / No estoy seguro-a / Pas sûr-e: 14%

👤 187

Amnesty should have quotas that enforce the participation of people from marginalized groups and minorities on its boards and leadership structures

Mentimeter

- Agree / Estoy en acuerdo / Je suis d'accord: 63%
- Disagree / Estoy en desacuerdo / Je ne suis pas d'accord: 26%
- Not sure / No estoy seguro-a / Pas sûr-e: 11%

👤 190

Amnesty should create new global democratic institutions controlled directly by the people

Mentimeter

- Agree / Estoy en acuerdo / Je suis d'accord: 12%
- Disagree / Estoy en desacuerdo / Je ne suis pas d'accord: 73%
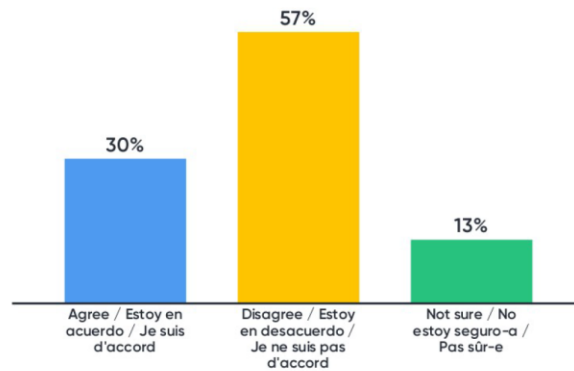- Not sure / No estoy seguro-a / Pas sûr-e: 15%

👤 190

Amnesty should work with political parties as it does with other organizations: collaborate on certain things but not others
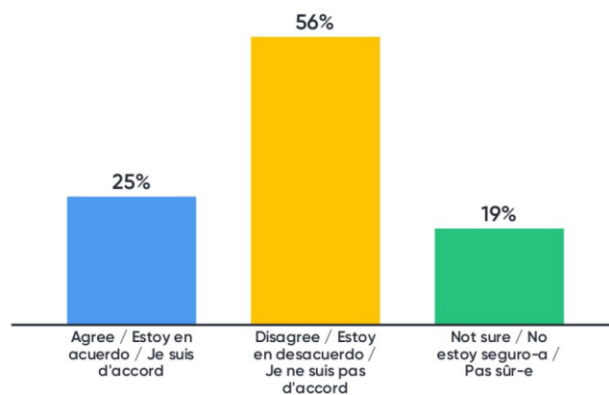

👤 189

Amnesty should reduce work around conflict and humanitarian crisis and focus on long-term issues that fuel conflict and migration – climate change,
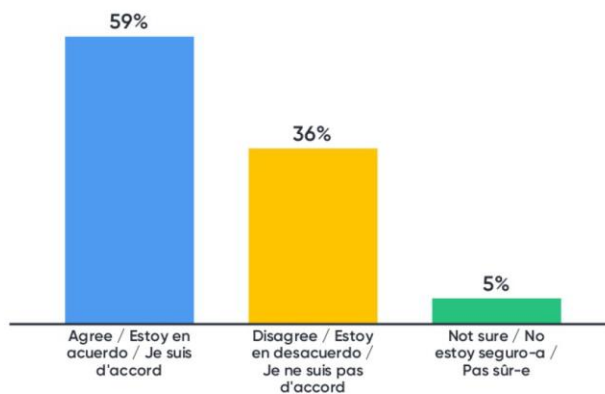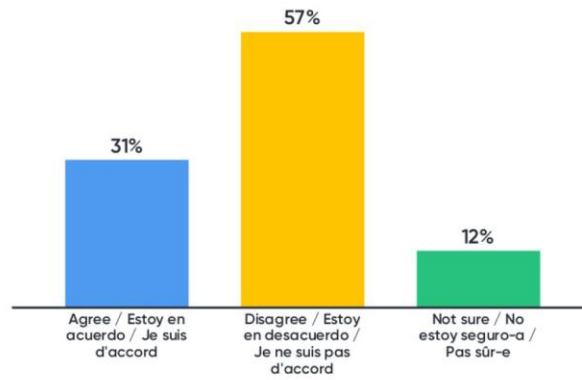

👤 192

Amnesty should focus on climate change, as Amnesty won't be able to stand up for human right around the world if there is no world left

👤 192

Amnesty should focus on its founding goals – prisoners of conscience