

WHEN DIVERSITY AND WELLBEING LEAD TO ADVOCACY IMPACT



YOUTH CASE STUDY: AMNESTY INTERNATIONAL MONGOLIA

SUMMARY

Amnesty Mongolia's investment in young people and meaningful partnerships has led to successful advocacy. The entity has made significant efforts to support youth and their wellbeing, to engage a broad diversity of young people and to establish and maintain partnerships, leading to their campaigns and advocacy having significant impact.



DESCRIPTION

Amnesty Mongolia has invested substantially in young people, in particular by: 1) **diversifying** the pool of young people it works with, 2) supporting young people's **wellbeing** and 3) investing in **partnerships** based on shared goals and values which enable mutual support and strengthening.

More than 60% of Amnesty Mongolia's supporters and members are young people, and this support base is becoming increasingly diverse thanks to the entity reaching out to new secondary schools and universities, empowering young activists from rural and remote areas, establishing a quota for youth from rural areas in capacity-building and leadership trainings, reaching out specifically to youth with disabilities and national minorities, and collaborating with members of the LGBTI community on key events.

To support the wellbeing of its youth activists, in 2021 the team introduced “Amnesty fun time” and online yoga sessions. They launched a “Resilience & Well-being” experiential workshop among youth. In 2022 they used the “Staying resilient while trying to save the world” series ([fanzine](#) & [workbook](#)) to develop a training module for Mongolian audiences, delivering it in six workshops - three for NGO staff, lawyers and human rights defenders and three for young activists of different age groups.

“We successfully strengthened partnerships with more youth organisations such as the LGBT Centre Mongolia and Mongolian Youth Council and their local self-governing youth organisations. Collaborating with them allowed us to attract youth from different backgrounds who are passionate about making positive human rights changes.”

Among Amnesty national entities, Amnesty Mongolia had one of the greatest number of partnerships with youth-led or youth focussed organisations in 2022, having established and strengthened 11 partnerships. Their partnership with the Mongolian Youth Council allowed them to create a network with local youth organisations and attract members from rural areas.

IMPACT

Amnesty Mongolia's commitment to promoting diversity has enabled the entity to effectively deliver their human rights work to a broader range of communities and regions, thereby expanding the reach and impact of their advocacy and campaign efforts on a national scale. For example, after their leadership training programmes, participants have returned to their home provinces and got involved in organising human rights education training in remote areas, such as Zavkhan province, located 1,000 km away from the capital, effectively reaching previously underserved communities.

Amnesty Mongolia has expanded its partnership network with diverse youth-led organisations, actively involving them in the planning of new campaigns and providing training, including "well-being and resilience" training. This approach has resulted in the creation of powerful and impactful partnerships that are rooted in shared values and understanding. As a result, the collaborative efforts have showcased remarkable solidarity and unity among partners at the campaign and advocacy level, amplifying the impact of their collective actions such as compelling the government to reconsider draft laws that pose restrictions on civic space and digital rights.



"Our efforts to expand partnerships and share our values and skills with other youth organisations have enabled us to pool resources and amplify our advocacy efforts, ultimately contributing to our success."

Amnesty Mongolia's youth-led digital campaign "Nuuts Shuu Za" ("It's our privacy"), launched in 2021, provoked an active debate regarding protecting private data. The project team conducted a small survey regarding private organisations' customer data protection and developed a training module titled "Right to Privacy and Data Protection". The team then organised training sessions for human rights defenders, lawyers, and activists and is now planning to expand the scope of the training module and reach out to private organisations. By entrusting the youth with ownership of the digital campaign, they were able to leverage their creativity and develop innovative approaches that effectively expanded the campaign's reach and engaged a wider audience.

TIPS AND TRICKS

- *Quotas can be a useful way of ensuring diverse identities are included in projects and events.* For example, Amnesty Mongolia introduced a quota of 25% of participants to be young people from rural areas of Mongolia (eg. for the Annual Youth Human Rights Defenders summer camp).
- *Involve partners in planning, monitoring, and development stages, not just implementation.* This fosters meaningful partnerships and enhances effectiveness of human rights campaigns and projects.
- *Empowering young people by entrusting them with authority and ownership to organise human rights activities is an effective approach that harnesses their skills, fosters meaningful youth participation, and promotes innovation and creativity.*