

TWENTY-FIRST CENTURY TRICKS OF THE TRADE FOR RUNNING A HUMAN RIGHTS CAMPAIGN

MINI-CLINIC OVERVIEW

THE UN HUMAN RIGHTS SYSTEM

What is human rights law?

What are the UN bodies that protect Human Rights?

DESIGNING YOUR CAMPAIGN

How to pick your goals, strategies, and tools.

YOUR CAMPAIGN IN ACTION

DISCUSSION

INTERNATIONAL HUMAN RIGHTS MECHANISMS: THE UNITED NATIONS



UNITED NATIONS CHARTER (1945)

- Foundational and binding

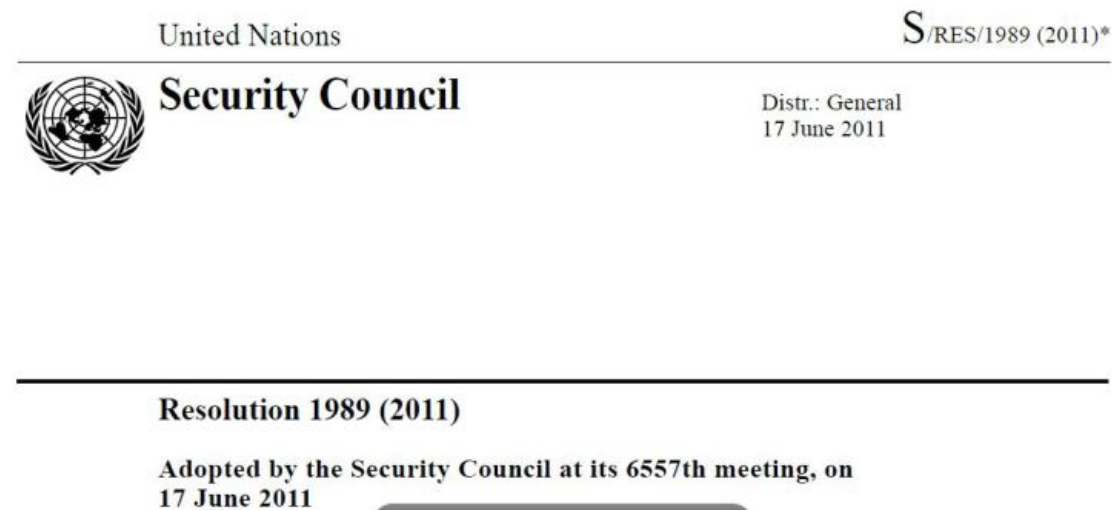
UNIVERSAL DECLARATION OF HUMAN RIGHTS (1948)

- Outlined major rights in wake of WWII
- ICCPR and ICESR drafted in context of Cold War

“CORE” RIGHTS CONVENTIONS

- ICCPR / ICESR
- CEDAW
- CAT
- CERD
- CRPD
- CRC
- MWC (ICRMW)

INTERNATIONAL HUMAN RIGHTS MECHANISMS: INTERPRETATION



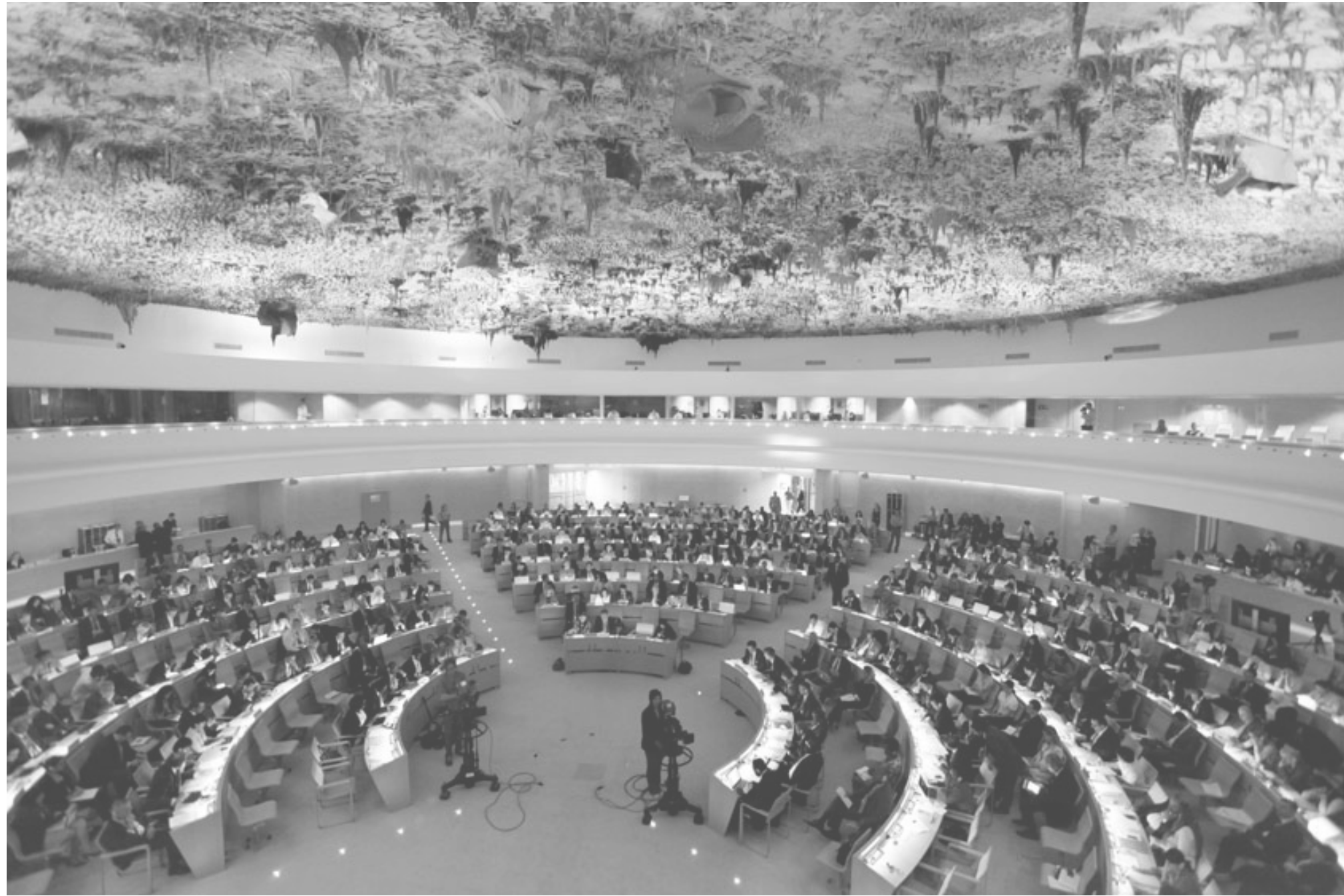
TREATY BODIES

- Correspond to many major agreements
- Provide definitive interpretations of language
- Clarify vague wording / evolving standards
- General Comments / General Recommendations

RESOLUTIONS

- Security Council vs. General Assembly

INTERNATIONAL HUMAN RIGHTS MECHANISMS: THE HUMAN RIGHTS COUNCIL



UNITED NATIONS HUMAN RIGHTS COUNCIL - GENEVA

- 47 members, elected by UNGA
- Election slates by “regional groups”
- HRC established in 2006 to replace Commission
- Considers resolutions
- OHCHR / High Commissioner for Human Rights

SPECIAL PROCEDURES

- 39 “thematic” SPs / 14 “country-specific” SPs
- “**Eyes and ears of the HRC**”

MANDATE HOLDERS: SPECIAL RAPPORTEURS, INDEPENDENT EXPERTS, WORKING GROUPS

RESEARCH COMPONENT

- Fact-finding missions (to relevant country, if possible)
- Monitoring legislation and policy developments
- Conduct interviews on individual allegations

ADVOCACY

- Communications with Government(s) concerned
- Call public attention to violations
- Elaborate on Norms
- Press Statements

REPORTING

- **1-2 reports per year, submitted to the UNGA or HRC**

12/03/2014 Press Releases

UN human rights experts urge Iran to halt the ongoing surge in executions



GENEVA (12 March 2014) – The United Nations Special Rapporteurs* on the situation of human rights in Iran, on summary executions, on torture, and on violence against women expressed alarm today at the ongoing spike in executions in the country; which recently included the hanging of a former child bride amid questionable circumstances.

WHAT WARRANTS A COUNTRY-SPECIFIC MANDATE?



NON-REPORTING TO THE UN TREATY BODIES

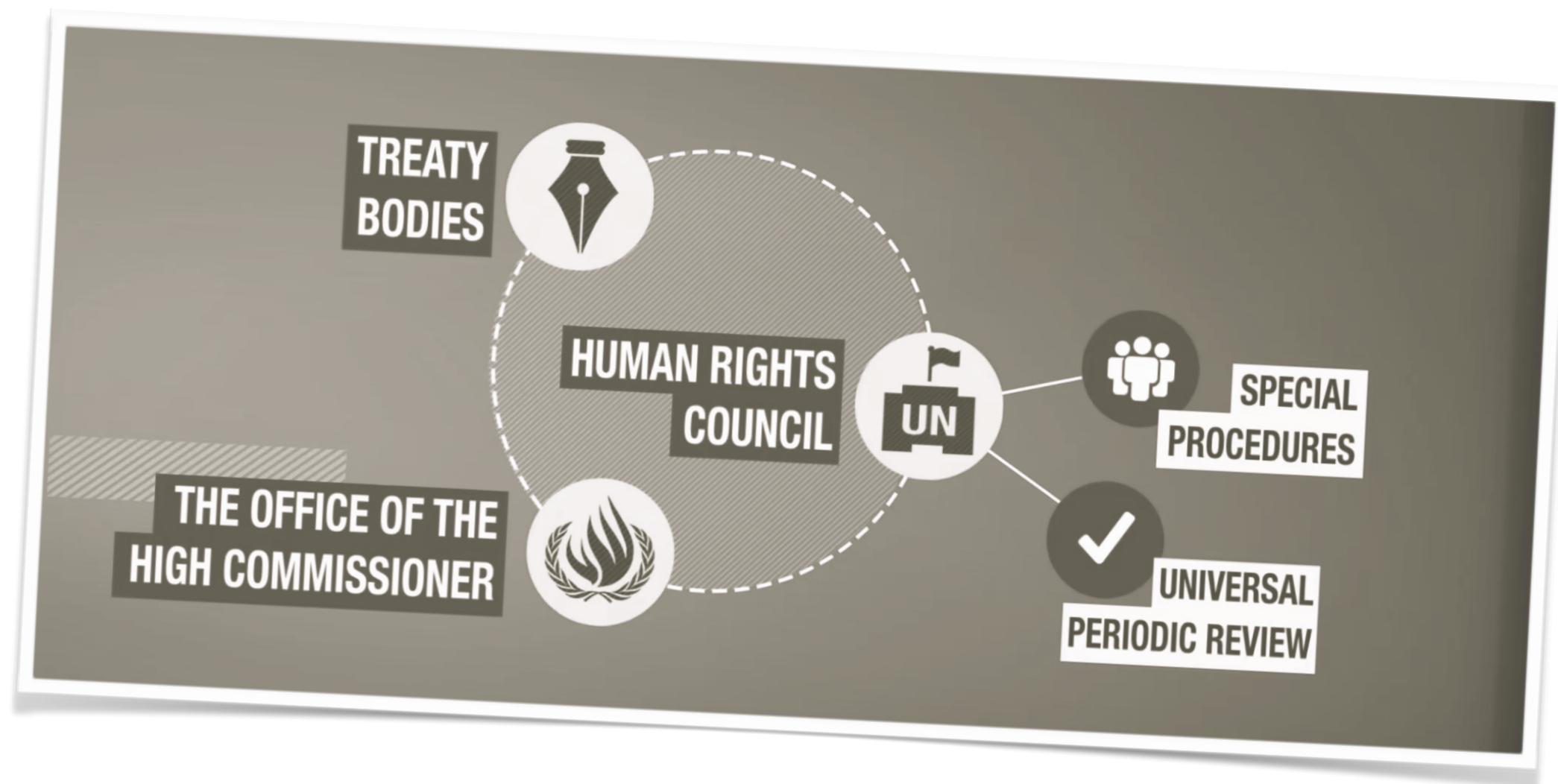
REFUSAL TO COOPERATE WITH THE THEMATIC SPECIAL PROCEDURES

ALLEGATIONS OF WIDESPREAD HUMAN RIGHTS VIOLATIONS (2009 IN IRAN + UNIQUE HUMAN RIGHTS CRISES)

CALLS FROM CIVIL SOCIETY ACTORS AND VICTIMS FOR UN INTERVENTION

TYPICAL OBSTACLES FOR COUNTRY-SPECIFIC SRS

HUMAN RIGHTS COUNCIL FOLLOW-UP MECHANISM: UNIVERSAL PERIODIC REVIEW



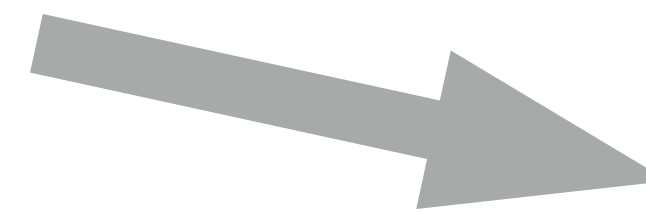
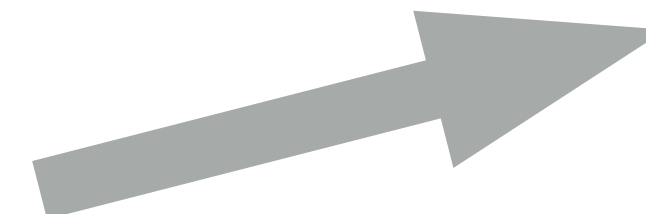
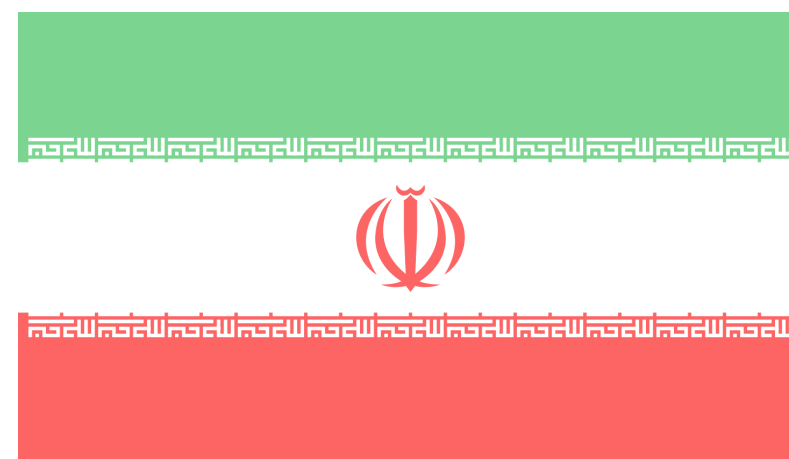
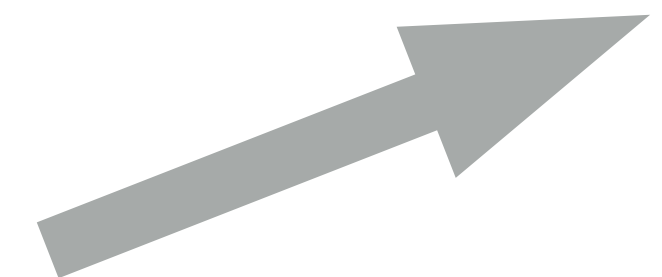
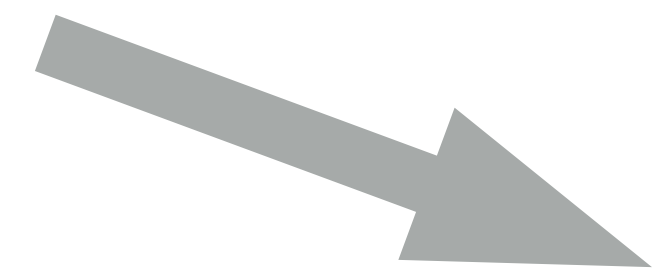
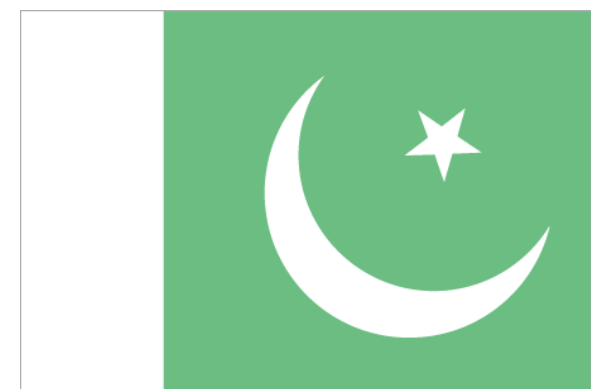
UNIVERSAL PERIODIC REVIEW (UPR)

- Envisioned as a de-politicized mechanism
- Equal footing / collaborative

BASED ON:

- Relevant treaties / obligations
- Recommendations forwarded by the Human Rights Committee in 2011 and the Committee on Economic, Social, and Cultural Rights in 2013
- Prior UN resolutions
- **SR and other SP reports and statements**

UNIVERSAL PERIODIC REVIEW PEER-TO-PEER RECOMMENDATIONS



Human Rights Council



Respect Women



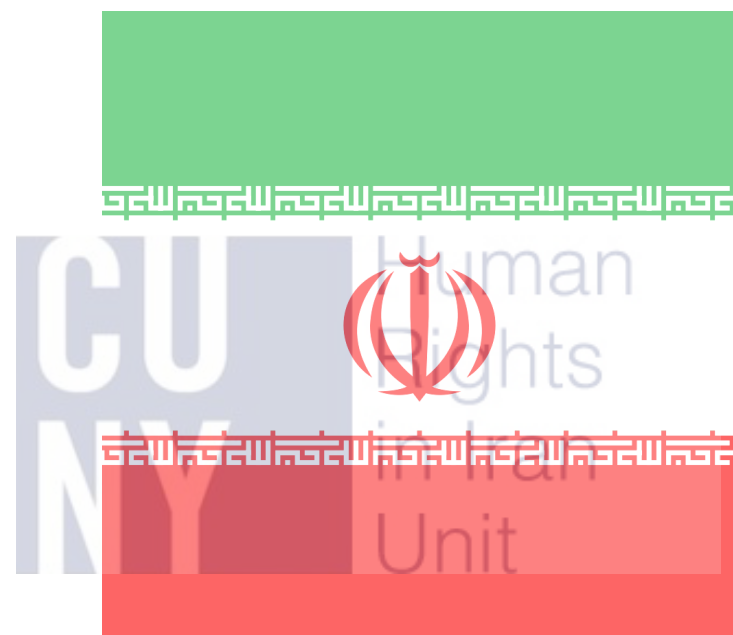
Ensure Education



Stop Tortue

BUILDING YOUR ADVOCACY CAMPAIGN

We PROMISE



PICKING YOUR GOAL

LONG TERM VS. SHORT-TERM GOALS

OUR CAMPAIGN'S LONG-TERM GOAL

- ▶ Encourage Iran to address international human rights concerns

LONG-TERM GOAL LEADS TO THE PLATFORM

- ▶ UPR is an ideal platform
 - Already exists
 - Broad international legitimacy
 - Universal
 - Comprehensive
 - Iran has invested its reputation in the UPR



IRAN'S REPUTATIONAL INVESTMENT



“Human Rights Council must be the focal point of reliance, hope and participation for all peoples and governments to address human rights issues. In that context, UPR mechanism constitutes a forum for dialogue, cooperation and positive-minded engagement.”

“Non-cooperation of the Israeli regime with the UPR mechanism seriously jeopardized the periodicity, sanctity, reliability, credibility and integrity of the whole UPR process.”

PICKING YOUR GOAL

SHORT-TERM GOALS

- ▶ Show Iran had not implement the UPR recommendations it accepted
- ▶ Persuade UN member states to both participate in Iran's UPR and make strong recommendations



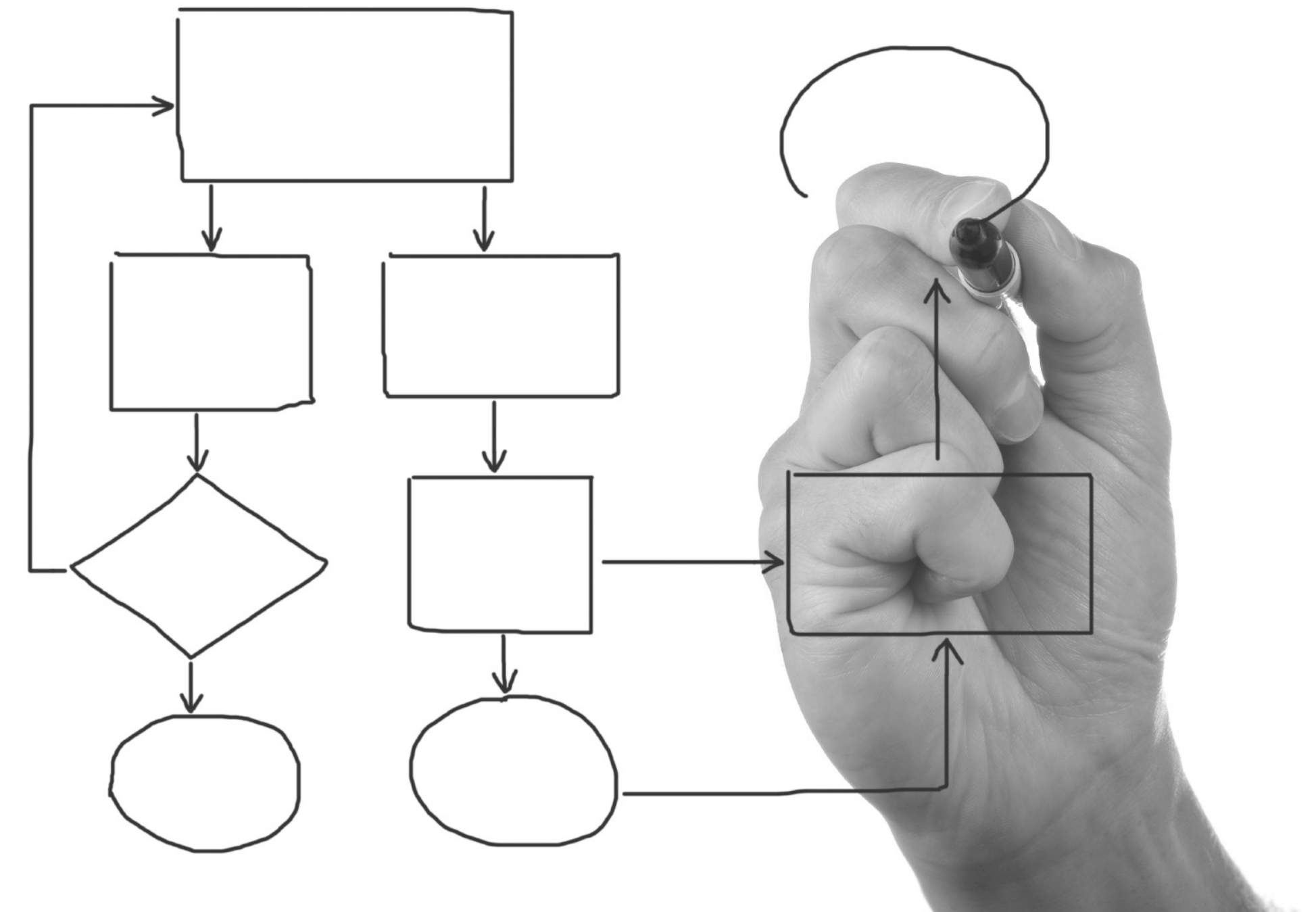
BUILDING YOUR ADVOCACY CAMPAIGN

RESEARCH AND LISTENING

- ▶ Figure out who is “persuadable?”
- ▶ Mapping the landscape

UNDERSTANDING SELF-INTEREST

- ▶ What do EACH of your targets care about?
- ▶ What are their motivations



DEVISE A MESSAGE

AUDIENCE VS. TARGET

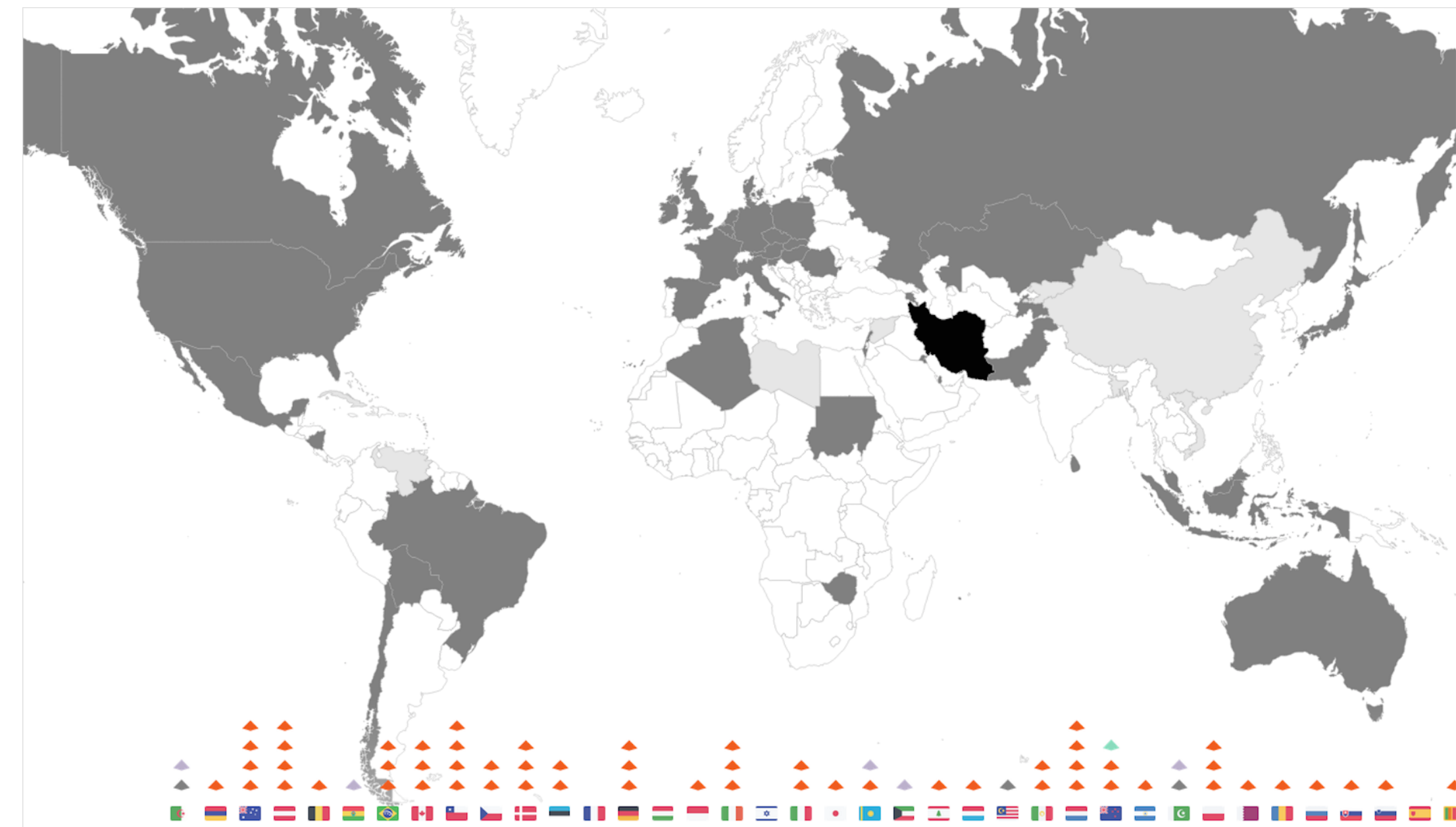
- ▶ Tailor campaign and message to target
- ▶ Persuadable UN member states
- ▶ Mobilizable UN member states
- ▶ Targets for raising campaign visibility

TAILOR YOUR MESSAGE TO YOUR TARGETS

- ▶ Humanize and personalize your message
- ▶ Meaning is the greatest motivator
- ▶ Match your “ask” to your target’s will

REPEAT YOUR PERSUASIVE CONTENT

- ▶ Plan multiple opportunities to get out your message



BUILD YOUR COALITION

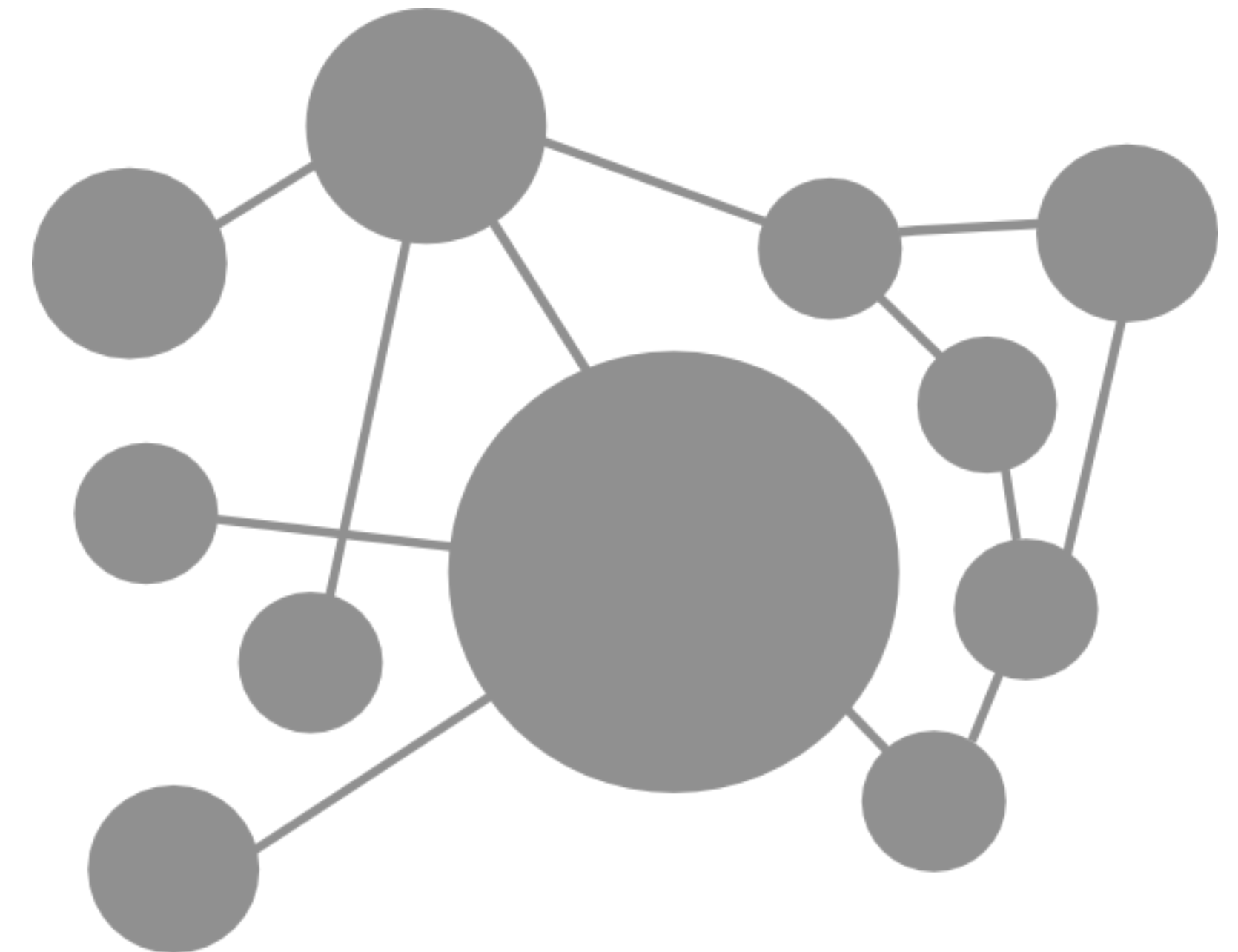
KNOW THE CAPACITY OF YOU PARTNERS

MATCHING RIGHT PARTNER TO THE RIGHT TASK

- Humanize and personalize your message
- **Meaning is the greatest motivator**

REPEAT YOUR PERSUASIVE CONTENT

- Plan multiple opportunities to get out your message



UPR

IRAN

THE CAMPAIGN

GOALS, STRATEGIES, AND TOOLS

GOAL: PROMOTE HUMAN RIGHTS IN IRAN USING THE UPR

INFLUENCING THE OUTCOME OF THE REVIEW

(recommendations by member states)

DIRECT ADVOCACY

DEBUNK IRAN'S CLAIMS OF BEING GOOD UPR PLAYERS

RESEARCH AND ANALYSIS

RAISE THE PROFILE AND THE STAKES OF IRAN'S UPR

TRADITIONAL MEDIA AND SOCIAL MEDIA

DIRECT ADVOCACY



DIRECT ADVOCACY

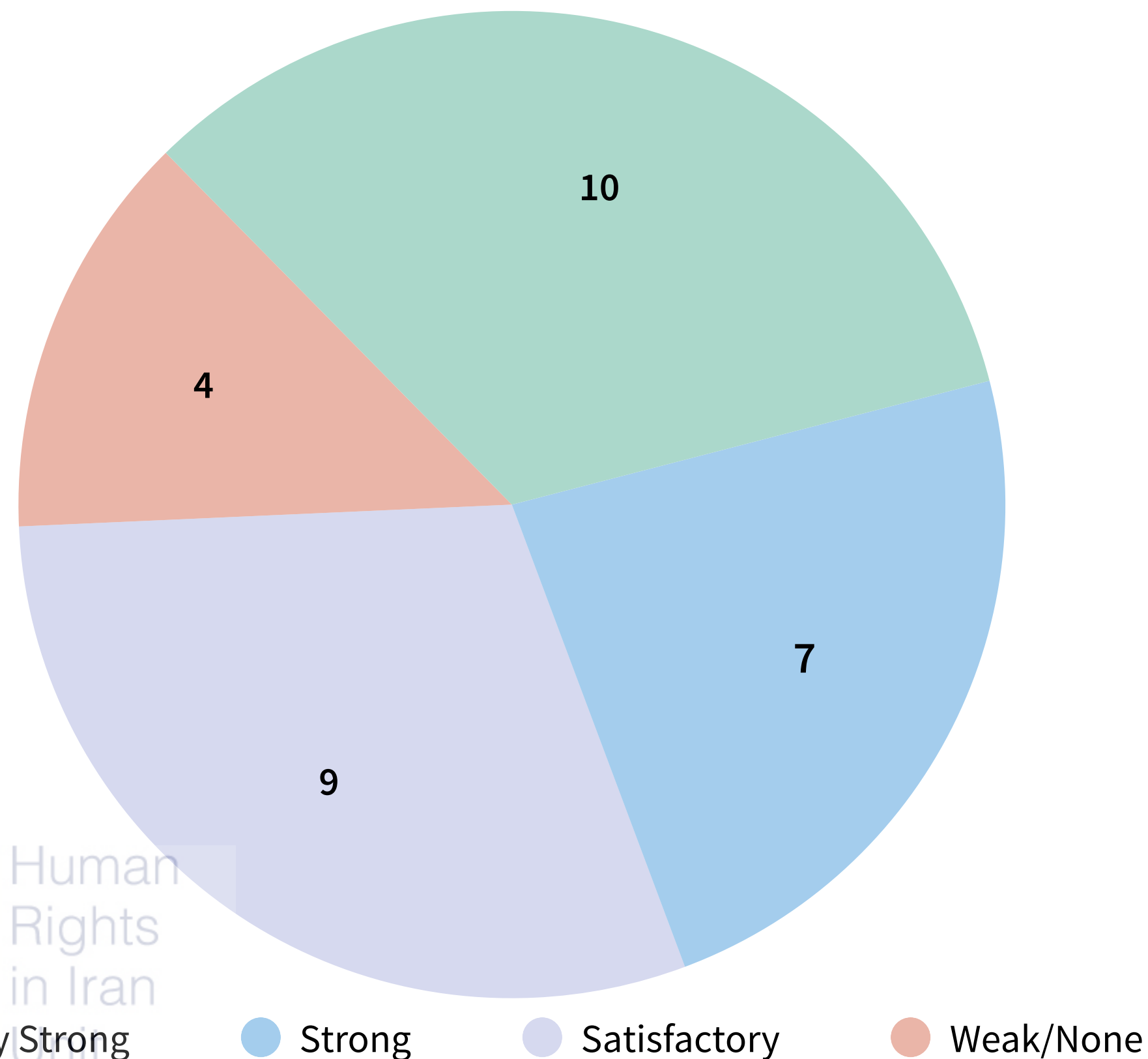
- Lobbying the decision-maker directly
 - Meetings
 - Letter writing

UPR DIRECT ADVOCACY

- Mobilize the coalition
 - Pool resources
 - Increase (wo)manpower
 - Increase expertise
 - Signal Authority

DIRECT ADVOCACY IN ACTION

Impact on Member State UPR Interventions



DIRECT ADVOCACY

- ▶ 38 meetings
 - Geneva and Capitals
- ▶ 32 countries
- ▶ 8 NGO partners

SPECIALIZED DOCUMENTS

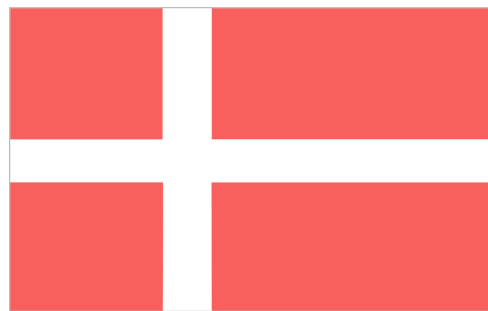
- ▶ Fact Sheets / Evaluations
- ▶ **Pre-drafted recommendations**

TYPES OF IMPACT

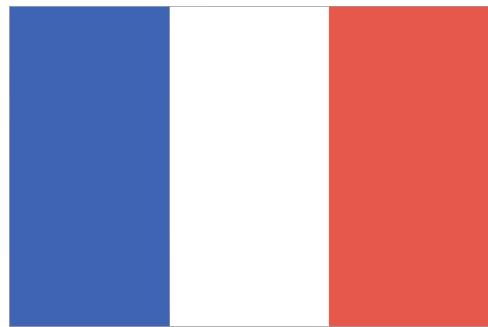
- ▶ Content
- ▶ Language
- ▶ Participation
- ▶ Strategy

IMPACT

SUGGESTED RECOMMENDATION



Ensure, in accordance with ICCPR articles 5 and 7, freedom from torture while in detention for all, regardless also of sexual orientation



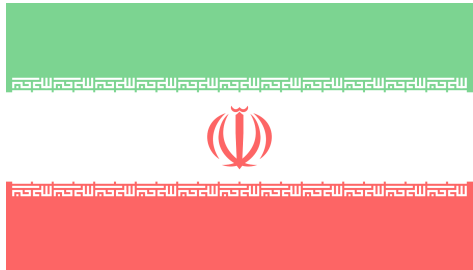
Develop a legal framework for protecting and promoting the equal rights of women, including a comprehensive anti domestic violence law, and ensure women have unrestricted access to the work force, university education, and athletic stadiums.



Provide by law unobstructed access to legal counsel throughout all phases of criminal investigation, trial, and appeal; ensure the accused is informed of this right immediately upon arrest; and give defendants and their lawyers unrestricted access to the full case file and all evidence against the accused;



RECOMMENDATION



Ensure, in accordance with ICCPR articles 5 and 7, freedom from torture while in detention for all, regardless also of sexual orientation

Guarantee the rights of women in law in practice, including in the labor market, and combat violence against women and the impunity for perpetrators

Ensure immediate access to a freely chosen council within the first hour of the procedure, including during the first interrogations and on until the end of the judicial process, as well as access to all official documents of the procedure

IMPACT

Let's Talk



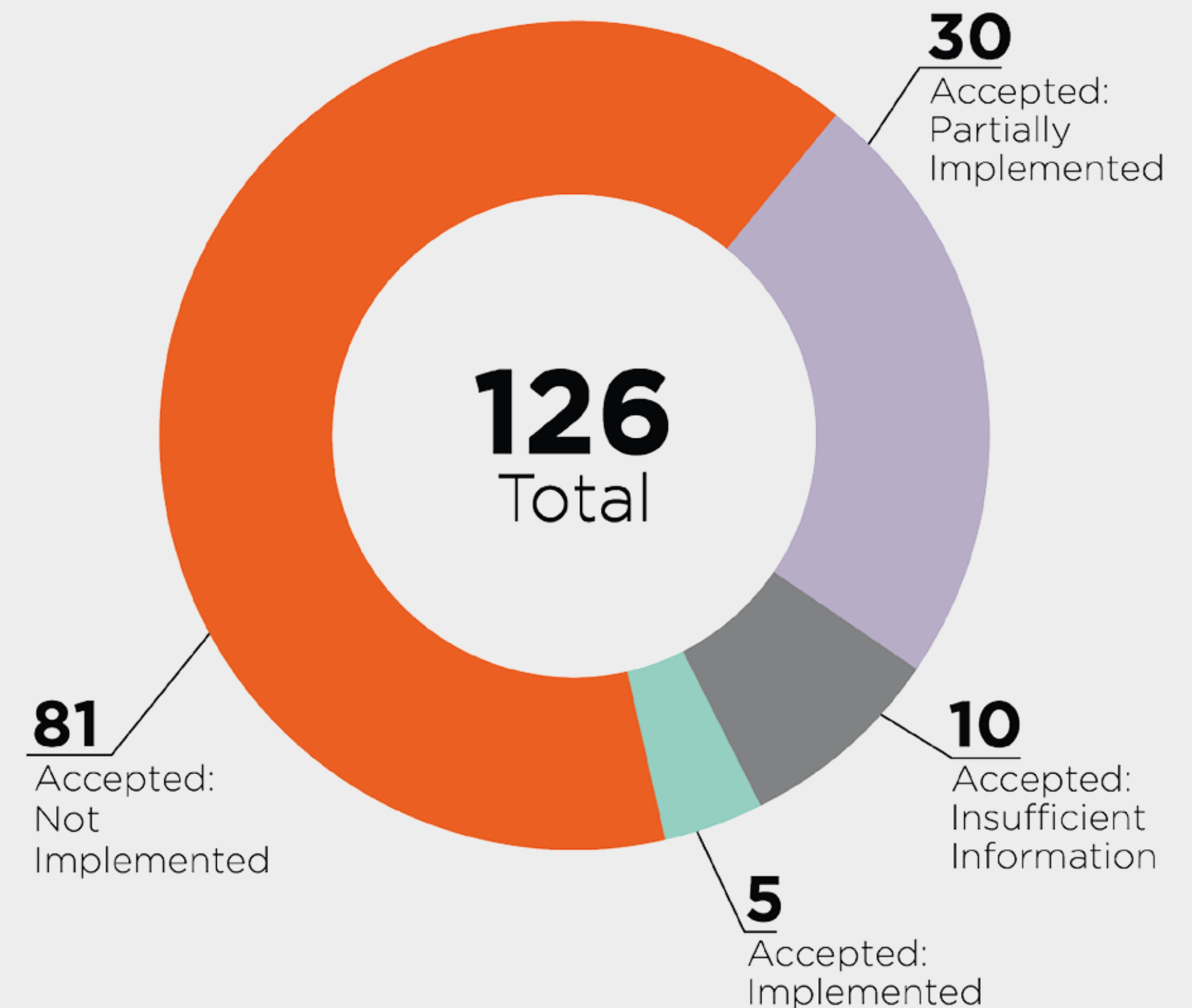
RESEARCH AND ANALYSIS

PROVIDES YOUR CAMPAIGN SOMETHING OF ITS OWN

- ▶ Bolsters your message and
- ▶ Frames the narrative

OUR CAMPAIGN

- ▶ Show Iran had not implement the UPR recommendations it accepted



MEDIA CAMPAIGNING



INDIRECT ADVOCACY

- ▶ Raises the profile of your subject
- ▶ Frames the narrative
- ▶ Pressures targets in public

TRADITIONAL MEDIA

- ▶ Op-eds
- ▶ Buzz materials
- ▶ Line up your experts / Make it easy

SOCIAL MEDIA

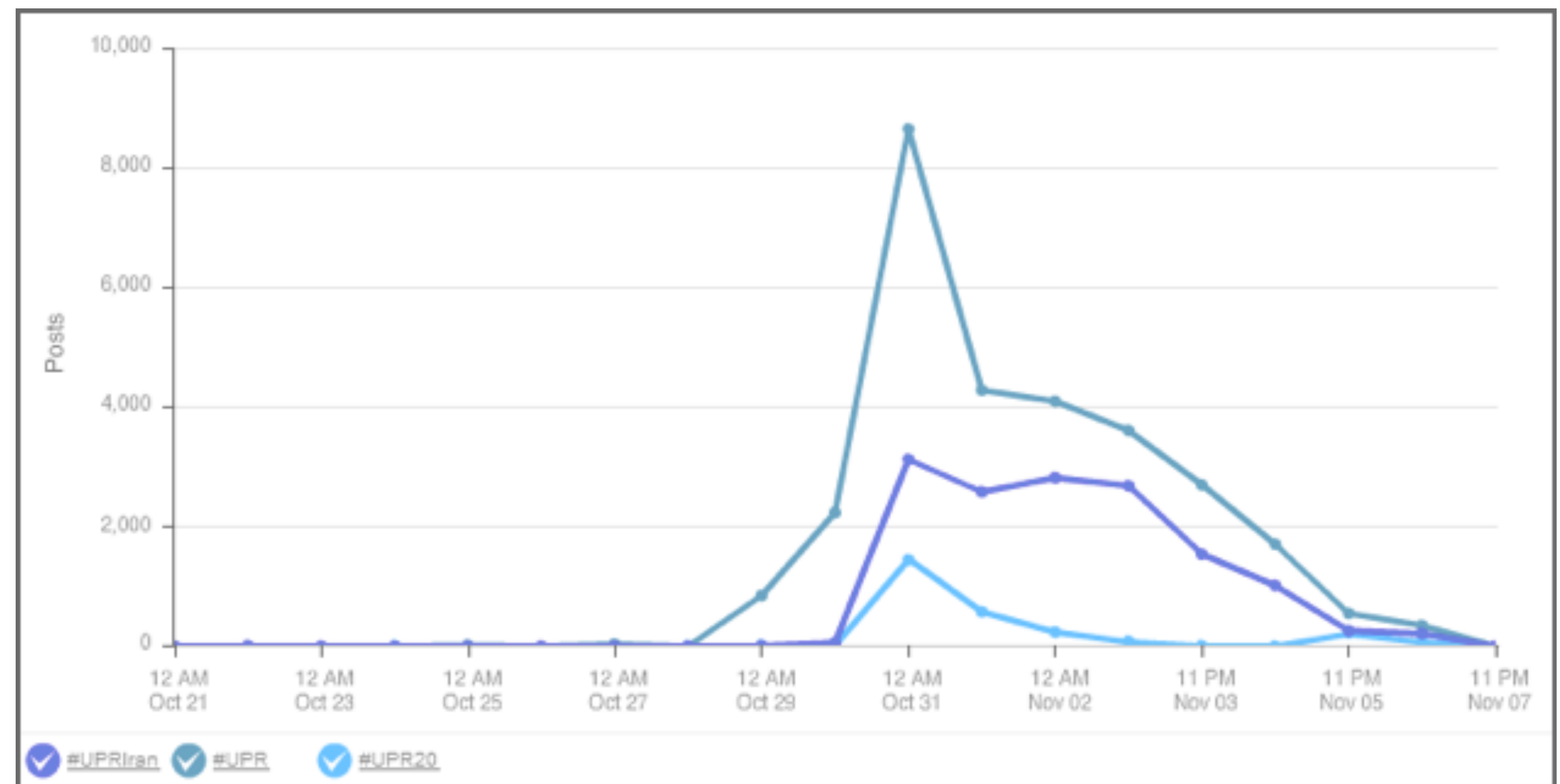
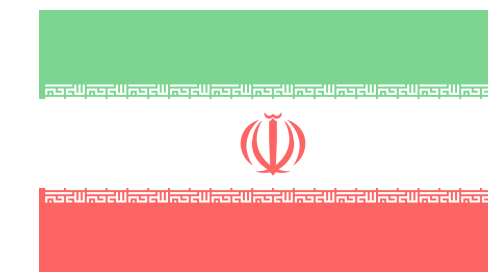
- ▶ Branding
- ▶ Facebook / Twitter
- ▶ Videos
- ▶ #Hashtags / #UPRIran

#HASHTAG

NO. OF TWEETS

1. Iran – 46,274
2. Iraq – 6,259
3. Egypt – 2,394
4. Fiji – 244
5. Kazakhstan – 201

#UPRIRAN



DISCUSSION

THE END! THANK YOU!