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
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
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 Torture
BUILDING YOUR ADVOCACY CAMPAIGN

We PROMISE
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.”
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 YOUR 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

 › 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

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 on Member State UPR Interventions
- Very Strong: 4
- Strong: 9
- Satisfactory: 10
- Weak/None: 7
Ensure, in accordance with ICCPR articles 5 and 7, freedom from torture while in detention for all, regardless also of sexual orientation.

RECOMMENDATION

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

SUGGESTED RECOMMENDATION

1. 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 workforce, university education, and athletic stadiums.

2. 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

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

2. Ensure immediate access to a freely chosen counsel 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.
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
DISCUSSION
THE END! THANK YOU!