STRATEGIC GOALS 2016–2019

IMPACT AND LEARNING SYSTEM

AMNESTY INTERNATIONAL

THE WORLD IS CHANGING. WE'RE CHANGING WITH IT.

AS A MOVEMENT OF MILLIONS WE MUST TELL A COLLECTIVE STORY OF HOW AND WHY HUMAN RIGHTS CHANGE HAPPENS. WE MUST BE ACCOUNTABLE AND IMPROVE THE WAY WE MEASURE OUR SUCCESS AND UNDERSTAND OUR FAILURES.

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KEY PRINCIPLES

ADAPTATION

Actively support review and reflection, regularly adjusting plans and strategies to respond to external changes.

INNOVATION AND PROBLEM SOLVING

Invest in evaluation and learning initiatives to strengthen knowledge around new or particularly challenging areas of work.

COLLABORATIVE ANALYSIS

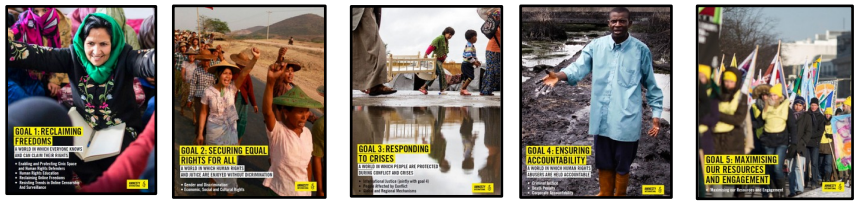
Expand on project team review to systematically include perspectives and evidence from enabling teams, from Sections and structures and from partners who've helped deliver our work.

EXTERNAL VALIDATION

Best practice to include outreach to external organizations, networks, communities and where possible, targets, to test and review our internal impact analysis.

ACCOUNTABILITY

To rights holders, communities, our partners and donors to share the story of AI's contribution towards human rights change; To ourselves, to enable effective decision-making across our organization.



I. STRATEGIC GOALS ANALYSIS

II. REGIONAL ANALYSIS

III. INTERNATIONAL PROJECT ANALYSIS

IV. NATIONAL ENTITY ANALYSIS

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STRATEGIC GOALS

Theories of Change are bodies of work through which we deliver one part of the Strategic Goals. We will review these once per year against the outcomes they lay out. A small number of entities will participate in this process.

e.g. AI Netherlands has a significant expertise in policing so may sit on the Criminal Justice Theory of Change review group.

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REGIONAL ANALYSIS

Regional bodies of work are how we will deliver the Strategic Goals in a particular region. We will review our progress once per year within each region.

All national entities will participate in these meetings in their region, together with regional IS teams.

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INTERNATIONAL PROJECTS

International Projects are the core component of our operational plan, where we work collectively to deliver the Strategic Goals. Every project will review themselves once per year against the objectives and outcomes of their project.

All projects will include *at least* those national entities that are core to that project's delivery in their annual review.

S/S ANALYSIS

National level advocacy and campaigning are critical to our delivery of the Strategic Goals. Improved assessment of S/s led work will inform the review and adjustment of global strategy.

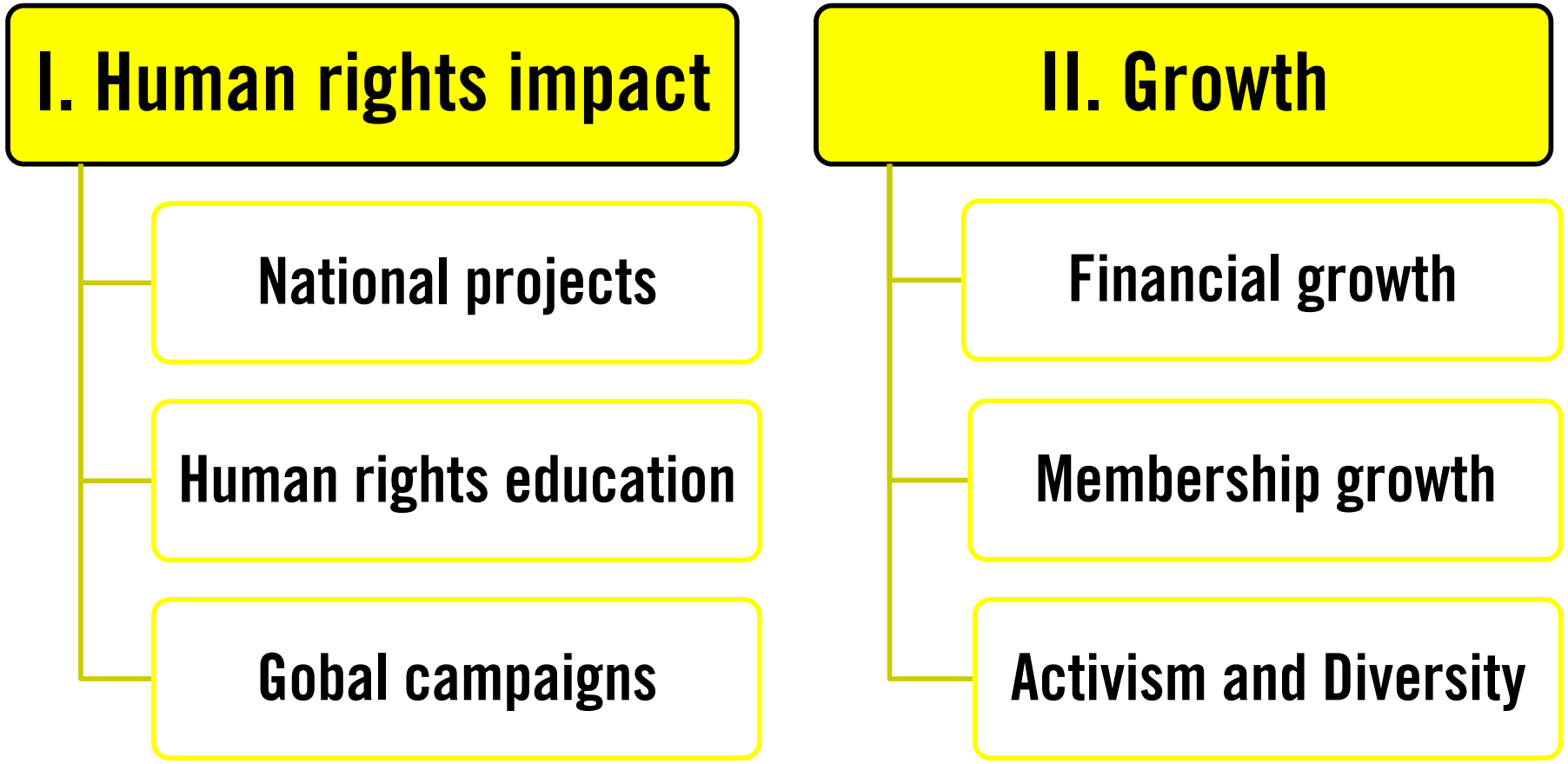
This approach will necessitate a significant change in the way that national level impact is reported, and requires all AI entities to prioritize time and space for monitoring and evaluation.

NATIONAL ENTITY REPORTING

The Impact and Learning System will allow national entities to measure progress against the SGs, and improve programme quality, in 2 core areas:

1) Human rights impact
2) Growth

NATIONAL ENTITY REPORTING



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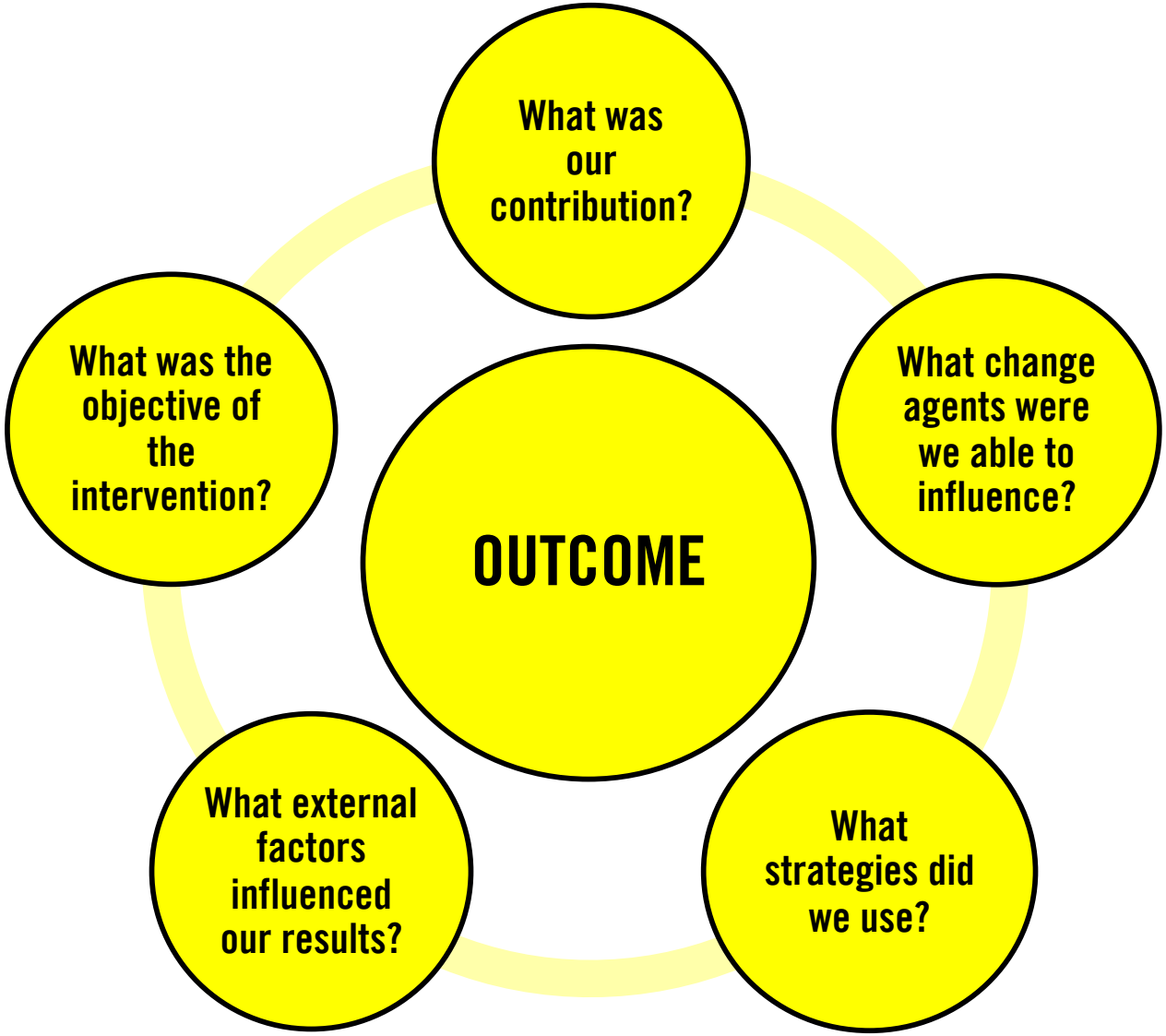
IMPACT OF NATIONAL PROJECTS



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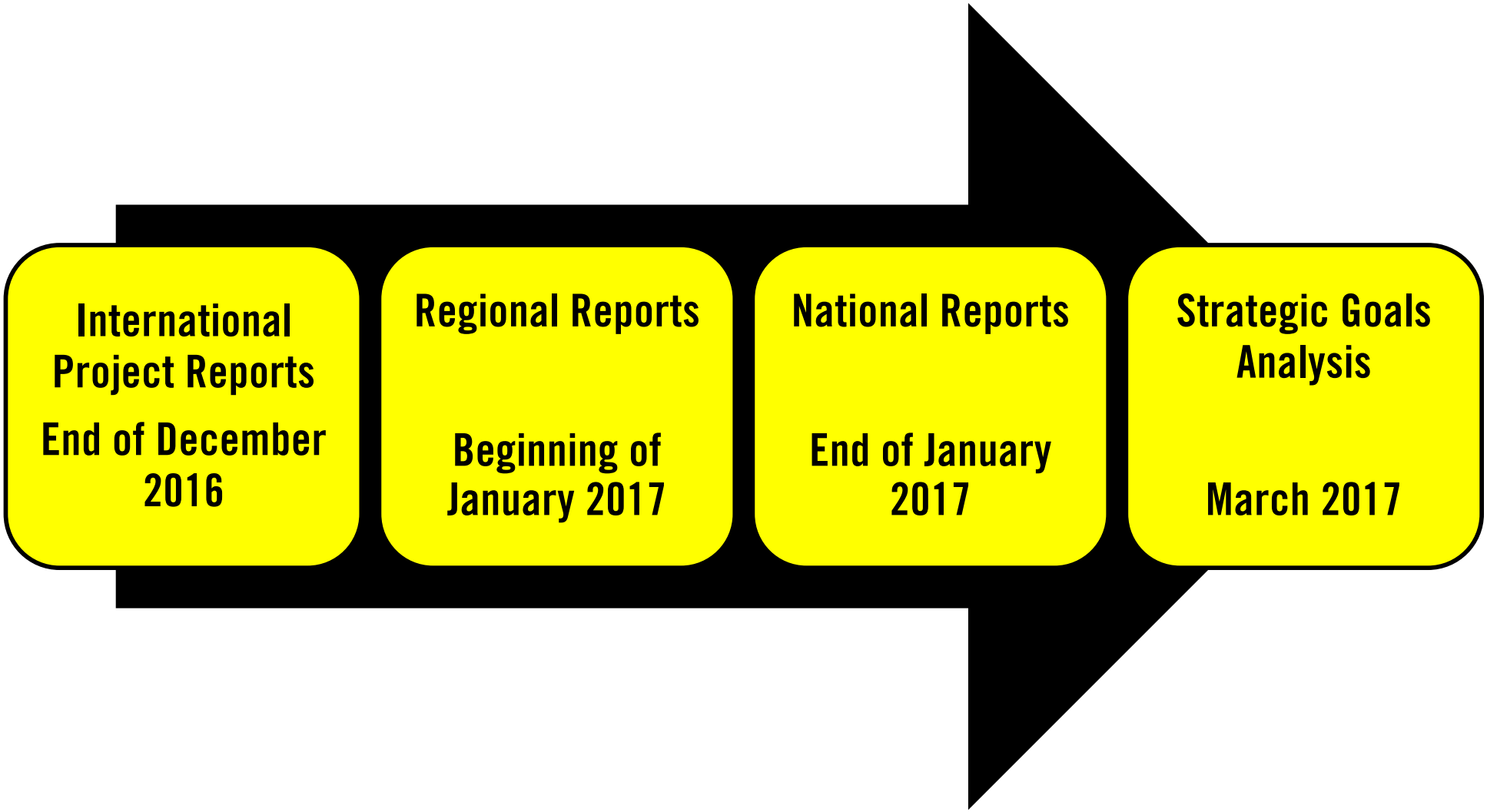
REPORTING TIMELINE



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