

STORIES OF YOUNG HUMAN RIGHTS EDUCATORS: A MULTIMEDIA EDUCATIONAL TOOL

An initiative by Amnesty International, Soka Gakkai International and the Office of the UN High Commissioner for Human Rights

CONCEPT NOTE

1. BACKGROUND

In September 2018, the UN Human Rights Council decided to make youth the focus group of the fourth phase (2020-2024) of the World Programme for Human Rights Education, with emphasis on education and training in equality, human rights and non-discrimination, and inclusion and respect for diversity with the aim of building inclusive and peaceful societies. It also decided to align the fourth phase with the 2030 Agenda for Sustainable Development and specifically with target 4.7 of the Sustainable Development Goals, taking into account the synergies between the different concepts and educational methods mentioned therein.¹

Launched in September the same year, the UN Strategy on Youth, through its Fourth Priority on *Youth and Human Rights* also encourages efforts to promote human rights education and training for youth in order to foster civic awareness and participation, volunteerism and a culture of peace and non-violence among young people.²

A year later, on 26 September 2019, the Human Rights Council adopted the Plan of Action for the fourth phase of the World Programme. In the Plan of Action, which provides guidance on developing a national strategy for human rights education for youth and by youth, storytelling has been identified as an appropriate and engaging methodology to promote human rights education for youth.³

Accordingly, this project will support the development, production and translation of a multimedia tool featuring seven short videos of young human rights educators from around the world, to serve as inspiration and encouragement for other young people to take action to promote and protect human rights. The tool is an initiative of Amnesty International (AI), Soka Gakkai International (SGI) and the Office of the UN High Commissioner for Human Rights (OHCHR) (hereinafter the 'Organizers').

This project builds on the experience of [A Path to Dignity: The Power of Human Rights Education](#), which OHCHR co-produced with SGI and Human Rights Education Associates back in 2012.

¹ Resolution 39/3 on World Programme for Human Rights Education, adopted on 27 September 2018

² [Youth 2030: Working With and For Young People](#) (2018)

³ [A/HRC/42/23 – Plan of Action for the fourth phase \(2020-2024\) of the World Programme for Human Rights Education](#), para. 28(d)

2. OBJECTIVES

The objectives of this project are:

- To provide an educational and advocacy tool for individuals and organizations working on human rights education for, with and by youth
- To document the importance of human rights education for, with and by young people
- To contribute to human rights education efforts, particularly in the context of the fourth phase of the World Programme
- To gather qualitative data on the impact of human rights education.

3. CONTENT

The tool will feature:

- 7 short videos, of five minutes each, of young human rights educators/activists from different regions of the world that showcase how human rights and human rights education changed their lives and inspired them to actively contribute to improve their communities by becoming human rights educators themselves
- Interviews with the UN High Commissioner for Human Rights (TBC), a senior representative of Slovenia⁴ (TBC) and the UN Secretary-General's Envoy on Youth (TBC)
- Accompanying educational tools and references
Similar to the layout of the *Path to Dignity*, a landing page will be designed to include related educational tools and references.

The tool will also include video snippets that will be used for dissemination purposes, including through social media platforms.

4. MODALITIES

The project team will select the young human rights educators to be featured in the videos through extensive consultations. The stories selected will reflect diversity in terms of geographic and gender distribution, socio-economic background, ethnicity and abilities, as well as different thematic human rights education focus.

The project team will provide the selected young human rights educators with common Terms of Reference, including some guiding questions, to ensure consistency among the stories. Those questions may include:

- Tell us up to two human rights education projects you have been meaningfully involved in and which have been particularly significant for you - details of the experience: when? where? for whom? your specific role?

⁴ Slovenia is currently leading the UN Human Rights Council's Governmental Platform on Human Rights Education and Training.

- Why and when did you decide to be involved in human rights education for young people? What did you do then, to follow up on your decision?
- What do you think the impact of your human rights education work has been? At the personal and community level?
- What do you think is the potential of human rights education for youth?.
- How can young people be encouraged to engage in human rights education??

The young educators and activists will be asked to prepare their inputs in a written form, which will be discussed with the project team, if needed, and finalized before the videos are shot. Simple human rights language should be used throughout the stories in order to reach and inspire young people with no or limited knowledge of human rights.

A production coordinator or 'film maker' will be identified to produce the documentary. Due to the travel restrictions in the context of COVID-19 pandemic, local videographers in different countries will be identified to shoot the videos locally with guidance from the coordinator. In parallel, social media content will be developed together with the tool.

5. PROJECT TEAM

Project implementation will be coordinated by a team consisting of three staff members from the Organizers, as follows:

- Elisa Gazzotti, Soka Gakkai International
- Paulina Tandiono, Office of the UN High Commissioner for Human Rights
- Ruth Zaldibar Garcia, Amnesty International

The project team, which will meet on a regular basis, will:

- ensure and coordinate the substantive input into the project of relevant staff of their respective organization
- manage the contacts with stakeholders and external partners
- seek and obtain agreement of their management on policy and financial decisions.

6. YOUTH ADVISORY BOARD

The Organizers has established a Youth Advisory Board to the project, which consists of 15 staff or volunteers of the Organizers and who are youth themselves and/or work on youth/human rights education. The project team is responsible for consulting and updating the Youth Advisory Board throughout the process.

7. BUDGET

Details on budget, including information on other financial and in-kind contribution, are available in a separate document.

8. COLLABORATING ORGANIZATIONS

In order to identify the young candidates to be featured in the videos, the Organizers will send a call for nominations to a selected group of:

- international and regional inter-governmental human rights organizations
- international and regional non-governmental human rights organizations
- international and regional non-governmental organizations dealing with youth education, and
- international and regional youth networks.

9. LANGUAGES

Original languages of the young human rights educators and activists, with subtitles into English, French, Arabic and Spanish (Russian to be considered).

10. LAUNCH

- **Date:** September 2021
- **Venue:** United Nations, Geneva, Switzerland on the occasion of the UN Human Rights Council High Level Segment dedicated to the 10th Anniversary of the UN Declaration on Human Rights Education and Training.

11. DISSEMINATION

A joint dissemination strategy will be finalized among the Organizers, which may include:

- Possible joint launch during a high-level Human Rights Council panel discussion to commemorate the 10th anniversary of the Declaration on Human Rights Education and Training
- Social media and other promotion activities to be jointly coordinated by the parties
- Posting of the tool on the Human Rights Education Open Web Resource (available in four official UN languages; hosted by SGI, involving other parties, including governments, civil society and OHCHR), possibly with a landing page (similar to [Path to Dignity](#))

Aside from dissemination through AI, OHCHR and SGI's channels, the tool will also be disseminated through the channels of collaborating organizations.

12. TENTATIVE TIMELINE

- Jan - Mar 2021** Preparation
(concept note, roadmap, establishment of the Youth Advisory Board and finalization of related agreement)
- Feb 2021** Recruitment of production coordinator and call for nominations for young human rights educators
- Mar - Apr 2021** Selection of educators and recruitment of local videographers
- Apr - May 2021** Filming
- May - Aug 2021** Video editing
- Sept 2021** Launching and dissemination