

2024-2030 YOUTH POWER ACTION!

AMNESTY INTERNATIONAL CANADA (ENGLISH)
NATIONAL YOUTH STRATEGY

The National Youth Strategy sets the direction for Amnesty International Canada (English)'s work for, by, and with young people. It will be delivered by people from all generations, with children and young people in the driving seat.

Amnesty International Canada English Section (AICES) commits to these eight **guiding principles** to ensure consistency and quality in efforts towards the realization of the Global Children and Youth Strategy's goals:

1. Strengthen diverse and intersectional approaches
2. Build intergenerational respect and trust
3. Protect child and young human rights defenders
4. Invest in safeguarding children and youth
5. Champion child and youth participation and leadership
6. Invest in partnerships
7. Reduce our environmental footprint
8. Foster spaces to balance well-being



WE ENVISION THAT YOUNG PEOPLE PLAY ACTIVE ROLES IN CREATING A WORLD WHERE EVERYBODY ENJOYS HUMAN RIGHTS.



AICES's strategies, policies, programs, and projects are developed together with young people, integrating their realities, concerns, and experiences



Young people are recognized, connected and empowered through human rights education and capacity-building to defend human rights.



Develop frameworks and tools that promote youth engagement in all areas of our work

Goal 1. Young people's perspectives and agency are at the centre of Amnesty International's human rights work in the protection and promotion of human rights.



Provide training and capacity-building in governance, advocacy, research, strategic planning, public speaking, project management, and media relations.



Ensure there are inclusive and meaningful spaces and platforms for young people to lead actions and projects



Update existing communication channels & develop new channels and events by and for young people.



Design and implement campaigns specifically relevant to young people, such as climate justice, education rights, and digital freedom.



Recognize the contributions and achievements of young people, in all their diversity, within the movement.



AICES will champion cross-generational collaboration to empower youth; fostering increased youth leadership through self-care initiatives, chapter growth, intergenerational cooperation, and direct access to leadership.



AICES will empower young people to actively participate in and influence decisions across the organization, including those related to human rights and other key processes.



Increase the number of university and high school student chapters.

Goal 2. Young people, in all their diversity, are enabled and empowered to actively participate at all levels of our work, underpinned by mutual respect and trust.



Enable youth participation in decision-making at all levels of the organisation by making the mechanisms, procedures and processes accessible to young people.



Ensure all young people in the movement have direct access to senior leadership and board members.



Increase the number of young people participating in decision-making bodies at all levels of the organization by election or co-option to 30% in 2030.



Create spaces and programs that support networking and collaboration across generations to facilitate knowledge sharing.



AICES will strive for true diversity among the youth it engages with, by using and prioritizing an intersectional approach in its work.



AICES engages an increasing number of young supporters on inspiring and impactful journeys towards becoming human rights defenders.



Strengthen existing partnerships and build new partnerships with diverse youth-led and youth-focused groups and organizations.

Goal 3. Young people, in all their diversity, make up one-third of Amnesty International's supporter base to contribute to human rights impact.



Strengthen digital engagement by working with young people, ensuring that their perspectives inform the creation of digital strategies and content.



Create an inclusive culture and resiliently anti-racist movement through increasing our diversity.



Develop robust supporter journeys for young people that will guide young people from initial engagement to active participation and leadership within the organization.



Foster belonging, connectedness and well-being among our youth activists, staff, and partners.



Develop supporter journeys for young people who move out of the youth constituency as they reach the age of 25, and ensure continued engagement with Amnesty International across generations.