

John 81

AMNESTY INTERNATIONAL

**AMNESTY INTERNATIONAL AND SOCIAL MOVEMENTS
Global Trends Seminar July 1998**

FOR IMMEDIATE RELEASE

NOTE ON COPYRIGHT:

Amnesty International owns or has cleared non-broadcast rights to all footage. Not for library use. For details on sources of footage, please contact the media program of Amnesty International on Tel: +44 171 413 5560.

A ROLL	SPLIT TRACK
Duration: 8"00'	
<i>FOOTAGE AND SYNC</i>	<i>COMMENTARY</i>
TCR:10:00:00:14 Amnesty logo	
TCR:10:00:05:19 Board with Title: Amnesty International and Social Movements. Global Trends Seminar, July 1998.	music
TCR:10:00:12:23 Andrew Anderson, IS, Program Director Campaigns and Crisis Response	"Its important for Amnesty to look at what we are trying to achieve and how we are trying to achieve it. It's important that we take a little bit of time out to take account of what is happening in the outside world -- what we can learn from other social movements -- how we can look at what Amnesty is doing itself and how we can more effectively organize ourselves to achieve the kind of changes we want to achieve."
TCR:10:00:32:20 G/v conference audience; speaker at podium G/v of audience	V/O: In July 1998 the International Secretariat held a global trends seminar focussing on social movements in the 21st century.
TCR:10:00:43:08 Pierre Sané, AI Secretary General	"Four years ago we had a global trends seminar that looked at the trends in terms of human rights violations, looking at the wrongs. This time we wanted to focus on the response to those wrongs coming from society, hence the focus on the social movements."

<p>TCR:10:01:03:21 PAN of big crowd of protesters in Kosovo, 1998.</p> <p>TCR:10:01:06:24 mcs of activists holding candles in Kosovo, 1998.</p> <p>TCR:10:01:08:21 LS of demonstrations of ethnic Albanians, waving white pieces of paper, Kosovo 1998.</p> <p>TCR:10:01:12:15 March of the Landless Peasants' Movement in Brazil © TVE "March for Land"</p> <p>TCR:10:01:21:14 Protesters in Kenya, May 1997 shouting "We want change! We want change!"</p>	<p>V/O: "Social movements are local, national and international associations, committed to one or more of the values enshrined in the Universal Declaration of Human Rights. Through collective challenge and sustained advocacy, they empower citizens to change the status quo."</p>
<p>TCR:10:01:26:13 Colm Ó Cuanacháin, IEC member</p> <p>TCR:10:01:36:16 G/Vs of protesters in Turkey, holding pictures of 'disappeared'</p>	<p>"For Amnesty as we set about developing a new strategic plan, I believe this seminar is provoking us into really thinking about how genuine our relationship really is with the broader social movements and is helping us to focus on making that a real relationship where we can empower one another and strengthen one another by joint initiatives."</p>
<p>TCR:10:01:45:19 Pierre Sané</p> <p>TCR:10:02:01:03 AI members demonstrating in Slovenia</p> <p>TCR:10:02:12:04 Amnesty speaker at rally</p> <p>TCR:10:02:20:07 people signing Amnesty poster</p>	<p>"We had three objectives for this seminar. The first one was to analyse the experiences of some of the successful social movements today. Women, landmine campaign, landless peasants in Brazil. The second objective was to see whether the lessons that would derive from this analysis could be applicable to our own organisations in terms of actions, in terms of forms of organisations. And the third objective was to identify the best approaches to cooperations with the social movements."</p>

<p>TCR:10:02:22:17 Sunila Abeysekera, Women's rights activist</p> <p>TCR:10:02:29:29:09 g/v of protesters holding candles, Kosovo 1998</p> <p>TCR:10:02:39:14 Women holding bread at demonstration in Kosovo, 1998</p>	<p>"Whether you look at indigenous groups or minorities or disabled or lesbians or whatever, women are everywhere and I think as a consequence the intervention that women have made as a women's movement is really multidimensional and I think that's one of the most positive aspects."</p>
<p>TCR:10:02:44:08 Leanne MacMillan IS, Refugee Program Coordinator</p>	<p>"One of the main things that came out was how we as an NGO need to learn to listen."</p>
<p>TCR:10:02:49:04 Father Ricardo Rezende, Land Rights Activist, Brazil</p> <p>TCR:10:02:55:13 Demonstration of the Landless Workers' Movement in Brazil. © TVE 'March for Land'.</p>	<p>Father Ricardo Rezende in Portuguese; Translation: "So this landless workers movement started being incredibly important in the media, it started to be a front page issue and greatly talked about; prime time news and very much at the forefront of public opinion."</p>
<p>TCR:10:03:04:06 Françoise Hampson, Expert on Human Rights and Laws of War, Essex University</p> <p>TCR:10:03:10:06 Landmine warning signs</p> <p>TCR:10:03:14:22 Françoise Hampson</p>	<p>There are lessons we've got to learn, above all to think at the outset. It's not the fault of the landmines campaign that it didn't do it. Because the worldwide campaign emerged during the course of the pressure. It's achieved a remarkable amount and I think in the long run its biggest achievement is going to be the fact that the very first time something like that was tried they managed to keep so many groups on board. For that alone they ought to be congratulated.</p>
<p>TCR:10:03:28:16 CU Fiona Macaulay IS, Researcher on Brazil</p>	<p>"The landmines campaign wasn't won by a single organization, it was won by a multitude. Human rights campaigns will be won by a multitude of organisations. Amnesty is one of them and I think one of the lessons is that we have to learn where we fit in with those global coalitions or national coalitions rather than attempting to be everything which they are."</p>

<p>TCR:10:03:49:11 MCS of Alberto Melucci, G/Vs of audience in Global Trends seminar</p>	<p>V/O: Expert sociologist, Professor Alberto Melucci, talked about the changing nature of social movements, in a world increasingly based on information technology and communications.</p>
<p>TCR:10:04:03:03 Dr. Alberto Melucci Professor of Cultural Sociology at the University of Milan, Italy</p>	<p>“It’s important to understand that the way we perceive reality in a society based on information is increasingly important because our reality is shaped by our images, signs, codes that organize reality itself. So the way we understand and perceive is an important part of our action and changing our point of view is important to changing our action as well.”</p>
<p>TCR:10:04:30:17 Sunila</p> <p>TCR:10:04:37:01 Protesters in Kosovo lighting candles, 1998.</p> <p>TCR:10:04:40:20 Protesters forming line of candles on street;</p>	<p>“I think at the moment, I would really just want Amnesty International to remain open to the whole dialogue and exchange of ideas with people from social movements and social activists.”</p>
<p>TCR:10:04:44:04 G/Vs of audience</p>	<p>V/O Peter Schwartz from the global business network discussed world trends and the importance of connecting with the business world to affect social change.</p>

<p>TCR:10:04:54:21 Peter Schwartz, Chairman of the Global Business Network</p> <p>TCR:10:05:31:10 African refugee woman feeding child;</p> <p>TCR:10:05:40:05 Children in South Lebanon, 1994.</p> <p>TCR:10:05:44:08 Children seen through barbed wire, Northern Iraq, 1996.</p> <p>TCR:10:05:48:16 Peter Schwartz</p>	<p>“We are living in a network economy, a network society. It means power is much more broadly distributed but so is information. It means access is more confused but more universal. It also means that there’s enormous opportunity and risk of rigidity of organisations. One of the great challenges for business is transforming how they do business in a network era and I want to suggest that one of the great challenges for NGOs like you is how do you transform yourselves in terms of how do your operate, how do you change, how do you work in the world in a network era. How do you employ the new technologies. How do you gain leverage. “Today seventy percent of the world has never made a phone call. Over the next six years we are going to launch eight different satellite systems, where you will be able to make a phone call literally from anywhere on the planet with what amounts to a cellular phone. That means that a kid in Botswana or a villager in the high deserts of the Gobi will have more access to the net at higher quality at lower cost than any of you have today, in six years time and that will be over the entire planet.”</p>
<p>TCR:10:05:59:16 Leanne speaking from seat in lecture hall</p>	<p>“We are going into a torture campaign. We don’t own all of the insight on what constitutes torture and I think that’s a very good test case for us to put forward in terms of learning how to cooperate with other organizations out there that have a view on the law and how to take this issue forward.”</p>
<p>TCR:10:06:16:19 Girls dancing at the launch of the UDHR campaign, South Africa December 1997; Protesters; Protesters holding up “V” signs. Promote Tolerance Sign; Field shot FREEDOM dissolve CU Amnesty candle flame; Human rights banner;</p>	<p>V/O: “Get up, stand up” playing in background: The aim of this seminar is to encourage sections to learn from social movements and work with them to strengthen and develop a worldwide human rights movement.</p>