



Amnesty International Thailand in 2011



HUMAN RIGHTS IMPACT IS AT THE HEART OF AMNESTY INTERNATIONAL- THAILAND'S MANDATE





ARMS WIDE OPEN, UNITED WITH OPEN ARMS

In a span of 365 days, Amnesty International Thailand (AI Thailand) realized tremendous accomplishment in terms of improving its policies and procedures in order to stay committed to its mandates. Moreover, in 2011, it took an integrative approach in all its projects and programs. At the core of this movement are the members, supporters, volunteers, interns, board members and staff who have made sure that AI Thailand takes a clear and focused direction for the year.

Board

Mr.Somchai	Homlaor	Chairperson
Ms.Chuensak	Arsaithamkul	Vice-Chairperson
Ms.Pornpen	Khongkachonkiet	Secretary
Ms.Pimjai	Pimjaichon	Treasurer
Ms.Kwanrawee	Wangudom	Member

Staff

Ms.Parinya	Boonriderthaikul	Director
Ms.Naowarat	Suesa-ard	Office Manager
Ms.Sutharee	Wannasiri	Campaign Coordinator
Ms.Sineenart	Muangnoo	Growth Mobilization Coordinator
Mr.Trin	Khumsap	HRE Coordinator

Staff Advisor

Mr.Alec	Bamford
Ms.Piyanut	Kotsan



REVIVING THE SPIRIT, ENHANCING THE CAPACITY

AI Thailand believes in the constant improvement of those working for the organization. In 2011, Board members and Staff engaged in a number of meetings, trainings and activities. It allowed all stakeholders to enhance their skills, hone their knowledge and reflect on their work with AI Thailand.

- Governance efficiency (about board) by Mr. Anthony, AI Australia
- About Amnesty International by Ms. Barbara, International Mobilisation Programme, Amnesty International-International Secretariat
- Proposal writing / project management by Ms. Menka, International Project Unit, Amnesty International-International Secretariat
- Activism by Mr. Erik, AI Denmark
- Individual At Risk Strategy by Ms. Claire, Campaign and Communications Officer, Individuals Team, Amnesty International-International Secretariat
- Freedom of Expression by Ms. Chiranuch, Prachathai
- Monitoring and Evaluation by Ms. Piyanut Kotsan
- Asia-Pacific Campaign Coordinators Meeting, Malaysia
- 21st Annual Human Rights and people's Diplomacy Training Program, Timor-Leste
- IGO coordinator Meeting
- Mango Training (Finance Management)
- Visit AI Philippines for Growth Mobilization

"As one of the Amnesty International Thailand members and an intern, I think that the organization has been improved a lot during the past year. The structure within the organization has become clearer. Amnesty International Thailand has done a great job in communicating the message to their members by informing the news and activities related to its campaigns. This has brought clear and better understanding to those members in what Amnesty International is doing and also the vision of the organization."

Ms. Sutawan Chanprasert, A member and an intern



BURNING BRIGHT A YEAR OF IMPACT AND SUCCESS

AI THAILAND CAMPAIGNS: ISSUE BASED

"Your support for human rights work will help create a better society, a society that respects in human dignity and equality for your future generation"

Mr.Sutharee Wansiri, Campaign Coordinator

AI Thailand is determined to amplify voices of the unheard and fight for the rights of those who are disempowered. It employs the value of activism as a way to commit change at all levels. The power of information and persuasion is heightened through these campaigns. Hundreds volunteered and thousands pledged their support to these campaigns.

AI THAILAND CAMPAIGNS FOCUSED ON FOUR ISSUES IN 2011:

1. Free Political Prisoners in Burma

© A panel discussion after the movie screening talking about the politics of being a comedian in a country without freedom of expression. From left to right: Anusorn Tipayanon, Jeanne Hallacy, Godzilla and his fellow Burmese comedian, Rex Bloomstein.



©The screening of This Prison Where I Live, a documentary film about Burma's most famous comedian Zarganar who was sentenced to almost 50 years in jail. (Feb 11)



© Rex Bloomstein, the director of This Prison Where I Live attended Q&A session after the screening. (Feb 11)

© Godzilla and his fellow Burmese comedian joined the photo petition to free Zarganar. (Feb 11)



2. Freedom of Expression

© A placard action to free Liu Xiaobo



© A placard action to free Liu Xiaobo



©Discussion on internet and freedom of expression in Thailand, speakers included Arthit Sunyawongkul and Pipob Udomittipong.



© Zakariya Amataya, a Southeast Asian Writers Award winner supported the campaign to end repression.

3. End the Death Penalty

© A demonstration to stop Yong Vui Kong's execution in front of Singapore's Embassy in Bangkok



© World Day Against Death Penalty action at Chatuchak weekend market, Bangkok.

© Public action to stop execution in Singapore and save Yong Vui Kong

© World Day Against Death Penalty action at Chatuchak weekend market, Bangkok.



© World Day Against Death Penalty action at Chatuchak weekend market, Bangkok.

4. International Solidarity: for individual at Risk

LETTER WRITING MARATHON 2011



5. Corporate Accountability
I want Shell to come clean!!!



© Youth exchange workshop between Thai and ethnic nationalities of Burma

© Youth exchange workshop between Thai and ethnic nationalities of Burma

© Youth exchange workshop between Thai and ethnic nationalities of Burma

© Citizen journalist training workshop co-organized with Prachatai and Prachatham online newspapers.

© Group assignment to produce an interview clip at the citizen journalist training workshop.

© Group assignment to produce an interview clip at the citizen journalist training workshop.

© Guest speakers at AI annual report press conference in Bangkok

© AI Thailand representatives at AI annual report press conference in Bangkok

AI Thailand Growth Mobilization: EXPANDING REACH

For the past 12 months, AI Thailand stressed on changing manners and understanding of activism to be able to mobilize as many supporters as possible. Through out the year, school visits, film showings, volunteer recruitments were held to increase the visibility of AI Thailand in the country,



© Membership induction and consultation meeting, October 2011

Category	2008	2009	2010	2011
members	521	354	684	714
Activists	-	853	2,457	3,052
Supporters	1	0	2	4
AI Groups	-	5	11	13
Intern and Volunteers	4	3	11	15
Event Volunteers	10	30	27	80

“Find them, Mobilize them,
Make them busy, Keep them”

Ms. Sinenart Muangnoo,
Growth Mobilization Coordinator



AI Thailand Human Rights Education: **INTENSIFYING PROMOTION**

AI Thailand employed various methods to help Thai society be informed and understand their human rights and freedoms. People from all walks of life participated in human rights classes, Mobile galleries and concerts to get a glimpse of the outstanding work of AI Thailand. It also maintains a website which everyone can easily access.



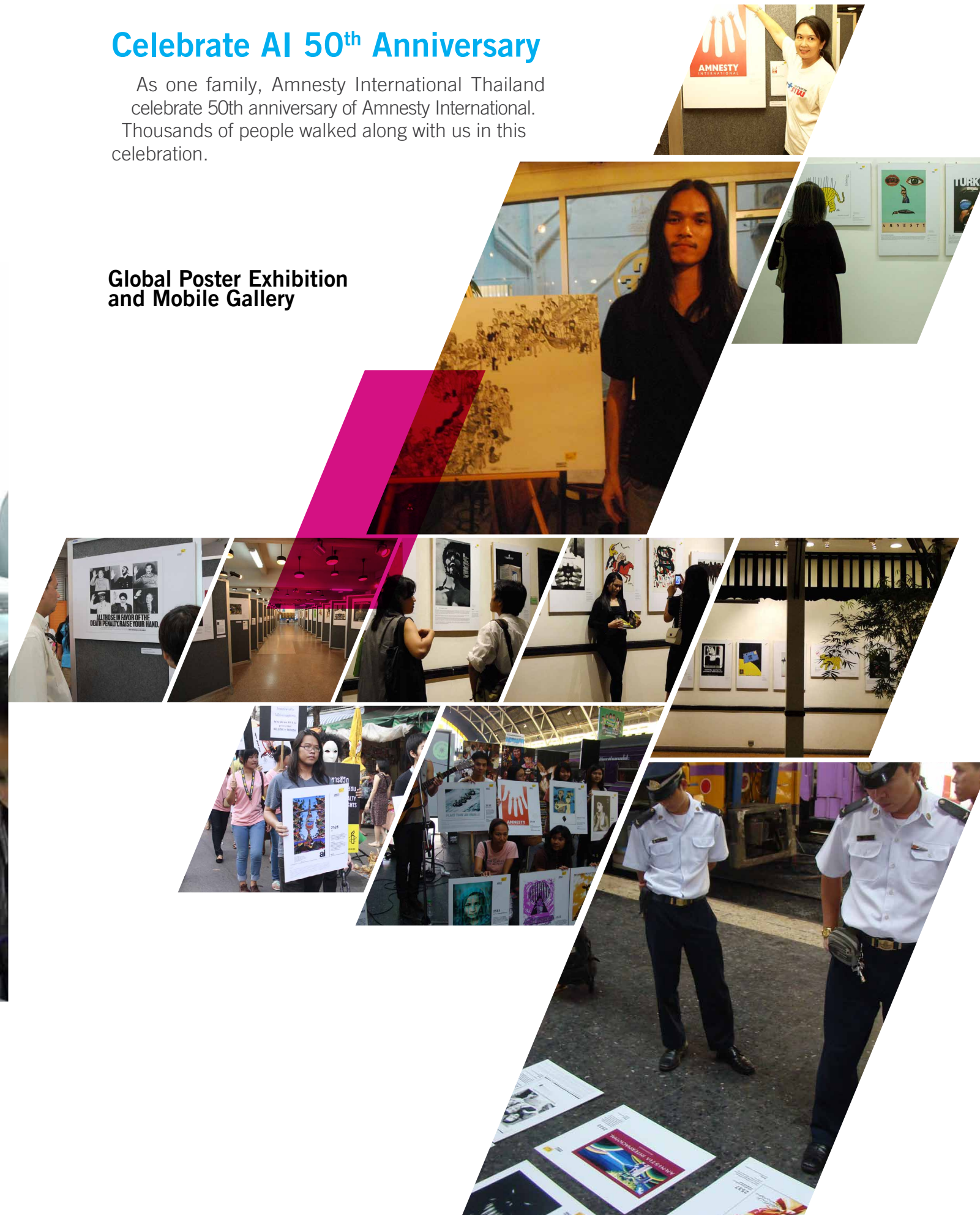
"Whenever the word human rights is raised in a discussion, it sounds like a big word. A topic that will only be discussed among the well-educated and civilized people. On the other hand, when we talk about an expensive living expense, an inadequate income, how we are taken advantage of, a terrible traffic, and the flood crisis, we would have an endless discussion about it. It is a challenge to relate human rights concept with our daily struggle for living. What is even more difficult is to convince people to understand how their daily struggle for living is related with others."

Mr. Trin Khumsap, HRE Coordinator

Celebrate AI 50th Anniversary

As one family, Amnesty International Thailand celebrate 50th anniversary of Amnesty International. Thousands of people walked along with us in this celebration.

Global Poster Exhibition and Mobile Gallery



Say It Rights - Human Rights Speech Contest

AI@50 Fund raising concert

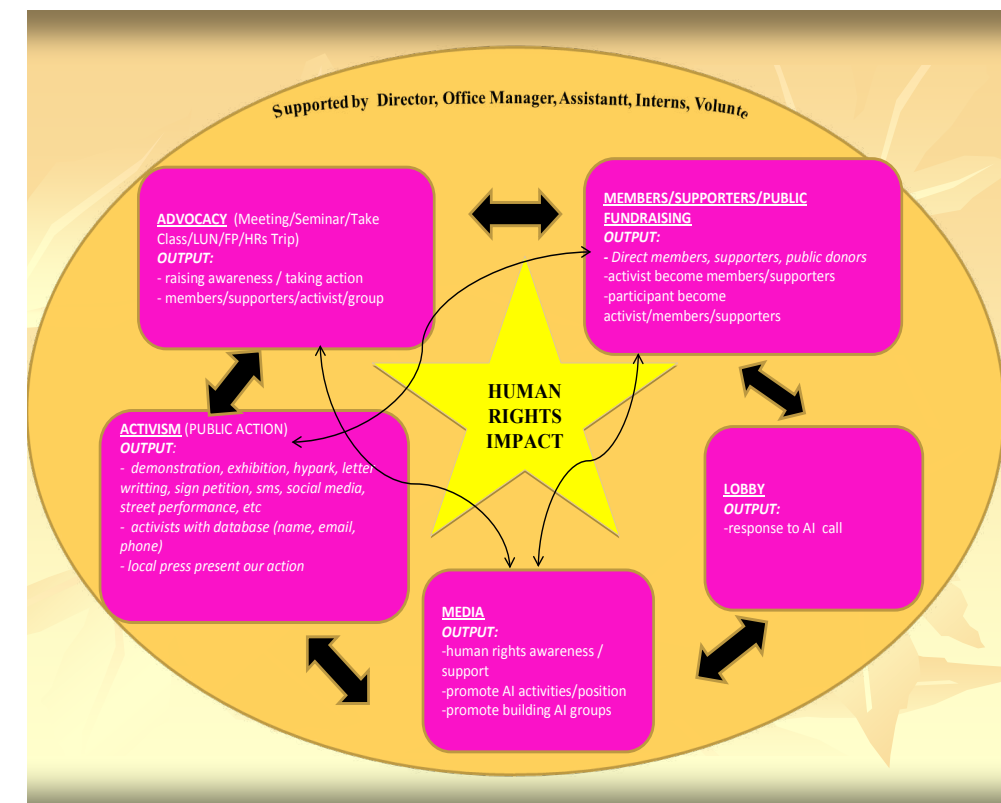


Shine A Light



CONTINUING THE SUCCESSFUL STREAK

It has only been two years but AI Thailand was able to dream, expand, and completely realize its commitment to human rights. It is only appropriate to keep this flame burning. In this spirit, AI Thailand developed the Growth Strategy for 2012-2015 (Integrated Approach) to synchronize all efforts to achieve maximum human rights impact:



Vision: A world where every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international standards

Mission: Generate action to prevent and end grave abuses of human rights and to demand justice for those whose rights have been violated

AI THAILAND is then committed that by the end of 2015:

Growth in Human Rights Impact:

1. Human rights impact at national and international level
2. Integrated strategies and plan from the IS being developed and implemented
3. Consistent reporting and analysis of increased human rights impact



© World Refugee Day Action in Bangkok to raise awareness about Burmese refugees along the borders.

Growth in People : Sustained growth in members and activists actively participating and engaging in human rights work

1. To recruit 1,500 new members from diverse sectors
2. To set up 50 AI Groups / network
3. To sustain retention of members by at least 15% annually
4. Stronger, healthier and diverse organizational entities

Growth in Activism : Heightened, coordinated and effective activism of members and rights holders for human rights impact

1. To engage 5,000 activists from diverse sectors and 10% of which is sustained annually.
2. To develop tools for documenting, monitoring and evaluating the level and intensity of each member's involvement in activism
3. To conduct regular and programmatic trainings intended to accrue to the needs and interests of the members
4. To develop new methods of activism
5. To learn and share forms of activism within the movement
6. To conduct simultaneous events at least 1 per quarter on key human rights dates
7. To localize campaigns and engage with local government units in partnership with rights holders, NGO and civil society
8. To engage 15 AI Group on our priority campaign work
9. To create 6 Hub: 4 Regional based hub - North, Northeast, Center and South, 1 International Schools hub and 1 AI Network hub
10. At least 60% of the section's activities is membership-led

Growth in Diversity: Diverse membership, activist and partners among men and women and youth that represent the demography of the country

1. To establish presence in key provinces with 6 hubs
2. To ensure women and youth participation in engaging with members, activists and partners

Growth in Resources: Strengthened and maintained institutional capacity highlighting financial sustainability

1. To implement a financial sustainability strategy
2. 10% of total budget are from local fund raising / proposal submission
3. To ensure that members are aware of the section's financial system and know how to use it.



© My Computer Law press conference, volunteers taking action with masks representing the diversity of internet users.

A CLEAR DIRECTION IN 2012

AI Thailand is determined and committed to enhance knowledge on, to advocate for and to fight for the promotion of human rights in Thailand. Our spirit is driven by 65 million people whose dreams must be fulfilled, happiness must be actualized and lives must be respected.

For 2012, AI Thailand will focus its efforts on the following issues:

Ending Death Penalty

As of March 2011, there were 759 people facing death penalty. Surveys show that most Thai citizens support capital punishment, and some Thai officials say the government must keep capital punishment for as long as public opinion leans in that direction because a democracy is supposed to deliver what the public wants. Therefore Amnesty International Thailand will implement the campaign against death penalty and influence public opinion against the use of death penalty.



Contributing to GPS Priority

1. Crisis and Transition in the Middle East and North Africa
2. Campaigning for an Arms Trade Treaty
3. End Forced Eviction

Contributing to the Critical Pathways

1. Making corporate actors accountable
2. Empowering women and girls to claim and exercise their sexual, reproductive and maternal health rights
3. Promoting freedom of expression
4. Support Individuals at risk case



© Volunteers distributing balloons on Human Rights Day celebration.

Contributing to the specific issues in Burma

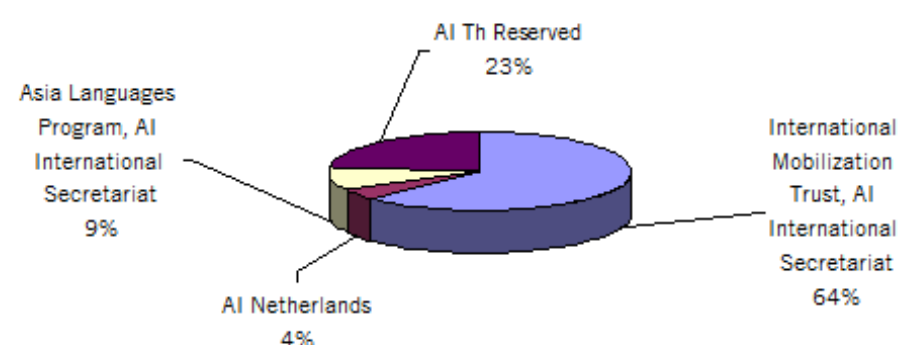
AI Thailand shall support individuals at risk case in Burma.

Financial Report 2011

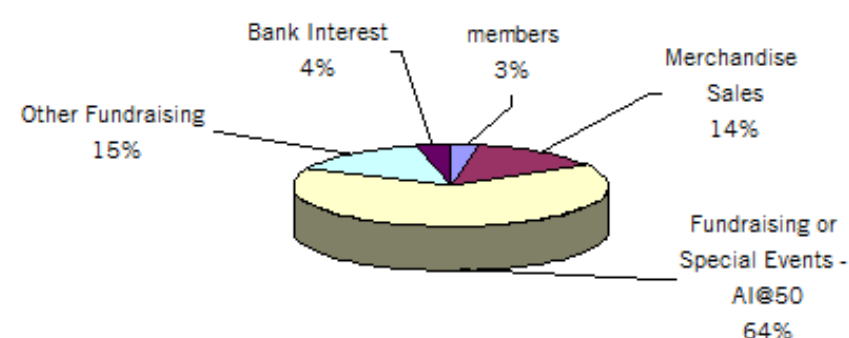
Income

Sources	Amount (Baht)
Grants	
International Mobilization Trust, AI International Secretariat	4,081,200
AI Netherlands	259,554
Asia Languages Program, AI International Secretariat	607,900
Asia Pacific Youth Network, AI International Secretariat	13,125
AI Thailand reserved	1,500,000
Fund raising	
Membership fee	21,660
Merchandise Sales	102,951
Fundraising on Special Event – AI@50	489,201
Other Fundraising	110,300
Bank Interest	27,385
Total Income	7,213,276

**Income Year 2011
Grant**



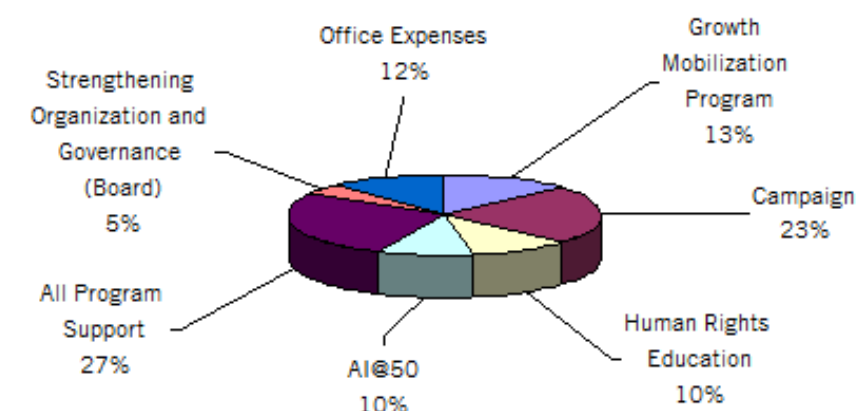
**Income Year 2011
Fund raising**



Expenditure

Item	Amount (Baht)
Growth Mobilization Program	913,144
Campaign	1,591,606
Human Rights Education	719,228
AI@50	695,697
Program Support	1,807,313
Strengthening Organization and Governance (Board)	312,898
Office Expenses	820,256
Total Expenses	6,860,142

Expenditure Year 2011



Balance at 31 December 2011 353,134 Baht

Appendix

Campaign

Activity	Output / Outcome		Impact	Performance rating & Reasons for given rating	Key lesson learn	Recommendation for future plan	Partner org. /individuals
Issue 1: Burma Campaign							
● Burmaspective: This Prison Where I Live screening, photo exhibition, and public forum on 21st Century Panglong Agreement (10-Feb-2011)	90 participants 20 media staff 10 Volunteers 3 media coverages	(1) A solidarity in a Burma Action Network to defend human rights in Burma. (2) Participants Increased knowledge and awareness on Burma human rights issues and a change in attitude toward Burmese people after attending the exhibition and film screening.	(1) Impact on activism and mobilization e.g. after the screening, a high-school group set up a campaign Joke for Burma inspiring by Zarganar’s film. They interviewed classmates and expressed a solidarity message to Zarganar. (2) A relationship with activist network on Burma was created, including comedian, film director, academic, and journalist.	Excellent because the number of participants was far more than the expectation. The event received good media attention. The coalition network was revitalized. However, AI missed an opportunity to collect petitions for the release of political prisonersin Burma. Obstacles: (1) Misunderstanding in communication between different organizations. (2)The screening venue is difficult to reserve and costed a lot of money. (3) PR plan was not well-prepared.	(1) Working with several partner organizations attracted more attention and created more impact. (2) An effective communication between a coalition is important. (3) Film and photo is a good approach to reach a wider range of audiences. (4)A selection of venue is important.	(1) Continue to use art as a tool to attract new segments of public members. (2) Prepare a follow-up activity for potential activists to keep them motivated and interested.	(1) Friends of Burma (2) Asean Inter-Parliamentary Myanmar Caucus (3)People's Empowerment Foundation (4)Thai Action Committee for Democracy in Burma
● Thai-Burma Youth Exchange Workshop in Chiangmai: A platform for youth activists to share their experiences.(25-26 Apr 2011)	7 Thai participants 7 Ethnic participants from Burma. 6 Staff	(1) Experience sharing in the workshop was recorded and documented. A platform for youth experience exchange was provided. (2) Activists created a plan for a potential future cooperation (3) Activists gained better understanding of each other background and realized the spilled-over affect of human rights violations in one country.	(1)Impact on activism and mobilisaiton e.g. Thai participants volunteers to tranlate news and stories from Burma into Thai for a wider reach. Ethnic participants were invited to give a speech on human rights condition in Burma with other Thai students.Thai activists are willing to take action for political prisoners in Burma. (2)Activists are motivated to participate and collaborate in solidarity activities	Good because activists were given space to exchange inspiring personal stories and be more open which is very important to reach mutual understanding. A good corroboration between partner organizations, good management and job-distribution. However, there was not enough staff to follow-up and utilise the cooperation network. Not enough skilled-staff to edit the personal stories and promote it online.	(1)Allocate enough time to promote the event to have more choices of participants (2)Create a follow-up plan in advance to utilise the social network formed during the workshop. Keep regular contact with the network. (3)Assign a clear role&responsibility for staff. (4)The topic of an open discussion should be clearly defined to be more focus. (5)Security of participants is the priority issue of the workshop	(1)Assign a specific person to follow-up and implement the plan formulated during the workshop and keep regular contact with activists. (2)Engage AI members esp. from international schools to attend. (3)Recruit a wider range of young activists to join e.g. from different regions. (3)The workshop period should be extended with more social activities. (4)easy-reachable venue	(1) Nationalities Youth Forum (2) Asia Pacific Youth Network

Activity	Output / Outcome		Impact	Performance rating & Reasons for given rating	Key lesson learn	Recommendation for future plan	Partner org. /individuals
Issue 1: Burma Campaign							
• Activism Workshop: Training for Citizen journalists for Human Rights in Chiangmai (27-29 April 2011)	19 participants 7 Staff 4 volunteers New pieces were written by the participants to report about the workshop. 4 multimedia clips were made to practice. 1 interview clip with former political prisoner in Burma.	(1)Participants obtained basic skills in news writing, multimedia reporting. (2)Participants increased knowledge and awareness on Burma human rights issues and a change in attitude and better understanding of each other domestic human rights situations. (3)A group of potential activists to extend the awareness-raising on Burma issues to their institutions (partly met)	(1) Change in people’s rights:Participants were equipped with skills to be able to report on human rights issues if they witness the violations. (2) Change in activism: Participants actively cooperate to produce their group multimedia report exercise.	Good because (1) participants were satisfied with the learning session and were able to practice reporting skills.They learned to work in a team. (2)participants can adapt these skills in their study and daily use. However, the follo-up plan was not created to turn participants into active activists	(1)More time should be allocated for a group field-work report exercise. (2)There were too many topics to learn in a short period of time. It exhausted the participants and decreased a meaningful contribution. (3) Preparation meeting between partner org. is important to run the workshop smoothly. (4)Follow-up activity and exercise is essential.	(1)Decrease the number of sessions to be well-fit in 3-day. (2)Better preparation and survey of field work exercise. More background information of the case. (3)Add a social activity to strengthen the relationship between participants (4)Prepare enough electronic equipment, internet access essential for the workshop (5)Create a long-term strategy to maximise the skills of participants in contribution to human rights	(1) Prachatai Online Newspaper (2) Prachatham Online Newspaper
• Participate and involve in the activities of a coalition member organizations. World Refugee Day Action incl. parade, mobile knowledge board, and street play (20 Jun 2011)	30 volunteers 4 staff 2 video clips 40 signatures collected for the petition to Thai governement.	• Burma Action Network organizes actions and campaign independently. • A solidarity in a coalition to defend human rights in Burma. • Increased knowledge about human rights situations and a change in attitude of participants towards Burmese people	Change in activism and mobilisation. Students and passer-by interested in refugee issues from Burma. They answered the questionnaire and signed a petition	Excellent because the network fully cooperated to organize the event. Volunteer roles are clearly assigned. A street performance was powerful and later were used by UNHCR in Thailand	(1)Too much information in the leaflet and questionnaire (2)Street performance is a powerful medium to communicate with public. (3)Volunteers do not have background knowledge.	(1)Reduce the number of questionaires and information feeded to passer-by. (2)Street performamance is more effective when recorded and published online (3)Briefing with volunteers about the content of the questionaires and petition	(1)AIPMC (2)Friends of Burma (3)Center for Peace Studies, Chulalongkorn University
• Free Burma Political Prisoners Demonstration, Embassy of Myanmar, Bangkok (9 Sep 2011)	15 activists media coverage	• Action on Burma taken with support from activists and coalition network		Fair because although the number of activists joined the event was far less than expectation, there was a broad media attention both Thai and foreign media. We did not get any response from the Embassy officials.	(1)Confirm and make sure that activists actually attend the event	(1) Conduct a reliable impact assessment of the event (2)The planning process, issue selecting should involve all partner org. as well.	(1)Democratic Voice of Burma (2)Rohingya People Assocation
• Session about human rights in Burma in 5 schools and 6 universities	3 school visits 5 university visits 22 signatures collected for three Kareni activists 1393 Free Zarganar postcards signed15 Free Zarganar online petition signed	• Increased knowledge about human rights situations and a change in attitude of participants towards Burmese people	Change in people’s rights. Al activism contributed to the release of Zarganar and other political prisoners	Excellent because the objective was met and a large number of petition was signed. Al Thailand have strenthened a relationship with universities and schools.			

Activity	Output / Outcome		Impact	Performance rating & Reasons for given rating	Key lesson learn	Recommendation for future plan	Partner org. /individuals
Issue 1: Burma Campaign							
<ul style="list-style-type: none">• International School visits	NIST (2 times) PREP (1 time)	<ul style="list-style-type: none">• Increased knowledge about human rights situations and a change in attitude of participants towards Burmese people	Change in activism and mobilisation. Student groups initiated activities in their school after the session.	Excellent because the students were able to organize an activity on their own to recruit new members, fundraising, and campaigning.	(1)Active group coordinator is a key factor to generate activism	(1)Provide more campaigning materials and regularly feed AI groups with updates.	<ul style="list-style-type: none">• NIST• Harrows School
<ul style="list-style-type: none">• University visits	<ul style="list-style-type: none">•Chiangmai University•Lampang University•Burapa University•Maharakam University•Ubonratchathani University	<ul style="list-style-type: none">• Increased knowledge about human rights situations and a change in attitude of participants towards Burmese people	Change in activism and mobilisation. Students recruited new members and collected petitions by themselves.	Good because in some universities, students were actively involved. Other universities students and advisors were less active. However, a large number of petition were collected and a considerable number of students applied for membership.	(1)Active group coordinator is a key factor to generate activism (2)Staff were exhausted from traveling and transpotation of merchandise and materials	(1)Initiate a follow-up communication with new members and potential activists recruited from the session (2)A better travel plan that can reduce traveling time and labour work put into transportation	<ul style="list-style-type: none">• Chiangmai University• Lampang University• Burapa University• Maharakam University• Ubonratchathani University
Issue 2: Demand Dignity - Freedom of Expression							
<ul style="list-style-type: none">• Organize meetings with potential partners e.g. NGOs, media, art gallery, and university	<ul style="list-style-type: none">• Meetings on My Computer Law Campaign• Meeting with National Human Rights Commission and people affected by the enforcement of lese majeste law.	<ul style="list-style-type: none">• to forge links with partners to identify specific FOE problems in Thailand	Change in activism because later a coalition to work on a campaign for online FOE was created.	2-Good because a network can help pulling in resources and maximize the impact	(1)Staff handled too many issues which reduced a capacity to contribute meaningfully to the network.	(1)Assign a notetaker of the meeting and follow-up the meeting result.	(1)Thai Netizen Network (2)ilaw (3)Heinrich Boell Foundation
<ul style="list-style-type: none">• Arrange an in-house discussion on FOE, guest speakers invited to provide understanding	12 participants 1 guest speaker	<ul style="list-style-type: none">• Increase knowledge and awareness about FOE in SEA region		2-Good because participants were able to posed questions and get answers	(1)Moderator of the discussion was not well-prepared (2)A topic was not clearly outlined as a result the discussion was not focus.	(1)A moderator should prepare background information for participants (2)Allocate time for group exercise to measure the understanding.	Chiranuch Premchaiporn
<ul style="list-style-type: none">• Press Conference My Computer Law Campaign for Online Freedom of Expression (28 Jun 2011)	7 volunteers 2 staff 3 media coverages	<ul style="list-style-type: none">• The campaign was publicized• Disseminate the knowledge about the Computer Crimes Act 2007, its advantages and disadvantages to internet users.• Collect opinion and comment from internet users to integrate in a new draft law to be presented to the Parliament	We expect a change in policy regarding the Computer Crime Act but it has not been achieved yet.	3-Fair because the number of participants were too few but the media attention is satisfiable	(1)Meet and decide on the event agenda and essential materials in advance. (2)A direction to the press conference room was not clear.	(1)Assign a specific person to coordinate all partner organizations, monitor the plan, and decide on important issues. (2)Evaluate the impact of the event	(1)Thai Netizen Network (2)ilaw

Activity	Output / Outcome		Impact	Performance rating & Reasons for given rating	Key lesson learn	Recommendation for future plan	Partner org. /individuals
Issue 2: Demand Dignity - Freedom of Expression							
• Thailand Universal Periodical Review Webcast (5 Oct 2011)	60 participants 3 volunteers 5 staff 5 speakers 2 media coverage	The objective was to increase awareness of human rights monitoring process to a new and wider group of audiences and it was successful.	Change in mobilisation,human rights-related activity attracted new group of people apart from activists.	2-Good because we achieved the objective, Thai and foreign NGOs workers, new faced students and readers attended	(1) Partnering with other organizations will reduce workload and help promote the event widely. (2) UPR is a technical process which a user-friendly background information is essential for audiences. (3)Asking for food and drink sponsor is very helpful.	(1) Develop a new strategy to reach mainstream media. (2) Prepare a short clip and speaker to explain about the UPR process. (3) Prepare internet connection system carefully and double-check. (4) Set up a formal registration system before entering the event. Contact details are useful for promoting next events.	(1) People’s Empowerment Foundation (2) Thai Netizen Network (3) The Reading Room Bangkok
Issue 3: Response to urgent issues							
• I am Liu Xiaobo event at WTF Gallery, Bangkok (18-19 Mar 2011)	27 signatures collected for the petition	(1)Awareness of the case was discussed among an artist community. (2)Too few signatures were collected	Change in activism and mobilisation AI established a relationship with some artists and individuals who later agreed to support our AI@50 celebration. AI’s visibility among new segment of population	3-Fair because it was not planned in advance but still it lead to a greater support and understanding of AI work later on.	It’s important to maximise the activism opportunity and establish a network with new segments of population to broaden the support.	Promote an activity ahead of the date and engage more members.	WTF Café and Gallery
• Save Young Vui Kong, public demonstration, Singapore Embassy, Bangkok (11 April 2011)	11 activists joined the protest 23 signatures collected from a school visit 1 media coverage	(1)Awareness of the case was raised and reported. (2)AI members and activists respond to urgent call for action (not met)		3-Fair because the number of activists was less than expected. Although the media report was gladly welcomed but AI Thailand did not get any response from the Embassy. Moreover, AI wants to see a debate around the issue in Thai-language media.	(1)The coordinator must know how to deal with the security officer. (2)Death penalty is an unpopular topic in Thailand ;therefore, a message should focus on human emotion e.g. a second chance for young people	(1)Find a better approach to engage members and activists. (2)Collaborate and work with a network on death penalty	None
• AI Annual Report Launch Press Conference, Bangkok (13 May 2011)	16 news in media coverage both Thai and English	(1)The human rights situation around the world was documeneted and published in Thai (2)The event received media attention	No measurable change in accountability nor policy in Thailand human rights conditions which AI has meaningfully contributed especially changes in the southern conflicts and freedom of expression.	3-Fair because Board members actively engaged in the process but still lack of two-way communication and quick response from the IS. The comments regarding the accuracy of report content proposed by the section were not taken into account.	(1)The panel should be discussed in one main language, (2)Select the venue that more approachable by Thai media (3)Publication process of the report is time-consuming. Try new appraoch e.g. CD Rom and online communication	(1)Engage more Thai media (2)Engage more members in the process (3)Create an online communication strategy for the event (4)Specific guideline of media communicaton esp. for section with difficult media relationship (5) The launch should invite Thai authority to constructively engage them into human rights movement. (7)An impact assessment of the finding should be conducted	None

Activity	Output / Outcome		Impact	Performance rating & Reasons for given rating	Key lesson learn	Recommendation for future plan	Partner org. /individuals
Issue 4: International Solidarity							
• AI@50 Global Poster Exhibition,Bangkok (14 May - 12 June 2011)	60 participants 10 volunteers 5 staff 1 AI@50 poster from Thailand 2 interviews with media 5 media coverage	(1)Increase AI visibility and promote AI work on human rights (2)Gain new members and supporters (3)Raise funding for AI (not met) (4) Establish a positive relationship with the media	Change in activism and mobilisation AI established a relationship with artists and individuals who later agreed to support our AI@50 celebration. AI's visibility among new segment of population. AI was covered in mainstream media	2-Good because the event met all the objectives and gained broad media attention, except that AI Thailand could not raise funding from the event because the merchandise and materials from the IS were not arranged and delivered.	(1)Translation of the content and artwork adaptation needed a lot of time to prepare. (2)Assisgn the work that suitable with volunteers' skill and capacity. (3)Art exhibition is a good way to reach and engage new people and media with AI work	(1)Exhibition should be produced in a way that is easier to transport (2)Increase the outreach of the event to regional network.	WTF Café and Gallery
• AI@50 Global Poster Exhibition,Goethe Institute (20 Jul - 30 Sep 2011)	circa 30 Participants at the opening ceremony	(1)Increase AI visibility and promote AI work on human rights (2)Attract new members and supporters		2-Good because AI Thailand built a relationship with influential partner organization and reached new group of supporters.	(1)A better plan for outdoor exhibition installation (2)A screening of short documentary film increased the interest in the event.	The series of exhibition display should be planned in advance and promote all displays together.	Goethe Institute Thailand
• AI@50 Celebration Concert, Bangkok (28 May 2011)	Circa 400 audiences 50 volunteers 5 staff 4 high-profile singers supported AI work 106 Petition postcards on Niger Delta collected	(1)Increase AI visibility and promote AI work on human rights (2)Attract new members and supporters (3)Campaigning message was not delivered extensively	Change in activism and mobilisation. Volunteer were actively involved in managing the event	3-Fair because the organization spent a lot of time and budget into the event while the effective return/impact was not captured.	(1)Lack of PR and communication planning therefore, the event was not extensively promoted in mainstream media. (2)Clear roles and responsibility of volunteers. Volunteer briefing is important to provide clear campaigning message and background knowledge. (3)Because of different priority campaign between IS and local office, we received less supporting document and materials from the IS.	(1)The big event should be held and supported by several partners to guarantee fund-raising efficiency. (2)The organization capacity should be assessed at the planning process to prevent workload incl. members' capacity to support AI. (3)An impact assessment of the effectiveness and efficiency of the event on human rights change. (4)Timer to manage the event to run according to the schedule is needed.	Kati-Kala Company
• Presentation at the Side Event of UN High Level Meeting on Youth,New York, USA (22-26 Jun 2011)	39 Participants AI Thailand Campaigner gave presentation at the side event	(1)Increase AI visibility among youth network (2)Disseminate the knowledge and finding from AI research to youth and international organizations	Change in activism and mobilisation. Staff were able to create a relationship with network	Good because volunteers from AI USA were meaningfully invovled. It provided a possibility to trengthen cooperation between the IS, Asia-Pacific, and local office.	(1)A late notification and too little time to make decision	(1)An invitation should be given in advance and allow time to make decision.	(1)IS (2)Asia-Pacific Youth Network (3)AI USA
• World Day Against Death Penalty Action(9 Oct 2011)	70 participants 101 End the Death Penalty in Thailand postcard signed 2 video clips of street drama and activism.	(1)Increase AI visibility in public place. (2)Raise awareness on myth and fact of death penalty	Change in activism and mobilisation. Staff and volunteers have better understanding of death penalty issue and ready to take action.	Fair because to death penalty is a very controversial issue in Thailand. It is very difficult to each out support especially when volunteers and staff are not able to explain it cleary to interested people.	(1)Public action is not an effective method to reach out support for abolition campaign in Thailand (2)Campaign Message End the Death Penalty is clear but not convincing and leads to misunderstanding that wrongdoers will walk away without punishment.	(1) Human right education session on death penalty is the most effective way to raise awareness and understanding among general public. A strong wrongful conviction case and supporting evidence that related to local contenxt is needed to back up the abolition argument.	(1) Jesuit Foundation (2) AI Thailand Celebrity Pornchita Na Songkla

Activity	Output / Outcome		Impact	Performance rating & Reasons for given rating	Key lesson learn	Recommendation for future plan	Partner org. /individuals
Issue 4: International Solidarity							
• Shine a Light/Letter Writing Marathon 2011 (7-21 Dec 2011)	585 participants 71 volunteers 5 staff 1,061 petition signed	(1)Increase AI visibility among current members and youth groups. (2)Involve local members and volunteers to support AI activities. (3)Generate solidarity actions on three selected cases	(1) Change in people’s rights. AI activism contributed to the release of Jabbar Savalan. (2) Change in activism and mobilisation. AI Thailand members and activists actively involved in the events.	Excellent because members and participants are inspired by the story and shine a light action.AI has recruited more members and supporters outside Bangkok. AI built a stronger relation with university network.	(1) AI got positive feedback from local members and volunteers with Shine a Light Event (2) AI should prepare enough budget to support volunteers.	(1) In the future, the letter writing event should be created and run by members. Staff and office should only provide materials and skills training. (2)Develop realistic online communication plan to keep new supporters updated about AI activities. (3)Develop online web or SMS action to reach wider audiences.	(1) Putthaisong School,Buriram (2)Chiangrai Ratjabhat University (3)Doi Kaew Coffee Shop, Chiangmai (4)Mahasarakham University (5)Ubonratchathani University (6)Silpakorn University Sanamchan Palace Campus
Issue 5: Capacity Building for Staff							
• Asia-Pacific Campaign Coordinators Meeting, Malaysia (29-31 Mar 2011)	AI Thailand Campaign Coordinator participated in the meeting	(1)A clearer direction of campaigning in Asia Pacific (2)Network building with CC in other sections and IS	Change in activism. The meeting gave a clearer direction to implement the campaign and coordiante with other sections.	Good However, there should be a better communication and cooperation between the Asia-Pacific Regional Team and regional office.	Sections and structures have different capacity and resources especially staff to accommodate different campaign projects. It is best to let small sections decide and focus on their existing strategy.	The timing of this type of meeting should be held before the submission of an operational plan which will allow staff to integrate it better into their future strategy.	None
• 21st Annual Human Rights and people's Diplomacy Training Program (5-23 Sep 2011)	AI Thailand Campaign Coordinator attended the 3-week training	Participant obtained a solid foundation of knowledge of the international human rights framework and the UN system, advocacy and media skills.	Change in activism and mobilisation. Staff can extend the knowledge to local activists and CSOs. Further colloboration with the organizer on death penalty issues.	Excellent because the knowledge and skills obtained from the training is very useful. The training material, training methods, can be reproduced and distributed to local activists.	Network building and working in a solidarity is very important to achieve human rights impact.	(1)Future staff working on campaign and activism should attend this course. (2)Maintain positive relationship with DTP for future cooperation in skills training.	Diplomacy Training Program sponsored the course fee.

Growth Mobilization

Activity	Output / Outcome		Impact	Performance rating & Reasons for given rating	Key lesson learn	Recommendation for future plan
Visit school: Harrow *27 Jan	26 people including students and teachers	*Harrow Amnesty Club designed to focus on Burma issue for the rest of the year 2011 *Revenue - 180 Baht	Change in activism / mobilization	Excellent; *An article on the discussed appear in harrow's school journal *Film screening Burma Secret's War by club themselves	Speaker related to the issue are important	Should have more time for the activity
Recruitment and Promote AITh: Breeze CSR * 12 Feb	50 people visit AITh booth	*Revenue - 989Bht *7 new members recruitment *Work in partnership	Change in activism / mobilization	Good; *AITh in the list of next event of Breeze CSR and other organization	AI is well known by foreigners than Thais	Set clear objective and goal for the activity that beyond our plan to make sure we don't waste of energy too much for it
Shop Share Change (SCC) Network meeting* 5 Mar	6 people (focal person)	*What next for SCC is - Product management - Membership management	Change in activism / mobilization	Good; *Developed SSC condition *Plan for product and membership management	*Follow up	MOU between AITh and the SSC member
Visit school: NIST *7 March	15 people including students and teachers	*Revenue - 2,980Bht *1 new member recruitment	Change in activism / mobilization	Excellent; *Sharing each other (NIST Amnesty Club structure, How AI work and AI groups) *keep in touch for the next activity	Students are interested in difference human rights issues, so how we make sure AI issue are their priority	Keep in touch and make them busy for our activity
Human Rights Film: Playing Rights Not War *11 Mar	31 people including members and non members	*3 new partners in collaboration for the activity	Change in activism / mobilization	Good; *Got 3 new partners for the next activity *Another one option for venue	how to make sure our campaign work and activity are related	Due to our activity will only take 2-3 hrs, we must focusing on our campaign message
Recruitment and take action: Bangkok prep spring fair * 19 Mar	955 visitors attended the event	*53 petitions Shell *Revenue - 2,257Bht	Change in activism / mobilization	Fair; *As the venue are the elementary school so mostly visitor are children and their families who come for fun *But at least we got number of signatures and in the school's list if we would like to do another future work with them	how to make sure our campaign work and activity are together	Information about the type of activity, visitor etc . Set objective and goal what we want from the activity as it's beyond our plan
Newsletter issue 1/2011: women's voice women's rights	1,000 copies	*998 sent to supporter, members and partner	Change in activism / mobilization	Good; *Update human rights situation and the office to members	To make all contents inside be interesting, useful and up-to-date.	Newsletter's editor should manage the essays to be interesting. AITh members should be invite to join the newsletter

Activity	Output / Outcome		Impact	Performance rating & Reasons for given rating	Key lesson learn	Recommendation for future plan
Light up Night: A Ticket to Kill *19 April	32 people including members, non members and partnership	*An event initiated by members	Change in activism / mobilization	Good; *Discussed and sharing on AI focusing campaign *Interest issue at that time, Yong Vui Kong *An article on the death penalty appear in www.ilaw.or.th	Interest issue can make participation	Improved the attractiveness and ensure that an event initiative by members
AI Club Forum at Harrow*28 April	60 people including teachers and students from 3 Amnesty Club	*15 signatures for Free Zarganar *26 signatures for 3 Khun *23 signatures for Save Yong Vui Kong	Change in activism / mobilization	Good; informal update and follow up	Int'l school are strict on time	Be sure they have enough time for all sessions
Recruitment and take action: volunteer street fair *6-8 May	800 visitors attended the event	*51 signatures for ESCR *1 new member recruitment *Revenue - 5,290Bht	Change in activism / mobilization	Fair; *Waste of energy for meeting and management but little by little we can broaden AIth in other private sector	We cannot response to everything. Ensure what we do are related to our work	Information about the type of activity, visitor etc . Set objective and goal what we want from the activity as it's beyond our plan
Human Rights Film: Moving to Mars *20 June	72 people including teacher and teacher	*2 new members recruitment *33 petitions forRefugee Are Human Too *Revenue - 2,710Bht	Change in activism / mobilization	Good; *Broaden AIth in the university *An event initiate by volunteers *Woring in partnership *Photo exhibition on Refugees and introduction to AI position on regufees	Let volunteers initiated and coordinate themselves, they will learning by doing and willing to do for next time.	Keep in touch with the volunteers who conduct the activity, turn them to AIth members of supporter
Newsletter issue 2/2011: AI@50	1,000 copies	*988 copies sent to partner, supporter and members	Change in activism / mobilization	Good; *Supporter and members know the history of AI *Enhance supporter and members to AI activity	Newsletter's theme should be planned in advance earlier.	Newsletter's essays to be interesting. AIth members should be invite to join the newsletter
Human Rights Film: Grave of the Fireflies, Naresuan Univ *26 July	60 student	*9 new members *36 signatures Free Zarganar *40 signatures Shell	Change in activism / mobilization	Good; Follow up with the group and introduction to A	Core person is important, make sure they available and willing to support	Next visit, Myanmar studies Center
Human Rights Film: This Prison Where I Live, MFL Univ * 31 July	17 people including teacher and student	*Introduction AI work and AI groups *An interactive question and discussion after the film	Change in activism / mobilization	Good; *Broaden AIth to the teacher and student group *Know that we have member who againts the death penalty in MFL University	They may have their interested issue, however try to let them see what relevant about AI work and their interested	Train them, support them, turn them to activist, members or supporter
Membership Card	1,000 membership card produced	*634 cards sent to members	Change in activism / mobilization	Good; members knows their membership status *Increase interested in AIth membership	Condition of the membership card is clear and understandable	More interesting of shop and product

Activity	Output / Outcome		Impact	Performance rating & Reasons for given rating	Key lesson learn	Recommendation for future plan
Light up Night: Youth MENA Meets *19 Aug	7 people including members and non membes	*An event initiated by members	Change in activism / mobilization	Fair; *Not the interest issue *New issue that AITh don't have experience before *requested from IS not relevant to AITh original plan	Try to design the request relevant to our plan	Let members who interest in the issue conduct the event, supported by AITh
Human Rights Film: This Prison Where I Live, CR Univ * 3 Aug	17 people including teacher and student	*34 signatures Free Zarganar *35 signatures Shell *3 new members recruitment *1 renewal member	Change in activism / mobilization	Good; *Broaden AITh in the university *Follow up with the members of AITh in the university *An activity conducted by members *Discussion and Question related to the issue	External barriers	MOU between AITh and the university to ensure we continue our work together
Human Rights Film: This Prison Where I Live, UB Univ *18 Aug	18 people indlucing teacher and student	*41 signatures Free Zarganar *34 signatures Shell	Change in activism / mobilization	Good; *Broaden AITh in the university *Follow up with the members of AITh in the university *Discussion and Question related to the issue	External barriers	MOU between AITh and the university to ensure we continue our work together
visit school:Putthaisong *22 Aug	34 student + 1teacher	*44 new members *9 petitionsFree Zarganar *13 petitions Shell	Change in activism / mobilization	Good; *Introduction to AI and AI group *basic human rights activity *Update on their activity	It's easier that we have our member who are teacher in the school and play as coordinator	MOU
Visit school: NIST *5 Sep	21 people including teacher and student	*370Bht AITh mechandise *15 petitions Free Zarganar	Change in activism / mobilization	Good; *we know that some of student they don't have knowledge on basic human rights *discussion and plan for next activity *what they need and what we can support	Language is a barrier	Continuing of intern/volunteer who fluency in wirtten and spoken English supported this activity.
Members orientation and consultation meeting* 8-9 Oct	29 people including members, partner, volunteer and staff	*AI / AITh's history, vision, mission, core value and OP2012-2013 presented to members and partner *Groups have idea on which issue they would like to campaign to support AITh	Change in activism / mobilization	Good; *Members and partner have increase their understanding about AI/AITh *An opportunity for members to participate in and active discussion about different human rights issue and share ideas among each other. *Informed members about the responsibility	What motivates members to participate in the meeting	Annual orientation and consultation once a year in Bangkok and in the provinces wher group are lived.
Amnesty Club(International Schools)orientation and consultation meeting* 14 Oct	27 people including student, teachers, volunteer and staff	*AI / AITh's history, vision, mission, core value and OP2012-2013 presented to members and partner *Groups have idea on which issue they would like to campaign to support AITh	Change in activism / mobilization	Excellent; *Helped the groups to increase their understanding of the concept of human rights and AI *An opportunity for the clubs from different schools to participate in and active discussion about different human rights issue and share ideas among each other	Time is not enough	We only get 3 hrs for each visit and sometime it's not enough. Visit group activity can be 2-3 hrs but for the consultation meeting we need at least half day

Activity	Output / Outcome		Impact	Performance rating & Reasons for given rating	Key lesson learn	Recommendation for future plan
Letter writing marathon / Shine A light 2011 *6 Dec@ Buriram	*300 people including students and teacher *6 volunteers *3 staff	*17 new members *51 signatures collected for Jabbar Savalan *51 signatures collected for Felip Karma *51 signatures collected for WOZA	Change in activism / mobilization	Good; * The event initiated by group, supported by AITh	Identify what we can work in partnership with them and ensure our points.	Each visiting in schools/university/community should be done in partnership with the administration/ teachers/ student council/ accredited student organization.
Letter writing marathon / Shine A light 2011 *9 Dec@Chiang Rai	*100 participants *15 volunteers *5 staff	*12 new members *4 renewal members *32 Be One More	Change in activism / mobilization	Good; * The event organized with the cooperation between group and AITh	Identify what we can work in partnership with them and ensure our points.	Each visiting in schools/university/community should be done in partnership with the administration/ teachers/ student council/ accredited student organization.
Letter writing marathon / Shine A light 2011 *10 Dec@ Chiang Mai	*34 participants *15 volunteers *5 staff	*13 new members *1 renewal members *21 Be One More	Change in activism / mobilization	Good; * Members and other participate in our global campaign * active discussion on human rights issue in Thailand	Even we organized the event in area where members lived, the number of participate very small	Empower and support individual member or group to be able to initiated and organized activity or event by themselves
Letter writing marathon / Shine A light 2011 *14 Dec@ Mahasarakham	*30 participants *13 volunteers *3 staff	*13 new members *1 renewal members *8 Be One More	Change in activism / mobilization	Good; * Members and other participate in our global campaign * active discussion on human rights issue in Thailand *supported by volunteer/members who lived there	AI's strength rests in our members, volunteers and supporters.	Keep them busy for AI, active members/volunteers.
Letter writing marathon / Shine A light 2011 *15 Dec@ Ubonratchathani	*43 participants *12 volunteers *3 staff	*1 new members *12 Be One More	Change in activism / mobilization	Good; * Members and other participate in our global campaign * active discussion on human rights issue in Thailand *supported by volunteer/members who lived there	AI's strength rests in our members, volunteers and supporters.	Keep them busy for AI, active members/volunteers.
Letter writing marathon / Shine A light 2011 *21 Dec@ Nakhonpathom	*78 participants *10 volunteers *5 staff	*1 new members *35 Be One More	Change in activism / mobilization	Good; * Members and other participate in our global campaign * active discussion on human rights issue in Thailand *supported by volunteer/members who lived there *speakers are well known	To broaden AI and human rights issue to new group	Build relationship with the administration/ teacher/s/ student council/ accredited student organization.

Human Rights Education

Activity	Output / Outcome		Impact	Performance rating & Reasons for given rating	Key lesson learn	Recommendation for future plan
AI@50	400 audiences join an event / 4 unit of press have reports / 60 volunteers support the event	Members and non member get involved 50th anniversary / Presented AI activity to the public / new perception of AI to the audiences include member and non member.	Change in activism / mobilization	Good - Work is going as planned. New supporters took part in the activities and know about AI Thailand	Clear role in collaboration with the private sector.	Clarity in collaboration with the team and private sector.
Human Rights Education (HRE) ON TOUR	516 Students participate in a classes. / 690 actions taken for Zarganar / 292 actions taken for Niger Delta.	Participants have recognition of basic human rights / Increase attention on the human rights situation in Myanmar through case study of AI (Zarganar) / There are a number of student \want to be AI activist group.	Change in activism / mobilization	Good: HRE activities can encourage students to question the situation on human rights that occurred in different part of the world.	Curriculum is not challenge enough to the University student and lack of depth in specific content / Students aware of the human rights concept and standard but still cannot link it with the society's current issues.	curriculum and activities need to challenge their thinking. And patterns of activity should be more stimulate the exchange of learning.
MOBILE GALLERY	Around 500 audiences join mobile gallery / 20 volunteers get involved and also learning AI history through global poster. / 2 AI Thailand celebrities join the event.	Access to the new member of society. Access to the new member of society.	Change in activism / mobilization	Good: Thai audiences interested in the activities of the AI Th through global posters.	Posters should be placed on the nice structure of display. /Design of exhibition should be flexible on difference location of working	Posters must be unique in the presentation of event. / web system at the IS should be fully function in order to share resources more easily.
HRE SPOT RADIO	100 Copies of spot radio for 100 community radio channels	Listeners can understand human rights issue via local radio station.	Change in activism / mobilization	Good : There is a collaboration between local media and AI Thailand, and this also helps spreading organization's human rights information	The language that was used to communicate with the communities should be easily understanding	Follow-up the use of the media with local radio stations

The background is solid black. There are two large, bright pink geometric shapes. One is a parallelogram on the left side, slanted upwards from left to right. The other is a triangle on the right side, pointing upwards. The text is centered in the upper half of the image.

**GAINING GROUND
FOR HUMAN RIGHTS IN
THAILAND TO SOAR HIGH**

AMNESTY INTERNATIONAL THAILAND
IS COMMITTED TO THIS