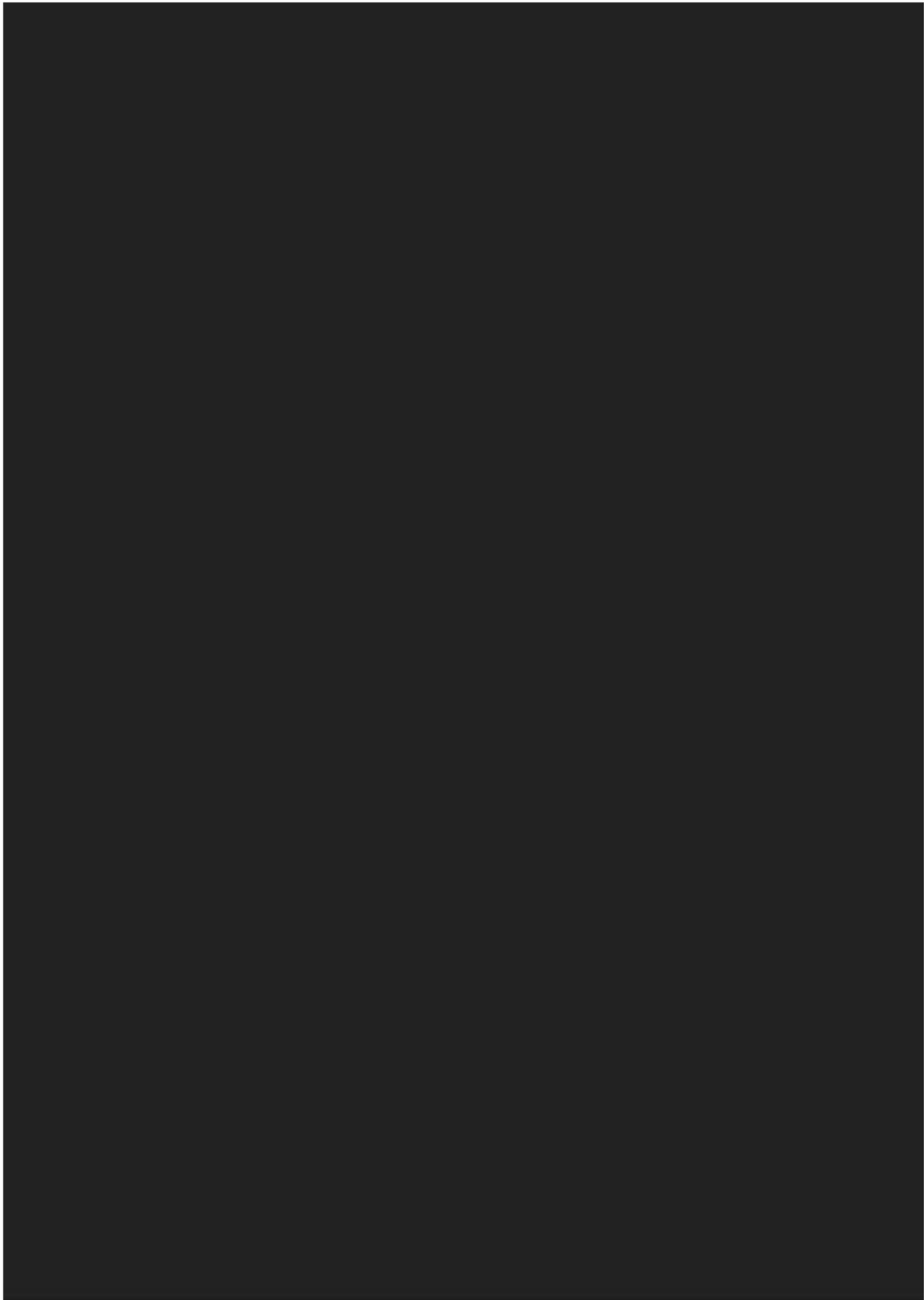


AMNESTY
INTERNATIONAL
THAILAND



REACH NEW HEIGHTS

AMNESTY INTERNATIONAL THAILAND 2012





HUMAN RIGHTS IMPACT

IS AT THE HEART OF
AMNESTY INTERNATIONAL THAILAND'S
MANDATE



RECOGNIZING

our Structure leads to Strengthening our Capacity

At the beginning of 2007, A Structure Recognition Review team visited AI Thailand. It was the one who advised the IEC against recognizing AI Thailand's appeal official structure status. They recommended AI Thailand to reapply within a year. They wanted AI Thailand to further enhance their capacity in organizational development, growth, membership communication, financial and project reporting and monitoring and evaluation. Unfortunately, this was never achieved. In 2008-2009, the organization had staff changes, difficulties in reporting about the profile of AI Thailand and it ended with the departure of the Director.

2010 witnessed AI Thailand's rebirth. It started with the establishment of a new board and new staff (including a new chair and a new director). They have engaged in a very promising planning process which aimed at leading AI Thailand to attaining quality organizational development and eventually achieve structure recognition.

Since then, AI Thailand has progressed in many aspects. At the end of 2010, AI Thailand was able to successfully reach out to the public by recruiting 50% more members than the previous year. More importantly, it met and completed the assigned plan and budget.

The recommendations of the International Mobilization Trust, International Secretariat were implemented conscientiously in the belief that AI Thailand will be able to make an impact, helping promote human rights issues and provide a greater opportunity for growth and mobilization.

During the last visit of International Mobilization Program in July 2011, AI Thailand went through self-assessment in various areas: governance (GAF), human resource (HRAT), finance (Mango Health Check) and growth (GRAT). Assessment results show that AI Thailand is in good shape but may still require further development which were to be implemented in the last quarter of the year and in the annual plan for 2012.

AI Thailand expressed its readiness for a status review in September 2011 and was welcoming the Structure Recognition review team visited in January 2013.

"The IEC grants structure status to AI Thailand. AI Thailand has met the minimum criteria for structure recognition laid out in the paper Structure Recognition – Assessing Competency and Capacity (ORG 41/007/08). AI Thailand has demonstrated that it is an effective and sustainable organization. The IEC congratulates AI Thailand and encourages them to continue their process of organizational development and growth".

AI Status Structure and Procedures

AI Status

- Section
- Structure
- No Structure

SECTION

11. A section of AMNESTY INTERNATIONAL may be established in any country, state, territory or region with the consent of the International Executive Committee. In order to be recognized as such, a section shall:

- (i) prior to its recognition have demonstrated its ability to organize and maintain basic AMNESTY INTERNATIONAL activities;
- (ii) submit its Statute to the International Executive Committee for approval;
- (iii) pay such annual fee as may be determined by the International Council;
- (iv) be registered as such with the International Secretariat on the decision of the International Executive Committee. Sections shall take no action on matters that do not fall within the stated vision and mission of AMNESTY INTERNATIONAL.

The International Secretariat shall maintain a register of sections. Sections that act in accordance with the core values and methods of AMNESTY INTERNATIONAL, as well as any Integrated Strategic Plans, working rules and guidelines that are adopted from time to time by the International Council.

STRUCTURES

12. An AMNESTY INTERNATIONAL structure is an AMNESTY INTERNATIONAL national or regional body established by the International Executive Committee, to promote and implement its mission's vision and mission. The purpose of a structure is to coordinate a sustained programme of human rights activities and campaigns in national or regional organization. A structure must consist of at least a board and active volunteers, unless otherwise determined by the International Executive Committee, and must meet any other criteria determined by the International Executive Committee.

13. All sections and structures shall have the right to appoint one representative to the International Council. In addition, a section may appoint:

- more than 200 members 1 representative
- more than 2,500 members 2 representatives
- more than 15,000 members 3 representatives
- more than 40,000 members 4 representatives
- more than 80,000 members 5 representatives
- or, if a section so chooses:
 - 75 - 49 groups 1 representative
 - 50 - 99 groups 2 representatives
 - 100 - 199 groups 3 representatives
 - 200 - 399 groups 4 representatives
 - 400 groups and over 5 representatives

STATUS OF AMNESTY INTERNATIONAL
AS APPROVED BY THE 20TH INTERNATIONAL COUNCIL
MEETING IN ANTALYA, TURKEY 9 TO 24 AUGUST 2009

AMNESTY
INTERNATIONAL



28 March 2012

Somchai Horntave, Chair AI Thailand

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Dear Somchai,

I am pleased to inform you that the IEC, at their meeting this weekend, discussed your structure recognition application and decided to grant AI Thailand structure status. Please find below the actual IEC decision that will be included in the forthcoming IEC Bulletin.

"The IEC grants structure status to AI Thailand. AI Thailand has met the minimum criteria for structure recognition laid out in the paper Structure Recognition - Assessing Competency and Capacity (ORG 41/001/08). AI Thailand has demonstrated that it is an effective and sustainable organization. The IEC congratulates AI Thailand and encourages them to continue their process of organizational development and growth".

As the review report points out, AI Thailand (AITN) stands out as a vibrant and very active branch of Amnesty International. AITN is fully embracing the ISP, is engaging with the movement's agenda in the local context and in particular should be commended for achieving growth and human rights work in Thailand. The organization is highly regarded amongst its partners. Accountability and consultation is highly developed, and financial management is in excellent standing. Moreover, AITN is fuelled with positive energy to become more efficient, effective and to bring more impact in Thailand.

I would also like to inform you that during the structure recognition process some areas were identified that AI Thailand should consider strengthening and developing in order to continue its growth. These include the following:

- AI Thailand needs to strategically focus on fewer activities where the impact is maximal.
- It would be important to engage external stakeholders in your work, not only at the operation and at the evaluation stage, but also at the planning stage.
- Growth goals could be more ambitious.
- AI Thailand would need to develop better systems and procedures for retaining members and activists.
- A better relationship with the IS researcher would benefit AI Thailand.

Finally, I would like to emphasize that the IEC decision means that AI Thailand is entitled to exercise voting rights in AI decision-making bodies together with all the

rights and responsibilities integral to the new status. If you need any clarification in order to follow up this letter, please do not hesitate to contact Guillermo Rigal grigal@amnesty.org, Head of the Mobilisation Support Unit (MSU) at the International Mobilisation Programme (IMP).

We hope that the structure recognition process and your new "position" within AI will help AI Thailand to continue with its growth. We hope it will enable you to become more effective and to have a bigger impact on the human rights situation in your country and around the world.

With very best wishes,

Patricio Antonio
IEC Chair



Amnesty International (AI) Thailand

has soared... and the momentum keeps on going

The organization strengthened its organizational structure in order to effectively and efficiently deliver its mandate of promoting and facilitating human rights. Moreover, membership had increased—which leads to awareness, understanding and involvement of more people in AI Thailand's work. Programs and projects have achieved tremendous support and success in fulfilling their main objectives.

2012 is indeed a year of Progress for AI Thailand.



INTERN & VOLUNTEER

Personalities that made AI Thailand shine its Brightest

We were successful because we all did it together in the name of human rights.



BOARD

Mr. Somchai Homlaor

Ms. Chuenasuk Ansaithamkul

Ms. Pornpen Khongkachonkiet

Ms. Pimjai Pimjaichon

Mr. Chamnan Chanrueng

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Vice-chairperson

Secretary

Treasurer

Member

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Director

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Campaign Coordinator

Ms. Sathanee Wannasiri (Kratik)

Growth Mobilization Coordinator

Ms. Sineenart Muangnoo (Garn)

Media and Communication Coordinator

Ms. Naowanat Suesai-ard (Nong)

Activism Officer

Ms. Nawaphon Supawitkol (Tukta)

Administrative Officer

Ms. Pakamas Khamcham (Fon)



STAFF SUPPORT

STAFF ADVISOR

Mr. Alec Bamford

Ms. Piyanute Kotsan



**CHANGING MINDS
CHANGING STRUCTURES
CHANGING LIVES**

At Thailand and its members have a passionate heart, strong will, endless dedication to actualize positive change and empowerment through human rights promotion.

**CAMPAIGN &
ACTIVISM**

ADVOCACY SESSIONS WITH KEY LEADERS FROM RULING AND OPPOSITION POLITICAL PARTIES, SENATOR AND GOVERNMENT OFFICERS

END THE DEATH PENALTY



March : Invited former Philippines senator Aquilino Pimentel met with Thai senators (human rights commissions), Rights and Liberty Protection Department, National Human Rights Commission and Media



END THE DEATH PENALTY
WORK



March : Death Penalty 2011 report submitted to the Prime Minister's representative at cabinet house





May:

Meetings with politicians (3 parties)

October:

Ministry of Foreign Affairs | Consulting on Moratorium Resolution



July:

Invited Toshi Kazama, Asia Program Director of Murder Victims' Families for Human Rights to share his experience with government officers at Ministry of Justice and at "Mong Mum Mai" program at Thai Pbs channel which dedicated one session for Abolish the Death Penalty

Nov:

Invited former Japanese Judge, Mr. Akira, KITANI, had meeting with Rights and Liberty Protection Department and National Human Rights Commission

WORKSHOP FOR KEY GOVERNMENT OFFICERS

END THE DEATH PENALTY



Nov: Mr. Theodor Te, Philippines Professor and Lawyer shared the experience with Thai lawyers and professors

Academic Workshop with the Judges

FILM SCREENING

END THE DEATH PENALTY

10-12 October :

Alliance Française,
Bangkok





3 October :

Rachaphat Chiangmai University, Chiangmai



12 October :

Mahasarakham University, Mahasarakham



29-31 October :

Buku Bookshop, Pattani



CAMPUS TOUR

END THE DEATH PENALTY



5 universities

- Srinakharinwirot University, Bangkok
- Naresuan University, Pitsanulok
- Ubonrachathani University, Ubonrachathani
- Rachapat Chiengrai University, Chiengrai
- Maefahluang University, Chiengrai





WORKSHOP FOR THE YOUTH ACTIVISM

END THE DEATH PENALTY



April:

Activism Workshop @ YMCA , Chiangmai



October:

Activism Workshop @ St. Gabriel's, Bangkok

WORKSHOP FOR CIVIL SOCIETY

Nov:

Workshop at Chiang mai

END THE DEATH PENALTY





INTERNATIONAL SOLIDARITY

- Armed Trade Treaty
- Corporate Accountability
- End the Death Penalty
- Individual at risk



Signature collected by each campaign (as of 31 December 2012)

Armed Trade Treaty: 837

Corporate Accountability: 2,041

- The Bodo Community 1381
- Niger Delta 660 (Clean Up, Own Up, Pay Up)

End the Death Penalty: 1,535

- Chiou Ho-shun 1,364
- Keep the promise 151

Individual at risk : 2,410

- Filip Karma (FOE) 593
- Ibrahima Oumar Mahamet Saleh (Enforced Disappearance) 48
- Manolis Kypreos (Impunity) 48
- Raghuvar Manoharan (Impunity) 48
- The San Jose de Apartado Peace Community (Human rights abused during Armed conflict) 48
- Azza Hilal Amed Suleiman (Impunity) 1322
- Grifina, 23
- Hussain Saleh Mohammed (Guantanamo, fair trial) 26
- Maria Isabel Franco (Impunity) 30
- Nasrin Sotoudeh (Human rights defender/POC) 22
- Nargess Mohammadi (Human rights defender/arbitrary arrested) 23
- Pussy Riot (FOE) 69
- The people of Tawargha (Enforced Disappearance by military) 14
- Malala Yousafzai (UA) 61
- Khin Kyi aka Zin Min Aung and U Myint Aye 354

Solidarity message

- Chiou Ho-shun 100
- Bodo 16
- Azza 19



TOGETHER FOR HUMAN RIGHTS
UNITED AGAINST INJUSTICE

GROWTH MOBILIZATION

Category	2009	2010	2011	2012
Members	354	684	714	1,042
Activists	853	2,457	3,052	7,177
Supporters	0	2	4	58
Number of groups	5	11	13	46
Intern and Volunteers	3	11	15	21

HUMAN RIGHTS EDUCATION CLASS

**11 Universities
9 Schools
in 4 Regions:**

Chiangmai
Khonkhen
Mahasarakham
Pattani
Songkla
Petchbuni
Bangkok



STUDY TOUR: MIGRANT RIGHTS

18 May 2012, Samutsakorn



CAPACITY BUILDING



MEETING WITH MEMBERS AND SUPPORTERS



PRE-AGM

CHIANGRAI (NORTH)
MAHARSARAKHAM (NORTHEAST)
NAKORNSRITHAMMARAJ (SOUTH)



AGM : BANGKOK
25 AUGUST



**MAKING
THE INVISIBLE
VISIBLE**

**MEDIA AND
COMMUNICATION**

ANNUAL LAUNCH

HUMAN RIGHTS REPORT

- BANGKOK
- CHIANG MAI (NORTH)
- PATTANI (SOUTH)
- UBONRACHATHANI (NORTHEAST)





AMNESTY INTERNATIONAL THAILAND
AMBASSADOR

ARTISTS FOR
AMNESTY



PRESS AWARD

Encouraging Press for more participate and engagement in promoting and protection human rights



GEARING UP FOR 2013

AI Thailand hopes to undertake two major activities in the promotion and protection of human rights at the local, national, regional and global scales. Nothing can stop us from achieving our goals, realizing our mandate and making sure that human rights is ingrained in the implementation of policies & laws and ways of living of the people.

POLICY ADVOCACY

- Total Abolishment of Death Penalty
- Promotion of human rights and justice during conflicts in Southern Thailand
- Promotion and protection of freedom of expression
- Defending the Rights of Refugees and Migrant Workers

ACTIVISM

- Protection of individuals at risk
- Promotion of Corporate Accountability
- Promotion of Reproductive Rights and Maternal Health
- Campaign for the Ratification of the Rome Statue of the International Criminal Court

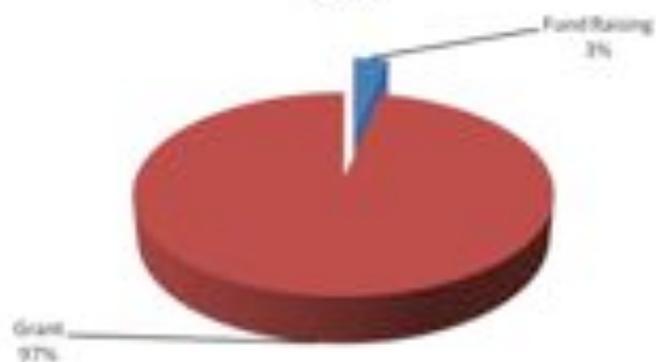
CAPACITY BUILDING

- Human Rights Education in schools and universities
- Human Rights Training
- Activism Training
- Media Training

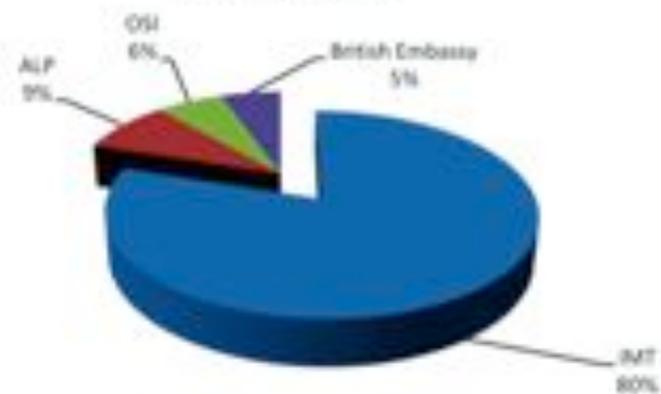
LEADING BY EXAMPLE OPENNESS AND ACCOUNTABILITY
 IN THE SPIRIT OF TRANSPARENCY,
 AI THAILAND SHARES ITS FINANCE REPORT FOR 2012

Sources	Amount (Baht)
Carry forward from year 2011	353,134
Grants	
International Mobilization Trust, AI International Secretariat (IMT)	6,130,000
Asia Languages Program, AI International Secretariat (ALP)	655,000
Open Society Institute (OSI)	459,550
British Embassy, Bangkok	410,000
Fund raising	
Membership fee	22,970
Donation	100,610
Merchandise Sales	114,875
Bank Interest	27,505
Total Income	8,273,644

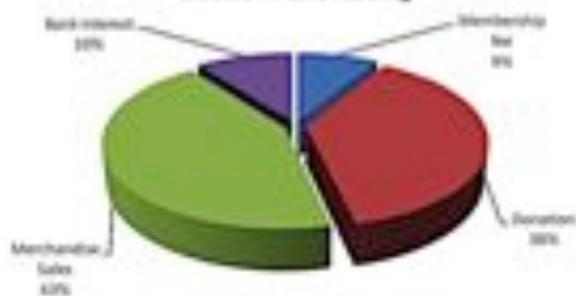
Income



Income - Grant

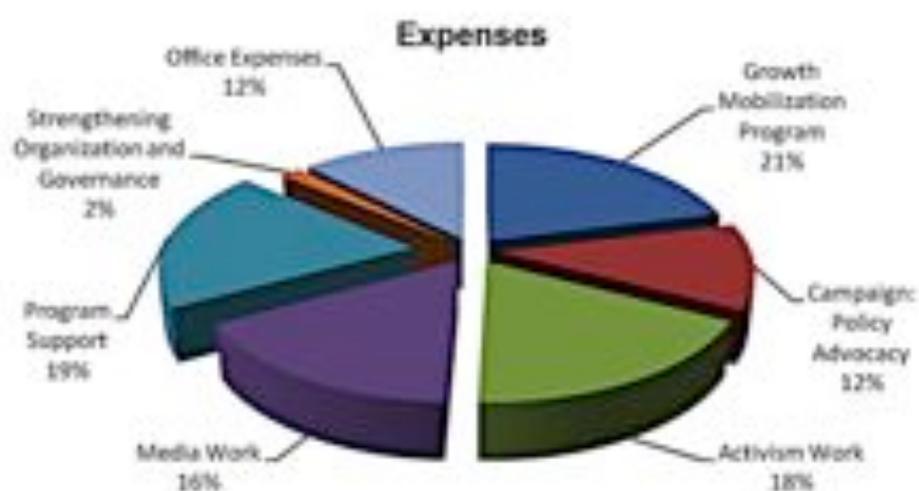


Income - Fund Raising



EXPENDITURE

Item	Amount (Baht)
Growth Mobilization Program	1,693,100
Campaign: Policy Advocacy	939,986
Activism Work	1,432,552
Media Work	1,309,862
Program Support	1,556,379
Strengthening Organization and Governance	119,270
Office Expenses	967,728
Total Expenses	8,038,880



Balance at 31 December 2012: 234,764 Baht

Appendix

Campaign & Activism

End the Death Penalty

Objectives	Activity	Output / Outcome	Key lessons learnt	Recommendation for future plan	Sustainability	Success stories
To develop an evidence-based argument to educate public opinion and support the abolition	Litify on judicial process, facts and figures of prisoners on death row	<ul style="list-style-type: none"> *A situational report of prisoners on death row *Official statistics of death row prisoners in June, October and December 2012 *Staff frequently used research information in advocacy meetings. 	<ul style="list-style-type: none"> *Authorities are reluctant to provide information for human rights organizations. 	<ul style="list-style-type: none"> In order to obtain official data of prisoners, victims request through IPBC which has an authority to access to government information. 	<ul style="list-style-type: none"> *The research on death sentences and death row condition at a national level is essential to advocate and discuss with the authorities and politicians 	<ul style="list-style-type: none"> The study was shared and used for advocacy meeting
2) Document case studies of prisoners on death row and field trip visits to families of prisoners.	<ul style="list-style-type: none"> *4 cases deep studies of death row prisoners on security charges *1 cases studies in brief on drug and murder charges *12 visits to prisoners and their families *1 human rights education activities conduct at prisons and juvenile house *Interviews of inmates with former and current death row prisoners and their families however, due to some ongoing legal cases, some cases should not be made published 	<ul style="list-style-type: none"> *Documentation prisoner's profile is time-consuming and requires high-level of trust and understanding from prisoners and their families. *The project needs staff with legal expertise 	<ul style="list-style-type: none"> *Allocates budget for project assistance with legal knowledge. *Greater collaboration with partner CDOs to develop and conduct human rights education for inmates with the permission from Dept. of Corrections 	<ul style="list-style-type: none"> *The case studies will document the potential encouragement of justice in supporting the abolition *Close recognition and collaboration with the CDO and NGO in the Southern provinces *Former request to provide more human rights education activity to the prisoner *Close recognition and collaboration with the CDO and NGO in the Southern provinces 	<ul style="list-style-type: none"> *The case studies will document the potential encouragement of justice in supporting the abolition *Close recognition and collaboration with the CDO and NGO in the Southern provinces *Former request to provide more human rights education activity to the prisoner *Close recognition and collaboration with the CDO and NGO in the Southern provinces 	<ul style="list-style-type: none"> *Former request to provide more human rights education activity to the prisoner *Close recognition and collaboration with the CDO and NGO in the Southern provinces
3) Training on legal case documentation	<ul style="list-style-type: none"> *Participation in Workshop on C&A alternative report *Workshop discussion with Prof Theodorin Te *Meetings with DP activists from Taiwan *Minutes of meeting *Opening of workshop and experience sharing with Taiwan activists in Aug 2013 *Ms Theodorin is a member of CDOs working group on C&A alternative report 	<ul style="list-style-type: none"> *Staff needs better training and support on research and case analysis and documentation 	<ul style="list-style-type: none"> *Allocates budget for the workshop and experience sharing on abolition requirements in Asian contexts for 2013 *Legal case analysis and documentation skills are essential for the organization to continue work on death penalty and criminal justice 	<ul style="list-style-type: none"> *If possible CDOs should challenge the legality of death penalty in the legislation *A systematic documentation of meaningful connections will present a convincing argument for policy-makers 	<ul style="list-style-type: none"> *Increase collaboration with abolition movement abroad *Increase collaboration with local CDOs 	<ul style="list-style-type: none"> *Increase collaboration with abolition movement abroad *Increase collaboration with local CDOs

Objectives	Activity	Output / Outcome	Key lessons learnt	Recommendations for future plan	Sustainability	Success stories
To increase cooperation with civil society and improve an abolition strategy in national contexts	4) Arrange consultation meetings on abolition strategy	<ul style="list-style-type: none"> • 2 meetings with partner organization, Green Child for Liberties • 1 meeting with Human Rights Lawyers' Network and other CDOs • 2 meetings with academics • 3 meetings with Asia-Pacific Team, DP Team and other sections at IS • 1 meeting with representatives of civil society in ASEAN on DP • 1 meeting with Prof William Schubert and Thai academics on DP • minutes of meeting and participant contacts • receive positive feedback from CDOs, regular collaborations to organize panel discussion and advocacy meeting • increase numbers of reference petitions on DP • gain new strategy from experiences of other CDOs in ASEAN • networking with Dr. Srinombut, an academic who is developing the 2nd National Human Rights Action Plan and highlighting the need to follow up on the abolition initiative from the 2nd Plan 	<ul style="list-style-type: none"> • Comments from experienced advocates on the strategy are essential. • A clear role and responsibility when co-organize event with other CDOs should be made. • Well-qualified volunteers are helpful for conducting minutes of meeting 	<ul style="list-style-type: none"> • Agree on each organization's capacity, resource contribution and responsibility before co-organize an event. • Collect feedback from various sectors even those who oppose to make the strategy more practical. • Follow-up on the 1st National Human Rights Action Plan • Initiate a research on prisoners' conditions with academic institutions. 	<ul style="list-style-type: none"> • A network building between CDOs and academic in ASEAN countries with Thai authorities will support and encourage the abolition movement in Thailand 	<ul style="list-style-type: none"> • Increase collaboration and unity in practices.

Objectives	Activity	Output / Outcome	Key lesson learnt	Recommendation for future plan	Sustainability	Success stories
To voice our abolition arguments to public and media	3) Organize panel discussion on death penalty / Working with Government Official	<ul style="list-style-type: none"> 1) panel with Filipina Senator Aquino Pimentel at FCCT and The Journalist Association (J&A) and 17 persons) 2) panel on UK at The Reading Room (11 persons) 3) panel on DP at Changanai one Media coverage (http://rbl.ly/4KtRfC) 4) Media coverage on Remond's visit 5) A talk and photography showcase on youth of death row by Toshi Kazama at FCCT co-organized with UCL. 1 media coverage on Bangkok Post newspaper 6) An academic seminar with Thai and Japanese senior judges on DP co-organized with IJOD 7) Participates in, post-event reports and evaluation result 8) Activity report on AI Thailand edition 9) Learn and adopt strategy from experiences of other countries 10) Influential actors were convinced to support the abolition. 11) A TV program on TRB interviewed Mr. Kazama and AI staff 12) Introduction of AI's work to Thai judicial officers 13) Widely personal advocate for abolition among Thai judges 14) Summary of talk by Toshi Kazama was published in DP newsletter 	<ul style="list-style-type: none"> Media coverage on abolition movement is very limited to English newspaper and alternative online media. It is most effective to get politicians to talk with politicians. It is influence public opinion, personal stories and voices of victims are in need. AI needs a more realistic budget proposal esp. meeting with high-level judiciary body, preparation of translation system and interpretation, travel expenses A letter and at least 5-month plan to conduct high-level seminar with judges 	<ul style="list-style-type: none"> Agree on each organization's capacity, resources contribution and responsibility before to organize an event. Prepare press release and profile of speakers Follow-up with Thai judges who might become potential advocates Invitation more legal experts from UK and Repressive Australia to Repressive Australia to advocate with Thai judges Reduce the numbers of panels, 2-3 panels in a year require a lot of energy to manage and organize. Timing of the follow-up meetings with contact persons in hands, provide them with more data and research and a space to speak out. 	<ul style="list-style-type: none"> If successful in raising awareness with judges, the numbers of courts punished with death could be decreased Increase collaboration with academics, media and CSOs. 	
To form a coalition for abolition campaign	6) Map supporter groups	<ul style="list-style-type: none"> Contact list of supporters from different sectors e.g. academics, government officers, NGOs, NGOs Increase numbers of reference persons 	<ul style="list-style-type: none"> Meet in person, provide list of activities they can help e.g. invite supporters to be speakers in related field of interest. In order to cooperate smoothly with government sectors, a key contact point is needed. 	<ul style="list-style-type: none"> Use the material from stakeholder mapping to guide and assign roles to follow-up 	<ul style="list-style-type: none"> Low sustainability in some cases because high level in government officials often rotate or retire in a year. 	<ul style="list-style-type: none"> Staff are able to identify key contact points among Dept of Correction, MP committee, SMC, MOA

Objectives	Activity	Output / Outcome	Key lessons learnt	Recommendations for future plan	Sustainability	Success stories
<ul style="list-style-type: none"> To increase collaboration with government agencies and human rights institutions To identify and persuade decision makers to support abolition campaigns 	<p>7) Conduct advocacy meetings with MP/political parties and government officials.</p> <p>8) Conduct advocacy meetings with foreign diplomats</p>	<ul style="list-style-type: none"> 1) meetings with senator's sub-committee on human rights 1) meetings with members of political parties e.g. Phus Thai, Democrats, and Chat Pattana 1) meetings with officials of MOJ and MIA 1) meeting with Deputy Prime Minister 1) meetings with Secretary, Chairperson, and commissioner of NCHC 1) meetings on UN memorandum with MOFA, MOJ, NCHC 1) Advocacy meeting with several Asia Pacific Embassies during the UNCA, Third Committee Meeting in Minneapolis, New York, USA 1) number of meeting and participant list 1) media coverage 1) Politicians and political parties are aware of voice of abolition supporters, feedbacks from them are mix. 1) Positive feedback and regular consultations with Dept. of Rights and Liberties Protection (DRLP) 1) Increased communication with MOFA 1) government media reported the meetings, main media coverage generated greater public interest on DP. 	<ul style="list-style-type: none"> NCHC could not find consensus among commissioners to reject the vote of DP. Political parties are reluctant to express public support because it is a controversial topic with majority support of DP. Working with government officials will sustain the positive implementation of plan. 	<ul style="list-style-type: none"> When meet with politicians, present a concrete plan of action, propose a series of meeting with other members, propose for all education for youth members. Always ask for direct contact detail. Need a contact person in Dept of Corrections and MP's committees. Approach MP committee on justice Approach and use a mechanism and mandate of Law Reform Committee 	<ul style="list-style-type: none"> To create change in politics, AI has to build relationships with government officials and politicians to persuade and monitor their work. The change in legislation itself will create a sustainable impact. 	<ul style="list-style-type: none"> Dept. of Rights and Liberties Protection was able to secure funding in conducting research on the pervasivity of DP abolition along with regular consultation with CSOs. Officers also expressed to extend abolition plan into the next phases of National Human Rights Plan. Government cited AI statistics and information in its policy paper. AI becomes aware that two senators, Mr. Sunchai Lamsrangkul and Mr. Manoon Boonjan support the abolition. Chairperson of NCHC, Dr. Anura Pongpatthich and new Dept. General of DRLP, Dr. Narel Sawarman spoke out in support for the abolition and mentioned AI work in a public seminar Advocacy meetings were often published in government websites Senior acceptance of CSOs and included CSOs participation in decision-making process. Thailand abolition from UN Memorandum side
<ul style="list-style-type: none"> To identify and persuade decision makers to support abolition campaigns 	<p>8) Conduct advocacy meetings with foreign diplomats</p>	<ul style="list-style-type: none"> 2) meetings with representatives from Embassies of Sweden, Finland, Norway, Denmark, and Spain 1) meetings with OHCHR on sharing and DP 1) British Ambassador attended AI event and met with board members 1) regular contacts and sharing information with staff of European Delegation in Thailand 1) Diplomats are aware of AI presence and its current DP campaign and are willing to support upon request. 	<ul style="list-style-type: none"> Foreign diplomats from EU countries principally support the abolition but their work is reactive, generally they will respond to actual requests. Not enough reference diplomats from Asian countries. Support by UN Special Representative are useful materials for advocacy 	<ul style="list-style-type: none"> Develop a clear strategy to work with diplomats, prepare accurate background information. Approach and ask for support from Asian diplomats Approach EU staff for greater support 	<ul style="list-style-type: none"> It is recommended to have a permanent Embassy staff as a abolition of death penalty contact person not "greater recognition of CSOs working on DP" 	<ul style="list-style-type: none"> British Ambassador met with Minister of MOJ and publicly call for the abolition of death penalty "greater recognition of CSOs working on DP"

Objectives	Activity	Output / Outcome	Key lesson learnt	Recommendation for future plan	Sustainability	Success stories
To disseminate knowledge and understanding of abolition arguments	8) Produce campaign materials on death penalty	<ul style="list-style-type: none"> 1 poster on death penalty for decision makers (2000 copies) Report on death penalty in 2011 in Thai 1 clip on death penalty in 2011 Thai subtitles Press release, factbook/figures in Thai OP contents for website and social media 18 media coverages on Death Penalty in 2011 (see evidence) Government agency and academic institutions asked for a further distribution. 	<ul style="list-style-type: none"> Proof-reading and spelling-check is time-consuming for staff. Infographic is popular and useful. 	<ul style="list-style-type: none"> Proof-reading, spelling-check and artwork should be outsourced. Allocates more budget for artwork and graphics design. 	<ul style="list-style-type: none"> Well-designed and rich content publications can be used as reference for education and policy-research. 	<ul style="list-style-type: none"> Government agencies and NGOs used materials as reference in their public discussion on death penalty. Increase in public profile of OP topic.
	10) Produce quarterly newsletters on death penalty	<ul style="list-style-type: none"> 1 newsletter QMA on OP in Thai and English (2000 copies) 3 Thai and English newsletters published and distributed (2000 copies / each issue) Newsletters distributed to universities and government agencies Students cited publication in their research 	<ul style="list-style-type: none"> Editing, proof-reading and spelling-check is time-consuming for staff. Online newsletters, application, or clip will also be useful to educate entire audiences. 	<ul style="list-style-type: none"> Proof-reading, spelling-check and artwork should be outsourced. Research interns to support newsletter production. 	<ul style="list-style-type: none"> The change of person's attitude is the outcome that AI wants to achieve, however, a closed follow-up education session should be conducted. A more variety of media e.g. online action and short clips should be utilized to keep the issue in the spotlight. 	<ul style="list-style-type: none"> Academic institutions requested for more copies to be distributed to students. Increase in public profile of OP topic.
	11) Human Rights Film Screening Week on World Day Against Death Penalty at Alliance Francophone, Bangkok, event composed of 6 different activities such as	<ul style="list-style-type: none"> 11.1) Human rights film screenings 11.2) Movie Talks brought guest speakers from different professions including academics, film critics, volunteers, singer, and film director to discuss on death penalty. 11.3) Production of "Young Ping," a performance by the Ma Ma Theatre Group that discusses about death penalty from various aspects. 11.4) Roundtable discussion "Violence in Thai Society: Case Studies of the Death Penalty" 11.5) "Death is not justice," a poster exhibition that has travelled around the world commissioned by Peace for Tomorrow to raise awareness on the abolition of death penalty" 11.6) Campaign actions: signing petition and writing solidarity postcards for Chai Ng-Suan 	<ul style="list-style-type: none"> It is one of the biggest events for AI staff organized together this year and it's gone a lot of lesson learnt for the team to realize how to work together from the beginning, planning toward the end and how to follow up after event. Staff team worked very hard together. The event required staff to see the same picture of the event and clear role and responsibility. We learnt that additional way of invite people around through invitation letters or produce posters and percent may not be as effective compare to social network and invite particular strategic audiences such as Nara Karjaneh, student, key organizations that work and related to the issues. 	<ul style="list-style-type: none"> Longer planning and preparation time at least 3 months More realistic budget estimation Increase media reach-out via mainstream Recruitment according schedule, should be moved to after office hours Clear roles and responsibilities of each party, persons involved Clear identification of decision-making person Film screening is an effective way to inform and generate debate on death penalty. It is a good idea to continue in the next plan Invite the event stable to match with human and financial resources 	<ul style="list-style-type: none"> Sustainability depends on follow-up activities and communication with potential partners and audiences 	<ul style="list-style-type: none"> Follow-up activity like workshop on jail was organized for juvenile offenders who attended the event. British Ambassador set up meeting with Minister of Justice calling for the implementation of abolition initiative in Human Rights Plan Participants mentioned in the evaluation document on how the films have inspired and positively influenced on their attitudes. Reflection articles from participants including youth participants from juvenile offender center wrote several letters to expressed how they learned to understand why death penalty should be abolished A student from Mahajul University was motivated by the event and invited AI Thailand to introduce human rights messages and posters from the talks are to disseminated in the newsletter on death penalty Reflection letters from youth participants of juvenile offender center is expressed how they learned to understand about death penalty and injustice of the death penalty case through the performance

Objective	Activity	Output / Outcome	Key lessons learnt	Recommendation for future plan	Sustainability	Success stories
		<p>(31.4)</p> <ul style="list-style-type: none"> 12 video clips of the discussion with 147 views in total. http://youtu.be/G12CZp9hA28 http://youtu.be/_w2Mhuph8 minutes of the discussion media coverage and hot brand raised of the discussion (31.3) more than 200 viewers Participants were displayed in four other provinces (31.6) 148 petition signed and 10 journalists written 11 activists video with 34 views see link: http://youtu.be/vp4u4n0v08E 	<p>Media work is also very important both pre event and post event. We could have done much more of using or article pre and post event to push the stories to be fresh and gain more interested from public. We need to keep promote and produce article, media clips on the issues and link the material and stories that we 're got from participants to add value more on country the key message. If the message or journal of Nam Kurjana students being shared to others it create another impact. It a way that pick up spirit in this group of children in conflict with the law that their voices and value is meaningful and being recognized.</p>	<p>1. Participants should be invited to join in further support to the campaign and/or AI work in long term.</p> <p>A newly formed groups and interested individuals should be follow and continuously empowered.</p>	<p>"Sustainability depends on follow-up activities and communication with potential partners and audiences</p>	<p>"Speakers expressed their interest to invite AI Thailand to conduct human rights lectures and workshop for students of Police Academy</p> <p>"University requested that this exhibition be displayed in the campus</p> <p>"Audience were aware and took action for this individuals, some also write their solidarity messages</p> <p>"Strategic partner and new potential partners on death penalty such as British diplomats, Centre Institute, lecturers from Royal Police Academy, AI delegation</p> <p>"Free media coverages but event was extensively covered with the right message</p> <p>"Learning space for AI Activism.</p>
	<p>11. AI Human Rights Film Screening Week on World Day Against Death Penalty at Chiang Mai Equilateral University, Chiang Mai (3 October 2012)</p> <p>Film screening: Green Wishes, seminar on the death penalty and justice, poster exhibition: Death is not justice</p>	<p>Participants: 31 people</p> <p>Action: 11 action taken on the death penalty campaign</p> <ul style="list-style-type: none"> - Positive change in people attitude toward the abolition of the death penalty was noted. - A discussion on the death penalty and justice system has raised. - Participants had better knowledge regarding global situation of the death penalty - Students showed interested in engaging with AI Thailand 	<p>The date and venue selection are important. Too few students participated because the activity was during the exam period.</p>	<p>1. Participants should be invited to join in further support to the campaign and/or AI work in long term.</p> <p>A newly formed groups and interested individuals should be follow and continuously empowered.</p>	<p>"Sustainability depends on follow-up activities and communication with potential partners and audiences</p>	<p>1. AI Thailand has reach out to new audiences to promote its presence and the work on the abolition of the death penalty. Students showed interested in engaging</p> <p>2. Positive feedbacks from participants regards opportunity to engage with AI in regional level.</p>
	<p>11. AI Human Rights Film Screening Week on World Day Against Death Penalty at Mahachulalongkornrajavidyalaya University, Mahasarakham 12 October 2012</p> <p>Film screening: The life of David Gallo, seminar on the death penalty and justice by Professor Tawatchai Pengpiri, poster exhibition: Death is not justice</p>	<p>Participants: 21 students, 1 professor</p> <p>Action: 16 action taken on the death penalty campaign</p> <ul style="list-style-type: none"> - Positive change in people attitude toward the abolition of the death penalty was noted. - A discussion on the death penalty and justice system has raised. - Participants had better knowledge regarding global situation of the death penalty - Students showed interested in engaging with AI Thailand 	<p>The date and venue selection are important. Too few students participated because the activity was during the exam period.</p>	<p>Participants should be invited to join in further support to the campaign and/or AI work in long term.</p> <p>A newly formed groups and interested individuals should be follow and continuously empowered.</p>	<p>Sustainability depends on follow-up activities and communication with potential partners and audiences</p>	<p>1. AI Thailand has reach out to new audiences to promote its presence and the work on the abolition of the death penalty. Students showed interested in engaging</p> <p>2. Positive feedbacks from participants regards opportunity to engage with AI in regional level.</p>

Objectives	Activity	Output / Outcome	Key lessons learnt	Recommendation for future plan	Sustainability	Success stories
1) To inform students and lecturers on myth and fact of death penalty	11. 1) Human Rights Film Screening Week on World Day Against Death Penalty at Baku Books, Putrajaya 28-11 October 2023 Film screening: Life of David Gale, 12 Angry Men, Dancer in the Dark, seminar on the death penalty and justice by Sireta Klampachova, Independent scholar, justice activists. Death is not justice	Participants: Approximately 30 people - Positive change in people attitude toward the abolition of the death penalty was created. - A discussion on the death penalty and justice system has raised. - Participants had better knowledge regards global situation of the death penalty - Individuals showed interested in engaging with AI Thailand	1. Key speakers can draw great attention to people to come to the event. 2. There are rooms of opportunity to increase public awareness through art: i.e. films, posters and music.	1. Participants should be invited to join in further support to the campaign and/or AI work in long term. 2. A newly formed groups and interested individuals should be follow and continuously empowered.	Sustainability depends on follow-up activities and communication with potential partners and audiences	1. Participants were able to draw the importance of promoting and protecting human rights in their personal experiences and that they can become an opinion leader in the future. 2. AI Thailand has reach out to new audiences to promote its presence and the work on the abolition of the death penalty. 1. A group has established a forum based on human penitence. 4. AI received positive feedbacks from participants regards opportunity to engage with AI in regional level.
2) To raise awareness and generate academic debates around death penalty	12) Campus Tour at: Srinakharinwirot University, Bangkok Mahabulalong University University, Chiang Mai Naresuan University, Phitsanulok Ubon Ratchathani University, Ubon Ratchathani Srinachulalongkornrajavidyalaya University, Chiang Mai Mahachulalongkornrajavidyalaya University - Human Rights Education session / introduction to Thailand justice system - Human rights film screening - Seminar on "Human Rights and the Death Penalty" - Role play and debate based on local news	Number of participants: approximately 425 Number of action taken: 100 (Death Penalty Campaign: Keep the promise) - Participants have better understanding regards human rights, through self-evaluation forms. - Better informed participants have better information to reconsider their stand toward the death penalty. - Discussion on the death penalty and the necessity to maintain/abolish the death penalty in Thailand was generated. - Participants become more confident to support the abolition of the death penalty. - Recently international Thailand has become more recognized for its advocate on human rights and end the death penalty campaign in Thailand.	"The movie was a key material that capture audience to the debate." "The event was host by the university students making it more convenient for organizing the event." "The audience's opinion leader was engaged which positively influenced audience's openness to controversial issue, like the death penalty, and their attitude and perception toward the death penalty." "Personal experience of the group should be included and take into consideration in planning for activity like participants have common knowledge studying in faculty of law, for example) "Due to large number of participants and time constrain, some participants were unable to engage although meaningful discussion was generated." "Role play, visual arts and emerging artworks are good practices for maximizing 2 ways communication with audience."	The size of audience has to be controlled for effective session as this issue is very sensitive, we should not handle in large audience group "The people are opinion leader in the future if they understand clearly about this issue, it will promote human rights culture in our society"	"From the evaluation form, significant number of participants support the abolition of the death penalty. The main reasons mentioned are to give a person a chance, to have a life and that the death penalty is a inhuman practice." "Those with this opinion insist that the use of death penalty is crucial to specific type of crime, i.e. murder. However, it could be implement under a judge and responsive justice system."	

Objective	Activity	Output / Outcome	Key lesson learnt	Recommendation for future year	Sustainability	Success stories
2) To empower activist groups with skills and knowledge which will assist groups' confidence to conduct actions on HR&E and under the abolition of the death penalty campaign	<p>13) Activist Workshop, Chiangmai</p> <p>Day 1: Workshop on Thailand Justice System</p> <p>Day 2: Seminar on Abolishing Death Penalty (Oranun, Phak, Chapman, Bullittus Mood)</p> <p>Day 3: Workshop on the abolition of the death penalty and campaigning planning for impact</p> <p>Activist Workshop, Bangkok</p> <p>Day 1: Workshop for activists, @ Light up Night: AI activism and activists</p> <p>Day 2: Workshop on human rights and justice system, Activist sign out sharing experiences curriculum and DP speaker by Phak Karthum</p> <p>Day 3: Workshop on the abolition of the death penalty and campaigning planning for impact</p> <p>Myth and facts curriculum and DP speaker by Phak Karthum</p>	<p>Number of participants, 40 in total.</p> <p>23 activists from 4 group activist (12 North, 2 Northeast, 3Central, 1 Southeast region), 3 Regional Coordinators</p> <p>- Groups developed action plans for activists at their community to be held in 2012.</p> <p>- Activists gained clearer picture regards AI Thailand's work and priorities campaigns.</p> <p>- Activists had better understanding on the abolition of the death penalty and their justice system.</p> <p>- Activists shared and learnt from each others' past experiences on campaigning through local perspectives.</p> <p>- Activist gained better confidence to support and work on the death penalty campaign.</p> <p>- activist groups' initiative activity from the workshop were held in Chiang Mai, Nakhon Si Thammarat, Ubonratchathani, Buriram Chiang Mai and Bangkok</p> <p>- Activists gain better membership of the action plan and in AI Thailand.</p> <p>- Better communication and understanding between groups and AI Thailand have been built.</p>	<p>"Groups become more motivated to engage in campaigning with ownership to the project has developed.</p> <p>"Reflection from relevant stakeholders is important to consult and take into consideration for planning and developing activities in the future. I.e. from participants reflects, the need of "how to" knowledge and skill building are required.</p> <p>"Limited local resources, lack of global mind concerns and limited awareness in human rights are main obstacles to get local people mobilize.</p> <p>"Feedback from evaluation form and discussion during the workshop.</p> <p>"Participant groups were formed to serve the group own interest to local issues in different areas relevant to AI campaigns.</p>	<p>"Character and level of groups' participation in planning should be developed through a communication plan.</p> <p>"Groups and potential activists must be strategically engaged and closely follow.</p> <p>"AI Thailand should keep supporting groups on their local relevant where it can be achieved to keep smooth relationship with stakeholders and that both parties enjoy success.</p> <p>"Building AI branch, campaigning skills and knowledge through a devotional curriculum is needed to empower activists.</p>	<p>Capacity building for individual activists gain better activist will enhance the protection and promotion of human rights</p>	<p>Individual activists gain better understanding to AI Thailand and its work on the abolition of the death penalty</p>
2) To broaden and diversify social groups in society to engage in the abolition of the death penalty debate and awareness	<p>14) Civil Society Workshop, Chiang Mai</p> <p>Day 1: HR&E, lecture on rights in the justice system, Light Up Night: movie screening and discussion</p> <p>Day 2: lecture on rights in the justice system, Seminar the death penalty in Thailand and the Rights to Life, Liberty and Security</p> <p>Day 3: Moving forward: reflection to AI Thailand campaign and lesson learnt from the workshop</p> <p>Whole curriculum and speaker by Phak Karthum</p>	<p>Number of participants, 11 (1 with ethnic background, 5 with a religious group, 3 students from a school and university, 1 with youth and campaigning background, 1 regional coordinator)</p> <p>- Discussions was fruitfully engaged by participants.</p> <p>Participants linked input from the workshop to their experiences.</p> <p>- Participants gained a clearer picture regards the promises of AI Thailand, its mandate and key campaigns.</p> <p>- Participants changed their attitude toward the abolition to the death penalty. Better confidence were built for the support on the death penalty campaign.</p> <p>- Participants had an opportunity to discussed social issues that related to the justice system through human rights perspectives.</p> <p>- Potential participants were encouraged to pass on information and skilled to their locals, include the opportunity to host events and work with AI Thailand. Following the workshop, an attempt to host an event by a participant in a HR&E class was emerged.</p>	<p>"existing workshops in regional level are beneficial. The topic is reasonable and that background of participants can be clearly connect during planning and implementing period.</p> <p>Therefore, it leads to the achievement of desirable outcomes.</p> <p>"Newspaper, level of language and presentation techniques suits different groups of people.</p> <p>"The continuing use of media (video clips, films, pictures) as a tool to communicate is beneficial.</p> <p>"Interactive activities helps build participants' confidence to act or express their opinion</p> <p>"Potential opportunity for establishing activists network in regional level</p>	<p>"Concrete plans and recommendations should be initiate to assist interested, therefore potential individuals/groups that might spontaneously emerged.</p> <p>"Communication plans and network for potential groups should be built.</p> <p>"AI Thailand should keep on following existing, intervening potential activists/activists where appropriate, including inviting them to engage in planning and implementing campaigns.</p>	<p>As most of participants were leaders of their social groups, therefore the knowledge received will disseminate to other in their group</p> <p>There was diverse background of participants. Participants was highly interested and enthusiastic to the topics. Meaningful discussions were generated during the workshop and activists were energetic. Although with variety of level on the commitment to promote the abolition to the death penalty campaign, all participants shown positive shift in favor toward the campaign, which is beneficial because they are potential opinion leaders in their community.</p>	

Objectives	Activity	Output / Outcome	Key lesson learnt	Recommendation for future year	Sustainability	Success stories
<p>To evaluate for the better impact</p> <ul style="list-style-type: none"> 1) Impact assessment Year-end evaluation survey sent out to partners in Thai and English Focus group among board members and staff 		<ul style="list-style-type: none"> Mid-year and Annual evaluation among staff and board members carried out with many useful suggestions 2 surveys from partners completed and returned evaluation report 		<ul style="list-style-type: none"> "AI Thailand has to engage more with political parties and MPs to push forward the abortion issue." "AI Thailand should build up collaboration with the Ministry of Education. The session on death penalty should be included in school curriculum and taught nationwide." "AI Thailand should use social media e.g. Online TV or youtube to reach out to young people." "AI should produce more infographics of human rights figures and stories and simplify the human rights jargons for public to understand" 	<p>Partners and family of human rights defender found AI annual report and press release useful and informative for their work.</p> <p>"AI Thailand has been seen as active/ leading organisations to speak out against death penalty in the country."</p>	

Growth Mobilization

Objectives	Activity	Output	Outcomes	Key Success Factors	Recommendations for Future plans
To mobilize a diverse range of people and set up AI Groups / Networks in 8 regions to support its human rights impact goals	<p>Rights Education and Action Campaign Tour Project (REACT)</p> <ul style="list-style-type: none"> Field staff recruitment for REACT Project Human Rights Education class in schools / universities Human Rights camp at Thaksin University, Nakhon Si Thammarat Human Rights Education sessions with the community together with AI Network Human Rights week in 4 regions: film screening, seminar, photo exhibition enx and support potential members / group in both human rights knowledge and skill in group management 	<ul style="list-style-type: none"> Field staff recruited. Based in 4 regions: North, Northeast, South, and Central outreach to 877 students / teachers through human rights education class in 11 universities and 9 schools in 8 regions 80 students with 15 volunteers joined human rights camp 120 villagers attended the human rights education session Groups initiated the activities with regions: film screening, seminar, photo exhibition enx and support potential members / group in both human rights knowledge and skill in group management 	<ul style="list-style-type: none"> Field staff are very supportive to be the bridge with members in region we are good in conduct the session but to encourage target group to apply for membership is still very challenging spreading awareness about human rights and AI support from professors in various university in carry out further AI activities 	<ul style="list-style-type: none"> Field staff are very supportive to be the bridge with members in region we are good in conduct the session but to encourage target group to apply for membership is still very challenging 	<ul style="list-style-type: none"> Develop field staff procedure and provide them more training on Amnesty work and human rights issue so they can run the activities with confidence design activity which support recruitment process
To engage MOU with University for further collaboration	<p>Engaged MOU with University for further collaboration</p> <ul style="list-style-type: none"> Thaksin University and Chiang Mai Rajabhat Universities 	<p>Engaged MOU with University for further collaboration</p> <ul style="list-style-type: none"> Thaksin University and Chiang Mai Rajabhat Universities 	<p>Engaged MOU with University for further collaboration</p> <ul style="list-style-type: none"> Thaksin University and Chiang Mai Rajabhat Universities 	<p>Engaged MOU with University for further collaboration</p> <ul style="list-style-type: none"> Thaksin University and Chiang Mai Rajabhat Universities 	<p>Engaged MOU with University for further collaboration</p> <ul style="list-style-type: none"> Thaksin University and Chiang Mai Rajabhat Universities
To recruit 218 individual members annually	<p>Training of Trainers Workshop on Basic Human Rights Education</p> <ul style="list-style-type: none"> Participants included 15 member and activist capacity building for staff staff rights education class Developed methods for human rights education class Emerges an Amnesty group 'Paying Salary for' who support in human rights education work. They create their group page on facebook to be a space for human rights issue discussion, moreover they established 7 subgroup interest in different issue under Paying group 	<p>Recruitment through the human rights educational class, event, set up booth, Be One More and Ask One More project</p> <ul style="list-style-type: none"> Increased 182 new members by the end of December 2012 and most of them applied at least 2 years members Distributed 700 Be One More leaflet and 122 of them applied for AIH members 3 individual members helped in recruit new member through Ask One More Project 	<p>Individual new members increased more than 218 annually</p> <ul style="list-style-type: none"> Engagement of individual members to help in recruitment AIH will become recognized in Thai society 	<p>Member Get Members is the best way for recruit new members</p> <ul style="list-style-type: none"> 'Be One More' form - mostly personal information is not clear even provided basic, difficult to record, and some do not have contact details so we can not contact them to correct their information, hence we can count but we can not do any other with them. 	<p>Encourage and inspire our members to participate in recruitment which we need to provide more training for those interested</p> <ul style="list-style-type: none"> 'Be One More Online' for the next year 2013 to ensure that information will be correct and expand target in people who are social activist.
To retain members by at least 218 annually	<p>Monthly email, postal and phone</p>	<p>39 renewal members from 273 expired members</p>	<p>Retention of individual members</p>	<p>It's challenge to retain members, most of them will be one time membership even we used many ways.</p>	<p>Since we increased number of new member better than expected but on the contrary the number of renewal was decreased so next year 2013 COC will focusing on retention members.</p>

Objective	Activity	Output	Outcome	Key Issues/Notes	Recommendation for future plan
To increase knowledge on basic human rights and AITN's campaign to UNHCR members	Disseminate AITN news and updates through Facebook, banner, and t-shirts	Facebook: 2,274 likes Twitter: 138 following	Increase awareness on human rights and updated Amnesty work and strengthen internal communication with member and supporter	They can be potential online members and activists	Develop plan to working more with people in social network especially who less and following it
To improve and strengthen internal communication	Amnesty monthly e-newsletter	12 Amnesty sent to members and supporter every month by email	Members updated about AITN's work in each month including up coming activity	<ul style="list-style-type: none"> No record when have communicated with members hence can not follow up or miss some information Staff don't have skill in graphic design hence its come up with just normal one. Support in information and picture will be helpful. 	<ul style="list-style-type: none"> Monthly Communication The more interesting, the more effective.
To increase involvement of members for ACM, Consultation meeting and AITN's events	<p>FREEFOM quarterly newsletter</p> <p>43 Pw Annual General Meeting 2012 along with introduction to and basic human rights education</p> <p>No. of participants: Ching Rai-20 (12 members + 8 non-members), Mahasarakham-14 (8 members+6 non-members), Nakhon Si Thammarat-14 (8 members+6 non-members)</p> <p>No. of new members: Ching Rai-4, Mahasarakham-1, Nakhon Si Thammarat-6</p> <p>No. of renewed members: Ching Rai-1, Mahasarakham-1, Nakhon Si Thammarat-7</p> <p>No. of action taken: NIT- Nakhon Si Thammarat-12</p> <p>No. of action taken: 'Stop Karrot'- Nakhon Si Thammarat-9</p> <p>Revenue: Ching Rai-฿4150, Mahasarakham-฿60,000, Nakhon Si Thammarat-฿82,200</p>	<p>6 FREEFOM sent to members and supporter quarterly by post</p> <p>43 Pw AGM conducted in regional hubs: Ching Rai/Aug 21, Mahasarakham/Aug 13, and Nakhon Si Thammarat/Aug 18</p> <p>Increased involvement of regional members in Thailand's decision making process</p>	<p>Strengthen internal communication with members and support including updated our work and also asking for taking action.</p> <p>Volunteer are needed for FREEFOM</p> <p>Write if we have local person who coordinate and organize the Pre-AGM. Race and Time must be considered.</p>	<p>Pre-AGM Running with the local staff.</p>	
Annual General Meeting 2012	<p>Annual General Meeting 2012 'to the Park' conducted in Bangkok, August 15 at Kwanit hall.</p> <p>No. of participants: 64 (50 members + 14 non-members)</p> <p>No. of new members: 1</p> <p>No. of action taken: NIT- 4</p> <p>No. of action taken: 'Stop Karrot'- 11</p> <p>No. of action taken: 'Burns activist'- 2</p> <p>Revenue: ฿168,810.</p>	<p>Increased involvement of members / AG Group in AGM decision making process...</p>	<p>Since the decisions were long and complicated, so it was hard for members to provide information clearly.</p> <p>Award and gift help motivate members</p>	<p>Make the AGM fun and inspire</p>	

Media & Communication

Objective	Activity	Output / Outcome	Key lessons learnt	Recommendation for future goals
1. Building relationship with government sector (MOJ, MOJ), independent organization (AMRC, UNOCHA, embassy in order to support or welcome a call from AI Thailand)	<ul style="list-style-type: none"> attend their meetings Regular update activities / news / report through online and offline 	<ul style="list-style-type: none"> government sector / independent organization are more aware about our main campaign on Death Penalty and other human rights issue Some officers used / referred AI documents for their works 	<ul style="list-style-type: none"> to set appointment particular with those who have good connections with influential persons in government sector ex. prime minister and minister of MOJ working closely with Campaign Co. / developing other message in communication with them 	<ul style="list-style-type: none"> visit regularly with support of those who have good connections with influential persons in government sector ex. prime minister and minister of MOJ working closely with Campaign Co. / developing other message in communication with them
2. To have better relation with media which will support AI Campaign work through promoting AI position and activities	<ul style="list-style-type: none"> Media mapping Build up relationship and keep contact with media Distribute kit about AI Thailand and key activities Regular update activities / news / report through online and offline Training for media on basic human rights on 28 April 2012 at Chiang Mai <p>DP lunch report 2012 on 27 Mar 2012 - sending press to media house</p>	<ul style="list-style-type: none"> Media database Good connection and get support from Matchchai online, Prachathuan, Prachatai and other TV Media release news and key message of AI more than in the past AI Media participated along with public. The television was released on website such as: Prachathuan, Matchchai online, Matchchai TV, local radio, Thai PBS connection with Media in the North region <p>news release on 11 mainstream website, 6 alternative website and blog and 2 for TV programme</p> <p>News release on mainstream website such as: Matchchai online, Manager online, Nation Channel, Ekasat, Daily news, Thai Post, Kom Chad Luek Online, Bangkok post, Nation, MCOJ News, Enquiryprachatai Online</p> <p>News release on alternative website such as: Prachathuan, human news Agency, dumpruam, yth, cheap and long</p> <p>News release on cable TV such as: Voice TV, Spring News</p>	<ul style="list-style-type: none"> Mainstream media is not yet join our activities and release AI key message Even though we have contact of good relationship with reporter but the decision making in issue news based on editor Most of Mainstream media issue AI news by getting direct information from International Secretariat <p>Most of mainstream media don't release key message on calling for abolish death penalty but focus on present fact and figure</p>	<ul style="list-style-type: none"> Develop relationship with editor Develop relationship with mainstream media writing news and pass to media rather waiting for them to join activity <p>Ensure the key message is the highlight, need to provide clearly and accurate message</p>
3. To raise awareness / understanding on human rights situation and AI with the public	<ul style="list-style-type: none"> AI Press Award 	<ul style="list-style-type: none"> AI position on DP in mainstream TV The program were able to use for further education on this issue <p>news from media for competition on this year are</p> <ul style="list-style-type: none"> 1 news from local newspaper 2 news from Mainstream newspaper : the winner is news from Khanaod 22 news / documentary from Mainstream TV, 4 channel : the winner is documentary from Thai PBS 8 news/documentary from Cable TV, 3 channel : the winner is documentary from Nation Channel 9 news from 3 website : the winner is Prachatai online media release about press award event in TV/radio/newspaper/website such as SCCTV2, Thai PBS, ETN, net TV, CH 7, Nation TV, 9 one TV, Daily news TV, R TV, INN 24 online, OAN, NPA/Prachatai, hura, Bangkok post, Dailynews, Matchchai online, education rights, khoroof media participate the most in this event than other AI activities 	<ul style="list-style-type: none"> 84 participants 10 media Newspaper / online : Nation (D) Matchchai TV, Mubara 9 (D) news, Voice TV, OAN News release on website such as: Prachathuan.com, Bangkok Post newspaper, Matchchai online, Prachatai online newspaper, Manager, Prachathuan online newspaper, academic News release on TV such as: Voice TV, Mubara 9, OAN Media release key message of AI 2012 : AI Thailand position about Death Penalty and information from speakers document set AI in their TV programme 	<ul style="list-style-type: none"> some TV program and columnist in newspaper looking for human rights related content PR event is required longer period clear criteria for candidates is needed <p>develop relationship with program producer and columnist and matching our agenda with their</p> <p>good preparation plan particular on PR to get more and larger / wider group of media</p>
3. To raise awareness / understanding on human rights situation and AI with the public	<ul style="list-style-type: none"> AI Press Award 	<ul style="list-style-type: none"> AI position on DP in mainstream TV The program were able to use for further education on this issue <p>news from media for competition on this year are</p> <ul style="list-style-type: none"> 1 news from local newspaper 2 news from Mainstream newspaper : the winner is news from Khanaod 22 news / documentary from Mainstream TV, 4 channel : the winner is documentary from Thai PBS 8 news/documentary from Cable TV, 3 channel : the winner is documentary from Nation Channel 9 news from 3 website : the winner is Prachatai online media release about press award event in TV/radio/newspaper/website such as SCCTV2, Thai PBS, ETN, net TV, CH 7, Nation TV, 9 one TV, Daily news TV, R TV, INN 24 online, OAN, NPA/Prachatai, hura, Bangkok post, Dailynews, Matchchai online, education rights, khoroof media participate the most in this event than other AI activities 	<ul style="list-style-type: none"> 84 participants 10 media Newspaper / online : Nation (D) Matchchai TV, Mubara 9 (D) news, Voice TV, OAN News release on website such as: Prachathuan.com, Bangkok Post newspaper, Matchchai online, Prachatai online newspaper, Manager, Prachathuan online newspaper, academic News release on TV such as: Voice TV, Mubara 9, OAN Media release key message of AI 2012 : AI Thailand position about Death Penalty and information from speakers document set AI in their TV programme 	<ul style="list-style-type: none"> Media give high priority on AI comparing with other AI event <p>Media give high priority on AI comparing with other AI event</p> <ul style="list-style-type: none"> work hard with radio media and other media who not attend the meeting provide AI event calendar

Objective	Activity	Output / Outcome	Key lesson learnt	Recommendation for future plan
	<ul style="list-style-type: none"> • AAR 2012/2013 on Tour @ Pattani on 31 May, 2012 	<ul style="list-style-type: none"> • 62 participants • 18 media • Newspaper - Bangkok Post, TV- E.T. media, Southern Peace Media, F media, Website - deepsouthwatch, internet Radio - 95 (southern), 8.8.8.8, 8.8.8.8 (Bangkok) website • News website on website such as deepsouthwatch, internet 	Media are very active in human rights issue	making good relationship with NGOs and NGOs in Pattani
	<ul style="list-style-type: none"> • AAR 2012/2013 on Tour @ Chiang Mai on 7 June, 2012 	<ul style="list-style-type: none"> • 51 participants • 7 media (TV/Cable TV) 	media don't have adequate knowledge on human rights	<ul style="list-style-type: none"> • making good relationship with university and lecture • provide media more information about human rights • develop plan to track record from radio TV
	<ul style="list-style-type: none"> • AAR 2012/2013 on Tour @ Chiang Mai on 14 June 2012 	<ul style="list-style-type: none"> • 91 participants • 2 for media writers • News website on website such as prachatham / thaingprachatham 	media don't have adequate knowledge on human rights	<ul style="list-style-type: none"> • making good relationship with university and lecture • provide media more information about human rights
	<ul style="list-style-type: none"> • Round Table discussion on Death Penalty 4 Aug 2012 	<ul style="list-style-type: none"> • around 50 participants with 2 media • issue (IP and AI) activity on public and media • connection with officer from Correction Department 	Using online forum may be consider as one good venue	<ul style="list-style-type: none"> • smart key message is on and focus
	<ul style="list-style-type: none"> • Web site and social media 	<ul style="list-style-type: none"> • website was updated every month • update regularly on Facebook / other social media 	<ul style="list-style-type: none"> • Facebook is very useful for post out activity and news than website • number of visitor and view in Youtube is not much increase 	<ul style="list-style-type: none"> • share link from website to Facebook • develop more and interested audio to see through online media
To raise awareness (understanding) about human rights and AI through influential persons in society	<ul style="list-style-type: none"> • Building relationship with influential persons in society 	<ul style="list-style-type: none"> • 2 writer / columnist: Sorns Kumpatiboon and Thanyarat Thanyarat support on death penalty, and sharing AI work on media and public group where they are belong to • they used AI documents for their work 	<ul style="list-style-type: none"> • develop good relationship with influential person in society will help us to reach out wider and new target audience 	<ul style="list-style-type: none"> • develop plan to outreach influential person who represent various topic in corporate accountability, freedom for expression, support stand together for human rights • follow up plan with existing connection
	<ul style="list-style-type: none"> • Artist for Amnesty - AAR Launch AAR project - 28 May 2012 	<ul style="list-style-type: none"> 39 Artists for amnesty - Mr Nittikul - singer - Benj Panchita Na Songkita - Actress - Chaisath Lachanasak - conductor and director of the Bangkok Chaiyoi Orchestra (BCO) - Chansak Chamruang - columnist - Cha Innomkita Surmas - singer - Ching Thomyai - newscaster - Kam Chittak - singer - Mr. Boonrattana Boonrattana - actor - Mookdamee - band - Nith Kattikarn - singer - Natchan Kanyard - wood crafting - Pae Arah Anomulobhawan - singer and actor - Sangkarn Sarnwat - Radio host/producer - Tul Wachonkarn - singer - Jitthiporn Rungroj - artist - Wira Sasakulchai - film director - Dr. W. Sittiwetkul - musician host - Pyatthai Manonphat - photographer - Vorn Ota-arn - singer 	<ul style="list-style-type: none"> • Artist expressed their interest in support human rights and AI work but not yet be able to identify how integration in their daily work and life 	<ul style="list-style-type: none"> • be professional in presentation, developed publication and communication with them • More communication with AAR to build and strengthen their understanding on human rights and AI • identify the integration way for artist to support human rights and AI work

* 15 Jul 2012 Chitthaph Lichonnan ran charity concert and raised out about AI and show "Issues in Freedom" using in concert
 * Tul Wachonkarn, Wit Sersathang, Dr. Wit Sitthekhin, Suphansa Sittawat joined film screening on 10-12 Oct 2012
 * Ar' Nattikul - For Avak Anomsubphasit - Tul Wachonkarn, Kain Carabian, Sittiporn Bojpong, Chaiwanit Channuang (support Pains Free Campaign)
 * For Avak Anomsubphasit, Dr. Wit Sitthekhin, Ar' Nattikul
 * raised out "One mark extra Value"
 * Nantaworn, For Avak Anomsubphasit, Nee Kattikarn joined LHM event 2012
 * Vant Cha-jim, For Avak Anomsubphasit, Dr. Wit Sitthaworn, Sittiporn Bojpong supported Central Asia Campaign

* ran page www.facebook.com/ArtivakAnomya
 * AI Ambassador

* 124 likes
 * edit post about basic human rights issue
 * promote AI activities
 * promote AI campaign

Su Boontiang, a singer, writer
 * formal invitation to Boontiang as AI Ambassador on 11 December, 2012
 * representative and visited out for human rights and AI work to media and public
 * use AI documents for his work

good for PE, RAA and AI activity always update news and photos

Ambassador support AI to reach out wider audience and able to give advice in organizing mass event develop clear plan for further collaboration provides more information on human rights and AI

Activists around the world have shown that it is possible to resist those who undermine human rights.

TOGETHER WE HAVE A RECORD OF SUCCESS.

PEOPLE WILL LIVE
FREE FROM FEAR
AND FREE FROM WANT

AND OUR JOURNEY GOES ON.
JOIN US AS WE REACH GREATER FEATS FOR HUMAN RIGHTS!



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