

KEY RECOMMENDATIONS FOR EFFECTIVE HUMAN RIGHTS NARRATIVES

 International Service
for Human Rights



A BETTER TOMORROW

Emphasise the motivations and objectives of people who defend human rights, not just the risks they face.



SHARED HUMANITY

Ground your story in a recognition of our shared humanity.



AGENCY AND IMPACT

Remind people that they do have the power to make a difference, they just need to participate.



COLLECTIVE CONTRIBUTIONS

Be inclusive, celebrate progress made and invite everyone to contribute to creating a better future.



DANCE TO YOUR SONGS

Create your narratives by telling your stories, not by being minor characters in the stories of your opponents.

RECOMMENDATIONS SPECIFIC TO ENGAGEMENT STRATEGIES AT THE UNITED NATIONS

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DESCRIBE BEST PRACTICE

Describe the future we can create together. Explain what good government or corporate behaviour looks like and focus on what you want to see from them.



GIVE TANGIBLE EXAMPLES OF THE BENEFITS OF HUMAN RIGHTS

Highlight the benefits that human rights deliver through real-life examples and values, not abstract jargon.



PEOPLE WHO DEFEND HUMAN RIGHTS NEED TO BE HEARD

Highlight the importance and benefits of ensuring the people who defend human rights always have a seat at the table and their voices are heard.



PEACE, DIGNITY AND EQUALITY ON A HEALTHY PLANET

Remind everyone that advancing human rights is a foundational objective of the United Nations.